



RICE ATHLETICS
BRANDING GUIDELINES, RULES, & REGULATIONS

UPDATED 7/26

THIS IS RICE ATHLETICS.

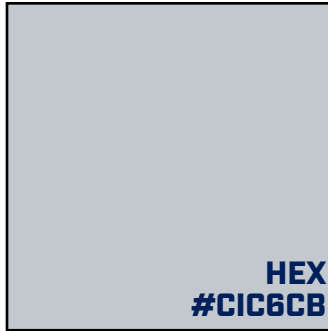
An aspirational and memorable brand is more than a logo, a name, a phrase or an idea. It is an impression, a feeling, an affinity. The Rice Athletics brand is the culmination of everything we stand for – our culture, our interactions, our performance. It is our connection to the community and its connection 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.

COLORS

GRAY



CMYK
C: 4
M: 1
Y: 0
K: 22

NAVY



CMYK
C: 100
M: 85
Y: 5
K: 36

WHITE



CMYK
C: 4
M: 1
Y: 0
K: 22

HOUSTON BLUE



CMYK
C: 53
M: 21
Y: 0
K: 11



PRIMARY LOGO



OLDE ENGLISH "R"

A SYMBOL OF ACADEMIC AND ATHLETIC EXCELLENCE

COLOR VARIANTS

ON WHITE/LIGHT



ON BLUE/DARK



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 logo-type. The depth of the protected area is equivalent to the height and width of the space where the gray dot is placed.

PRIMARY WORDMARK

RICE OWLS®

COLOR VARIANTS

ON WHITE/LIGHT

RICE OWLS®

RICE®

OWLS™

ON BLUE/DARK

RICE OWLS®

RICE OWLS®

RICE®

RICE®

OWLS™

OWLS™

WORDMARK - STACKED

ON WHITE/LIGHT

RICE
OWLS®

ON BLUE/DARK

RICE ***RICE***
OWLS® ***OWLS***®

SPORT-SPECIFIC WORDMARKS



EACH PROGRAM HAS THEIR OWN SPORT-SPECIFIC WORDMARKS. NEXT ARE THE VARIATIONS EACH SPORT HAS WITH TRACK AND FIELD SERVING AS THE EXAMPLE.

SPORT SPECIFIC WORDMARKS

ON WHITE/LIGHT

RICE®
TRACK & FIELD

RICE®
TRACK & FIELD

ON BLUE/DARK

RICE®
TRACK & FIELD

SCRIPT LOGO

Rice®

Owls

THE TRADITIONAL RICE OWLS FONT

CURSIVE LOGO



Rice™

**A MODERN SCRIPT RICE LOGO TO SUPPLEMENT OUR RICE WORDMARK AND OLDE
ENGLISH MARK.**

RICE NUMERALS

ON GRAY/WHITE

0 1 2 3 4 5 6 7 8 9

ON DARK

0 1 2 3 4 5 6 7 8 9

**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.**

THROWBACK LOGOS



**OUR LOGO THROUGH THE YEARS, APPROVAL NEEDED
BEFORE USE**

RICE SOCCER



**THE 25TH ANNIVERSARY SOCCER CREST IS RESERVED FOR
SPECIFIC USE BY THE RICE SOCCER TEAM**

RICE MEN'S/WOMEN'S GOLF



**THE NAVY AND HOUSTON BLUE “SWINGING SAMMY” IS
RESERVED FOR SPECIFIC USE BY THE RICE MEN’S AND
WOMEN’S GOLF TEAMS**

NON-EXTERNAL/RECRUITING



**THE TEXAS R HAS BEEN REMOVED AS THE PRIMARY LOGO
FOR RICE ATHLETICS AND SHOULD ONLY BE USED AS A
RECRUITING TOOL.**

NON-EXTERNAL/RECRUITING



**THESE ARE CURRENTLY THE ONLY VARIATIONS (ASIDE
FROM THE NAVY TEXAS R LISTED PREVIOUSLY) OF THE
TEXAS R LOGO - ALSO TO ONLY BE USED AS A
RECRUITING TOOL.**

UNACCEPTABLE/RETIRED LOGOS



WHILE ONCE PART OF THE RICE ATHLETICS BRAND, THESE LOGOS NO LONGER REPRESENT RICE ATHLETICS AND SHOULD NOT BE USED.



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 expressed 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/Branding

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