



RHODE ISLAND RAMS
BRAND GUIDE
2022

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

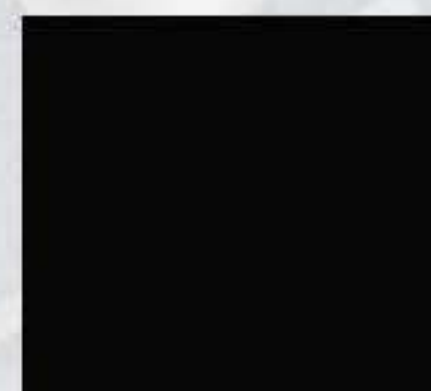


WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: FFFFFFFF

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
<i>Eurostile Regular Oblique</i>	<i>0123456789</i>
Eurostile Medium	0123456789
<i>Eurostile Medium Italic</i>	<i>0123456789</i>
Eurostile Bold	0123456789
<i>Eurostile Bold Oblique</i>	<i>0123456789</i>
Eurostile Heavy	0123456789
<i>Eurostile Heavy Italic</i>	<i>0123456789</i>
Eurostile Black	0123456789
<i>Eurostile Black Italic</i>	<i>0123456789</i>

Eurostile Cond Regular	0123456789
<i>Eurostile Cond Regular Italic</i>	<i>0123456789</i>
Eurostile Cond Heavy	0123456789
<i>Eurostile Cond Heavy Italic</i>	<i>0123456789</i>
Eurostile Extd Regular	0123456789
<i>Eurostile Extd Regular Italic</i>	<i>0123456789</i>
Eurostile Extd Medium	0123456789
Eurostile Extd Black	0123456789
<i>Eurostile Extd Black Italic</i>	<i>0123456789</i>

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:



SPLIT RI	SOLID WHITE	SOLID KEANEY	SOLID NAVY	SOLID BLACK

Used sparingly on darker colors

Used sparingly on darker colors

Used sparingly on lighter colors

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.

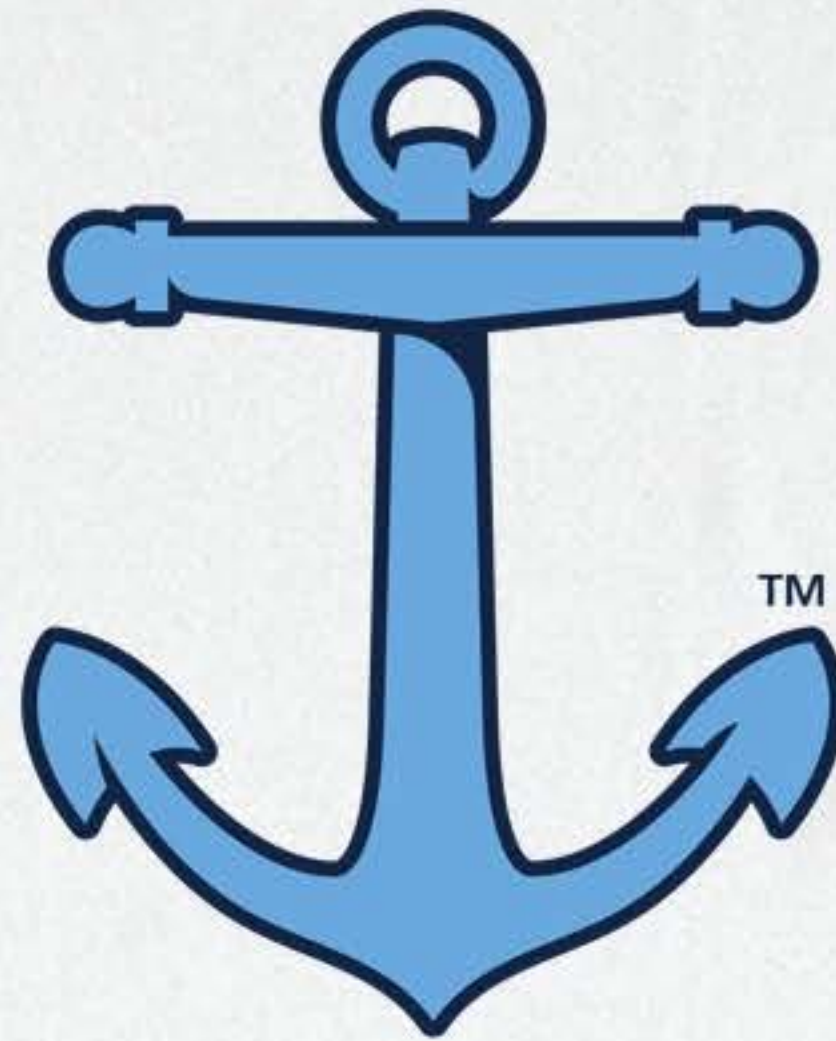


The previous version, shown to the left, should only be utilized with appropriate approval from the University of Rhode Island Liscensing Department.

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. As a tertiary logo, it is used by Rhode Island Athletics as a supplement to a primary or secondary logo or wordmark 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



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



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

KEANEY

NAVY

BLACK



RHODE ISLAND

RHODE ISLAND

RHODE ISLAND



RHODE ISLAND



RHODE ISLAND

RHODE ISLAND

RHODE ISLAND

RHODE ISLAND

RHODE ISLAND



RHODE ISLAND

RHODE ISLAND



Used sparingly on darker colors

Primary on darker colors, secondary on lighter colors

Primary on lighter colors

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
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	NAVY W/ WHITE	KEANEY W/ WHITE	WHITE	NAVY	BLACK

Primary on lighter colors

Secondary on lighter colors

Primary on darker colors

Used sparingly
on darker colors

Used sparingly
on lighter colors

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
TRACK & FIELD



SOFTBALL



VOLLEYBALL



WOMEN'S
TRACK & FIELD



BASEBALL



MEN'S
BASKETBALL



MEN'S
CROSS COUNTRY
& DIVING



WOMEN'S
BASKETBALL



WOMEN'S
CROSS COUNTRY



FOOTBALL



MEN'S
SOCCER



ROWING



TENNIS



WOMEN'S
SOCCER

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

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.

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:

MATT MOELLER
Associate Athletic Director of Marketing
401.788.3230
matt.moeller@uri.edu

PAUL WHITNEY
URI Licensing Manager
401.874.5224
pwhitney@uri.edu