



# BRAND GUIDE

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*A Library of Established Rules & Standards*

July 3, 2020 | Ver. 3

**Challenge. Reimagine. Roseman.**

ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES

*For more information please contact the Marketing Office*  
marketing@roseman.edu | 702.968.1633



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# OUR POLICIES

## BRAND POSITION

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Roseman University is transforming healthcare education shaping exceptional, compassionate best-in-breed healthcare practitioners that both serve and collaborate in their communities and set new standards of excellence in the ever-changing 21st century world of healthcare.

## BRAND ADVOCACY

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Roseman's outstanding faculty, students, employees, friends, alumni, and volunteers are our greatest advocates.

Every member of the University has many opportunities to express the meaning of the brand, in the way that they talk about Roseman and how they use the brand identity.

A consistently told brand story, using a consistent brand identity allows us to leverage and optimize the impact we have on our audiences.

## BRAND INTEGRITY

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A clear and consistent identity helps maintain the integrity and continuity by reinforcing the use of specific graphics and type. Our visual guide enhances outreach by supporting Roseman University's ability to recruit outstanding faculty, students and staff; to engage alumni and attract external support. Every member of the University community plays a key role in bringing the cohesive identity to life by applying this visual narrative throughout all University communications, including print, web, broadcast and all other electronic formats.

# OUR POLICIES

[cont.]

## STANDARDS

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This Brand Guide contains the rules and standards for the Roseman University developed and established by the Marketing Office in accordance with the approved University policies and with extensive advice from administration. 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 the guidelines contained within this document.

The Marketing Office 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 maintaining guidelines necessary for the proper use of the Roseman brand; developing tools, training and other incentives that facilitate the proper usage of the Roseman brand by all units of the University; and establishing oversight to maintain the correct use of the Roseman visual identity.

## PROCEDURES

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The Marketing Office is available to respond to all inquiries regarding usage, including: requests to create materials, guidance in acceptable use of visual identity elements and review/approval of related materials. The Marketing Office is also available to assist units in the designs and production of collateral material, promotional items and other material that includes the Roseman branding and will be distributed internally and externally. To begin a project, submit a Marketing Request Form available on the Roseman Internet in Public Folders under Marketing.

Individual students are not permitted to use the Roseman University corporate identity elements outside the specific standards set forth in this guide. For example, the Roseman University seal may not be used by student group and may only be used by the University in an official capacity. A designated set of informal corporate logos have been developed and designated for use by student groups. The use of Roseman visual identity elements in commercial goods and marketing is permitted for student groups after review and approval by the Marketing Office.

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 visual elements should contact the Marketing Office.

## CONTACTS

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**Vice President for Communications & Partnerships** | 702.968.1633

**Vice President for Strategic Implementation and Engagement** | 702.802.2872

**Marketing Communications Specialist (Henderson, NV)** | 702.968.1647

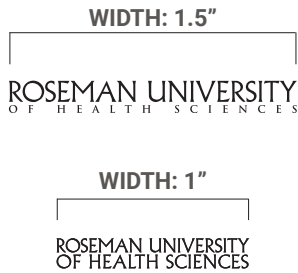
**Director of Marketing (South Jordan, UT)** | 801.878.1035

**General Inquiries** | [marketing@roseman.edu](mailto:marketing@roseman.edu)

## LOGO FORMAT USAGE

### MINIMUM SIZE

When reproducing the Roseman brand, never present the logo any smaller than the minimum size indicated here.



### SAFETY ZONE

To maintain the visual impact of the Roseman University logo, never place any graphic or typographic element closer to the logo than the minimum clear space indicated here.



### CORRECT USAGE

There are two acceptable formats to the Roseman University logo. The bottom version can be used for legibility if the logo is being reproduced very small; for example as a sponsor.

ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES

ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES

### INCORRECT USE EXAMPLES

The Roseman logo may not appear in any of the following formats, including using the Roseman typeface by itself.

~~ROSEMAN UNIVERSITY~~

~~ROSEMAN~~

~~ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES~~

~~ROSEMAN UNIVERSITY  
OF HEALTH  
SCIENCES~~

~~ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES~~

# OUR IDENTITY

[cont.]

## LOGO COLOR USAGE

When reproducing the Roseman logo never present the logo in any other color than shown here: **Pantone Roseman 7421 U and Black 7 C.**

ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES

ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES

~~ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES~~

**PANTONE 7421 U**  
**HEX#780032**  
**C0 M100 Y30 K61**  
**R120 G0 B50**

**PANTONE 419 U**  
**HEX#595854**  
**C61 M59 Y60 K38**  
**R50 G50 B50**

## LOGO B/W/NEGATIVE

The logo can also be featured in a **Pantone Rich Black**, if it is on a solid colored background it can be utilized only in white to maintain legibility.

ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES

ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES

~~ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES~~

**PANTONE Rich Black**  
**HEX#000000**  
**C00 M00 Y00 K100**  
**R00 G00 B00**

# COLLEGE LOGOS

## USAGE

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The Roseman University logos are to be used when representing the University or a specific college, program or department within the University. These logos allow the University to have a consistent brand identity when communicating internally and externally.

*College of Dental Medicine*

ROSEMAN UNIVERSITY  
COLLEGE OF DENTAL MEDICINE

*College of Graduate Studies*

ROSEMAN UNIVERSITY  
COLLEGE OF GRADUATE STUDIES

*College of Nursing*

ROSEMAN UNIVERSITY  
COLLEGE OF NURSING

*College of Pharmacy*

ROSEMAN UNIVERSITY  
COLLEGE OF PHARMACY

*College of Medicine*

ROSEMAN UNIVERSITY  
COLLEGE OF MEDICINE

*MBA Program*

ROSEMAN UNIVERSITY  
MASTER OF BUSINESS ADMINISTRATION

# PROGRAM SEALS

## USAGE

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The Roseman University General Seal may be used for official use ONLY upon approval from the Marketing Office. Each program carries it's own unique seal that symbolically represents it's scholastic traits and can be used for embroidery and other collateral upon approval from the Marketing Office.

Roseman University General Seal



College of Dental Medicine



College of Nursing



College of Pharmacy



College of Nursing – VBSN



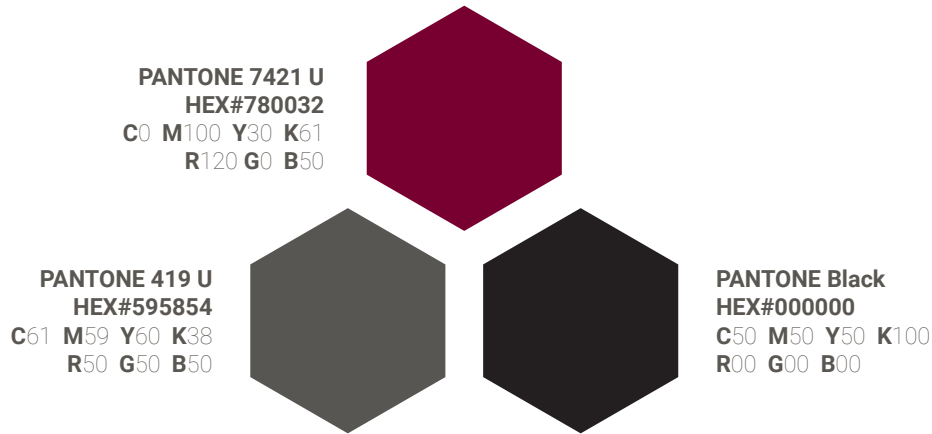


# OUR COLORS

## PRIMARY PALETTE

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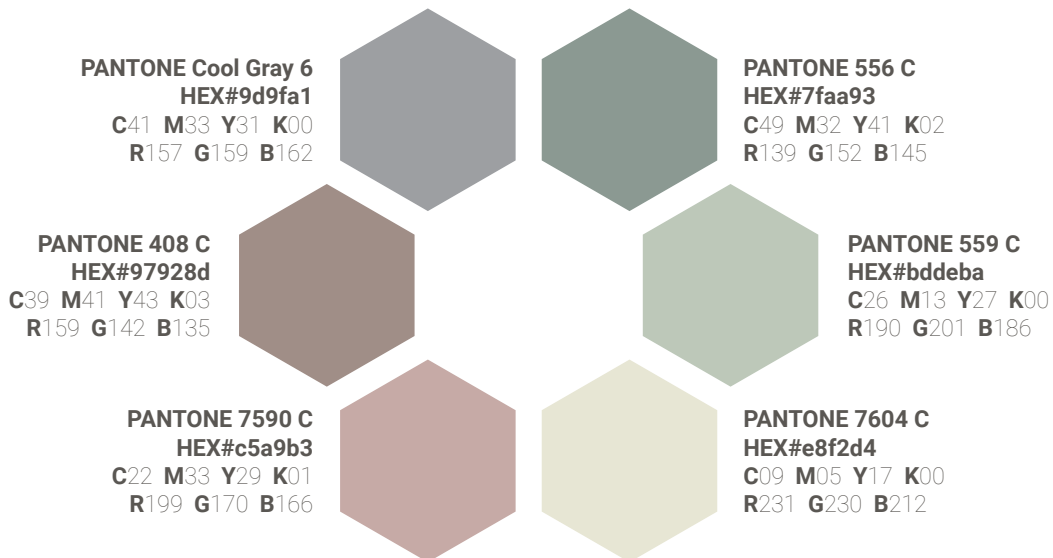
Maroon is Roseman's main color. If the project you're creating has color, maroon should be in it. Cool Gray 6 and Black are also utilized as Roseman's primary color palette.



## SECONDARY PALETTE

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If the project you are working on requires a splash of color to make things “pop,” the colors shown below are part of the secondary palette and may be used in small doses as accent colors. *Although it is not listed, white is also a secondary color.*



## Gotham (*sans-serif print font*)

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*Gotham is used as a primary sans serif font for print.*

Gotham Thin

The quick brown fox jumps over the lazy dog.

*Gotham Thin Italic*

*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.*

Gotham Regular

The quick brown fox jumps over the lazy dog.

*Gotham Regular Italic*

*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.***

Gotham Bold

**The quick brown fox jumps over the lazy dog.**

*Gotham Bold Italic*

***The quick brown fox jumps over the lazy dog.***

Gotham Black

**The quick brown fox jumps over the lazy dog.**

*Gotham Black Italic*

***The quick brown fox jumps over the lazy dog.***

## Minion (*serif print font*)

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*Minion is used as a secondary serif font for print.*

Minion Regular

The quick brown fox jumps over the lazy dog.

*Minion Italic*

*The quick brown fox jumps over the lazy dog.*

Minion Medium

The quick brown fox jumps over the lazy dog.

*Minion Medium Italic*

*The quick brown fox jumps over the lazy dog.*

Minion Semibold

The quick brown fox jumps over the lazy dog.

*Minion Semibold Italic*

*The quick brown fox jumps over the lazy dog.*

Minion Bold

The quick brown fox jumps over the lazy dog.

*Minion Bold Italic*

*The quick brown fox jumps over the lazy dog.*

## Roboto (Web font)

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

Roboto Thin

The quick brown fox jumps over the lazy dog.

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.***

## Crimson (*Web font*)

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*Crimson can be used as a Minion alternate serif font safe for web.*

Crimson Regular

The quick brown fox jumps over the lazy dog.

Crimson Italic

*The quick brown fox jumps over the lazy dog.*

Crimson Semibold

**The quick brown fox jumps over the lazy dog.**

Crimson Semibold Italic

***The quick brown fox jumps over the lazy dog.***

Crimson Bold

**The quick brown fox jumps over the lazy dog.**

Crimson Bold Italic

***The quick brown fox jumps over the lazy dog.***

## TYPE STANDARD FOR PRINT & WEB

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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 auctor ligula vitae turpis finibus, ut porttitor est blandit. In sit amet fringilla purus. Fusce eu dolor felis. Donec auctor finibus orci, ut 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 iaculis. Maecenas auctor ligula vitae turpis finibus, ut porttitor est blandit. In sit amet fringilla purus. Fusce eu dolor felis. Donec auctor finibus orci, ut tristique nisi euismod nec. Pellentesque porta mollis interdum. Mauris sodales ligula aliquet elementum lobortis.*

## THE HEXAGON

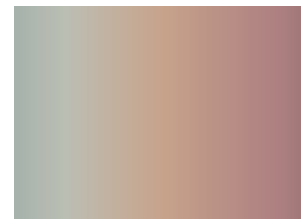
The use of the hexagon in Roseman University's imagery is an visual icon that binds print, web and corporate design. At it's core it represents the **Six-Point Mastery Learning Model** and it encompasses our values and is a key differentiator among other educational institutions. Examples of use: framing of objects, background patterns and design accents.



*[Example shown above of how to frame a photo with the hexagon.]*

## CLUSTERS

The use of the hexagon cluster focuses on the edges of the specific piece, preferably in the corners and can be mirrored based on the composition. **Details: 60-80% opacity / Screen, Multiply or no blending mode depending on the background / -145° or 145° gradient feather. The gradient swatch featured on the right can be used in place of the linked image for the gradient color fill..**



## LOGO + HEXAGON

This version of the wordmark logo is intended for use on apparel such as embroidery on shirts and hats.



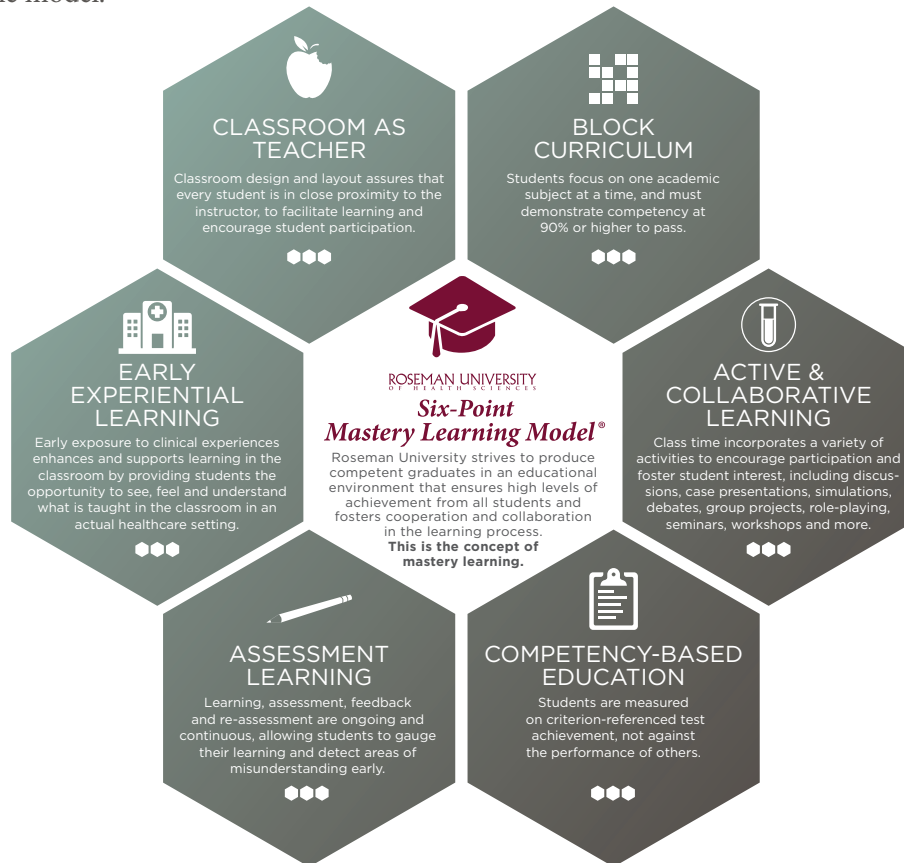
## FADED RU SEAL

The Roseman University seal is used in print collateral and is limited to a watermark. The screened back seal logo is also generally used at the bottom as a design element. **Details: 15% opacity / Multiply blending mode / -90° gradient feather.**



## THE SIX-POINT MASTERY LEARNING MODEL

The Roseman University Six-Point Mastery Learning Model® is used to showcase the six key tenets of the model.



## ALTERNATE LOGO + HEXAGONS

This version of the logo is limited to specific usages and must be approved by the art director and/or the marketing team. *Examples of usage:* social media, presentations and certain print opportunities.







## RETHINK COLLABORATION

Collaboration today isn't just vertical, it's horizontal, even diagonal. Today's most qualified healthcare practitioners work across and between disciplines, so that the patient receives the very best treatment and can expect the best outcomes. Roseman University of Health Sciences has been rethinking collaboration since our inception in 1999. Using the **Six-Point Mastery Learning Model** we train a different kind of student to thrive and practice in today's complex world of medicine and patient care.

**Challenge. Rethink. Roseman.**




Learn more at [roseman.edu](http://roseman.edu)

### ROSEMAN UNIVERSITY OF HEALTH SCIENCES

11 Sunset Way | Henderson, NV 89014 | 702-990-4433

10530 Discovery Drive | Las Vegas, NV 89135 | 702-802-2841

10920 S. River Front Parkway | South Jordan, UT 84095 | 801-302-2600

@rosemanuhs   

COLLEGE OF DENTAL MEDICINE • COLLEGE OF MEDICINE  
COLLEGE OF NURSING • COLLEGE OF PHARMACY  
MASTER OF BUSINESS ADMINISTRATION

## PRINT VISUALS

The background is of our print ads features a layered PSD file with multiple filters, channels and masks. These files are not to be edited by anyone outside of the marketing team.

The overlaid design elements are broken apart and provided below. **Details:** the font for the headline is *Edo SZ* with our gradient at 50-80% opacity. The *Gotham* sub-headline is slightly overlaid on top of the headline in all caps with a kerning level of 50-500. All elements including the headline, copy and corporate information has a *Multiply blending mode*. The *CMYK color breakdown* for all copy and corporate information is 61/55/58/31.

## RETHINK COLLABORATION

COLLEGE OF DENTAL MEDICINE • COLLEGE OF MEDICINE  
COLLEGE OF NURSING • COLLEGE OF PHARMACY  
MASTER OF BUSINESS ADMINISTRATION

### ROSEMAN UNIVERSITY OF HEALTH SCIENCES

11 Sunset Way | Henderson, NV 89014 | 702-990-4433

10530 Discovery Drive | Las Vegas, NV 89135 | 702-802-2841

10920 S. River Front Parkway | South Jordan, UT 84095 | 801-302-2600

@rosemanuhs   



## BACKGROUND

The background is generally utilized on print collateral, including but not limited to: programs, general ads, internal documents and occasionally as a separate design element.

*The Roseman logo is always featured at the bottom of our ads.*

The screened back seal logo is also generally used at the bottom as a design element. **Details:** 15% opacity / Multiply blending mode / -90° gradient feather.

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## BANNER

The banner is used for headlines, but can also be utilized to highlight talking points or other important aspects. The headline font is Trajan Pro but can also be replaced by Perpetua Tilting. It consists of the Roseman maroon overlaying a grunge texture with a Multiply blending mode. The font is Trajan Pro Bold for the headline and Regular for the subheading. *This format should only be used for general information Roseman ads.*

HEADLINE  
SUBHEAD GOES HERE

# PATTERN LIBRARY

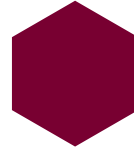
## WEB/UI

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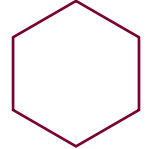
### BUTTONS



### ALT. BUTTON



### ROLLOVER



### ICONS

CLASSROOM



GROUP



SCHEDULE



GRADES



GRADUATION



LAB WORK



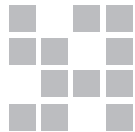
EDUCATION



CLINIC



CURRICULUM



CLASS TIME



TEXTBOOK



LAPTOP



TESTING



HEXAGON



# UNIVERSITY MASCOT

## FULL BODY LOGO USAGE

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Roseman University's mascot is a roadrunner, the full body version featured below is the primary logo. He can be utilized in 1-color as well as 4-color depending on the media utilized. Below are examples of how the logo can be used. *For additional design & uses of the mascot please contact the Marketing Office.*



ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES



ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES



ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES



ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES

# UNIVERSITY MASCOT

## HEAD LOGO USAGE

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The head version featured below is the secondary logo. He can only be utilized in 1-color. Below are examples of how the logo can be used. *For additional design & uses of the mascot please contact the Marketing Office.*



ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES



ROSEMAN UNIVERSITY  
OF HEALTH SCIENCES

