BRAND GUIDE

A Library of Established Rules & Standards

3, 2020 . 3

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For more information please contact the Marketing Office
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BRAND POSITION

BRAND ADVOCACY

BRAND INTEGRITY

LOGO FORMAT USAGE

MINIMUM SIZE

SAFETY ZONE

ROSEMAN UNIVERSITY

CORRECT USAGE

INCORRECT USE EXAMPLES

USAGE

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.

Gotham Bold

The quick brown fox jumps over the lazy dog.

Gotham Bold 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.

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.

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HIERARCHY

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 auctristique 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

Examples of usage:

PRINT VISUALS

Details:

RETHINK
COLLABORATION

ROSEMAN UNIVERSIT

ROSEMAN UNIVERSITY

PATTERN LIBRARY

WEB/UI