Dear Colleagues,

In our first 100 years, Rice University 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. You have often heard me say, “We are too small to be arrogant,” and as higher education becomes ever more competitive, we must work harder than ever to be heard. That means amplifying our voice by speaking as one interconnected university. Only by presenting a clear, coordinated identity, can we give Rice a face that more people will recognize and value.

The identity standards detailed here 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 the link handy and consistently apply these standards in all your communications.

As we embrace the opportunities ahead, our wordmark, logo, seal and mascot connect us with Rice’s noble and notable past. They embody the unconventional wisdom we pursue and apply every day in our education, research and public service. They remind us what it means to be Rice. Thank you for bearing them proudly.

Sincerely,

David W. Leebron
President
Identity standards
This is Rice — a university on an 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 standards to provide a foundation for uniform application of key visual elements that make up the identity of Rice University. Consistent use of these elements is necessary to create an accurate picture of Rice. Our guidelines include standards for all internal and external media, including publications, advertisements, Web-based communications and collateral materials — plus templates for PowerPoint presentations. Use of the identity standards aligns and strengthens all of Rice — both on and off campus.

This site is intended for both internal and external users. It was created by the Rice University Office of Public Affairs, which is charged by President Leebron with the responsibility to develop and maintain standards that promote, protect and project the Rice University brand.

For questions or special requests, please contact the Office of the Vice President for Public Affairs at 713-348-6280 or email pubaffrs@rice.edu.
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.
**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.
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 here.

The Rice shield must never be used alone and only the Rice primary wordmark can be used alongside it.

Download the primary and secondary wordmarks at www.rice.edu/ricebrand.

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.

Logo
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.
University Identity

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

Clear space is developed from the height of the owl in the logo and is shown as “x.”

Logo minimum size
The height of the logo should not be less than one-half inch in any application, shown here in actual size. (A minimum height of 36 pixels.)

While our wordmark has both a primary and secondary version, only the Rice primary wordmark can be used alongside the Rice shield. The shield should never be used alone.

Do not change the Rice logo or wordmark in any way. Use only the official Rice logo.
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 the school colors. According to Rice lore, Lovett selected the blue and gray in recognition of Rice’s founder, William Marsh Rice.

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 website color application of Rice Blue, use Hex 002469 or an RGB translation of 0, 36, 106.

Reverse
To print the logo on a dark background, color, and black and white versions, with the Rice wordmark in white, are available to download.
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 is the only mark that 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 must never appear with the shield and must always stand alone.

The wordmarks were developed from a modified version of the typeface Trajan. Use each wordmark correctly and consistently. Do not alter or attempt to 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 “Color Palette” link in left navigation bar for RGB, CMYK and Hex values.)
University Identity

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 “Logo Clear Space” link on left navigation bar for correct usage and spacing 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.
Vector-based logo and wordmarks
The preferred application file for the Rice logo is a raster-based .jpg or .png (transparent background) file in 300 dpi resolution and at a size useable for most applications. The raster-based version of the Rice shield has a smooth gradient effect that is not reflected in the vector-based version of the Rice logo. When certain applications require a vector-based graphic file, the vector .eps file of the logo can be used, but only after use of the .jpg or .png file has been unsuccessful.
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 primary and secondary uses of the tagline are shown to the right and at the optimal size. The tagline is justified under the primary wordmark. 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.
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 email pubaffrs@rice.edu with any questions or special requests.
The Rice 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.
Rice athletic logos
Athletic logos are licensed and trademarked. Contact Rice Athletics Marketing at AthleticsBrand@Rice.edu for usage permission.

Primary logo

Secondary logo

Secondary logo

Official type logo
University Identity

Use with external logos
Rice departments, schools and organizations, such as institutes, centers, consortia and laboratories that deal extensively with the public or external groups often have the need to use the Rice logo in combination with an external organization’s logo or trademark. This section provides guidelines for displaying the Rice logo in a manner that protects our identity, while allowing the university to be seen as a member or participant in the desired program, event or other occasion.

Clear space and minimum size
All of the basic requirements regarding minimum size, clear space and positioning must be followed when the Rice logo will appear with an external logo or trademark. The Rice logo must be surrounded by clear space to ensure its visibility and impact. No type or graphic element of any kind should invade this space.

a) Logo must be surrounded with a minimum clear space equal to the height of the owl in the shield.

b) The shield must be no smaller than one-half inch in height and/or equal to or greater in height than the largest graphic element of the additional mark or marks.

Positioning
When the Rice logo will appear in a grouping with one or more external logos or trademarks, it is recommended that a vertical line be used to separate the Rice logo from all other logos. This separation will avoid the possibility of confusion regarding an external or outside organization and their affiliation with the university.

If possible, position the Rice logo as either the first or last logo in an arrangement of multiple marks so that the university name is in the most visible position.
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 “Logo” entry 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 department and program titles either under the Rice wordmark and school name or to the right as shown in the vertical and horizontal examples with the Rice logo.

Whenever the Rice logo is used, a clear zone equal to the height of the owl in the shield must surround it to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

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 Bold printed in Rice Gray (Pantone 425). The department title is in Helvetica Bold printed in Rice Blue (Pantone 294). Names and titles are to be positioned under or to the right of the wordmark.

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

Academic schools, institutes and centers
alternate naming style guideline
An alternate format has been developed to place the acronym or abbreviated name of an academic school, institute or center to the left of the Rice logo preceded by a holding line. The acronym or name appears in Trajan Regular font equal in size to RICE, prints in Rice Gray (Pantone 425) and is positioned to the right of the holding line, a width equal to the height of the owl in the shield.

The complete name of the academic school, institute or center is placed beneath the logo in caps and lower case in either Helvetica Bold font printed in Rice gray (Pantone 425) or all caps in Trajan Bold font printed in Rice blue (Pantone 294). If needed, a secondary descriptive name can be placed under the full name in Baskerville Italic font printed in Rice Gray (Pantone 425), placed flush right to the first name.

Please note that this treatment does not work well for longer names.

For logo development assistance, contact Creative Services in the Office of Public Affairs at 713-348-6763.
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. Rice Public Affairs conducts free seminars on the use of the AP style guidelines. Please call 713-348-6763 or email pubaffrs@rice.edu for the latest information. Hard copies and digital versions of the AP Stylebook can be purchased online at www.apstylebook.com.

Headline font
Trajan Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGH

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

Subhead fonts
Helvetica Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
defghijklmnopqrstuvwxyz

Helvetica Black:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
defghijklmnopqrstuvwxyz

Text or body fonts
ITC New Baskerville:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
defghijklmnopqrstuvwxyz

Helvetica Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
defghijklmnopqrstuvwxyz

Times New Roman Regular:
(for letterhead usage)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
defghijklmnopqrstuvwxyz

Script font
(for official university invitations and correspondence)
Bickham Script:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
defghijklmnopqrstuvwxyz
Design/Style Elements

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 combine or include the Rice logo, shield or wordmark with other marks or logos in any way or use them to form a sentence or phrase.

If at all possible, do not reverse the logo or shield on a solid background color. Instead use a one-color (black) version.

The shield may not be used without the Rice wordmark.

Do not reverse the logo or shield.

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.
Schools and departments

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

Order online at www.rice.edu/ricebrand.

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

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
Blue (Pantone 294)

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

Department Name and Address Block

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

Contact information and address: Helvetica LT Standard Light
6 pt. with 7 pt. leading
Gray (Pantone 425)
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 websites; 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.

Order online at www.rice.edu/ricebrand.

One-line title

Resource Development

John D. Hancock, Ph.D.
Vice President

Email jdhan@rice.edu • Office 713-348-7777 • Mobile 713-323-1234
Fax 713-786-0987 • Rice University Resource Development–MS 82
201 Greenbriar Building • 6100 Main St. • Houston, TX 77005 • giving.rice.edu

Two-line title

Resource Development

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

Email jdhan@rice.edu • Office 713-348-7777 • Mobile 713-323-1234
Fax 713-786-0987 • Rice University Resource Development–MS 82
201 Greenbriar Building • 6100 Main St. • Houston, TX 77005 • giving.rice.edu

Three-line title (maximum)

Resource Development

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

Email jdhan@rice.edu • Office 713-348-7777 • Mobile 713-323-1234
Fax 713-786-0987 • Rice University Resource Development–MS 82
201 Greenbriar Building • 6100 Main St. • Houston, TX 77005 • giving.rice.edu
Stationery Standards

Schools, departments, institutes and centers

Business cards
Samples of cards with longer departmental titles.

Order online at www.rice.edu/ricebrand.
Stationery Standards

Schools and departments

Letterhead

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

Order online at www.rice.edu/ricebrand.

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. Dionseque ad modiam il iure mod dolorper sustrad tet, velit veniasii tete vulputatum adit nonsectem verat.

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Sincerely,

Your Name Here
Title
Stationery Standards

Schools and departments

Personal letterhead
Use the following guidelines when typesetting personalized letterhead.

Order online at www.rice.edu/ricebrand.

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
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Sincerely,

Your Name Here
Title
Stationery Standards

Schools and departments

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

Order online at www.rice.edu/ricebrand.
Stationery Standards

Schools and departments

Personal envelopes
Use the following guidelines when typesetting personalized envelopes.

Order online at www.rice.edu/ricebrand.