

BRAND GUIDE

A Library of Established Rules & Standards

3, 2020 3

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BRAND POSITION

21

BRAND ADVOCACY

BRAND INTEGRITY

LOGO FORMAT USAGE

MINIMUM SIZE

SAFETY ZONE

ROSEMAN UNIVERSITY

CORRECT USAGE

INCORRECT USE EXAMPLES ~~XXXX~~

USAGE

Gotham (*sans-serif print font*)

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

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 c b o o la do .

G B G B

T s .

The quick brown fox jumps over the lazy dog.

T c b o o la do .

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.

TYPOGRAPHY

[cont.]

()

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.
c h

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.

TYPE STANDARD FOR PRINT & WEB

Roboto Light 60pt

H1 Heading

Roboto Light 36pt

H2 Heading

Roboto Bold 24pt

H3 HEADING

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

Examples of usage:

ALTERNATE LOGO + HEXAGONS

Examples of usage:





ROSEMAN UNIVERSITY

PATTERN LIBRARY

WEB/UI



