Rice University celebrates its 100th year in October 2012. To establish the recognition of such a milestone, a special graphic or mark was designed to brand events and communications. The design incorporates the Rice Athenian owl, a symbol from the original and current Rice academic seal. The owl was chosen as the Rice mascot for its representation of wisdom and learning.

The centennial mark should be used within the standards presented here. The official colors are Pantone 295 Blue and 425 Gray.

The two-color mark should be used whenever possible in all applications. A black-and-white version is available for basic one-color requirements or for specialty applications like foil-stamping, engraving or embossing.

The mark also can be used as a white reverse on a dark background.

Any other color applications not shown should be approved prior to production.

The official Rice University type font — Trajan — is used for the RICE UNIVERSITY and 100 YEARS text. The centennial years (1912 • 2010) type font is Univers 85 Extra Black. A dot, not a dash, should be used to separate the years.

In addition to the centennial mark, the official tagline for the university's milestone event is Celebrate Rice. The tagline mark is produced in the official Rice brand script font called Bickham Script.

For appropriate application requirements, file types available are .jpeg, .png, .psd, .ai, .eps.

The tagline can be used in conjunction with the main event mark but should be used with a minimum of 1-inch space on any side of the main mark. The two marks should not be combined as one. The tagline mark should appear in the matching color options to the main event mark.
The Centennial Celebration mark should never be smaller than 3/4 of an inch in height.

For more information regarding proper use or to obtain copies of the marks, please contact:

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Rice Centennial Celebration–MS 2012
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For more information about the Rice University brand standards, see www.rice.edu/ricebrand.
The Rice Centennial Celebration mark is an official mark of Rice University.