



**WELL-BEING**  
BRAND STANDARDS

## Elements and Symbolism

Representing the six dimensions of well-being that form the core of Rowan Thrive, the six leaves that sprout from the figure in the center indicate a well-balanced and thriving life.

The figure in the center stands firmly, arms held towards the sky. It is strong and secure, and aims skyward, thriving and growing.



## Primary Colors

Muted but eye-catching to indicate a sense of positive calm, the leaf colors are designed to represent the six well-being dimensions through color alone.

### Leaves

- **Dark blue:** strenuous physical work
- **Light blue:** pleasing conversation
- **Yellow:** warmth/positive emotions
- **Dark yellow:** community interaction
- **Light green:** calmness/direction
- **Dark green:** bank notes/prosperity

### Figure

- **Light yellow :** sunshine/growth

## SIX WELL-BEING DIMENSIONS



CMYK: 80-29-39-3  
 RGB: 39-139-148  
 HEX: #278B94  
 WS: #339999



CMYK: 42-7-36-0  
 RGB: 151-198-176  
 HEX: #97C6B0  
 WS: #99CC99



CMYK: 12-14-90-0  
 RGB: 229-204-59  
 HEX: #E5CC3B  
 WS: #CCCC33



CMYK: 16-33-98-0  
 RGB: 217-169-42  
 HEX: #D9A92A  
 WS: #CC9933



CMYK: 59-28-100-9  
 RGB: 115-140-58  
 HEX: #738C3A  
 WS: #669933



CMYK: 85-32-100-23  
 RGB: 35-110-55  
 HEX: #236E37  
 WS: #336633

### FIGURE



CMYK: 1-16-81-0  
 RGB: 253-209-76  
 HEX: #FDD14C  
 WS: #FFCC33

### TEXT



CMYK: 11-55-98-1  
 RGB: 221-132-41  
 HEX: #DD8429  
 WS: #CC9933



CMYK: 16-33-98-0  
 RGB: 217-169-42  
 HEX: #D9A92A  
 WS: #CC9933

## Alternate Colors

In order for the well-being logo to be used in an array of different ways, additional color palettes have been provided.

### Rowan Brown and Gold

The recommended primary alternate color palette.

### Rowan Gold and Charcoal

Recommended for use with light backgrounds.

### Rowan Gold and White

Secondary alternate color palette. Should mainly be used with darker backgrounds.

### ROWAN BROWN AND GOLD



CMYK: 0-20-100-2  
RGB: 249-196-0  
HEX: #FFCC00  
WS: #FFCF44



CMYK: 18-86-100-68  
RGB: 90-20-0  
HEX: #57150B  
WS: #5B1300

### ROWAN GOLD AND CHARCOAL



CMYK: 0-2-100-2  
RGB: 249-196-0  
HEX: #FFCC00  
WS: #FFCF44



CMYK: 66-58-36  
RGB: 77-78-79  
HEX: #4D4E4F  
WS: #666666

### ROWAN GOLD AND WHITE



CMYK: 0-20-100-2  
RGB: 249-196-0  
HEX: #FFCC00  
WS: #FFCF44



CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: #FFFFFF  
WS: #FFFFFF

## Full Color VS Mono

Additionally, a monochromatic black version of each logo has been provided. It should only be used in special situations, mainly when the full color version of the logo would become muddled and distract from the rest of a design (used as a footer or another element on a poster, handbill, etc.)

## Wordmark

A full color and monochromatic version of the #RowanTHRIVE wordmark has also been provided. While used far less frequently than the main logo, it should be used when a more interesting design element is desired, or when the main logo would take up too much space.

### FULL COLOR



### MONO



### FULL COLOR WORDMARK



### MONO WORDMARK



## Versions

There are two main versions of the Rowan Thrive logo, one with the dimensions lettered on the leaves and one without.

The lettered version should be considered the technical “primary” version. While the lettered version should be used where possible, there are situations in which it is not suitable.

### Lettered

The lettered version of the logo is considered the primary one, and should be used for profile pictures on social media, printed large on shirts, and used for banners and bulletin boards. It is to be used when a large version of the logo is called for. However due to the text on the leaves it is inadequate for smaller projects, as it becomes jumbled and unreadable when shrunk.

### Blank

The blank logo is a good all-purpose version as it can be used in projects of various sizes; it is particularly useful for smaller projects when the primary version would be unreadable. It should be considered the “merchandise” version, and should be used for footers, small merchandise items such as lanyards or buttons, or used as a crest on shirts.



BLANK



LETTERED



BLANK



LETTERED



## Using the Logo

- Care should be taken to ensure that the background being used isn't too similar in color or value to the logo. White or black is preferred when possible, but any color different enough from the primary color palette to distinguish between the background and the logo is more than sufficient.
- The text next to the graphic should not be moved from its place on the right side of the graphic. Its position is intended to create a Romanesque sense of stability, as well as to streamline and compartmentalize the design's visual "footprint."
- The lettered version is NOT to be used in footers, for anything smaller than its file size, or shrunk in any manner. It should only be enlarged. If a smaller logo is needed, the blank version is to be used.

DO



DO NOT



DO NOT



DO NOT



DO NOT



DO



rowan.edu/scca



DO NOT



rowan.edu/scca



## Using the Logo

- Do not replace elements of the logo with elements from others. For example, do not replace the leaves and figure with the Rowan torch, or the “Rowan Thrive” text with “Rowan University.” Not only does this break Well-being brand standards, but it breaks University brand standards as well.
- Use the three alternate color logos provided, as well as the monochromatic version if an alternate color palette is desired. Do not create a new version with an alternate color palette unless instructed to do so.
- The colors for the well-being dimensions are chosen specifically. They should not be altered, mismatched, or rearranged in any way.



## Typography

Gotham Medium Regular is the choice of font used for the Rowan Thrive logo, as it is minimalistic, legible at various distances and sizes, and can be easily downloaded for free from Google fonts, Github, etc.

Gotham is an OpenType font, compatible with all computers.

**ROWAN**  
**Thrive**

## Gotham Medium Regular

Capitals (22 PT.)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Lowercase (22 PT.)

**abcdefghijklmnopqrstuvwxyz**

Numerals (22 PT.)

**0123456789**