

BRAND GUIDE

A Library of Established Rules & Standards

3, 2020 3

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For more information please contact the Marketing Office

702.968.1633

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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

1. The first part of the document discusses the importance of maintaining accurate records for all transactions. It emphasizes that proper record-keeping is essential for financial transparency and accountability. This section also outlines the various methods used to collect and analyze data, ensuring that the information is reliable and up-to-date.

2. The second part of the document details the specific procedures for data collection and analysis. It describes the steps involved in gathering information from various sources, including interviews, surveys, and archival records. The analysis process is also explained, showing how the collected data is processed and interpreted to draw meaningful conclusions.

3. The third part of the document focuses on the results of the data analysis. It presents the findings in a clear and concise manner, highlighting the key trends and patterns identified. This section also discusses the implications of the results and how they relate to the overall objectives of the study.

4. The fourth part of the document provides a summary of the findings and conclusions. It reiterates the main points discussed in the previous sections and offers final thoughts on the significance of the research. This section also includes recommendations for future research and practical applications of the findings.

5. The fifth part of the document contains the references and bibliography. It lists all the sources used in the research, providing a comprehensive list of the literature consulted. This section is essential for verifying the accuracy of the information and for further exploration of the topics discussed in the document.

6. The sixth part of the document is the appendix, which contains additional information that supports the main text. This may include raw data, detailed calculations, or other relevant documents. The appendix is provided for those who wish to delve deeper into the research and verify the results.

7. The final part of the document is the conclusion, which summarizes the overall findings and offers a final perspective on the research. It emphasizes the importance of the work and its contribution to the field, and expresses hope for its future impact.

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:





PRINT VISUALS



RETHINK COLLABORATION

ROSEMAN UNIVERSIT



PATTERN LIBRARY

WEB/UI



