BRAND GUIDE

A Library of Established Rules & Standards

3,2020 •.3

For more information please contact the Marketing Office

. Ro

а.

. R

C all

R

CONTENTS

TABLE OF CONTENTS

Our Policies	1
Our Identity	3
College Logos	5
Program Seals	
Our Colors	7
Typography	
Hierarchy	,
Imagery	13
Pattern Library	17
Mascot	18

BRAND POSITION

 $\frac{1}{2} \frac{1}{2} \frac{1}$

BRAND ADVOCACY

and the second state and and the second state of the second state

BRAND INTEGRITY

LOGO FORMAT USAGE

MINIMUM SIZE

SAFETY ZONE

ROSEMAN UNIVERSITY

CORRECT USAGE

INCORRECT USE EXAMPLES

USAGE

 $\frac{1}{2} = \frac{1}{2} = \frac{1}$

- 🤹 - 🗸 - 🧃

- 8 -- 1 >

(-**E**(-

USAGE

Gotham (sans-serif print font)

The quick brown fox jumps over the lazy dog.

The 🦕 jck b wn f x j 🀜 e he la d g.

^{Gotham Light} The quick brown fox jumps over the lazy dog.

Gotham Light Italic

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Gotham Medium The quick brown fox jumps over the lazy dog.

Gotham Medium Italic The quick brown fox jumps over the lazy dog.

Go a Bold $T \sim C b_{Q} \rightarrow 0 \sim 0 \sim a do$ $G \sim B \sim G \otimes G \sim B \sim T$ $T \sim A \sim S \sim T \sim T$

The quick brown fox jumps over the lazy dog.

T, cb 🖉 📈 🕅 , .ad,.

Minion (serif print font)

Minion is used as a secondary serif font for print.



e quick brown fox jumps over the lazy dog.



Roboto (Web font)

Roboto can be used as a Gotham alternate san-serif font for web.

Roboto Thin

Roboto Thin Italic The quick brown fox jumps over the lazy dog.

Roboto Light The quick brown fox jumps over the lazy dog.

Roboto Light Italic The quick brown fox jumps over the lazy dog.

Roboto Regular The quick brown fox jumps over the lazy dog.

Roboto Regular Italic The quick brown fox jumps over the lazy dog.

Roboto Medium

The quick brown fox jumps over the lazy dog.

Roboto Medium Italic

The quick brown fox jumps over the lazy dog.

Roboto Bold The quick brown fox jumps over the lazy dog.

Roboto Bold Italic The quick brown fox jumps over the lazy dog.

Roboto Black

The quick brown fox jumps over the lazy dog.

Roboto Black Italic

The quick brown fox jumps over the lazy dog.



The quick brown fox jumps over the lazy dog.

)

(

 $h_{1} = \frac{1}{2} h_{1}$

I'M - AR & LIN

HIERARCHY

TYPE STANDARD FOR PRINT & WEB

H1 Heading

H2 Heading

Roboto Bold 24pt

Bold, Italic, Strikethrough, (Link)

Roboto Light 11pt

This is a paragraph of type. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam tristique libero nec odio fermentum feugiat. Ut ac metus ut nisl consectetur iaculis. Maecenas auc-

tristique nisi euismod nec. Pellentesque porta mollis interdum. Mauris sodales ligula aliquet elementum lobortis.

Roboto Thin Italic 9pt Secondary type example. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam tristique libero nec odio fermentum feugiat. Ut ac metus ut nisl consectetur

euismod nec. Pellentesque porta mollis interdum. Mauris sodales ligula aliquet elementum lobortis.





THE SIX-POINT MASTERY LEARNING MODEL

ALTERNATE LOGO + HEXAGONS

(1)



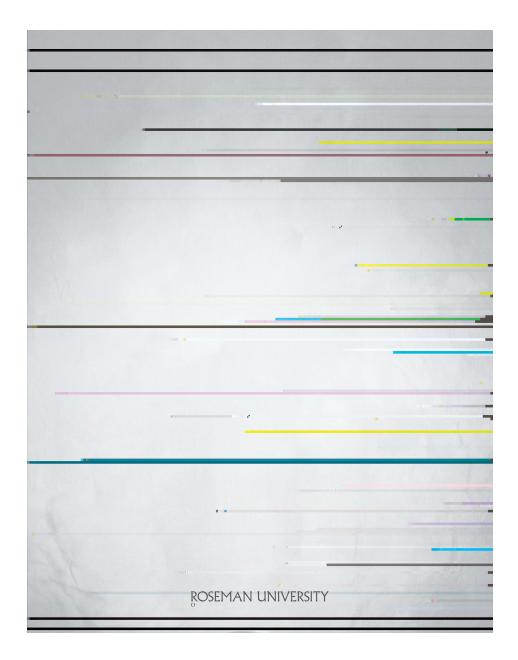


PRINT VISUALS

. • _ /● 1-1 . 1 , Details: 4 . 21 S . 0%., , . . **0**-. 1 Æ . S S -, s, 8. *0- 00*. د <u>د</u> 1 \$. • 1 18 . . s 1/ / /31. . . 1 , - / -- ' , '



ROSEMAN UNIVERSIT



PATTERN LIBRARY

WEB/UI



