



**RHODE ISLAND RAMS**  
**BRAND GUIDE**  
2023



# HOW TO USE THIS GUIDE



The Rhode Island Athletics brand guide provides a resource for implementation of the Rhode Island Athletics' brand. It outlines the fundamental elements of the brand along with basic instructions for how to utilize them to staff, partners and suppliers.

The branding guide details the use of official colors, athletic logos, wordmarks, typography and other brand identifiers that make up the Rhode Island Athletics' brand. While these identifiers are not the sole elements of the Rhode Island Athletics' brand, they are a visual representation and extension. Adherence to these guidelines will ensure consistency and recognition of the brand moving forward.

The branding guide is designed to strengthen the Rhode Island Athletics' brand, not to impose unnecessary restrictions on creativity. To this end, please exercise good judgment in all creative executions, to help reinforce and amplify the brand for generations to come.



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# COLOR PALETTE



## ***PRIMARY***



KEANEY BLUE (PMS 292 C)  
CMYK: 56, 22, 0, 0  
RGB: 104, 171, 232  
HEX: #68ABE8

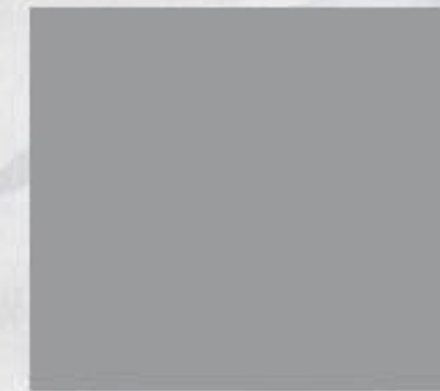


NAVY (PMS 282)  
CMYK: 100, 88, 42, 51  
RGB: 4, 30, 66  
HEX: #041E42



WHITE  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
HEX: FFFFFFFF

## ***SECONDARY***



COOL GREY  
CMYK: 42, 34, 33, 1  
RGB: 154, 155, 157  
HEX: #9A9B9D



BLACK  
CMYK: 80, 40, 40, 100  
RGB: 0, 0, 0  
HEX: #000000





### RHODY BOLD

Rhody Bold is a custom typeface built to complement our primary split RI logo. It is utilized primarily anytime "RHODE ISLAND" is utilized on uniforms and branding projects.

Rhody Bold has only uppercase letterforms.

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z



# TYPOGRAPHY

## SECONDARY



### EUROSTILE FONT FAMILY

As Rhode Island Athletic Department's primary supporting typeface, Eurostile Font Family is a sans-serif typeface selected to provide contrast to Rhody Bold. A clean font with rounded edges that is easy to read and offers a variety of weights, Eurostile is suitable for headlines and body copy.

Eurostile Regular 0123456789  
*Eurostile Regular Oblique* 0123456789  
Eurostile Medium 0123456789  
*Eurostile Medium Italic* 0123456789  
Eurostile Bold 0123456789  
*Eurostile Bold Oblique* 0123456789  
Eurostile Heavy 0123456789  
*Eurostile Heavy Italic* 0123456789  
Eurostile Black 0123456789  
*Eurostile Black Italic* 0123456789

Eurostile Cond Regular 0123456789  
*Eurostile Cond Regular Italic* 0123456789  
**Eurostile Cond Heavy** 0123456789  
***Eurostile Cond Heavy Italic*** 0123456789  
Eurostile Extd Regular 0123456789  
*Eurostile Extd Regular Italic* 0123456789  
**Eurostile Extd Medium** 0123456789  
**Eurostile Extd Black** 0123456789  
***Eurostile Extd Black Italic*** 0123456789

### BLACKHAWK

Blackhawk is a super-charged, brush font bursting with energy. As a secondary typeface for Rhode Island Athletics Department, it is primarily utilized in graphics and apparel to provide an emphatic boost to a quote or a message.

**BLACKHAWK REGULAR**  
**BLACKHAWK ITALIC**

0123456789  
0123456789



# LOGOS

## PRIMARY



### CLEAR SPACE

Clear space is the area around the logo that is free of all other graphic elements such as type, images or other logos. Clear space ensures that the logo will always appear unobstructed and distinct in all environments.

Always keep the logo visible and legible by maintaining the minimum required clear space. While more space is ideal, use the guide to the left to determine the minimum clear space required. Measure from the tallest and widest point of the logo.

The only exception to the clear space rule is when the logo is treated as a secondary element such as a watermark or design embellishment.

The split RI monogram is the primary logo of Rhode Island Athletics and is preferred whenever possible. Updated as of 2022, the blocky split RI offers a distinctive uniformly divided look featuring keaney blue and navy, along with a thick white stroke. If a 1-color version must be used, the solid RI (white, keaney, navy and black) options are available. The use of the split RI logo in any other form than what is shown above is not approved.

Various versions of the logo are on the web and are not approved versions, including:



use of royal blue vs navy



stretched block



inverted, non-full color split RI

### SPLIT RI



### SOLID WHITE



Used sparingly on darker colors

### SOLID KEANEY



Used sparingly on darker colors

### SOLID NAVY



Used sparingly on lighter colors

### SOLID BLACK



Greyscale only



# LOGOS SECONDARY



On darker backgrounds  
the full color Ram  
Head requires a  
keaney blue stroke

The full faced Ram Head, is the new secondary logo of Rhode Island Athletics as of 2022. This new contemporary version compliments the primary split RI's characteristics and replaces the side facing Ram Head. The new Ram Head offers both full color and 1-color [white, light keaney, dark keaney, navy and black] options.



The previous version, shown to the left, should only be utilized with appropriate approval from the University of Rhode Island Liscensing Department.

FULL COLOR	WHITE	KEANEY LIGHT	KEANEY DARK	NAVY	BLACK
	Used sparingly on darker colors	Used sparingly on lighter colors	Used sparingly on darker colors	Used sparingly on lighter colors	Greyscale only



# LOGOS

## TERTIARY



The anchor serves as a tertiary logo for Rhode Island Athletics. Featuring a similar anchor to the one featured on the Seal of the State of Rhode Island in keaney blue with navy outline and 11 links of a chain in white. Symbolizing 11 players on the football field anchoring down, this is an internal only version of the logo that is to be used by Rhode Island Athletics as a supplement to a primary or secondary logo on uniforms or other branding elements and should not be utilized singularly.

If a one color version must be used, the solid RI (white, keaney, navy and black) options are available.

FULL COLOR	WHITE ANCHOR	KEANEY ANCHOR	NAVY ANCHOR	BLACK ANCHOR
	Used sparingly on darker colors	Used sparingly on darker colors	Used sparingly on lighter colors	Greyscale only



# LOGOS

## MISCELLANEOUS



### JUNIOR RUCKUS

The Junior Ruckus is the official kids club of Rhode Island Athletics. The logo is approved for internal use only. You must receive permission from the Athletics Department to utilize the logo.



### RHODY RUCKUS

The Rhody Ruckus is the official student fan group of Rhode Island Athletics. The logo is approved for internal use only. You must receive permission from the Athletics Department to utilize the logo.

### BRING THE RUCKUS HORIZONTAL WORDMARK

**BRING THE RUCKUS**  
**BRING THE RUCKUS**

A key phrase/hashtag used by Rhode Island Athletics in both print and digital advertising. Bring The Ruckus wordmark features "Bring The" in Eurostile Bold Italic font and "Ruckus" in Road Rage font and is available in horizontal and stacked options. Used mainly for internal purposes, you must receive permission from Rhode Island Athletics for any external usage of the wordmarks.

### BRING THE RUCKUS STACKED WORDMARK

**BRING THE RUCKUS**  
**BRING THE RUCKUS**



# LOGOS

## ATLANTIC 10 CONFERENCE



### ATLANTIC 10 PRIMARY



### ATLANTIC 10 PRIMARY (NO TEXT)



### ATLANTIC 10 SECONDARY SHIELD



All external usage of conference logos must be approved by the Atlantic 10 Conference.  
Any internal usage including for uniforms and practice gear must be approved by the  
Associate Athletic Director of Marketing and/or Equipment Manager.



# WORDMARK

## COLORWAYS



# RHODE ISLAND

Featuring Rhody Bold typeface, the primary wordmark on white is 1-color navy with a navy outline stroke on white. On navy, the primary wordmark is keaney blue. White is a secondary colorway on navy, that may be used sparingly when the primary wordmark is not an option. When grayscale, the wordmark should appear in 100% black.

### WHITE



RHODE ISLAND

RHODE ISLAND

Used sparingly  
on darker colors

### KEANEY

RHODE ISLAND



RHODE ISLAND

RHODE ISLAND

RHODE ISLAND

Primary on darker colors,  
secondary on lighter colors

### NAVY

RHODE ISLAND

RHODE ISLAND

RHODE ISLAND



Primary on lighter colors

### BLACK

RHODE ISLAND



RHODE ISLAND



Grayscale only



# WORDMARK

## PROGRAM LOCKUPS



### RHODE ISLAND ATHLETICS

Each of the Rhode Island Athletic programs, typeset in Eurostile Black, is locked up with our wordmark featured in the Rhody Bold typeset. Navy is the primary colorway for "RHODE ISLAND" with keaney blue the primary colorway for athletic programs on white. Keaney is the primary colorway for "RHODE ISLAND" with white the primary colorway for athletic programs on navy. Athletic programs should be centered under the RHODE ISLAND wordmark, in a different colorway whenever possible. There are two 1-color colorways (navy and white) that may be used sparingly. When grayscale, the wordmark appears in 100% black.

RHODE ISLAND

RAMS

RHODE ISLAND

BASEBALL

RHODE ISLAND

FOOTBALL

RHODE ISLAND

GOLF

RHODE ISLAND

LACROSSE

RHODE ISLAND

MEN'S BASKETBALL

RHODE ISLAND

MEN'S SOCCER

RHODE ISLAND

MEN'S TRACK & FIELD

RHODE ISLAND

MEN'S CROSS COUNTRY

RHODE ISLAND

ROWING

RHODE ISLAND

SOFTBALL

RHODE ISLAND

SWIMMING & DIVING

RHODE ISLAND

TENNIS

RHODE ISLAND

VOLLEYBALL

RHODE ISLAND

WOMEN'S BASKETBALL

RHODE ISLAND

WOMEN'S SOCCER

RHODE ISLAND

WOMEN'S TRACK & FIELD

RHODE ISLAND

WOMEN'S CROSS COUNTRY



# WORDMARK

## PROGRAM LOCKUP COLORWAYS



### NAVY W/ KEANEY

**RHODE ISLAND**  
ATHLETICS



**RHODE ISLAND**  
ATHLETICS



Primary on lighter colors

### NAVY W/ WHITE



**RHODE ISLAND**  
ATHLETICS



**RHODE ISLAND**  
ATHLETICS



Secondary on lighter colors

### KEANEY W/ WHITE



**RHODE ISLAND**  
ATHLETICS



**RHODE ISLAND**  
ATHLETICS

Primary on darker colors

### WHITE



Used sparingly  
on darker colors

### NAVY

**RHODE ISLAND**  
ATHLETICS

**RHODE ISLAND**  
ATHLETICS



**RHODE ISLAND**  
ATHLETICS



Used sparingly  
on lighter colors

### BLACK

**RHODE ISLAND**  
ATHLETICS



**RHODE ISLAND**  
ATHLETICS



Grayscale only



# WORDMARK

## MONOGRAM + PROGRAM LOCKUP



## ATHLETICS

Each of the Rhode Island Athletic programs, typeset in Eurostile Black, is locked up with our split RI monogram. Navy is the primary colorway for athletic programs on white. Keaney Blue is the primary colorway for athletic programs on navy. Athletic programs should be centered under the split RI. There are three 1-color colorways (keaney, navy and white) that may be used sparingly. When grayscale, the wordmark appears in 100% black.



**RAMS**



**GOLF**



**MEN'S  
SOCCER**



**ROWING**



**TENNIS**



**WOMEN'S  
SOCCER**



**BASEBALL**



**LACROSSE**



**MEN'S  
TRACK & FIELD**



**SOFTBALL**



**VOLLEYBALL**



**WOMEN'S  
TRACK & FIELD**



**FOOTBALL**



**MEN'S  
BASKETBALL**



**MEN'S  
CROSS COUNTRY**



**SWIMMING  
& DIVING**



**WOMEN'S  
BASKETBALL**



**WOMEN'S  
CROSS COUNTRY**



# WORDMARK

## MONOGRAM + PROGRAM LOCKUP COLORWAYS



### SPLIT W/ NAVY



Primary on lighter colors

### SPLIT W/ KEANEY



Primary on darker colors

### SPLIT W/ WHITE



Secondary on darker colors

### WHITE



Used sparingly  
on darker colors

### KEANEY



Used sparingly  
on darker colors

### NAVY



Used sparingly  
on lighter colors

### BLACK

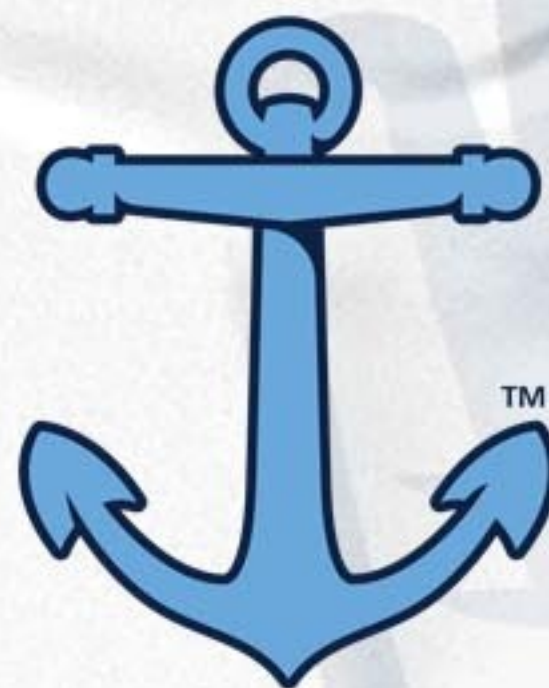


Grayscale only



# USAGE & APPROVAL

## TRADEMARK PROTECTION



Trademarked versions of our key branded elements should be used whenever brand protection is required. Appropriate applications can include print collateral, brochures, annual reports, newsletters, advertising, press releases, and video/multimedia to name a few.

The <sup>TM</sup> should be used until the branded elements have been registered, at which point a registered trademark symbol ® should replace the <sup>TM</sup>.

The trademark symbol should not be moved from its current position or scaled in any way.



# USAGE & APPROVAL



The use of any wordmark lockups or logos on uniforms, merchandise, or other branding elements without prior approval is strictly prohibited. Additional licensing details including approved vendors and how to become a licensed vendor can be found at [www.gorhody.com/branding](http://www.gorhody.com/branding).

It should be noted that the elements and uses in this initial branding guide are subject to change. As such, this document will need to be updated and recirculated as revisions are made to ensure there is always a single standard usage overall.

If you have any questions about how to apply any of the elements in this branding guide, please reach out to:

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