# **BRAND GUIDE**

# A Library of Established Rules & Standards

3,2020 •.3

For more information please contact the Marketing Office

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## **BRAND POSITION**

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

### **BRAND ADVOCACY**

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### **BRAND INTEGRITY**

### LOGO FORMAT USAGE

MINIMUM SIZE

SAFETY ZONE

# ROSEMAN UNIVERSITY

#### **CORRECT USAGE**

#### INCORRECT USE EXAMPLES

## USAGE

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## USAGE

# Gotham (sans-serif print font)

The quick brown fox jumps over the lazy dog.

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<sup>Gotham Light</sup> 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.

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# 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.

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

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# 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)



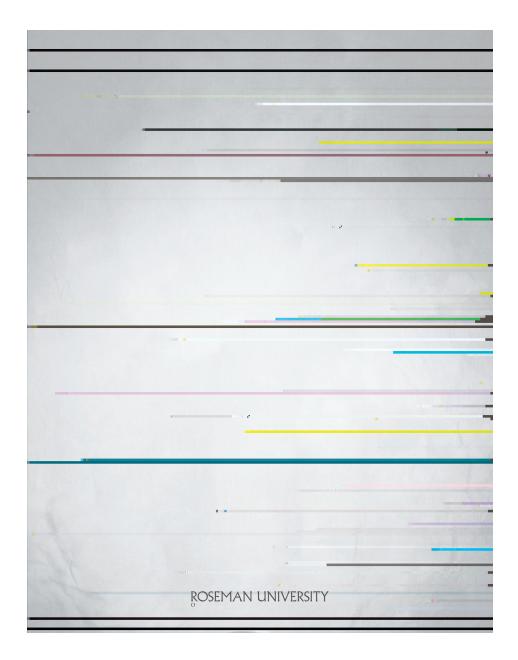


## **PRINT VISUALS**

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# ROSEMAN UNIVERSIT



# **PATTERN LIBRARY**

# WEB/UI



