

**ROSEDALE**



**ROSEDALE**  
GLOBAL HIGH SCHOOL

# **Brand Standards**

Rosedale International Education, Rosedale Global High School

Effective September 1, 2022

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# Mission and Vision

## Mission

Rosedale empowers our international partner schools through innovation in academics and technology to collaboratively deliver transformative education to more students around the world. Together, we reshape the future of global education.

## Vision

Create life-changing learning outcomes through a transformative approach to learning.



# Brand Characteristics

Our brand characteristics were derived holistically from the effort of Rosedale employees and our collaborative relationship with our partner school network—and are backed by evidence and success in the market. Our three brand characteristics are: Transformative, Empowerment, and Global.

## **Transformative**

Rosedale is committed to advocating for, and implementing, transformative education that focuses on developing competencies that nurture the whole learner. Our Transformative Approach to Learning is innovative, rigorous, and collaborative—we connect learners with real-world application and innovation, and develop the next generation of global leaders who are ready and able to tackle problems with significant economic and social consequence.

## **Empowerment**

Rosedale is committed to transforming international education. We empower our international partner schools, teachers and students through a collaborative model that emphasizes transformative learning in a local classroom. Our empowerment model creates life-changing learning outcomes to reshape the future of global education.

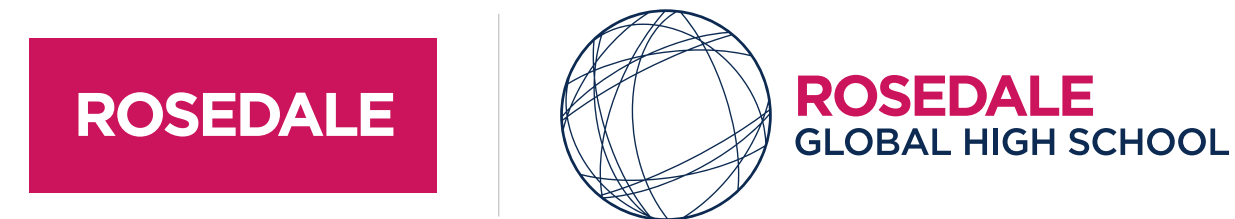
## **Global**

Delivering global, transformative education supports our learners to become future-ready global citizens. Education is a powerful change agent. With a global mission to create life-changing learning outcomes, our collaborative partnerships reach each corner of the world, contributing to student global mobility and life-long success. The Rosedale Global High School community of students, teachers, and partner schools include 95 schools across 17 countries, with 100% of our students offered admission to institutions of higher education.

*Please see our Brand Guide documents for complete details of our Brand Characteristics, including additional key phrases and messages for use.*

# Corporate Logo Versions and Use

Rosedale primary logo



This is our primary, dual logo.

Rosedale International Education logo



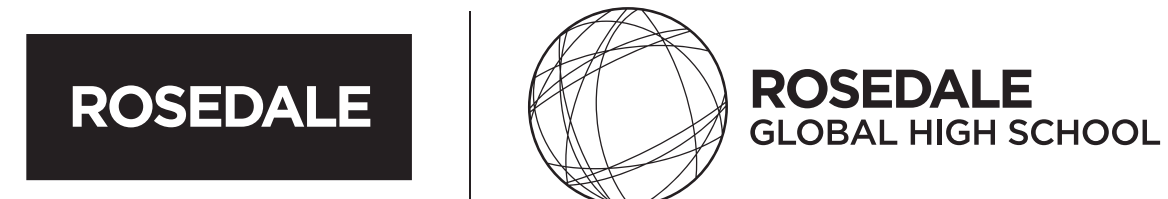
This is our corporate logo. It may appear as a standalone logo for corporate/head office use only when approved by Rosedale Marketing and Communications.

Rosedale Global High School logo



This is our school logo. It may appear as a standalone logo for school-related business only when approved by Rosedale Marketing and Communications.

Black



Black



Black



White



White



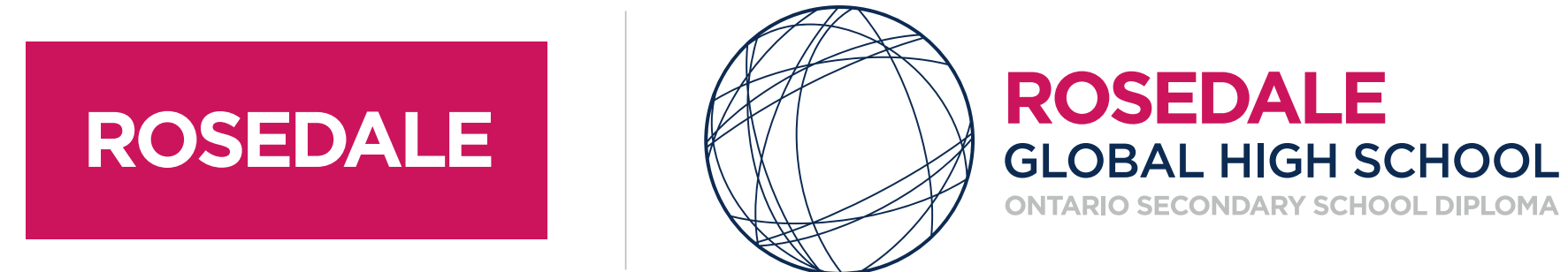
White



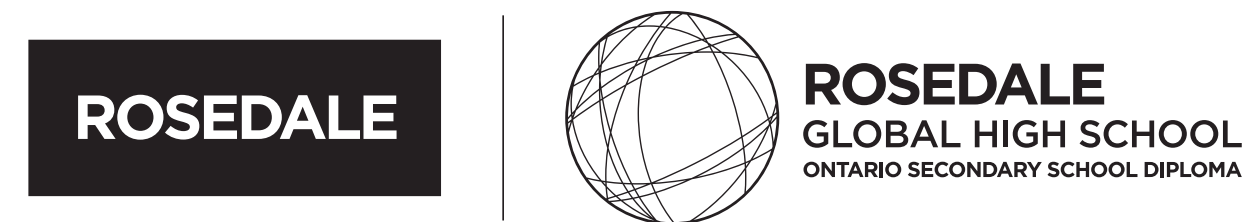
# Partner School Logo Versions and Use

## Rosedale International Education and Rosedale Global High School Dual logo with Ontario Secondary School Diploma tagline

Partner schools may use this logo in their local marketing



Black



White



## Partner School and Rosedale Global High School Dual logo with Ontario Secondary School Diploma tagline

Partner schools may use this logo in their local marketing



Black

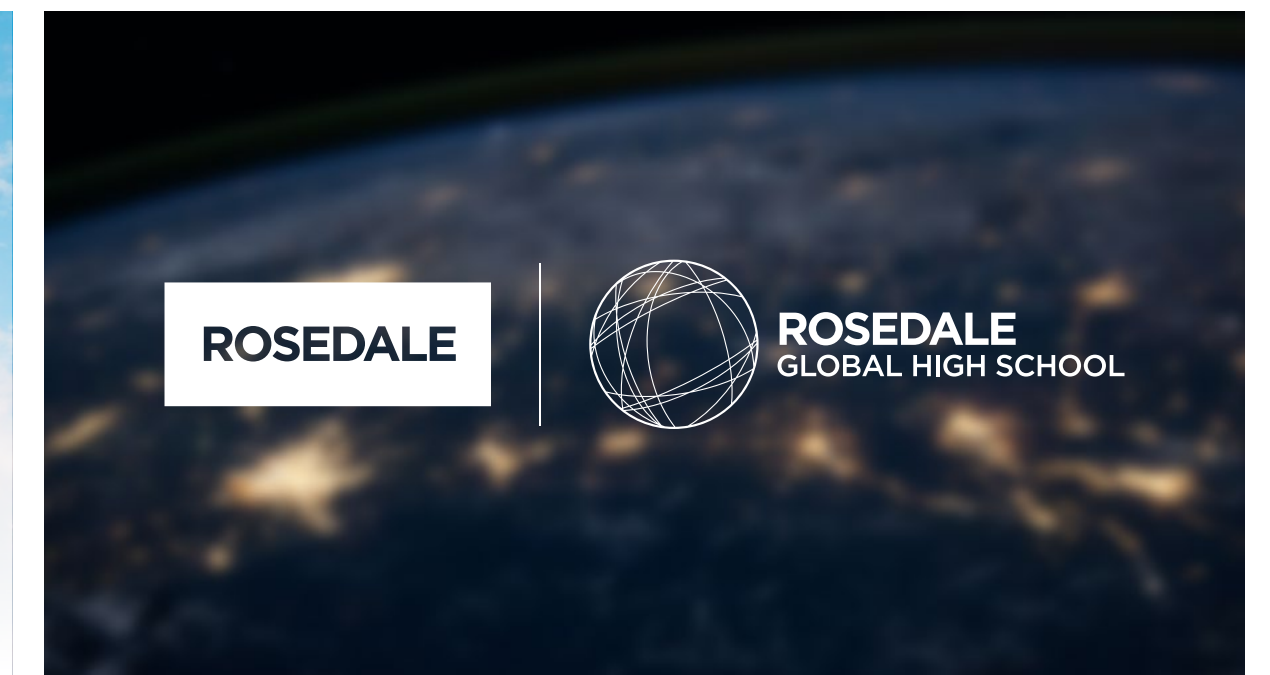


White

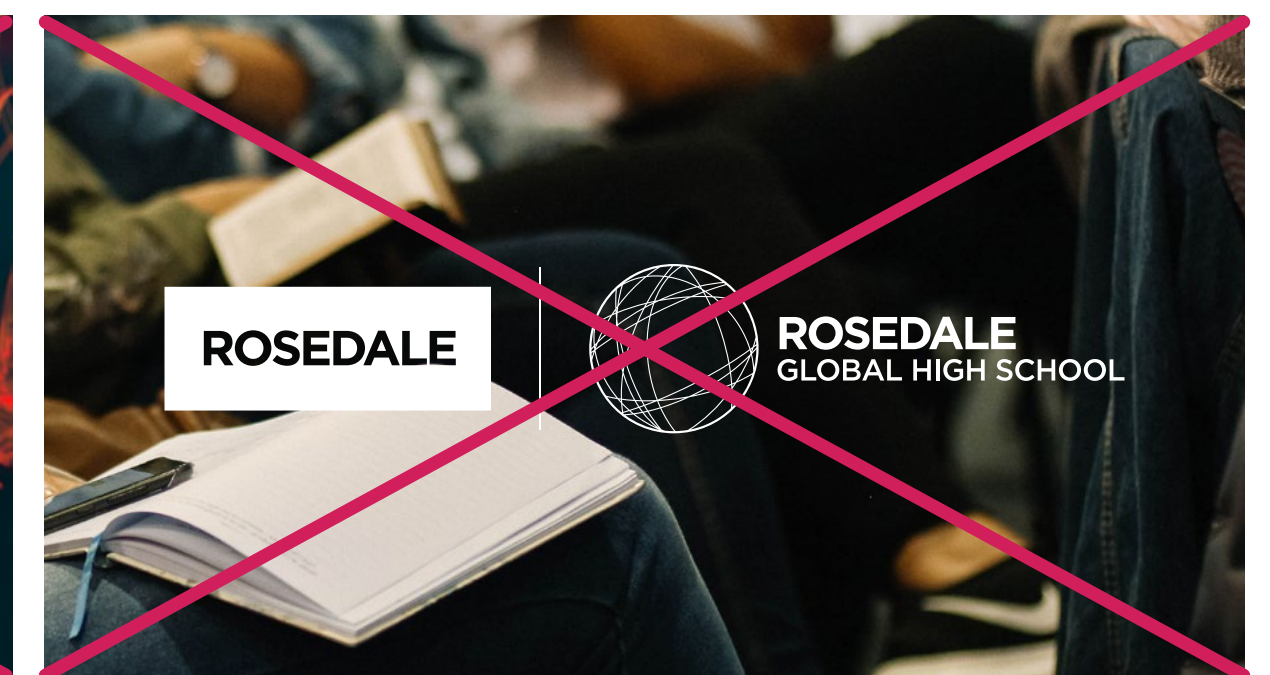


# DOs and DON'Ts for all logo options

Do place the logo on a solid and/or readable background. Select the best colour format (full-colour, black, or white) to ensure the logo can be viewed properly.

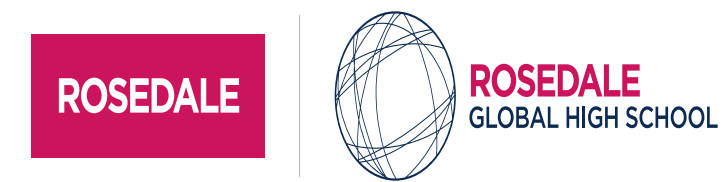


Do not place the logo on a busy background as it must be readable.

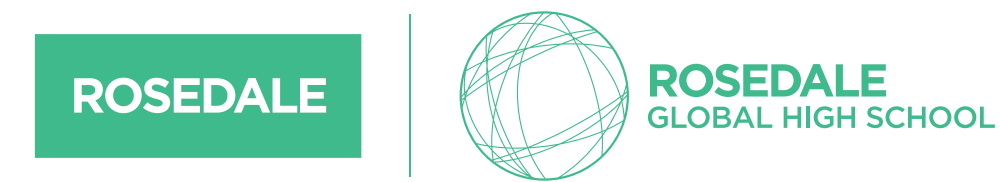


# DOs and DON'Ts for all logo options

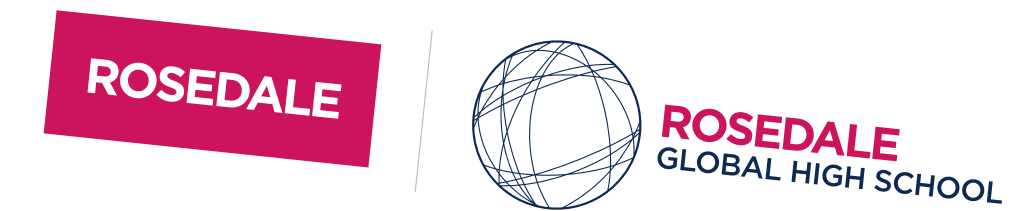
All logos, including the Corporate and Partner School logos, must be used as provided and intended. You must not alter or edit the logo; see examples below:



Do not skew or scale the width or height of the logo.



Do not alter the logo colours from the provided colour palette.



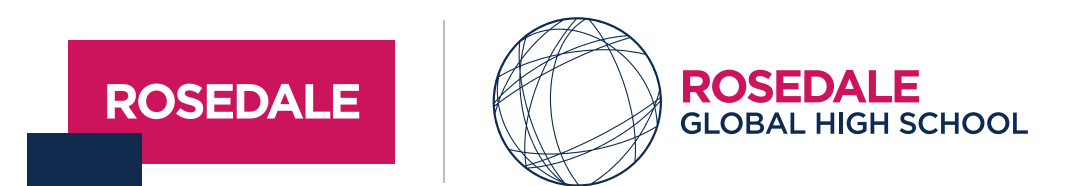
Do not rotate the logo to any degree.



Do not add any strokes or contrast to the logo.



Do not add a drop shadow to the logo.

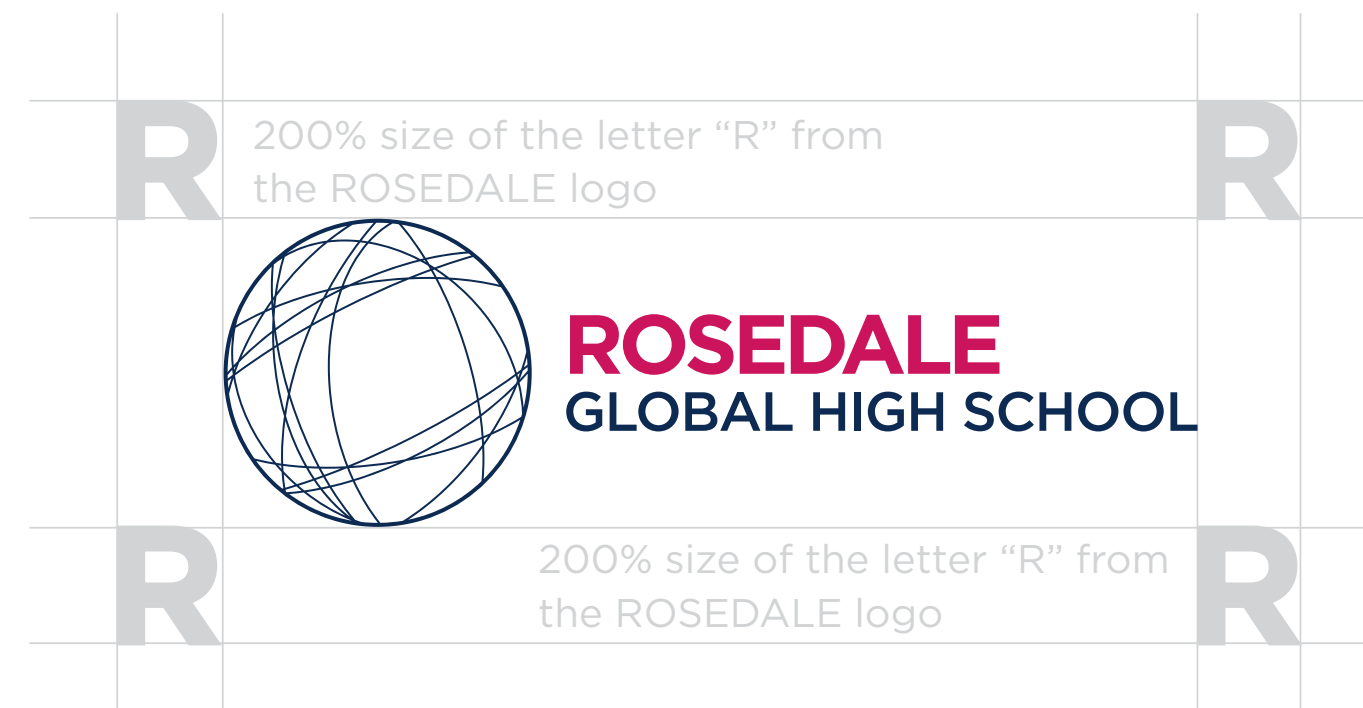


Do not screen the logo; and always adhere to the required protection space.



# Logo Protection Area and Minimum Size

This example is also the standard for Partner School logos.



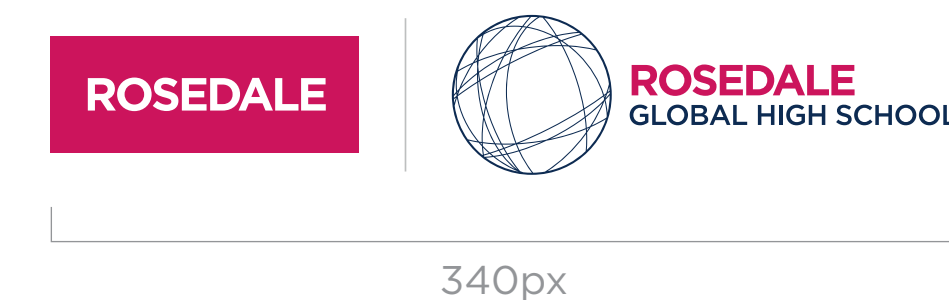
## Print

Letter and Legal: 3 inch width  
Tabloid: 4 inch width



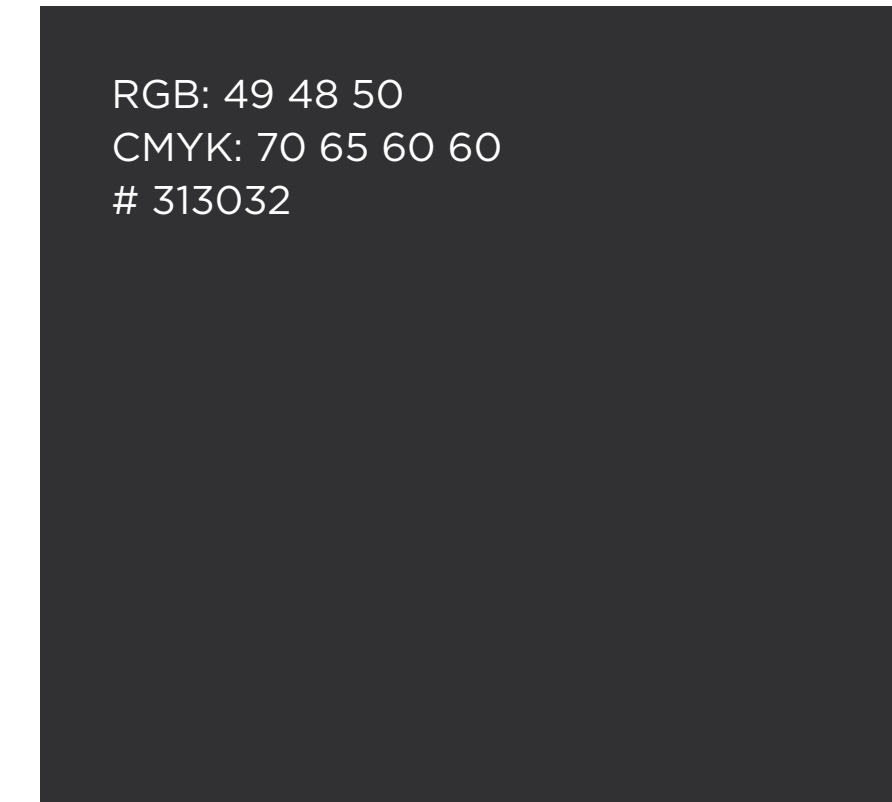
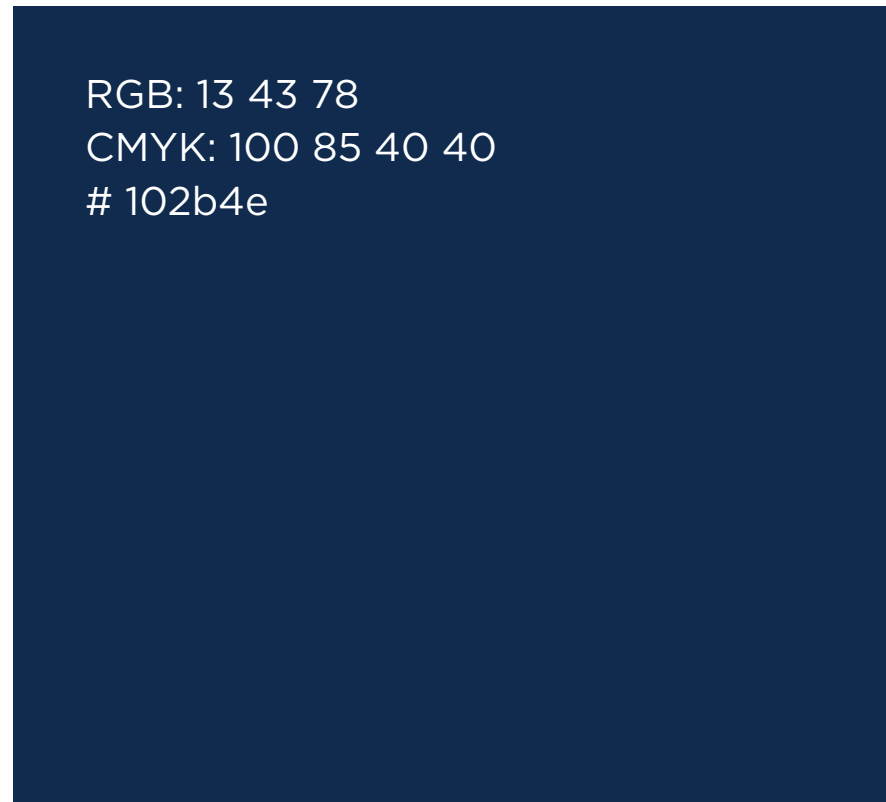
## Web

Website: 340px  
Mobile: 310px

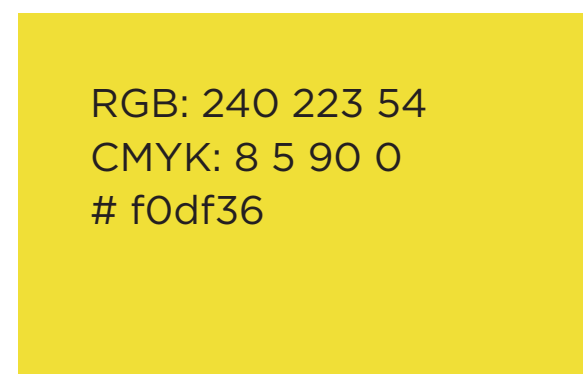
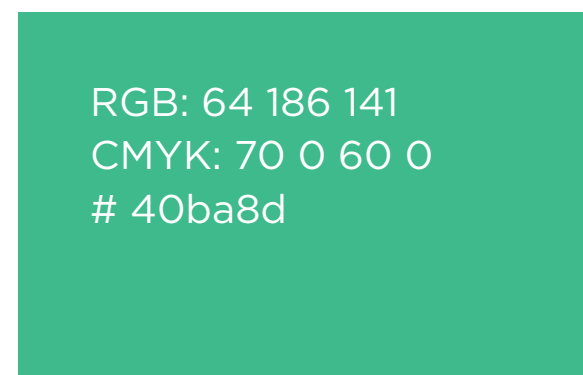


# Colour Palette

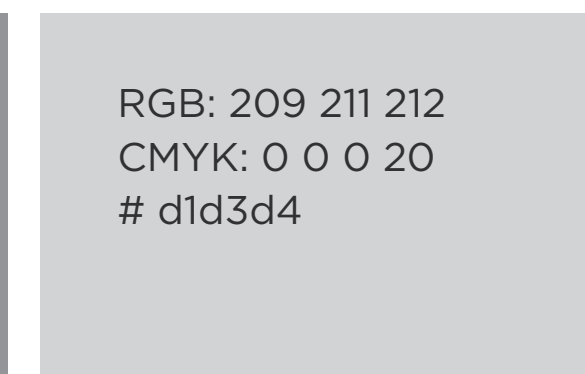
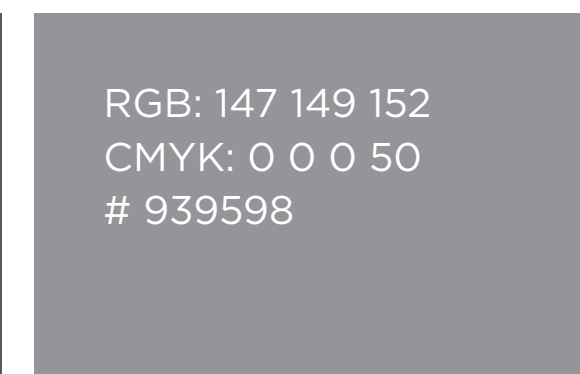
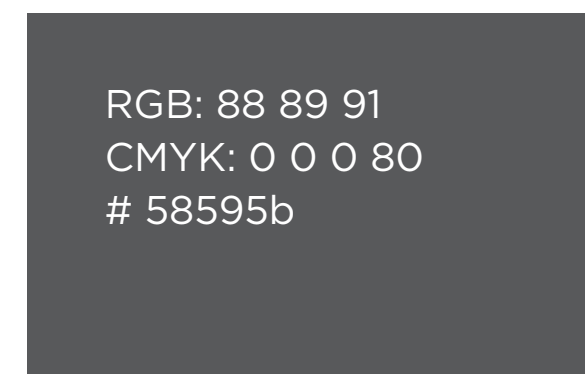
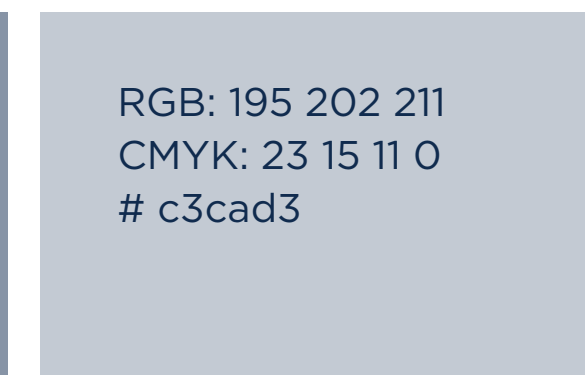
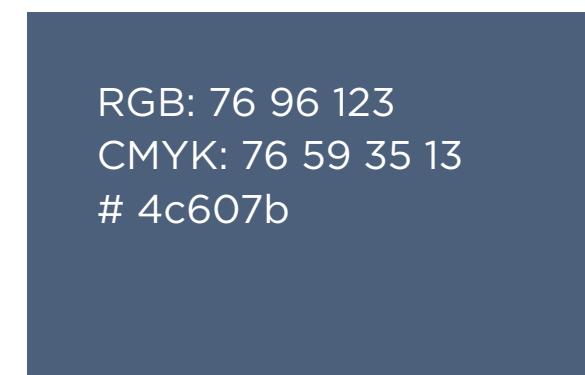
## Primary and tint colors



## Secondary colors



## Accent colors



# Typography

Primary font - Gotham Family (including Bold, Medium, Book, Book italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:!/?&\$@#

This is the primary font for all the materials such as Heading, Subheading and Highlight.

You **MAY NOT** use this for massive body text. You **MAY** see it used in body text in marketing material and/or social media; it is not advised for individual use.

Primary font - Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:!/?&\$@#

This is the only font for Website body text.

Secondary font - Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:!/?&\$@#

This is the secondary font for body text such as email, printing materials body text.

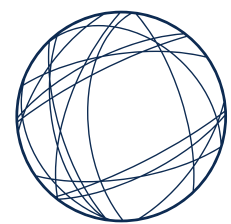
You **MAY NOT** use this for Title or Tagline.

Alternative font - Montserrat family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:!/?&\$@#

This is the alternative font for LMS platform use only.

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For guidance on our Brand Standards or other questions, please don't hesitate to contact Holly Fraser via email at [holly.fraser@rosedaleedu.com](mailto:holly.fraser@rosedaleedu.com) or phone at 1-416-571-1332.