02.1
The Glasscock Style Guide
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. All other trademark(s) and the Rice University trademark may not be overshadowed or diminished in any way by another trademark(s). All uses must be reviewed and approved by the Office 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 in any manner, including but not limited to advertising, direct marketing, collateral material, websites or promotional items, or by any other internal or external organization.

• 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. If there are any questions regarding the use of the Rice name or a Rice trademark, please contact the Office of Public Affairs.

• 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 antidiscrimination policies or practices.

• Any and all uses of names, numbers and images of student–athletes must comply with Rice University policies and NCAA regulations. Contact the athletics department for more information.

• 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 the Office of Public Affairs for more information.

• Prior permission is required for any internal or external individual, organization or company wishing to use Rice University’s name, identity assets (including identifiable landmarks) or trademarks in any noncommercial manner.
02.1 Style Guide / Logo

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, promoting or marketing 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, guidelines have been approved and must be followed when referring to Rice. For questions, contact the Office of Public Affairs.

- Rice University does not endorse or do testimonials for products or services.

- Accurate statements that 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.”).

- 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”).

- The use of photographs of identifiable Rice University landmarks, buildings, statues, etc., must always be preapproved by the Office of Public Affairs. Situations which imply an endorsement of a product or service are not permissible and will not be approved. For example, an advertisement for a new car parked in front of Lovett Hall would not be approved.

- The academic seal may not be used in connection with any promotional material or activity.
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 here. The Rice shield must never be used alone and only the Rice primary wordmark can be used alongside it.

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.

The Rice logo consists of the Rice shield and the Rice primary wordmark. 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.

The Susanne M. Glasscock School of Continuing Studies logo is comprised of the Rice shield, primary wordmark and a text treatment of the school’s name. The logo is reserved for Personal Development marketing materials. All other marketing materials should utilize a combination of the Rice shield, primary wordmark or university logo with the school name spelled out in regular typeface.
Primary Colors

Consistent use of color is a strong visual that communicates an organization’s brand identity. The Gasscock School of Continuing Studies has three primary colors in its palette. This hierarchy shows their order of use.
Consistent use of color is a strong visual that communicates an organization’s brand identity. The Gasscock School of Continuing Studies has six secondary colors in its palette.

<table>
<thead>
<tr>
<th>Secondary Colors</th>
<th>Hex Code</th>
</tr>
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<tbody>
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<td>C0, M23, Y39, K31</td>
<td>B1886C</td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
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<td>CBDA39</td>
</tr>
<tr>
<td>R203, G218, B57</td>
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</tr>
</tbody>
</table>
**PRIMARY TYPEFACE: Open Sans**

Aa Bb Cc Dd Ee Ff

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

**SECONDARY TYPEFACE: Merriweather**

Aa Bb Cc Dd

Merriweather was designed to be a text face that is pleasant to read on screens.

Designed by Eben Sorkin, Merriweather features a very large x height, slightly condensed letterforms, a mild diagonal stress, sturdy serifs and open forms.

**ACCENT TYPEFACE: Snell Roundhand**

Aa Bb Cc

Snell Roundhand Script font was designed in 1965 by Matthew Carter. Conception and design were both based on the 18th century round hand scripts. The font has an elegant and festive feel and its capitals can also be used as initials mixed with other alphabets.
We believe in fostering lifelong curiosity.

We give our community of learners a platform of self-discovery through hundreds of personal and professional development opportunities.

Perhaps you want to take a course in the arts, humanities and sciences, creative writing, photography or foreign languages. Maybe you are interested in one of our master’s programs in teaching or liberal studies, or you want to travel from around the world to study English with us. You might want to pursue one of our 50+ online programs for nonprofit, financial, paralegal, human resources and other professional paths. Or, you could be one of thousands of teachers in the Houston area who turn to us to help prepare your students for college. Some of you may have children who are learning to read in our pre-K programs, or who are participating in creative writing summer camps.

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