



ROSS UNIVERSITY

SCHOOL OF MEDICINE

BRAND STYLE GUIDE

ROSS UNIVERSITY SCHOOL OF MEDICINE

Logo Usage

This is the official brand mark of Ross University School of Medicine. It is offered in three formats for maximum flexibility and readability in a wide variety of situations.

FULL COLOR



ROSS UNIVERSITY
SCHOOL OF MEDICINE

ONE COLOR



ROSS UNIVERSITY
SCHOOL OF MEDICINE

KNOCKED OUT



ROSS UNIVERSITY
SCHOOL OF MEDICINE

ROSS UNIVERSITY SCHOOL OF MEDICINE

Logo Usage

SIZE & CLEARSPACE

Minimum Size Requirement

1.75 inches wide



Minimum Clearspace Requirement



The following guidelines apply to all forms of print and on-screen use, including presentations and online.

Do's

Scale the logo proportionally.

Use the whole logo always — including the seal, text and horizontal rule.

Ensure a high degree of contrast between the logo and the background.

Allow for adequate space around the logo. Keep clear of images, text, the edge of the page, icons and other elements — a minimum of the width of the seal.

Feature the logo in equal/greater prominence to any other logos with which it is shown.

Don'ts

Do not stretch, tilt or bend the logo.

Do not change the color, typeface, text alignment or composition of the logo or attempt to recreate it.

Do not add drop shadows and other typographic effects.

Do not place the logo on a dark background or on top of an image or other visual element.

ROSS UNIVERSITY SCHOOL OF MEDICINE

Color Formulas

Color is a critical institutional identifier and aids awareness. RUSM can effectively foster recognition and memorability of its brand by adhering to these approved colors in all marketing communications. Equivalent color formulas for print and digital use are listed below for maximum consistency across all media.

Primary



PMS 7687 C

CMYK

96 91 4 0

RGB

49 63 148

WEB

#132477

Secondary



PMS 611 C

CMYK

20 6 100 0

RGB

214 211 38

WEB

#c9d826



PMS 215 C

CMYK

29 100 46 12

RGB

165 29 87

WEB

#8b0239

Tertiary



PMS 564 C

CMYK

50 13 31 0

RGB

131 183 178

WEB

#6ea498



PMS 425 C

CMYK

63 53 55 27

RGB

90 93 91

WEB

#464949

Text



60% K

CMYK

0 0 0 60

RGB

128 130 133

WEB

#818285

ROSS UNIVERSITY SCHOOL OF MEDICINE

Guidelines For Appropriate Use of Color

Primary



For all official communications and advertisements, RUSM's primary color is Pantone 7687 C.

Secondary



Secondary and tertiary colors allow greater flexibility in use while retaining a distinctive institutional identity.

Tertiary



Tertiary colors should not dominate a design, but instead be used as accents.

Do's

Ensure that RUSM's primary blue PMS 7687 C and secondary citrus PMS 611 C are the dominant colors on the primary face of a piece (i.e., brochure cover, postcard front).

Don'ts

The use of PMS 564 C must not be used exclusively with PMS 7687 in any layout as it creates confusion with the AUC brand.

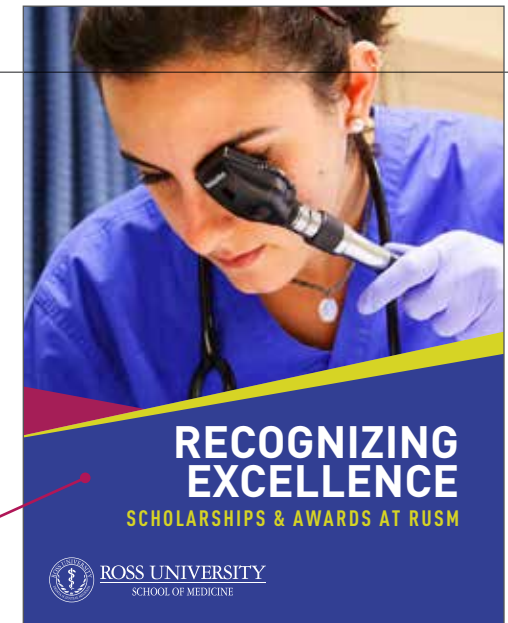
PMS 215 C must never occupy more than 10% of the visible area in a layout. Never use this color as a page background. Avoid placing it immediately next to PMS 7687 C as it affects chromatic perception of PMS 7687 C.

Samples



"Angles" element is incorporated as a core design element unique to the RUSM brand.

RUSM Blue (PMS 7687 C) is dominant. RUSM Berry (PMS 215 C) is never the page background.



ROSS UNIVERSITY SCHOOL OF MEDICINE

Typography

Consistent application of type fonts and styles allows audiences to recognize RUSM marketing communications with ease. Approved typography for use in print consists of the DIN and DIN Condensed font families. They offer a wide range of weights and styles for complex typographic needs. The Google font families PT Sans and PT Sans Narrow are approved for web/online use.

In Print

DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789_@#\$\$%&()!?:;.,

DIN CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789_@#\$\$%&()!?:;.,

DIN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789_@#\$\$%&()!?:;.,

DIN CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789_@#\$\$%&()!?:;.,

DIN BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789_@#\$\$%&()!?:;.,

DIN CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789_@#\$\$%&()!?:;.,

Online

PT SANS NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789_@#\$\$%&()!?:;.,

PT SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789_@#\$\$%&()!?:;.,

PT SANS NARROW NORMAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789_@#\$\$%&()!?:;.,

A BOLD PATH. A PROVEN RECORD.

Those who strive to be exceptional do not settle for the ordinary path to becoming a doctor. Instead, many independently-minded individuals choose a bolder, less conventional route.

Ross University School of Medicine is one of North America's largest medical schools. We know what it takes to make resilient individuals successful doctors.

By equipping students with a clear, proven program, various hands-on experiences, and access to the latest technologies in a variety of healthcare settings and situations, we have produced more than 11,000 highly adaptive physicians practicing in the U.S. and globally.

Because ultimately, individuals bold enough to stretch themselves will become agile, globally-minded, and highly-coveted doctors—able to adapt to the demands of any patient situation and thrive in an ever-changing healthcare environment.



Who We Are

One of the largest North American medical schools with a proven path for creating successful physicians that practice throughout the U.S. and globally.

What We Do

Through a clear, **proven program**, various hands-on experiences, and access to the **latest technologies** in a variety of healthcare settings and situations.

How We Do It

Empower students to become agile, globally-minded, and highly-coveted physicians.

Why It Matters

Individuals bold enough to stretch themselves will be able to adapt to the demands of any patient situation and **thrive in an ever-changing healthcare environment.**

BRAND ATTRIBUTES

Bold

Has a courageous spirit and empowers students to stretch themselves and stand out among aspiring physicians

THE BRAND IS: intrepid & courageous

THE BRAND IS NOT: maverick-y & reckless

Confident

Is a high-quality institution with a proven track record of producing successful MDs across the U.S. and globally

THE BRAND IS: proud & passionate

THE BRAND IS NOT: arrogant & brash

Real

Provides practical, hands-on experiences in a variety of settings and situations to enrich student learning

THE BRAND IS: authentic & hands-on

THE BRAND IS NOT: unpolished & harsh

Progressive

Supports self-aware students with a wide range of tools, programs and services to succeed

THE BRAND IS: sensible & proven

THE BRAND IS NOT: plain & standard

REASONS TO BELIEVE

1

Powerful alumni base (10,000 strong) – practicing in all U.S. states and globally

4

Premier clinical rotation opportunities in excellent teaching hospitals across the US and UK

2

Clearly defined pathways to becoming an MD

5

Continued investment in technology to enhance learning experiences and clinical education (e.g. Renaissance Program, DMIpad)

3

A variety of hands-on experiences in local clinics and through state-of-the art innovations in anatomy learning and patient simulations

6

Exceptional leaders from prominent US institutions

BASIC STYLE RULES

General Do's & Don'ts

- Use active verbs and tenses. Avoid passive sentence structure and verbs (“Mistakes were made.”).
- degrees:
 - Capitalize formal names for degrees (John Smith, Doctor of Law; The department offers a Master of Arts.)
 - Capitalize abbreviations and omit periods: MPH, MD, PhD, FACOG (John Doe, PhD)
 - Lowercase short forms and degrees referred to in general terms: master’s; doctorate; graduate certificate
- email (not “e-mail” or “Email” or “E-mail”)
 - In publication directories, no need to preface email addresses with “email.”
 - Email addresses should be underlined in layout if the software does not automatically do so
 - Avoid ending sentences with an email address whenever possible
- phone number formats for U.S. numbers: 212-727-2074. Use a hyphen, not an en dash.
- URLs:
 - Cut [http://](#) but retain [www](#).
 - Use [http://](#) if there is no [www](#). Example: [http://portal.aucmed.edu](#)
 - [https://](#) — Required to access secure sites. Do not cut.
 - Breaking URLs across lines in print documents or PDFs: Avoid doing so if possible. If necessary, break after a slash or a dot.
 - For very long internal URLs, consider using a shorter redirect
 - URLs should be underlined in layout if the software does not automatically do so
 - Avoid ending sentences with a URL whenever possible

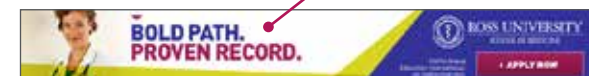


Active tense; appropriately incorporates the brand story; supports with trust points

CAMPUS POSTER

Training physicians to become leaders in healthcare. That's our goal at Ross University School of Medicine. We offer a proven MD program, early hands-on experience, and access to highly advanced educational technologies. We can prepare you to excel—and it's worked for 11,000+ graduates so far.

On-brand headline; consistent across multiple touchpoints



DIGITAL DISPLAY AD

ROSS UNIVERSITY SCHOOL OF MEDICINE

Photography

Photos are about telling a story visually. They serve as a powerful catalyst for a richer emotional attachment to RUSM. In today's overstimulated environment, audiences often look to images first, then to words for an explanation.

RUSM photography should represent the amazing power and awe of science, medicine and the collective power of people coming together. Image quality should be not overly posed, but more natural and candid scenarios.

Visit the DMI Marketing Flickr account at www.flickr.com/photos/124903896@N05/sets/ to view all approved photography available for use.

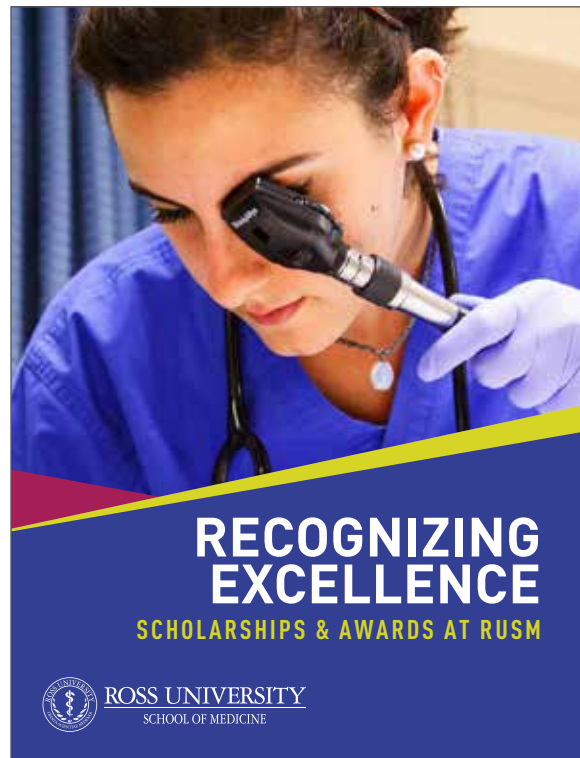
Do's

Images may be cropped.

Don'ts

Do not color-correct the images.

Samples



SCHOLARSHIP BROCHURE COVER

Confident, self-assured, independent hero shots are celebrated across all RUSM advertising



CAMPUS EVENT POSTER

ROSS UNIVERSITY SCHOOL OF MEDICINE

Sample Creative



ALUMNI
BROCHURE
COVER

RECONNECT

Remember your study groups at RUSM? The beauty of Dominica? It may have been some time since you've last linked up with one of your fellow RUSM alumni, but it's never too late to reforge those connections.

AS AN ACTIVE ALUMNI ASSOCIATION MEMBER, YOU CAN:

- Network with your fellow medical professionals about job opportunities, conferences of interest, and more.
- Join fellow alumni at regional events.
- Learn more about awards honoring distinguished alumni in their respective fields of medicine.

GROW

LEARN SKILLS	GROW LEADERSHIP	BECOME INVOLVED
Stay aware of the latest treatments, techniques, and innovations being taught at RUSM and in the field of medicine.	Sharpen your leadership abilities by serving as a mentor for a RUSM student.	The Office of Alumni Relations looks to the Alumni Council to share ideas representative of all alumni, helping to shape programs and initiatives to benefit all RUSM alumni.

GET STARTED

RossU.edu/MedAlumni

ALUMNI BROCHURE INTERIOR




EVENT POWERPOINT
PRESENTATION
COVER SLIDE



EVENT POWERPOINT PRESENTATION SAMPLE INTERIOR SLIDES

ROSS UNIVERSITY SCHOOL OF MEDICINE
Sample Creative



7 ADVANTAGES TO ATTENDING ROSS UNIVERSITY SCHOOL OF MEDICINE

- 1 WE CAN HELP YOU FIND A "MATCH."**
In 2014 alone, over 800 RUSM graduates earned residency spots at prestigious US hospitals, such as Mayo School of Graduate Medicine, University of Michigan, University of Illinois at Chicago, University of Washington, University of California, and many others. See www.rossu.edu/news-and-world-report for 2013-2014 Best Hospitals List.
- 2 WE CAN PREPARE YOU FOR BOARD EXAM SUCCESS.**
The USMLE® Step 1 is a leading criterion used by residency directors to select candidates for their programs. What was the first-time pass rate for RUSM students in 2013? 71%. That's up and past the US average.
- 3 IT'S NOT JUST ABOUT YOUR MCAT OR GPA.**
Character counts just as much as your MCAT scores do. Ross University School of Medicine (RUSM) employs a holistic approach. We can take your role as a patient-not-just-an-exam taker.
- 4 BECOME A DOCTOR FASTER.**
Earn a competitive salary. RUSM can help you start your medical degree in just under four years—and even faster with our accelerated learning track.
- 5 START WHEN YOU WANT TO START.**
RUSM has three start dates, creating flexibility for you. Begin in January, May, or September.
- 6 STUDY AT RUSM, PRACTICE ANYWHERE.**
We're 11,000+ alumni strong, and our graduates are practicing throughout the US, Canada and beyond in virtually every specialty of medicine.
- 7 WE MODELED EDUCATION: UNIQUE LOCAL.**
RUSM offers a US-modeled education, featuring an organ-based curriculum, high-tech patient simulation facilities, a modern on-campus anatomy lab, and more—all nestled in a unique tropical environment.

DID YOU KNOW?

ROSS GRADUATES HAVE ATTAINED MORE RESIDENCIES OVER THE LAST FIVE YEARS THAN ANY OTHER MEDICAL SCHOOL IN THE WORLD.

For comprehensive information, visit www.rossu.edu/medical-school-connection.
RUSM is an Equal Opportunity Institution. All rights reserved.

WHAT WE CONSIDER

- Personal interview
- Undergraduate cumulative GPA
- GPA in required pre-medical course work
- Performance in advanced biology and chemistry courses
- Completion of undergraduate school and curriculum
- Graduate work and records
- MCAT scores
- Personal essay
- Pre-med committee evaluations
- Letters of recommendation from academic and/or professional references
- Extracurricular activities and accomplishments
- Work history and professional or volunteer experiences
- Personal qualities

Applicants who have completed their undergraduate studies in countries that have an educational system different from that of the United States or Canada will be evaluated on their merits but will be expected to have completed a pre-medical curriculum comparable to that described above.

PRE-REQUISITES	APPLY HERE
Biology 2 semesters w/lab	http://www.russu.edu/school-of-medicine/admissions/biology
General Chemistry 2 semesters w/lab	http://www.russu.edu/school-of-medicine/admissions/scholarsships.cfm
Organic Chemistry 2 semesters w/lab	INFO SEMINARS http://www.russu.edu/school-of-medicine/seminar
Physics 2 semesters w/lab	CONTACT admissions@russu.edu
Math 1 semester	
English 2 semesters	



RUSSELL UNIVERSITY
SCHOOL OF MEDICINE

WWW.RUSSU.EDU/MEDICAL-SCHOOL

For comprehensive information on our programs, please contact our admissions office at 800-368-6666 or visit our website at www.russu.edu

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RUSSELL



**BOLD
PATH.
PROVEN
RECORD.**

► APPLY NOW

ROSS UNIVERSITY
SCHOOLS OF MEDICINE

DIGITAL DISPLAY AD



**RECOGNIZING
EXCELLENCE**

SCHOLARSHIPS & AWARDS AT RUM

 **ROSS UNIVERSITY**
SCHOOL OF MEDICINE

SCHOLARSHIP
BROCHURE
COVER[illegible]

RUSM IS YOUR OPPORTUNITY

SCHOLARSHIP BROCHURE
INTERIOR SPREADS



students across their educational and career goals. With some national organizations producing an impressive pipeline shortage—such as the American Association of Medical Colleges, which predicts a shortfall of about 150,000 physicians by 2020—we believe that our role in educating tomorrow's physicians is more important now than ever before.

By helping you reach your medical education goals, we at AAMC aim to help you get to the heart of the medical profession as a physician.

APPLYING FOR SCHOLARSHIPS AT AAMC

Interested in one of our many scholarships? Hoping to see something that's a little more on our website. Please keep the following points in mind.

- All our scholarships, and we have more than 100, are open to students who are currently in high school, currently in college, or have already graduated. We also accept applications from students who are currently in medical school or have already graduated from medical school.
- We have a number of scholarships that are open to students who are currently in high school, currently in college, or have already graduated. We also accept applications from students who are currently in medical school or have already graduated from medical school.
- We have a number of scholarships that are open to students who are currently in high school, currently in college, or have already graduated. We also accept applications from students who are currently in medical school or have already graduated from medical school.



The world's most diverse, talented, and innovative physicians are the ones who are making the most difference in the world. We are committed to helping you reach your medical education goals, and we are committed to helping you reach your medical education goals. We are committed to helping you reach your medical education goals, and we are committed to helping you reach your medical education goals.