Dear Colleagues,

Rice University has achieved a distinctive position among America’s top research institutions as a small university with great impact. But that comparative smallness also makes presenting a clear identity to the world especially important. We amplify our voice when speaking as one interconnected university. By presenting a clear, coordinated identity, we give Rice a face that more people can recognize and value.

The identity standards detailed in this manual provide a visual language that reflects the university as a whole, while still preserving the individuality of our many parts. It is designed to answer your questions about logos, color, typography and more. Please keep it handy and apply these standards consistently.

Our wordmark, logo, seal and mascot connect Rice’s noble and notable past with our Vision for the Second Century. They embody the unconventional wisdom we pursue and apply every day in our education, research and public service. Thank you for bearing them proudly.

Sincerely,

David W. Leebron
President
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Identity standards
This is Rice — a university on inspired pursuit of the unknown. Our mission is to pursue pathbreaking research, provide unsurpassed teaching and, through that knowledge and discovery, contribute to the betterment of our world. We work together to achieve what some think is unachievable. This is unconventional wisdom. This is Rice University.

We developed these identity standards to provide a foundation for uniform application of key visual elements that make up Rice University. Consistent use of these elements is necessary to create an accurate picture of Rice. Our guidelines include standards for all media, including publications, advertisements, Web-based information and collateral materials — plus templates for you to use in all of your communications. Use of the identity standards aligns and strengthens all of our communications — both on campus and off.

This manual is intended for both internal and external users. It was created by the Rice University Office of Public Affairs, which is charged with the responsibility to develop and maintain standards that promote and protect the Rice University brand. Contact the Office of the Vice President for Public Affairs at 713-348-6280 or e-mail pubaffrs@rice.edu with any questions or special requests. Bookmark the online version of this manual, rice.edu/ricebrand, which has the most recent updates to the university’s standards.
University Identity

General name and trademark guidelines

Rice University’s name, logo, seal, mascot and other identity assets have intrinsic, reputational and marketing value to the university and its alumni. To protect them and ensure they are used appropriately, the following policies and guidelines have been established. For more information, contact the Office of Public Affairs, which is charged with the responsibility for protecting the university’s name, identity assets and reputation, at 713-348-6280 or pubaffrs@rice.edu.

- Rice University’s name and official marks are protected by copyright and may not be used without permission, modified in any way or incorporated into any other name or mark.
- Prior written permission from the Office of Public Affairs or the Athletics Department is required for any use of Rice University’s name and official marks.
  a. If permission is granted, the trademarks must be separate and distinct from each other, and the Rice University trademark may not be overshadowed or diminished in any way by another trademark. All uses must be reviewed and approved by the vice president of Public Affairs or the Athletics Department.
  b. For use of Rice University’s official athletic names and marks, contact the Athletics Department for permission.
- The university seal, also known as the academic seal, is reserved for use by the Rice Board of Trustees and the president and may not be used for any other purpose, including on promotional material.
- All uses of Rice University’s trademarks must incorporate the appropriate trademark designation symbols. Only the Office of Public Affairs and the Athletics Department, in conjunction with the Office of the General Counsel, may claim copyright or trademark rights to university trademarks or seek to register any design that incorporates university trademarks.
- Rice University will not approve the use of its name or trademarks in conjunction with certain types of products, services or companies. These include, but are not limited to, alcohol; tobacco; illegal products of any kind, including drugs; inherently dangerous products, including weapons, firearms or explosives; sexually suggestive products; products that depict racist, hateful, demeaning or degrading language or statements; products that use profanity; gambling-related products; products that contain statements impugning other universities; products that present an unacceptable risk of liability or that are harmful to the mission or integrity of the institution; and products that contain another entity’s registered trademark, unless explicit written permission has been granted from that entity. Please check with the Office of Public Affairs if there are any questions regarding the use of the Rice name or a Rice trademark.
- Rice University’s name and marks may not be used in any manner that discriminates or implies discrimination in any way that would be a violation of Rice University’s anti-discrimination policies or practices.
- Any and all uses of names, numbers and images of student–athletes must comply with Rice University policies and NCAA regulations.
- Rice University’s name and official marks may not be incorporated into off-campus business telephone numbers, Internet addresses or domain names. Nor may they be used by private and/or corporate businesses in the sale of commercial products or advertising.

Licensing requirements

- A license must be obtained prior to any external, commercial use of the university’s name, identity assets (including identifiable landmarks) or trademarks, including manufacturers, retailers or service providers. Contact the Athletics Department or Public Affairs for more information.
- Prior permission is required for any individual, organization or company wishing to use Rice University’s name, identity assets (including identifiable landmarks) or trademarks in any noncommercial manner.

Media and advertising use

- News media are not required to obtain a license when using current trademarks to convey news and information.
- Those wishing to use Rice University’s name, identity assets (including identifiable landmarks) or trademarks in conjunction with advertising a product or service must obtain prior permission from the vice president of Public Affairs or a designate. The use must be reviewed and approved prior to first use and each subsequent use.

Endorsements

Rice University welcomes mutually beneficial partnerships with businesses and other organizations. However, to protect Rice’s reputation and avoid misunderstanding, please use the following guidelines when referring to Rice. For questions, contact the Office of Public Affairs.

- Rice University does not endorse or do testimonials for products or services.
- The academic seal may not be used in connection with promotional material.
- Promotional announcements that identify a unit at Rice University as a customer must be specific and accurate (e.g., it is not “Rice University” that is purchasing software, but the “Rice University Information Technology Department”).
- Accurate statements which describe a fact but do not express an endorsement may be allowable with advance permission from the Office of Public Affairs (e.g., “Rice University’s Telecommunications Department is a client of X Technology Group or has purchased X product”).
- Photographs of identifiable Rice University landmarks, buildings, statues, etc., which imply an endorsement of a product or service are not permissible (e.g., an advertisement for a new car parked in front of Lovett Hall).
University Identity

Shield
The Rice shield is the primary graphic component within our identity system. The shield draws from historic roots and features the Athenian owl, which stands for honor, influence and wisdom. The shield was updated to meet today's standards for print and the Web. The shield combined with the primary wordmark creates the official Rice logo shown below.

Primary wordmark
The primary wordmark is a unique typographic signature that displays the Rice name. It was developed from a modified version of the typeface Trajan. Do not alter or attempt to recreate it in any way.

When possible, the preferred manner in which to refer to the university is simply Rice. (See Page 1.04 for correct usage of Rice University.)

Logo
The Rice logo consists of the Rice shield and the Rice primary wordmark. Combined in a precise manner, these two elements create a distinctive logo for Rice.

While our wordmark has both a primary and secondary version, only the Rice primary wordmark can be used alongside the Rice shield.

Do not change the Rice logo or wordmark in any way. Use only the official Rice logo. Download the primary and secondary wordmarks at www.rice.edu/ricebrand.
University Identity

Logo clear space
Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Logo minimum size
The height of the logo should not be less than one-half inch in any application, shown here in actual size.
University Identity

Color palette
Rice Blue and Rice Gray are the official colors of Rice University. In 1912, Rice’s first president, Edgar Odell Lovett, chose as the school colors “a blue still deeper than the Oxford blue” and “the Confederate gray, enlivened by a tinge of lavender.” According to Rice lore, Lovett selected the blue and gray in recognition that Rice’s founder, William Marsh Rice, earned much of the fortune that funded Rice’s initial endowment during the Civil War.

Logo color specifications
Print this logo in four-color process or in Rice Blue (Pantone 294) and Rice Gray (Pantone 425). One-color black is also acceptable. Do not apply any other colors.

Blue displays differently on computer screens. For Web site color application of Rice Blue, use Hex 002469 or an RGB translation of 0, 36, 106.
University Identity

University wordmarks
Rice has two accepted wordmarks: Rice (the primary wordmark) and Rice University (the secondary wordmark). As the primary and preferred wordmark, Rice can be used with the Rice shield or it can stand alone.

For those instances when the full name of the university is needed, use the secondary wordmark. The secondary wordmark should never appear with the shield and must stand alone.

Use each wordmark correctly and consistently. Do not recreate the wordmarks or the logo in any form.

Wordmark color specifications
Print the wordmark in the two Rice colors, Rice Blue (Pantone 294) and Rice Gray (Pantone 425). Other acceptable colors are black and reversed from a solid color field. (See Page 1.03 for RGB, CMYK and Hex values.)
Wordmark clear space
Whenever a wordmark is used, surround it with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this space.

For the wordmark, clear space is developed from one-half the height of the wordmark, which is shown here as “x.”

Wordmark minimum size
In any application, wordmarks should not be less than one-fourth inch in height. The primary and secondary Rice wordmarks are shown here in actual size.

When the Rice logo is reduced to less than one-half inch in height, graphic elements in the shield are lost. (See Page 1.02 for correct usage of the Rice logo.) In those instances, use the primary or secondary wordmark as shown for internal and external communications.

All official versions of the Rice wordmark can be downloaded at www.rice.edu/ricebrand.
University Identity

University position
At Rice, we believe nothing is impossible. There is no “what if” that cannot become “what is.” It just takes radical thinking to get there and a community of brilliant dreamers and doers to lead the way. That’s why we challenge convention at every turn: from the very way we live, to the teaching and research approaches we take, to the solutions we find, to the way we collaborate, to the way we insist on advancing tomorrow’s thinking, because today’s is not far enough. It sounds like a lot from a small university, but that’s what makes us special. That’s what gives us Unconventional Wisdom.

Tagline
Use the Rice University logo with the tagline, Unconventional Wisdom, whenever possible. The Rice University logo with the primary and secondary tagline shown to the right are displayed at optimal size.

The tagline is justified under the primary wordmark and lined up with the bottom of the shield. It is set in Helvetica Bold and the color is Rice Gray (Pantone 425).

Minimum size
Use the tagline, Unconventional Wisdom, by itself if the logo and tagline as a group are smaller than three-quarter inch in height.

For additional information, contacts and downloads, go to www.rice.edu/ricebrand or call 713-348-6763.
University Identity

The Rice University seal
The Rice University seal features three Athenian Owls, symbolic of wisdom, which were patterned after a design found on a small silver tetradrachm coin dating from the middle of the fifth century B.C.

The Rice University seal, also known as the academic seal, is the official business emblem of Rice University and is not intended for general use. It is reserved for selective purposes, and its use by anyone other than the Rice Board of Trustees and the president is not permitted. Contact the Office of the Vice President for Public Affairs at 713-348-6280 or e-mail pubaffrs@rice.edu with any questions or special requests.
The Athenian owl
The Athenian owl is considered a secondary logo and may be used in situations where a more informal style of Rice identification is appropriate. It is approved for use either alone or in a vertical arrangement with the primary Rice wordmark.

The proportions and relationships of the Athenian owl and the wordmark must not be altered and should appear in the approved color palette. The owl may not be filled in with texture or color.

The minimum approved size is one-fourth inch in height for the owl alone and one-half inch for the owl and wordmark. The clear space required is one-fourth inch or one-half the height of the wordmark, whichever is greater.

All official versions of Rice marks can be downloaded at rice.edu/ricebrand.
Rice athletic logos
Athletic logos are licensed and trademarked.
Contact Rice Athletics Marketing at 713-348-6917 for usage permission.
Identity System

Schools
To maintain brand consistency, position all Rice school names as shown with the Rice logo. Other Rice logos should never appear with the official university logo.

When you use the Rice logo, a clear zone must surround it to ensure its visibility and impact. No graphic elements of any kind should invade this zone. (See Page 1.02 for correct usage of the Rice logo.)

Print the logo in four-color process or in the two Rice colors: Rice Blue (Pantone 294) and Rice Gray (Pantone 425). One-color black also is acceptable. Do not apply any other color applications.

The school name is in Helvetica Black printed in Rice Gray (Pantone 425).

Do not recreate the Rice logo in any form. Only use official logos. Download all official versions of the Rice logo and wordmark at www.rice.edu/ricebrand.
Identity System

Departments and programs
To maintain brand consistency, position all Rice departments and programs as shown with the Rice logo. Other Rice logos should never appear with the official university logo.

Whenever the logo is used, a clear zone must surround it to ensure its visibility and impact. No graphic elements of any kind should invade this zone. (See Page 1.02 for correct usage of the Rice logo.)

This logo should be printed four-color process or in the two Rice colors: Rice Blue (Pantone 294) and Rice Gray (Pantone 425). One-color black also is acceptable. No other color applications can be applied.

The school name is in Helvetica Black printed in Rice Gray (Pantone 425). The department title is in Helvetica Bold printed in Rice Blue (Pantone 294).

Do not recreate the Rice logo in any form. Only official logos are approved for use. Download all official versions of the Rice logo and wordmark at www.rice.edu/ricebrand.
Design/Style Elements

Typography
The university’s fonts for printed material are listed at the right.

Never use these fonts, including Trajan, to recreate the university wordmark.

Writing style
Rice University uses the Associated Press Stylebook guidelines for style, punctuation, grammar and other style points. To obtain a subscription to an online version of the AP Stylebook, please contact Media Relations at 713-348-6774. Hard copies of the AP Stylebook can be purchased at the Rice University Bookstore.

Headline font

Trajan Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefg”hi”jklmnopqrstuvwxyz

(Note: Trajan does not have a lowercase version.
To simulate lowercase, you must use small caps.)

Subhead fonts

Helvetica Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Black:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Text or body fonts

ITC New Baskerville:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Times New Roman Regular:
(for letterhead usage)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Script font
(for official university invitations and correspondence)

Bickham Script:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
Incorrect usage
Do not modify the Rice shield, logo or wordmark. Download the official Rice shield, logo and wordmark at www.rice.edu/ricebrand.

Do not alter elements.

Do not stack “University” under the Rice wordmark.

Do not modify the logo.

Do not stretch or squeeze the logo.

Do not alter colors of the logo.
Stationery Standards

Schools and departments

Business cards
Use the following guidelines when typesetting academic school and administrative department business cards.

School or Department Title
Helvetica LT Standard Black
7 pt. with 7.5 pt. leading
Flush Left
Pantone 425 (Gray)

Employee Name and Title

Name: Helvetica LT Standard Bold
10 pt. with 9.5 pt. leading
4 pt. leading between titles
3-title maximum or 88 characters
Pantone 294 (Blue)

Title: Helvetica LT Standard Light
9 pt. with 9.5 pt. leading
All text is flush left.
Pantone 425 (Gray)

Department Name and Address Block

Headers and Web address: Helvetica LT
Standard Roman
6 pt. with 7 pt. leading
Pantone 294 (Blue)

Contact information and address: Helvetica LT
Standard Light
6 pt. with 7 pt. leading
Pantone 425 (Gray)
All text is flush left.

Recommended Paper
Neenah Paper, Classic Crest, Solar White,
Smooth, 110 lb. Cover

Recommended Copy Guidelines
Do not abbreviate titles.
Include named professorships when applicable.
Use periods in academic degrees or professional affiliations/certifications.
Abbreviate “Drive,” “Street,” “Avenue,” etc. when listed as part of a full address.
No comma before “Jr.” “III,” etc.
No underline on Web sites; do not list “http://.”
Stationery Standards

Schools and departments

Business card title variations

Use the following guidelines when typesetting business cards for individuals with more than one title.

One-line title

Two-line title

Three-line title (maximum)
Stationery Standards

Schools, departments, institutes and centers

Business cards
Samples of cards with longer departmental titles.

RICE

George R. Brown School of Engineering

John D. Hancock, Ph.D.
Professor of Electrical Engineering

E-mail: jdhan@rice.edu | Office: 713-348-7777 | Mobile: 713-323-1234
Fax: 713-786-0987 | Rice University Electrical and Computer Engineering–MS 364
101 Duncan Hall | 6100 Main St. | Houston, TX 77005 | www.rice.edu

School titles should run next to the logo and department titles in the address line at the bottom of the card.

RICE

Center for Civic Engagement

John D. Hancock, Ph.D.
Vice President
George and Elizabeth Rice Professor of Statistics

E-mail: jdhan@rice.edu | Office: 713-348-7777 | Mobile: 713-323-1234
Fax: 713-786-0987 | Rice University Center for Civic Engagement–MS 200
101 Duncan Hall | 6100 Main St. | Houston, TX 77005 | www.rice.edu/service

Center

RICE

Environmental and Energy Systems Institute

John D. Hancock, Ph.D.
Vice President
George and Elizabeth Rice Professor of Statistics
Director of the Rice Center of Statistics

E-mail: jdhan@rice.edu | Office: 713-348-7777 | Mobile: 713-323-1234
Fax: 713-786-0987 | Rice University Environmental and Energy Systems Inst.–MS 316
201 Mechanical Lab | 6100 Main St. | Houston, TX 77005 | giving.rice.edu

Institute

For additional information, contacts and downloads, go to www.rice.edu/ricebrand or call 713-348-6763.

RICE UNIVERSITY IDENTITY STANDARDS 4.02
Stationery Standards

Schools and departments

Letterhead

Use the following guidelines when typesetting academic school and administrative department letterhead.

Date

Recipient Name
Company Name
Street Address
City, State, ZIP

Dear Name Here,

Typeset this letter in Times New Roman Regular 10 pt. on 12 pt. leading. Dionsequis ad modiam il iure mod dolorer sustrud tet, velit veniatiss tetue vulluptatum adit nonsectem verat.

Et lamet dolore dip ex eu feuis nit, comullstat tetmquat. Riu rem riure dolorem doloring elkenism zrriustionse ming ex euge vullumnsan henisit for accum quis nos alicius nosto euisiss cidant loreet niamet wisi ex ero dolorinis exeratu mmolor secte dunt el uillaore rostie ea feugiam vulluptatum zrrliquatin eseniam delens ad del eril estrud tet verat esto dolore feuisse niamconse venis accum nonsequeat, cortil inscinis nullaoeremium veniamet, ui. Pu diam iliscin henis et iure tateraeesi.

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odiam exeritie tie feugiamconse commod dolobor senit dunt dolorem iriure dit erliti, commodi

pismolent in ut wis adit, velis non utpat.

Sincerely,

Your Name Here
Title
Schools and departments

Personal letterhead
Use the following guidelines when typesetting personalized letterhead.

Date

Recipient Name
Company Name
Street Address
City, State, ZIP

Dear Name Here,

Typeset this letter in Times New Roman Regular 10 pt. on 12 pt. leading. 

Etiam dolore dip ex eu feuis nit, comullstatatem quat. Riurem irium dolorem dolorating elenisim zrirustione ming ex eugue vullumsan henisit lor accum quis nos aliquis nosta eusissididunt loretet

Andre tem ip eugiam alit, quat. Adiamet ad tat utput visciad texaessed tissit, quat nonsumsan vol-

Ut wis nullan ex el eum niim di dolore
tetuer sisim nibb ex ex aute ex et, quisesquis del ex et ad dolore tionsac facilit velenism iliqui blam vel utat, quisci eurie min velit luptat venim vel ing erium ilii pratincus voloreositis non versili quas-
tio dolesed ea feuguer iucin vent laor iliids iomneniam vel digna faci ex eros augast nosto dolore ero

Irit venim aut nibb erasestud tio el eius nit ad magna feugue modipit lan ex et nonum dignibb exero

Sincerely,

Your Name Here
Title
Schools and departments

Envelopes
Use the following guidelines when typesetting academic school and administrative department envelopes.
Stationery Standards

Schools and departments

Personal envelopes
Use the following guidelines when typesetting personalized envelopes.
Position
Unconventional Wisdom
The goal of Unconventional Wisdom is to position and differentiate Rice University as an outstanding education and research institution — as well as to create a foundation that speaks to the unique elements that raise Rice above all others.

Campaign theme
Who Knew
The goal of the Who Knew campaign is to raise awareness for Rice University locally, nationally and internationally.

Key messages
This campaign is part of a greater effort to put into effect Rice University’s Vision for the Second Century. It is intended to further our overall ambition to be an institution of national and international distinction. The campaign will communicate our mission of pathbreaking research, unsurpassed teaching and contribution to the betterment of the world.
Who Knew graphic element

The Rice University campaign consists of a handwritten graphic element that starts all headlines. There is only one version of this graphic. Do not use any other handwritten Who Knew graphic.

The primary Who Knew graphic element consists of a Rice Blue (Pantone 294) box that holds a white Who Knew. A secondary version with Who Knew in Rice Blue (Pantone 294) is also acceptable. Do not apply any other colors.

In black and white applications, substitute Rice Blue (Pantone 294) with black.
Elements of a Who Knew
Faculty and student participation is a key part of this initiative. However, there are a few guidelines that should be considered when crafting a Who Knew communication.

• An impressive message is the key to a successful communication.
• All messages should hold Rice University in great consideration.
• All messages should be clear and concise.
• All messages should convey a single-minded thought.
• Don’t use proper names in messages.
• Don’t use compound sentences in messages.

Examples appear to the right.

When a Who Knew communication has been written, please submit a sample to our Web site at www.rice.edu or to Rice University Public Affairs–MS 610, 6100 Main St., Houston, TX 77005.
University Campaign

Campaign layout
The Who Knew campaign can be utilized in a variety of advertising vehicles.

The consistent element of the Who Knew campaign is a flood of Rice Blue (Pantone 294). The Who Knew graphic is used to begin each question and is approximately twice the size of the headline copy.

The grouping of Who Knew graphic and headline copy should be flush left, ragged right and consistently reversed out of Rice Blue (Pantone 294). If headline runs more than one line, keep line spacing open enough to prevent ascenders from running into the Who Knew graphic element. Take notice of how headlines break. Try to use two or three words at minimum after the Who Knew graphic element on the first line, and try to prevent any short lines at the end of a headline.

Surround the perimeter of all ads with clear space to ensure their visibility and impact. This also sets up a format for how type and logo should align. Vertical and horizontal examples are shown to the right.

Color and typography
Headlines are in Helvetica Light printed in white. Body copy is in Helvetica Light printed in Rice Gray (Pantone 425). Rice.edu is in Helvetica Bold printed in Rice Gray (Pantone 425).
University Campaign

Print and Web advertising
Shown here are three example campaign ads: full page, small space and Web banner.

Who knew you could catch an elevator to space?

Who knew a CEO could come out of an ATM?

Who knew that negativity in the workplace could improve creativity?

For additional information, contacts and downloads, go to www.rice.edu/ricebrand or call 713-348-6763.
Outdoor advertising
Shown here are three example ads: street pole banner, bus side and billboard.

Who knew that education may be breeding segregation?

Know more at rice.edu

Who knew jet fighters could repair themselves on the fly?

Know more at rice.edu

University Campaign
Website Standards

In an effort to unite and enhance the many different pages and subsites connected to the rice.edu domain, we have created a template for developers that provides a common, visually appealing look and consistent functionality. Our goal is to project a unified and branded presence and to guarantee that visitors to rice.edu have a quality experience. The template provides ample space for creative, customized designs and content to meet the needs and objectives of the subsite or page while including a few required core elements. For additional guidance, please contact webeditor@rice.edu.

**Layout and background**
A properly branded Rice website must have a white background with a centered layout. The preferred width for this layout is 960 pixels, although 900 is acceptable.

**Header**
A proper header must have the Rice University logo in the top left corner and must be linked back to rice.edu. The header includes a dark blue “top-bar” navigation with links in white. This top navigation has rounded edges on the uppermost left and right corners. The logo must be the full Rice University primary mark and must maintain proper white space on all sides. For additional details, see Page 1.02 of the Rice University Identity Standards at rice.edu/ricebrand. Combining other marks or words with the official Rice logo is not allowed. (See Page 3.01.) The image used in the header is the designer’s decision. Free and approved images of the university can be found at rice.edu/imagelibrary.

**Footer**
Rice University websites must always present Rice’s physical mailing address on a white background at the bottom of the page.

**Colors**
Users are free to use accent colors as necessary, but the preferred university colors listed on this page should be the primary color elements of the page. The colors have been provided in HEX and RGB format for ease of use on the Web.

**Links**
If links to secondary pages or sites will be included on the page, the design should maintain them in a consistent location throughout the site. One alternative would be to place them on the left side, as shown in this example.