SECTION ONE: INTRODUCTION

Why a Visual Identity Manual 1
Visual Identity Policy 2
Contacts for Advice, Approvals and Graphics 3

SECTION TWO: MARKS

Official Seal 5
Logotype Marks 6
Informal Logos 7
College Logos 8

SECTION THREE: ELEMENTS

Color Palette 10
Fonts 11
Photography/Videography 12

SECTION FOUR: TEMPLATES

Stationary/Templates 14
Business Cards 15
SECTION ONE: INTRODUCTION
WHY A VISUAL IDENTITY MANUAL?

Research confirms that a clear and consistent identity helps build and maintain an organization’s reputation and regularly used graphic symbols can convey and reinforce the strengths of an institution.

This is as true for Roseman University as it is for other leading universities. A strong visual identity can enhance Roseman University’s ability to recruit outstanding faculty, students, and staff; to engage alumni; and to attract external support.

To take advantage of this potential, the University’s Marketing Office developed this visual identity manual that effectively links our campuses, colleges, non-academic units, and administrative offices with the name “Roseman University of Health Sciences”—a strong asset we all proudly share.

Every member of the University community plays an important role in bringing this cohesive identity to life and in maintaining its integrity by applying it consistently throughout all University communications, including in print, display, and promotional products, and in web, broadcast, and other electronic formats.
VISUAL IDENTITY POLICY

This Visual Identity Manual provides specific guidelines and standards to the Roseman University community for maintaining the University’s visual identity in all forms of communication.

The guidelines have been developed by the Marketing Office in accordance with the approved University Visual Identity Policy and with extensive advice from administration.

The Policy

All Roseman University units and student organizations are required to use the Roseman University name and unified visual identity, including a set of approved marks, as outlined in policies and guidelines included in the Roseman University Visual Identity Manual.

The Vice President for Communications & Public Relations is empowered with the authority to manage and enforce the proper use of the University’s name and identity and is charged with creating, distributing and enforcing guidelines necessary for the proper use of the Roseman University name and identity; developing tools, training, and other incentives that facilitate the proper use of the Roseman University name and identity by all units of the University; and establishing oversight to facilitate the proper use of the Roseman University name and identity.

Members of the University community should refer to the Visual Identity Manual for guidance, tools and information about proper usage of the University’s name and identity. Since the power of a strong visual identity can only be realized through consistent application over time, it is the University’s policy that the official logotype, colors, and marks as described in the Visual Identity Manual are the only sanctioned marks for use across the University.

No other marks or symbols may be used to represent Roseman University of Health Sciences.
SECTION ONE: INTRODUCTION

CONTACTS FOR ADVICE, APPROVALS AND GRAPHICS

Faculty and Staff
The Marketing Office is responsible for maintaining the University’s visual identity and is available to respond to inquiries regarding its use, including: requests to create materials, guidance in acceptable use of visual identity marks, and review and approval of materials.

Students and Student Groups
Individual students are not permitted to use the Roseman University marks. Student groups may use the Roseman University visual identity marks provided they follow the guidelines in this manual. For example, the official Roseman University seal may not be used by student groups and may only be used by the University in an official capacity. A designated set of informal marks have been developed for use by student groups.

The use of Roseman University visual identity marks on commercial goods, promotional giveaways, and fundraising items, such as t-shirts, hats and mugs, is permitted for student groups after review and approval by the Marketing Office.

External Individuals or Entities
This guide is intended primarily for use by the Roseman University community. Any individuals, groups, or companies external to the university requesting further information regarding the use of Roseman University marks should contact the Marketing Office.

Marketing Office Contacts
Vice President for Communications and Public Relations
(702) 968-1633

Campus Marketing Director
(South Jordan, Utah)
(801) 878-1035

Marketing Communications Specialist
(Henderson, Nevada)
(702) 968-1647

General Inquiries: marketing@roseman.edu

Marketing Project Requests
The Marketing Office is available to assist units in the design and production of collateral material, promotional items and other materials that include the Roseman University visual identity and will be distributed internally and externally.

To begin a project, submit a Marketing Request Form available on the Roseman Intranet in Public Folders under Marketing.
SECTION TWO: MARKS
OFFICIAL SEAL

The Roseman University of Health Sciences seal may only be used by University administration, faculty and staff for official university documents, such as contracts, deeds, notifications, coorespondences and academic diplomas. Other uses include official university publications, such as the Student Catalog.

When used in full color, the Roseman University of Health Sciences formal seal design incorporates the official University color palette. Its typefaces are Albertus MT-Light for “Roseman University of Health Sciences” and Trajan Pro for “A Leader in Transforming Health Care Education.” The official seal may be used on its own or with the University name displayed to the right of the seal.

There are instances when one-color use of the seal may be permitted. The one-color seal must be displayed in Pantone 7421 (see Color Palette section for RGB, HEX and CMYK equivalents), white or, if required, black. When reversed, the seal must be displayed in white for clarity. To ensure legibility, the seal may not be reduced and used any smaller than one inch tall.

Students or students groups are not permitted to use the official seal at any time.

Do not modify, reset or recreate the official seal. Electronic files of the official seal are available through the Marketing Office in a variety of formats, such as ai, pdf, jpeg, png and eps.
LOGOTYPES

When displaying “Roseman University of Health Sciences” without the official seal or other logo, you’re using a logotype. All logotypes must use the Albertus MT-Light font in all caps. When appropriate, the Pantone 7421 U color is desired. If used in reverse, the logotype should be white.

Additionally, the mission statement, “A Leader in Transforming Health Care Education,” featured in the official seal may be included. The mission statement must use the Trajan Pro font. For logotypes, the shortened name of “Roseman” may be used on its own; “Roseman University” or “Roseman University of Health Sciences” are also appropriate.

The logotype may also incorporate a signature to identify a specific college or program. The signature must be displayed in the Trajan Pro font.

The Albertus MT-Light and Trajan Pro fonts are available upon request through the Marketing Office for easy installation on University computers.
SECTION TWO: MARKS

INFORMAL LOGOS

Informal logos may be used on any University related materials and are ideal for the creation of promotional materials, including apparel. They may be used by students, faculty, and staff.

To acknowledge the legacy of Roseman University and to pay tribute to the Intermountain region in which the University’s campuses are located, the mountain logo was developed. This logo is one-color and is typically displayed in the Pantone 7421 U color. When reversed, the logo must be white.

The mountain logo may be used with or without “of Health Sciences” or may also be used with simply “Roseman.” Proper fonts must be used.

An informal logo featuring the acronym “RU” is also available. However, it must be used in conjunction with “Roseman University.” The “RU” incorporates the Pantone 7421 U color and Pantone Cool Gray 7PC.
COLLEGE LOGOS

Logos have been developed for each of the University’s Colleges. These logos incorporate the University’s color palette, graphic elements associated with their professions and other graphic elements as requested by the respective college. For example, the College of Pharmacy logo features the mortar and pestle traditionally associated with pharmacists. The College of the Dental Medicine logos feature the Asclepius, the triangle symbolic of the Greek Δ (Delta) representing the letter D in dentistry, the circle symbolic of the Greek Ω (Omicron) representing “Odent,” which means tooth, and the tree branches with 32 leaves and 20 berries, representing the number of permanent and primary teeth.

These logos may be used by employees and students, with approval by the Marketing Office.
SECTION THREE: ELEMENTS
COLOR PALETTE

Equally important to consistent and proper use of the seal and logos in establishing and maintaining the Roseman University visual identity is use of its colors. When developing advertisements, merchandise and marketing materials, it is essential to consistently match the official University colors. The palette below provides the various color codes that may be used to recreate the burgundy and grey colors of Roseman University.

*Note: When printing materials through a vendor, it is recommended to always provide the Pantone color code to ensure consistency in print color.*

Pantone 7421 U
RGB: 120, 0, 50
CMYK: 0, 100, 30, 61
HEX: 780032

Pantone Cool Gray 7PC
RGB: 174, 176, 178
CMYK: 33, 25, 25, 0
HEX: AEB0B2
The Albertus MT-Light and Trajan Pro fonts that help create the Roseman University visual identity are available for download through the Marketing Office. When creating documents, complimentary Serif fonts include Times New Roman and Cambria. Sans Serif fonts include Calibri, Arial and Myriad Pro.
PHOTOGRAPHY/VIDEOGRAPHY

Students and Employees
The Marketing Office, along with the University’s multimedia team, maintains a vast electronic library of photos and video B-roll for official use by University units for development of marketing projects. If a desired photograph or video is not available, arrangements may be made through the Marketing Office and multimedia team for photographs or video to be taken.

If you wish to take your own photographs or videos on campus that feature students, a request must be submitted to the Marketing Office for review for FERPA compliance before any photography or videotaping can take place. Likewise, certain employees do not wish to be photographed or videotaped and their wishes must be honored.

Clinic Patients
Any photographs or video taping of patients in Roseman University Clinics requires the completion of a Media Release Form, available from the Marketing Office. Minors require signature from a parent or legal guardian. The Media Release Form communicates to the patient the intent of the photograph(s) or video footage and absolves the University of any expectation of payment or compensation for their use to promote the University and its clinical services.

All requests for photography and videotaping must be made at least 48 hours before scheduled so that appropriate supervisors may be notified and the FERPA review can be completed.
SECTION FOUR: TEMPLATES
STATIONARY AND TEMPLATES

Roseman University of Health Sciences letterhead and envelopes are available for purchase through the University’s online Office Depot account.

*Note: Each University unit has a designated representative(s) for ordering stationary products. Please direct all orders through this representative.*

Available stationary includes the following:

**Letterhead**
- Standard Letterhead Linen - Henderson
- Standard Letterhead Linen - South Jordan
- Customizeable Executive Letterhead Linen - Henderson
- Customizeable Executive Letterhead Linen - South Jordan
- President’s Letterhead Linen
  (For use only by the University President)

**Envelopes**
- Standard #10 Envelope Linen - Henderson
- Standard #10 Envelope Linen - South Jordan
- Standard #10 Envelope Plain - Henderson
- Standard #10 Envelope Plain - South Jordan
- President’s #10 Envelope Linen
  (For use only by the University President)
- Standard Catalog Envelope Plain - Henderson
- Standard Catalog Envelope Plain - South Jordan

*Stationary pricing varies depending on quantities ordered.*

**Electronic Templates**

A variety of electronic document templates are available from the Marketing Office. These include University Letterhead, PowerPoint, Fax Cover Sheet, Memo and others.

Custom templates may also be developed by request. For consistency and brand protection, please utilize the available templates and request custom templates through the Marketing Office rather than making individual templates within each unit.

*Note: Attempting to recreate the letterhead in Microsoft Word is discouraged. All formal or official correspondences should be printed on stationary.*
SECTION FOUR: TEMPLATES

BUSINESS CARDS

There are two versions of Roseman University business cards available for purchase through the Marketing Office by submitting a Business Card Request form. These cards can be customized to include Name, Credentials, Position, Unit, Campus Address, Phone Numbers and Email Address.

Individuals who wish to order the two-sided card may also do so through the Office Depot system.

Note: Only Roseman University of Health Sciences employees are authorized to use business cards containing the formal University seal. Students may not print and distribute business cards featuring the seal.