



Brand Guidelines

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Introduction



How to Use this Guide

The Rocky Vista University (RVU) Brand Guide is designed to help you understand and articulate the RVU identity effectively. Built on a foundation of input from our community, this guide reflects our shared vision and brand standards, providing a clear path to elevate RVU's presence and message. The guidelines established within are crafted to ensure all communications consistently reflect RVU's commitment to providing quality healthcare education and inspiring students to serve with compassion, integrity, and excellence. Use this guide as a resource when creating everything from digital assets to printed materials.

For questions or additional support, please reach out to the Marketing Team at ***marketing@rvu.edu***.



About Rocky Vista *University*

Rocky Vista University is a distinguished health sciences institution dedicated to providing quality healthcare education while inspiring students to serve with compassion, integrity, and excellence.

Established in 2006, RVU has expanded its reach with campuses in Colorado, Utah, and Montana, offering a range of programs including the Doctor of Osteopathic Medicine (DO), Doctor of Nurse Anesthesia Practice (DNAP), Master of Physician Assistant Studies (MPAS), Master of Science in Biomedical Sciences (MSBS), Master of Medical Sciences (MMS), and the proposed Doctor of Veterinary Medicine (DVM) program.

With a commitment to excellence in medical education, RVU continues to achieve new heights in medical education, preparing the next generation of healthcare professionals to meet the evolving needs of the communities they serve.





Colorado Campus | Parker, CO

Located in Parker, just 20 miles southeast of Denver, RVU's Colorado campus offers a serene environment rooted in history and heritage. This campus provides students with access to state-of-the-art facilities and a community that balances the spirit of the West with forward-thinking innovation.

Programs Offered: DO, DNAP, MPAS, MSBS





Utah Campus | Ivins, UT

Known for gorgeous year-round weather and breathtaking views of the Red Mountain, our southern Utah campus sits just outside the city of St. George in a community surrounded by some of the country's most famed national parks: Zion, Bryce Canyon, and Grand Canyon. Here, we are reminded of what it's like to be curious, carefree, and completely in awe of the world around us.

Programs Offered: DO, MSBS

Montana Campus | Billings, MT

Overlooking the Beartooth Mountains, the Montana campus is housed in a 138,000-square-foot facility on 12.8 acres. This campus focuses on providing quality medical education with an emphasis on rural healthcare, preparing students to meet the unique challenges of practicing in diverse environments.

Programs Offered: DO, MMS, Proposed CVM

ROCKY VISTA
UNIVERSITY
MONTANA COLLEGE OF
OSTEOPATHIC MEDICINE



David Forstein, DO, FACOOG
President & CEO of Rocky Vista University



Our Mission

At Rocky Vista University, our mission is to **provide quality healthcare education while inspiring students to serve with compassion, integrity, and excellence.**

We are dedicated to equipping future healthcare professionals with the skills, knowledge, and empathy needed to solve real-world problems and advance the health and well-being of the communities they serve.

Our Vision

Achieving New Heights in Medical Education

Our vision represents RVU's dedication to pushing the boundaries of healthcare training through innovation, experience, and forward-thinking leadership. By continuously evolving our curriculum, technology, and research opportunities, we empower future healthcare professionals to excel in an ever-changing medical landscape.





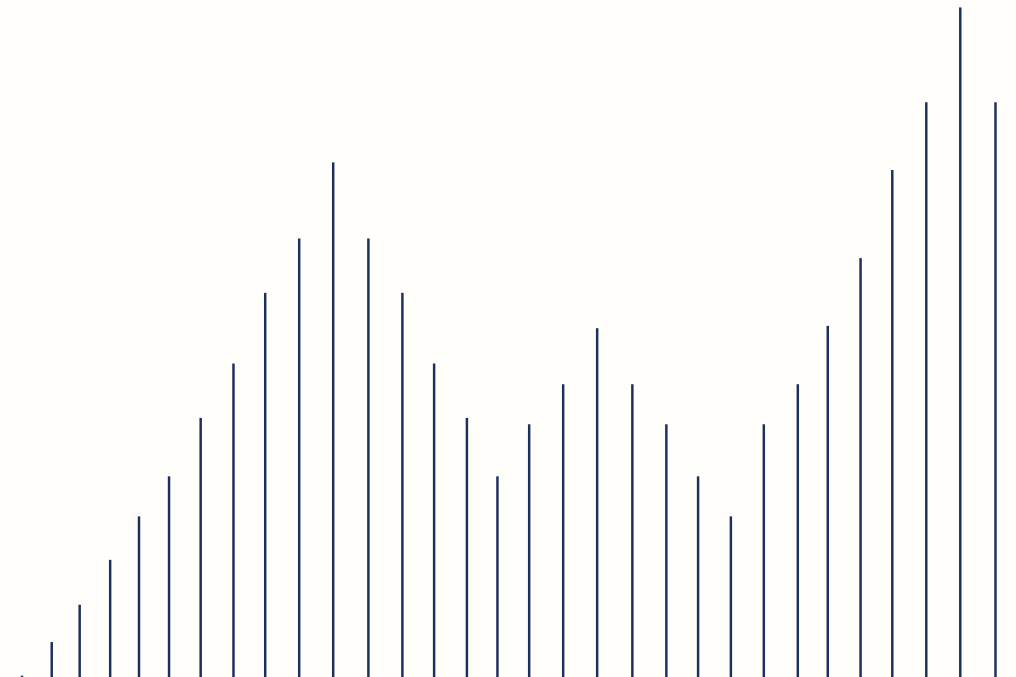
Living Our Values

RVU's mission, vision, and values are not just statements—they are actions. They guide every interaction, shape every communication, and inspire every achievement. By living these principles, we ensure that RVU remains a leader in healthcare education, advancing the future of medicine with integrity and purpose.

Our Core Values

**Collegiality. Compassion. Diversity. Equity. Excellence.
Inclusivity. Innovation. Integrity. Service.**

Our core values define who we are and guide our mission to advance healthcare education with integrity and purpose. These values shape our culture, inform our decisions, and inspire our students, faculty, and staff to serve their communities with excellence.



RVU **Belong Here**



Brand Overview



Brand Pillars

The Brand Pillars are the foundation of Rocky Vista University's identity, closely tied to our core values. The Brand Pillars were developed to showcase our values in action.



Compassionate Leadership

Rooted in empathy and understanding, RVU values creating a supportive and inclusive community. Compassion guides our approach to education, healthcare, and collaboration, fostering trust and belonging across all interactions.

This aligns with our Core Values of Compassion, Diversity, and Inclusion. We strive to cultivate a culture where students feel valued and supported, empowering them to lead with empathy and respect.



Integrity in Action

Integrity is at the heart of RVU's mission, as well as one of our Core Values. We hold ourselves to the highest ethical standards, ensuring honesty, transparency, and professionalism in all that we do—from education and research to patient care and community engagement.

We model the professionalism we instill in our students, reinforcing the trust placed in us by the communities we serve.

Brand Overview





Excellence in Education (and Beyond)

Excellence is both a goal and a standard at RVU. We are dedicated to providing rigorous, innovative programs that prepare students to achieve their full potential and make meaningful contributions to the field of healthcare. This dedication is reflected in our Core Values of Excellence and Innovation. Our students graduate equipped with the skills and knowledge to address complex healthcare challenges, embodying the highest standards of care.

Collaboration for Community Impact

We believe in the power of collaboration to create meaningful change. By fostering teamwork among students, faculty, and external partners, RVU is able to build a community that prioritizes collective success and service. By honoring our Core Value of Collaboration, RVU works toward advancing healthcare by working for the greater good, always prioritizing the communities we serve.

Brand Overview



Brand Messaging & Voice

Brand messaging reflects RVU's core values and resonates with our diverse audiences. Guided by our mission, vision, and brand pillars, our voice is clear, authentic, and aspirational. These are the ideas we consistently communicate—the values, aspirations, and impact that define RVU.



Tips for Tone:

- **Empathetic and Inclusive:** To show understanding and connect with individuals.
- **Confident and Aspirational:** To reflect our commitment to excellence and future-focused mindset.
- **Professional yet Approachable:** To balance credibility with warmth.

*“Real-life problem solving
for real-world problems.”*

RVU stands for the Practicalities of Practice

This means we communicate with
Candor, Credibility, and Confidence.

The hardworking staff and faculty at RVU have earned our accolades and outcomes. We may be a smaller school, but we own it. We use success terms like outstanding and excellence; and use outcome-oriented language like effective and actionable. We talk about our rigorous curriculum with pride.

When in doubt, don't be fanciful.
Speak the truth of our high expectations.

“Easy won't create excellence.”

*We communicate
our philosophy of*
***Your Path,
Our Support***

We use language that is
Empowering, Open-minded, and Empathetic.

This is where we stress the importance of individuality, as well as the idea that here, you're never alone. Don't shy away from the second person—our audience should feel as if we're in a one-on-one conversation. Use a direct yet warm tone that tells students we understand them, and we're here for them. Be welcoming yet authoritative. Express the inclusivity that we do so well.

***“Come as you are.
Learn what you love.”***

*“We advance your skills.
You advance healthcare.”*



*“Progressive care
that prioritizes the patient.”*

*We establish our
University experience as
**Something to
Be a Part Of***

We utilize expressions that are
Aspirational, Collaborative, and Innovative.

This is our rallying cry.
All of our students are here to serve the greater
good, and we're here to inspire their best. Tout our
state-of-the-art campus equipment, experiential
curriculum, and groundbreaking research. Use
terms that allude to the future, the unknown, the
possibilities. Talk about the technology with an
emphasis on the people—the patients that students
will care for and the lives they will impact.

**“A community built
to heal communities.”**



On Brand Messaging in Practice

For Prospective Students:

“RVU belong here.”

“Your future in healthcare starts here.”

“A supportive community, an exceptional education.”

On Brand Messaging in Practice

For Faculty & Staff:

“Every role matters.
Every voice counts.”

“We’re building a
stronger RVU—together.”



Brand Overview



On Brand Messaging in Practice

For Alumni & Partners:

“A legacy of excellence. A future of innovation.”

“Together, we’re shaping the next generation
of healthcare leaders.”

Referring to **Rocky Vista University** in Communications

Maintaining consistency in how we refer to Rocky Vista University across all communications strengthens our brand identity and reinforces recognition. The full University name should be used in formal and first mentions, while approved abbreviations ensure clarity and professionalism in subsequent references.

By following these guidelines, faculty, staff, and students help uphold RVU's reputation and ensure a unified voice in all written and verbal communications.

Primary Reference (First Mention)

- Always use the full name: Rocky Vista University
- When referring to a specific program within RVU, use:
 - ◊ Rocky Vista University [College/Program]

Secondary Reference (Subsequent Mentions)

- After the first use of the full name, you may refer to the University as:
 - ◊ RVU (preferred abbreviation)
 - ◊ The University (in formal writing; 'U' always capitalized)

Avoid using informal abbreviations such as "Rocky Vista" or "Vista", as they do not align with the official brand identity.

Campus-Specific References

- When differentiating campuses in official materials, use:
 - ◊ Rocky Vista University – Colorado (RVU-CO)
 - ◊ Rocky Vista University – Utah (RVU-UT)
 - ◊ Rocky Vista University – Montana (RVU-MT)

However, the full Rocky Vista University brand should always take precedence unless the context requires specifying a location.

Referring to RVU in Marketing & Casual Communications

In formal publications (press releases, academic documents, policies), always use the full name on first mention. In marketing materials and informal campus communications, RVU is acceptable for readability and engagement.



Visual Identity



Visual Identity

Summit Gold:

7406c
HEX #f5c400
CMYK 0/20/100/4
RGB 245/196/0

Summit Gold reflects optimism, innovation, and the pursuit of achievement, serving as a vibrant complement to RVBlue while adding energy and warmth to the brand's aesthetic.

RVBlue:

PMS 534c
HEX #192f5f
CMYK 100/89/34/26
RGB 25/47/95

RVBlue represents trust, stability, prestige, and excellence—qualities essential to the healthcare profession. It anchors the brand and ensures consistency across all visual communications.

Primary Colors:

RVBlue and **Summit Gold** are the cornerstone of Rocky Vista University's visual identity.

These colors embody the professionalism, integrity, and aspiration at the heart of RVU's mission.

RVBlue should be the dominant color in most designs, establishing a cohesive and professional look.

Summit Gold acts as a highlight color, adding contrast and emphasis to key elements.

Secondary Color Palette:

RVU's secondary color palette adds depth and versatility to our brand while drawing inspiration from the natural beauty surrounding our campuses in Colorado, Utah, and Montana. These hues provide balance, contrast, and atmosphere to complement our primary colors, **RVBlue** and **Summit Gold**.

These secondary colors should be used to enhance the RVU brand, adding contrast, depth, and visual harmony to materials. While not as dominant as **RVBlue** and **Summit Gold**, they provide flexibility in design and allow for creative expression while maintaining brand consistency.

Big Sky Blue – echoes of the vast Montana skies and the winding rivers of the West. It reflects calm, wisdom, and endless possibility, reinforcing the aspirational spirit of RVU.

Sagebrush Sand – inspired by the sunlit desert landscapes of Utah. It embodies openness, clarity, and the welcoming environment that defines our University community.

Alpine Mist – reminiscent of the misty mountain mornings and rugged stone formations found in Colorado. This shade offers a clean, modern foundation for designs while maintaining a sense of strength and stability.

Big Sky Blue

10256C
HEX #7692ab
CMYK 58/35/22/0
RGB 118/146/171

Sagebrush Sand

P 1-2u
HEX #ffef8
CMYK 0/0/2/0
RGB 255/254/249

Visual Identity

Alpine Mist

427C
HEX #d2d3d4
CMYK 17/12/12/0
RGB 209/211/212

Visual Identity

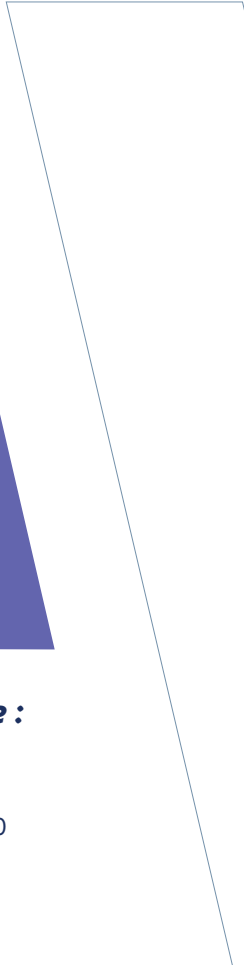
Scrubs Green :

346c
HEX #70cba0
CMYK 55/0/49/0
RGB 112/203/160



Wisdom White :

White
HEX #ffffff
CMYK 0/0/0/0
RGB 255/255/255



Vitality Violet :

521c
HEX #a381bd
CMYK 37/54/0/0
RGB 163/129/189



Cobalt Care :

2725c
HEX #6666d9
CMYK 69/65/0/0
RGB 102/102/217



Steadfast Black :

Black
HEX #000000
CMYK 100/100/100/100
RGB 0/0/0



Tertiary Color Palette:

Inspired by the essential hues of medical scrubs and the medical profession, RVU's tertiary color palette serves as a tribute to healthcare and our values.

The tertiary colors should be used sparingly as accent colors, providing subtle visual interest without overpowering RVU's primary and secondary palettes. These hues are ideal for small design elements, such as graphic details, section dividers, callout text, or subtle highlights in branded materials. Their purpose is to add variety and dimension while maintaining a cohesive, professional aesthetic that aligns with RVU's identity.

Vitality Violet – A rich, dignified purple representing knowledge, leadership, and the passion that drives healthcare professionals forward.

Scrubs Green – A straightforward nod to the iconic green scrubs worn by medical professionals.

Cobalt Care – A deep, confident blue that embodies trust, stability, and professionalism—qualities that define both RVU and the medical community.

Wisdom White – Representing knowledge, expertise, and the pursuit of excellence in medicine.

Steadfast Black – A bold, authoritative black representing precision, expertise, and the unwavering commitment to excellence in medicine.

Typography

Typography is a cornerstone of Rocky Vista University's visual identity, ensuring consistency and professionalism across all communications. Our chosen typefaces reflect our commitment to clarity, legibility, and a modern aesthetic that aligns with our institutional values.

Primary Typeface: Agenda

Agenda is our primary typeface, selected for its clean lines and versatility. Its modern and professional appearance makes it suitable for a wide range of applications, from formal documents to marketing materials. This sans-serif font family offers various weights and styles, providing flexibility while maintaining a cohesive look.

Headlines and Subheadings:

Use Agenda Bold or Agenda Semi-Bold to create clear and impactful headings. This ensures that key information stands out and guides the reader through the content.

Body Text:

For body copy, Agenda Regular is recommended. Its legibility at smaller sizes makes it ideal for extended reading, ensuring that our communications are accessible and reader-friendly.

Emphasis and Hierarchy:

Utilize different weights and styles within the Agenda family to establish a clear visual hierarchy. For instance, italics can highlight quotes or specialized terms, while varying weights can distinguish between primary and secondary information.

Alternative Typeface:

In situations where Agenda is unavailable, **Calibri** may be used as a substitute. Calibri is a widely available sans-serif font that closely resembles Agenda, ensuring consistency across various platforms and media.

Best Practices:

- **Consistency:**
Maintain uniformity in typeface usage across all materials to reinforce brand recognition.
- **Legibility:**
Ensure adequate contrast between text and background colors. Avoid using light text on light backgrounds or dark text on dark backgrounds.
- **Spacing:**
Use appropriate line spacing and kerning to enhance readability, especially in dense text blocks.
- **Avoid Overstyling:**
Refrain from using excessive text effects such as shadows, outlines, or gradients, as they can detract from the clean and professional appearance of our communications.

By adhering to these typography guidelines, we ensure that all RVU communications are clear, professional, and aligned with our brand identity.

Agenda Family

Thin	<i>Thin Italic</i>
Regular	<i>Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Black	<i>Black Italic</i>

Agenda Regular

AaBbCcDdEeFfGgHhIijJkKlLmMnNn	1234567890
OoPpQqRrSsTtUuVvWwXxYyZz	

Agenda Bold

AaBbCcDdEeFfGgHhIijJkKlLmMnNn	1234567890
OoPpQqRrSsTtUuVvWwXxYyZz	

Agenda Italic

AaBbCcDdEeFfGgHhIijJkKlLmMnNn	1234567890
OoPpQqRrSsTtUuVvWwXxYyZz	

Alternative Font Family

Calibri Family

Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Bold	<i>Bold Italic</i>

Calibri

AaBbCcDdEeFfGgHhIijJkKlLmMnNn	1234567890
OoPpQqRrSsTtUuVvWwXxYyZz	

Calibri Bold

AaBbCcDdEeFfGgHhIijJkKlLmMnNn	1234567890
OoPpQqRrSsTtUuVvWwXxYyZz	

Calibri Italic

AaBbCcDdEeFfGgHhIijJkKlLmMnNn	1234567890
OoPpQqRrSsTtUuVvWwXxYyZz	

RVU Approved Marks



The official Rocky Vista University (RVU) logo is a vital representation of our institution's identity, symbolizing our commitment to excellence in healthcare education. It serves as a unifying mark across all communications, reinforcing RVU's professionalism, credibility, and mission. As of 2025, the full logo is officially registered and trademarked.

The RVU logo consists of **both the Rod of Asclepius and the wordmark**, which must always be used together as a single unit. **The Rod may not be separated from the wordmark** or altered in any way. This ensures consistency and preserves the integrity of our brand.

Visual Identity

RVU's logo has multiple variations designed for specific applications, ensuring flexibility while maintaining brand integrity. Approved logo uses include academic materials, building signage, campus events, student life communications, internal content, and co-branding with other RVU campuses. Each variation should be used appropriately and in accordance with brand guidelines to maintain a consistent and polished identity.

Materials that require an approved logo include:

- Flyers
- Digital signage
- Merchandise (swag)
- External-facing materials
- Advertising materials, including those for:
 - ◊ Student organization/club events and activities
 - ◊ School-hosted events and activities
 - ◊ Community-organized events

To preserve its impact, the **RVU logo** should always be displayed clearly and unaltered. It must never be stretched, recolored, or modified in a way that compromises its legibility or recognition. Proper spacing and sizing guidelines must be followed to ensure the logo remains a strong and visible element across all materials.

By following these standards, we uphold the strength of the RVU brand and ensure a cohesive identity across all touchpoints.

Color Variations



The full-color Rocky Vista University logo should be the primary and most frequently used mark across all applications. When placed on dark backgrounds, the white and Summit Gold version is the preferred alternative to ensure visibility and brand consistency.

For special cases where the full-color or white and Summit Gold logos do not provide sufficient contrast, all-blue or all-white variations may be used. These should be reserved for limited instances where visibility would otherwise be compromised.

Note: The blue boxes shown in this guide are for visibility purposes only, ensuring that light and white logo variations can be seen clearly. When applying logos in designs, they should not be enclosed in a bounding box or any background shape unless specified by brand guidelines.

Acronym Marks & Color Variations



If space is a concern, RVU offers a selection of acronym logos that maintain brand integrity while accommodating size constraints. These variations follow the same usage guidelines as the full logo and should be applied thoughtfully to maintain a strong and cohesive brand presence.

Note: The blue boxes shown in this guide are for visibility purposes only, ensuring that light and white logo variations can be seen clearly. When applying logos in designs, they should not be enclosed in a bounding box or any background shape unless specified by brand guidelines.

Color Variations in Use

Visual Identity



Full-color, full RVU mark on a mid-light background.



All-Blue, full RVU mark on a mid-light background.



White & Summit Gold, full RVU mark on a dark background.



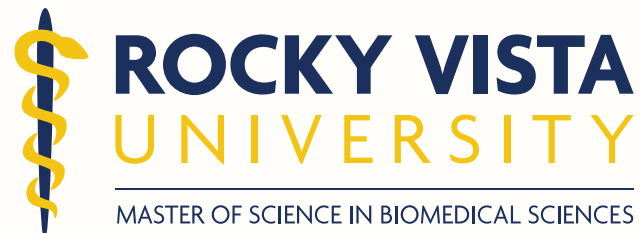
All-White, full RVU mark on a dark background.

Program Marks & Color Variations

Each official program at Rocky Vista University has an approved logo that aligns with the University's brand identity. These logos maintain consistency across all academic programs while allowing for clear differentiation between disciplines.

All approved Program logos are available in all color variations. Approved, official logos can be found on the RVU website and downloaded from the Brand Guide pages. These variations ensure flexibility while maintaining brand integrity across different applications.

All program logos must be used in their original form without modifications. Logos should never be stretched, recolored, or altered in any way that compromises their visibility or brand consistency.



Program logos should only be used when a communication **directly applies to or is sponsored by** that specific department or academic program. For example, the **MCOM logo** should only appear in materials intended for students, faculty, or initiatives related to the **Montana College of Osteopathic Medicine**. In all other instances—such as general University communications, multi-program initiatives, or external marketing—the **full Rocky Vista University logo** or **RVU acronym logo** should be used to maintain a unified institutional identity.

Campus & Specialized Use Marks

Rocky Vista University has approved campus-specific logos for Colorado, Utah, and Montana. These logos are designed to distinguish each campus while maintaining a cohesive visual identity across the University system.

Campus logos **follow the same usage guidelines as program logos**—they should only be used in communications **directly related to or sponsored by** their respective campus. For example, the RVU Colorado logo should be used for materials specifically addressing Colorado campus students, faculty, or events. In all other cases, the **full Rocky Vista University logo or RVU acronym** logo should be used to ensure brand consistency.



Circle Logo:



The **RVU Circle Logo** is a specialized brand mark reserved for limited applications. Its primary uses include:

- Social media branding (e.g., profile images, avatars)
- Website favicons
- Swag and promotional items (e.g., apparel, merchandise)
- White coat patches
- Other uses approved by the Marketing Team

The RVU Circle Logo should not be widely applied and must not replace the primary Rocky Vista University logo in general communications or official materials. If you are unsure whether the Circle Logo is appropriate for your project, please contact the Marketing Team for guidance.

Official University Seal Usage



The **Official University Seal** is a distinguished emblem representing the authority and heritage of Rocky Vista University. Its use is highly restricted to maintain its significance and integrity.

Permissible Uses:

- Office of the President: The seal may be used on official communications issued directly from the Office of the President or Office of the Provost.
- University Awards: It is appropriate for formal documents such as diplomas, certificates, transcripts, and other official documents and awards conferred by RVU.

Prohibited Uses:

- General Communications: The seal should not be used in routine communications, marketing materials, or departmental documents.
- Merchandise and Promotional Items: Avoid using the seal on merchandise, apparel, or promotional items without explicit permission.
- Digital Platforms: The seal is not intended for use on websites, social media profiles, or email signatures.

To preserve the seal's formal nature, any proposed use beyond the specified permissible applications requires prior approval from the Office of the President or the Marketing Department. Unauthorized use is prohibited and may violate University policy.

RVU Mark Misuse Guidelines



Do not separate the Rod of Asclepius from the wordmark.



Do not rotate or otherwise turn the mark.



Do not distort, skew, or otherwise warp the mark.



Do not crop the mark.



Do not tint, shade, or alter the transparency of the mark in any way. **Do not** add effects such as drop shadows, glows, or embossing.



Do not block the mark with text or graphic elements.



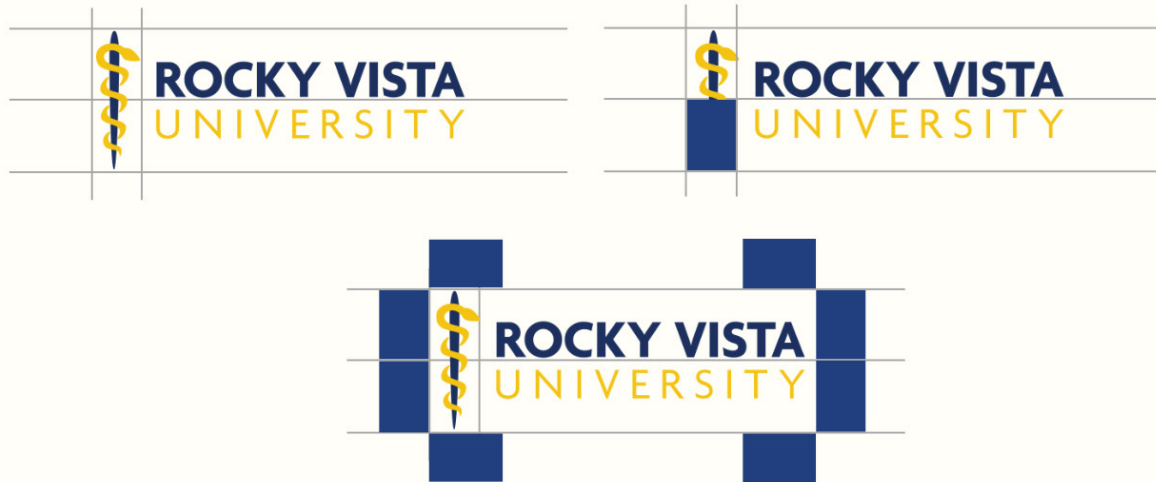
Do not recreate, add to, or redraw the mark. **Do not** overlap or combine the mark with other marks or design elements. **Always** use official, approved files.

RVU Mark Size & Placement Guidelines

Clear Space

To preserve the integrity and visibility of the RVU logo, a designated clear space must be maintained around it. This ensures the logo remains unobstructed and does not compete with other graphics, imagery, or text. Proper clear space also prevents the logo from being cut off in printing or digital applications

To determine the required clear space, **measure half the width and length of the Rod of Asclepius** after setting the logo to its intended size. Apply this measurement on all sides to create the preferred **clear space border**, ensuring the logo always stands out as a distinct and recognizable element.



Minimum Clear Space

We understand that maintaining the preferred clear space may not always be possible. In cases where space is limited, the **absolute minimum clear space allowed is 1/3 of the Rod of Asclepius' length and 1/2 of its width.**



Minimum Size for Print & Digital Use

To maintain legibility and brand integrity, the RVU logo **must not** be reduced below its minimum height. Ensuring proper sizing prevents loss of detail and ensures the logo remains clear and recognizable in all applications.

For Print: The logo must be at least 0.5 inches tall to remain legible.

For Digital Use: The logo must be at least 50 pixels tall for standard screens and 100 pixels tall for high-resolution displays.



Print Min. Dimensions:
H: .5 inches W: 1.33 inches
Digital Min. Dimensions:
H: 50 px W: 133.24 px

Design Elements



Dynamic Angles



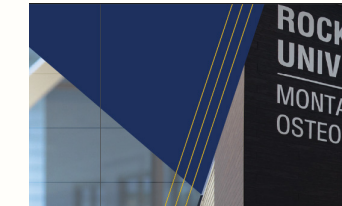
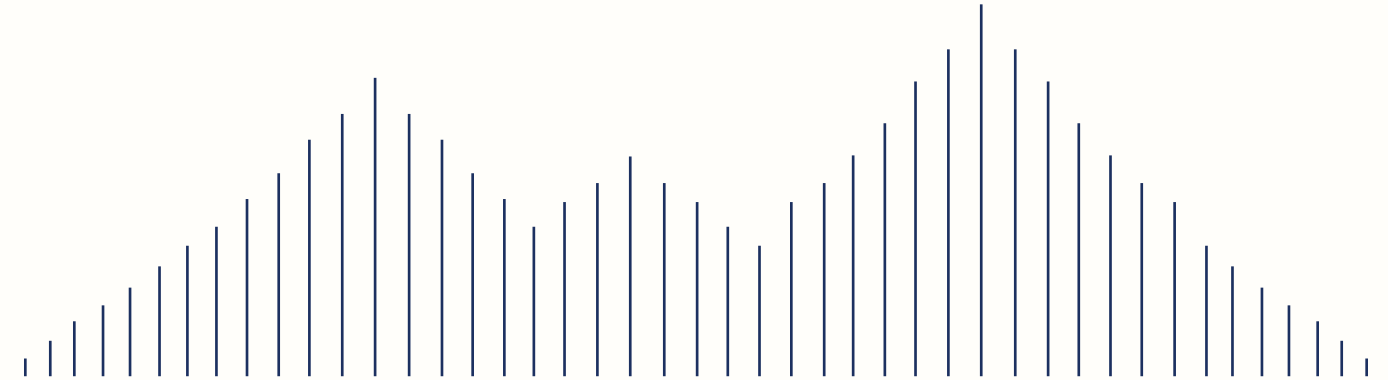
Dynamic angles are a key design element used throughout RVU's branding, reflecting the energy, momentum, and forward-thinking spirit of the University. These sharp, purposeful lines create a sense of movement, symbolizing progress in medical education and innovation in healthcare.

These angles visually reinforce RVU's connection to its environment and its commitment to shaping the future of medicine.

When incorporating dynamic angles into designs, they should overlap and intersect naturally, creating depth and dimension while maintaining a structured, intentional layout. These elements should enhance the visual hierarchy of the composition, guiding the viewer's eye without overwhelming the content.



Repeating Lines



Repeating lines are a key visual motif in RVU's branding, **incorporating dynamic angles to create texture and movement within designs**. Inspired by the mountain landscapes surrounding each RVU campus, these lines echo the peaks and ridges of Colorado, Utah, and Montana, reinforcing the University's deep connection to its environment.

These repeating lines can be used to **add texture, enhance visual hierarchy, and create depth in graphics, backgrounds, and supporting design elements**. They should be applied with intention—intersecting with other dynamic angles or layered within each other—to complement the composition without overpowering key content.

Misc. Visual Elements



The RVU Acronym heartbeat monitor line, or alternatively, the heartbeat monitor line, serves as a subtle yet impactful design element, often used as a section divider or footer. Its connection to medicine symbolizes life, health, and the dynamic nature of the medical field, making it an ideal visual cue for reinforcing the theme of care and vitality.



The double underlines add a soft, organic touch to the design, providing visual flow and contrast to more structured elements. These lines complement the modern yet approachable aesthetic of RVU's branding, offering a versatile accent that can be used to add movement, emphasize key sections, or create subtle visual interest across various design applications.





Thank you

Thank you for embracing and upholding the Rocky Vista University brand. By maintaining consistency in our messaging and visuals, we strengthen RVU's identity and ensure that our mission, vision, and values shine through in everything we create. If you have any questions or need guidance, the **Marketing Team** is always here to help.

For any questions, please contact Marketing@rvu.edu or visit [RVU.edu/brand](https://rvu.edu/brand).

Together, we continue to **achieve new heights in medical education.**

