

The logo features the word "RICE" in a large, bold, italicized, white sans-serif font. A registered trademark symbol (®) is positioned to the right of the word. The background is a dark blue with two parallel white diagonal lines crossing the text from the top right and bottom left.

**RICE**®

**ATHLETICS**

OFFICIAL BRAND BOOK



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# BRAND IDENTITY INTRODUCTION

An aspirational and memorable brand is more than a logo, a name, a phrase or an idea. It is an impression, a feeling, an affinity. The Rice Athletics brand is the culmination of everything we stand for – our culture, our interactions, our performance. It is our connection to the community and its connection to us. Our reputation and core values have remained but we saw an opportunity to grow, scale and innovate. Through refinement, Rice Athletics aims to reinforce and amplify the brand for generations to come. It unifies, simplifies and pays tribute to the program’s vision for and investment in the future.

As part of the overarching Rice University brand, the Athletics Department has developed an identity standard to better tell our story across a wide range of applications and media. It promotes the clear and consistent use of these standards to staff, partners and suppliers, thereby reinforcing Rice’s identity in an authentic and recognizable manner. The new identity is the road map to create excitement around and develop a strong passion for Rice Athletics, while also engaging new audiences in a distinct and impactful way.

The standards extend to the use of official colors, athletics marks, wordmarks, typography, lockups and other matters that affect Rice Athletics’ visual identity. While these marks are not the sole elements of the Rice Athletics “brand,” they are a visual representation and extension. Therefore, it is critical that the elements represent the Athletics Department and its image consistently and with integrity. For this reason, the Rice Athletics brand identity has been streamlined to strengthen its awareness and recognition. Each element can be used to elevate the Rice Athletics brand in a way that is immediately recognizable.



# COLOR PALETTE

## PANTONE 281 C



CMYK

RGB

HTML

MADEIRA

C: 100

R: 0

#00205B

RAYON – 1467

M: 85

G: 32

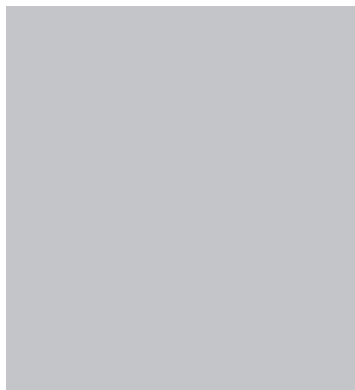
POLYESTER – 1967

Y: 5

B: 91

K: 36

## PANTONE 428 C



CMYK

RGB

HTML

MADEIRA

C: 10

R: 193

#C1C6C8

RAYON – 1411

M: 4

G: 198

POLYESTER – 1687

Y: 4

B: 200

RA: 2482

K: 14

# ATHLETICS WORDMARKS

The wordmarks should not be combined with any other font or logotype.

The logotype should only be scaled uniformly as directed in this guide.

Wordmarks are not to be used on uniforms, merchandise or in-venue without prior approval.

***RICE OWLS***<sup>®</sup>

***RICE***<sup>®</sup>

***OWLS***<sup>™</sup>

***RICE OWLS***<sup>®</sup>

***RICE***<sup>®</sup>

***OWLS***<sup>™</sup>

The protected area around the wordmarks ensures that no other graphic elements interfere with their clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the gray dot is placed.



**ATHLETICS  
WORDMARKS**

COLOR VARIANTS ON LIGHT BACKGROUND

***RICE OWLS***<sup>®</sup> ***RICE OWLS***<sup>®</sup>

***RICE***<sup>®</sup> ***RICE***<sup>®</sup>

***OWLS***<sup>™</sup> ***OWLS***<sup>™</sup>

COLOR VARIANTS ON DARK BACKGROUND

***RICE OWLS***<sup>®</sup>

***RICE***<sup>®</sup> ***OWLS***<sup>™</sup>

# PRIMARY ATHLETICS MARK

The primary logo should not be combined with any other font or logotype.

The logo should only be scaled uniformly as directed in this guide.

The primary logo is not to be used on uniforms, merchandise or in-venue without prior approval.



The protected area around the primary logo ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the gray dot is placed.



**PRIMARY  
ATHLETICS  
MARK**

COLOR VARIANTS ON LIGHT BACKGROUND



COLOR VARIANTS ON DARK BACKGROUND





# SECONDARY ATHLETICS MARKS

The secondary logos should not be combined with any other font or logotype.

The logos should only be scaled uniformly as directed in this guide.

Secondary logos/wordmarks are not to be used on uniforms, merchandise or in-venue without prior approval.



The protected area around the secondary logos ensures that no other graphic elements interfere with its clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the gray dot is placed.

# SECONDARY ATHLETICS MARKS

## COLOR VARIANTS ON LIGHT BACKGROUND



## COLOR VARIANTS ON DARK BACKGROUND





# ATHLETICS NUMERALS

The numbers should not be combined with any other font or logotype.

The numbers are not to be used on uniforms, merchandise or in-venue without prior approval.

## COLOR VARIANTS ON LIGHT BACKGROUND



## COLOR VARIANTS ON DARK BACKGROUND



# TYPOGRAPHY

Header Font:

## Dax Pro Bold

Minimum Size = .25"

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

Subheader Font:

## Carnas Medium

Minimum Size = .25"

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

---

Body Text:

## Carnas Light

Minimum Size = .25"

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## WORDMARK LOCKUPS

The wordmark lockups should not be combined with any other font, logotype or text.

The logotype should only be scaled uniformly as directed in this guide.

Wordmarks are not to be used on uniforms, merchandise or in-venue without prior approval.

# **RICE**<sup>®</sup>

## **ATHLETICS**



The protected area around the wordmark lockups ensures that no other graphic elements interfere with their clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the gray dot is placed.

**WORDMARK  
LOCKUPS**

COLOR VARIANTS ON LIGHT BACKGROUND

**RICE**<sup>®</sup>  
ATHLETICS

**RICE**<sup>®</sup>  
ATHLETICS

**RICE**<sup>®</sup>  
ATHLETICS

COLOR VARIANTS ON DARK BACKGROUND

**RICE**<sup>®</sup>  
ATHLETICS



# OWL AND WORDMARK LOCKUPS

The secondary lockups should not be combined with any other font or logotype.

The logos should only be scaled uniformly as directed in this guide.

Secondary lockups are not to be used on uniforms, merchandise or in-venue without prior approval.



The protected area around the wordmark and logo ensures that no other graphic elements interfere with their clarity and integrity. The protected area will always be scaled symmetrically with the logotype. The depth of the protected area is equivalent to the height and width of the space where the gray dot is placed.

**OWL AND  
WORDMARK  
LOCKUPS**

COLOR VARIANTS ON LIGHT BACKGROUND



COLOR VARIANTS ON DARK BACKGROUND





# INCORRECT USAGE



DO NOT manipulate the logo colors



DO NOT rearrange the elements of the logo



DO NOT change the type spacing



DO NOT distort the logo elements



DO NOT affiliate logo with non-consented brands



DO NOT change the logotype font



DO NOT alter the orientation of the logo



DO NOT overprint on the logo



DO NOT change the scaling



DO NOT change the specified logotype



DO NOT combine undesignated logo elements



DO NOT change the arrangement of any logotype



DO NOT invert logo colors

# UNACCEPTABLE LOGOS

\* The baseball team will still wear the traditional Old English script on a uniform set.

\* Rice Owls

RICE OWLS™





# BRAND BOOK USAGE, TRADEMARKS, LICENSING AND APPROVALS

## STYLE GUIDE USAGE

This brand book should be followed to maintain branding consistency. Logos are to be used only as explicitly depicted in this guide. You may not distribute the text or graphics to others without express written permission of Rice University Athletics. Please contact Rice University Athletics regarding usage of any logo or brand-related material.

For more information, visit [RiceOwls.com/brand](http://RiceOwls.com/brand)

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R<sup>®</sup>