



Rhodes College
—1848—

Visual Identity System

BRAND

What is brand? When people hear the word “brand”, they often think about a company or institution’s name, logo, product names, packaging or advertising slogans. All these things are important, but when we talk about brand in reference to Rhodes College, we are talking about the total Rhodes experience—all the factors that come together to form the institution’s image and reputation. It is the way people think, feel and respond when they hear the words, “Rhodes College”. It is the way the College looks and sounds, the way faculty interacts with students, and how a campus tour guide conducts a tour.

The Rhodes Brand

A successful brand conveys attributes in which Rhodes constituents will strongly identify. The whole point of branding is to distinguish your organization from rival institutions and aid the prospective student's choice in a competitive market.

Everyone who uses the Rhodes brand—faculty, staff, students, vendors, and partners—has a role to play in assuring its integrity and strength. As brand stewards, users of the brand are responsible for sustaining the positive attributes of Rhodes among constituents, especially prospective students and their parents.

Brand Attributes

Compassionate, altruistic, sincere, committed, inclusive, accessible, complex, sense of tradition, intellectual, refined, sophisticated, passionate, Memphis, communal, southern, sincere, Inventive, exciting, synergistic, grounded, inspired.

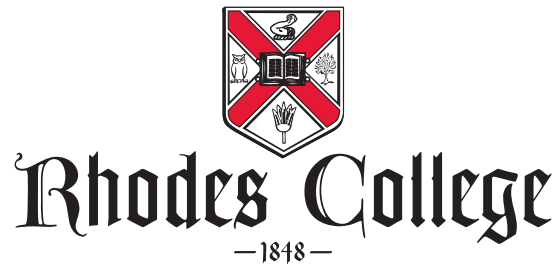
Rhodes Visual Identity System: The “Look and Feel”

Every year Rhodes College produces thousands of communications in many forms – from admissions materials, email newsletters (*Inside Rhodes*) and other electronic communications, posters, *Rhodes Magazine*, program brochures, to alumni and development materials. To varying degrees, each of these communications influences how constituents perceive Rhodes College. It is important that Rhodes presents itself in a consistent and distinct way, using imagery, color palette, typography, and the Rhodes logo that is clear and consistent.

The following pages are designed to provide a broad overview of the “look and feel” and the principles surrounding the use of core elements: logo, color palette, typography, and imagery.

If you are responsible for producing any kind of communication for Rhodes, these guidelines will help you to resolve key issues relating to design and imagery, and ensure that all publications reinforce Rhodes' brand identity.

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The Official Logo

The Rhodes logo, unveiled in 2004, is an evocation of all the College represents. The Gothic typeface represents the beauty of the campus, while the shield from the college seal recalls the institutional history and values.

The Shield

The Rhodes Seal, from which the shield in the logo was drawn, symbolically expresses the history of the college. It was adopted by the Board of Directors in 1924.

The shield bearing the red **St. Andrew's cross** represents faith. Cardinal and black represent the official college colors.

The **book** in the center of the cross, originally conceived as a Bible, also connotes the college's educational mission. The shield is divided into four parts, each of which represents a distinct period in the college's history.

The **bent right arm** grasping the mallet represents the Masonic origin in 1848 at Clarksville, Tennessee.

The **owl**, which is the Greek symbol of wisdom, typifies and covers the period from 1855 to 1875 when the name was Stewart College.

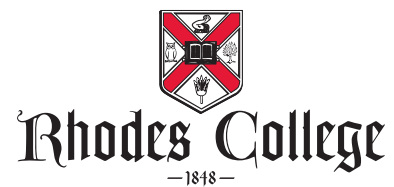
The **burning bush** is a Hebrew symbol that represents the presence of God. It stands for that period from 1875 to 1925 when the institution was known as Southwestern Presbyterian University.

The **lotus flower** is the Egyptian symbol of immortality. It signifies the period beginning with the move to Memphis and the reconstruction of the college as Southwestern at Memphis, now Rhodes.

Logo Usage

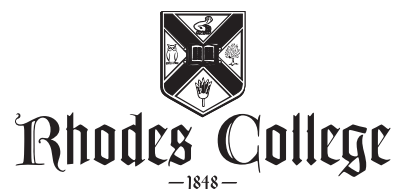
Whenever possible the official two-color logo should be used. Other acceptable reproductions of the logo are shown here. No other color combinations or variations are permitted. The integrity of the institution is reflected in the fidelity of the logo.

Two-Color Logo



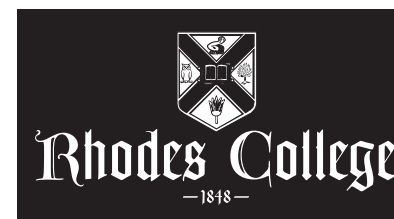
Red, Pantone 185 (for uncoated stock),
186 (for coated stock) and Process Black

One-Color Logo



Process Black

Reversed Logo



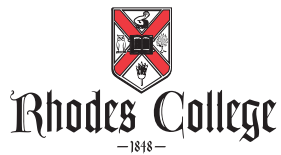
LOGO

Incorrect Usage

As the key visual expression of the College, the logo must be treated with respect. It is also important to ensure a singular unified impression across all the applications of the logo. These examples illustrate unacceptable uses of the logo.

Do Not

alter the shape of the logo in any way.



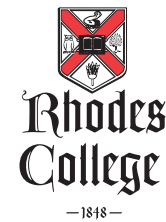
Do Not

set the logo on an angle.



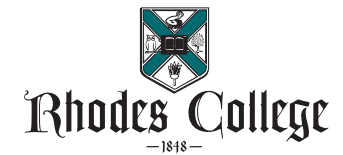
Do Not

alter the logo lock-up in any way.



Do Not

use any colors for any part of the logo other than those specified on page 5.



Do Not

use the name portion of the logo without the shield.



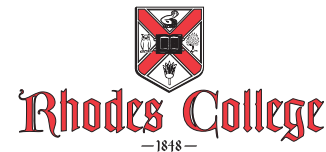
Do Not

use the shield portion of the logo on its own.



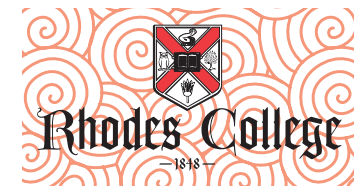
Do Not

use even the official logo colors in any way other than those shown on page 5.



Do Not

set the logo on a competitive or busy background that could possibly detract from its readability.

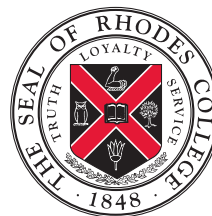


Official Seal

There is only one official College seal, as shown here. To foster consistency and avoid confusion, no variations of this seal are permitted.

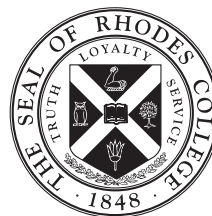
The Rhodes seal is primarily used for official documents, including diplomas, certificates, transcripts, and other such official College communications materials, upon consultation with the Communications Office. Correct versions of the seal in one-color, two-color and four-color versions are available in electronic form from the Communications Office.

Two-Color Seal



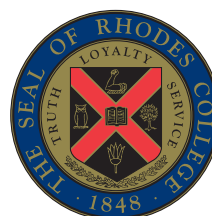
Red, Pantone 185 (for uncoated stock), 186 (for coated stock); Process Black

One-Color Seal



Process Black

Four-Color Seal



Red, Pantone 185; Gold, Pantone 871; Blue, Pantone 281; Process Black

COLOR

Color is a powerful visual communication tool. Consistently using the official Rhodes colors and the accompanying primary and extended palettes creates a strong, unified brand.

Official Colors

The official colors of Rhodes are red and black. Black is a color of strength and solidity. Red also portrays strength but adds passion and determination. In order to preserve its place of distinction the red should be used judiciously. Certain applications may require a strategic use of Rhodes red. Consult the Communications Office for approval.

Primary Color Palette

The primary color palette begins to reflect the physical campus and is evocative of the beauty and foundation of Rhodes. The earth tones are grounded, committed, and established, while the green and blue hues speak to growth, change, openness, and loyalty.

Official Colors

Pantone 185u Pantone 186c	HEX EF3A41	R 239 G 58 B 65	C 90 M 100 Y 100 K 0
Process Black	HEX 000000	R 0 G 0 B 0	C 50 M 50 Y 0 K 100

Primary Color Palette

Pantone 7401	HEX F5EBC8	R 245 G 235 B 200	C 0 M 4 Y 18 K 0
Pantone 7402	HEX ECDFAF	R 236 G 223 B 175	C 0 M 6 Y 30 K 0
Pantone 147	HEX 8C7C47	R 140 G 124 B 77	C 0 M 28 Y 100 K 56
Pantone 5473	HEX 528082	R 82 G 128 B 130	C 82 M 0 Y 28 K 52
Pantone 7510	HEX C4A274	R 196 G 162 B 116	C 0 M 30 Y 72 K 11
Pantone 391	HEX 909C49	R 144 G 156 B 73	C 13 M 0 Y 100 K 33
Pantone 385	HEX 7B8252	R 123 G 130 B 82	C 3 M 0 Y 100 K 58

Extended Color Palette

An extended palette of colors is a harmonious counterpoint to the official colors and a continuation of the primary palette's reflective beauty.

As a basic visual tool these colors give the designer a wide creative scope while creating a consistent visual style.

Extended Color Palette

Pantone 5777	HEX A7AB74	R 167 G 171 B 116	C 10 M 0 Y 49 K 28
Pantone 5205	HEX 937C86	R 147 G 124 B 134	C 50 M 58 Y 50 K 0
Pantone 478	HEX 723629	R 114 G 54 B 41	C 40 M 86 Y 100 K 30
Pantone 5493	HEX 81ADB5	R 129 G 173 B 181	C 43 M 0 Y 14 K 21
Pantone 547	HEX 00455A	R 0 G 69 B 90	C 100 M 19 Y 0 K 75

Primary Color Palette Combinations

Thoughtful combinations of the primary and extended color palettes allow for a great degree of flexibility and breadth of options. Several combinations are shown to illustrate possibilities one can consider when establishing an overall palette for a particular communications deliverable. Additionally, they demonstrate the manner in which one should think about the relationships and weight of the colors used. They are not necessarily the only combinations of the palette that can be incorporated.

When used consistently and with judicious creative judgment they provide flexibility to create a different emphasis and feel to the varying types of communications that are produced for Rhodes.



Extended Color Palette Combinations



Official Typography Usage

The style and arrangement of type not only affects legibility but can also entice prospective readers. It is one of the key building blocks of brand identity. Rhodes' choice of fonts sends a subtle message about how the College sees itself as an institution of higher learning, as well as how the College wants to be seen. To make a consistent enduring impression on readers and viewers, a limited number of fonts are specified.

ITC Officina Sans Book and **Bold** are youthful fonts that connote a spirit of novelty and innovation. The primary use of these fonts is for headings and titles although limited use for small phrases of type can also be effective.

Memphis is friendly and sturdy and should only be used for headings and titles.

The **Adobe Garamond** family of fonts is sophisticated, intellectual and assured. These fonts, like the others, can be used for titles and headings but should also be used for their legibility for body copy.

ITC Officina Sans Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Officina Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Memphis Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Memphis Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Adobe Garamond Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890*

Adobe Garamond Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Adobe Garamond Semibold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890*

Adobe Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Adobe Garamond Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890*

HTML Typefaces for Web

While the previous typefaces can be used on the Web as graphics, there will always be a need for HTML content. This content must be produced with special typefaces designed specifically for the Web. For Rhodes College, the Web typefaces that should be specified are Verdana and Georgia.

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890**

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Georgia Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890**

IMAGERY

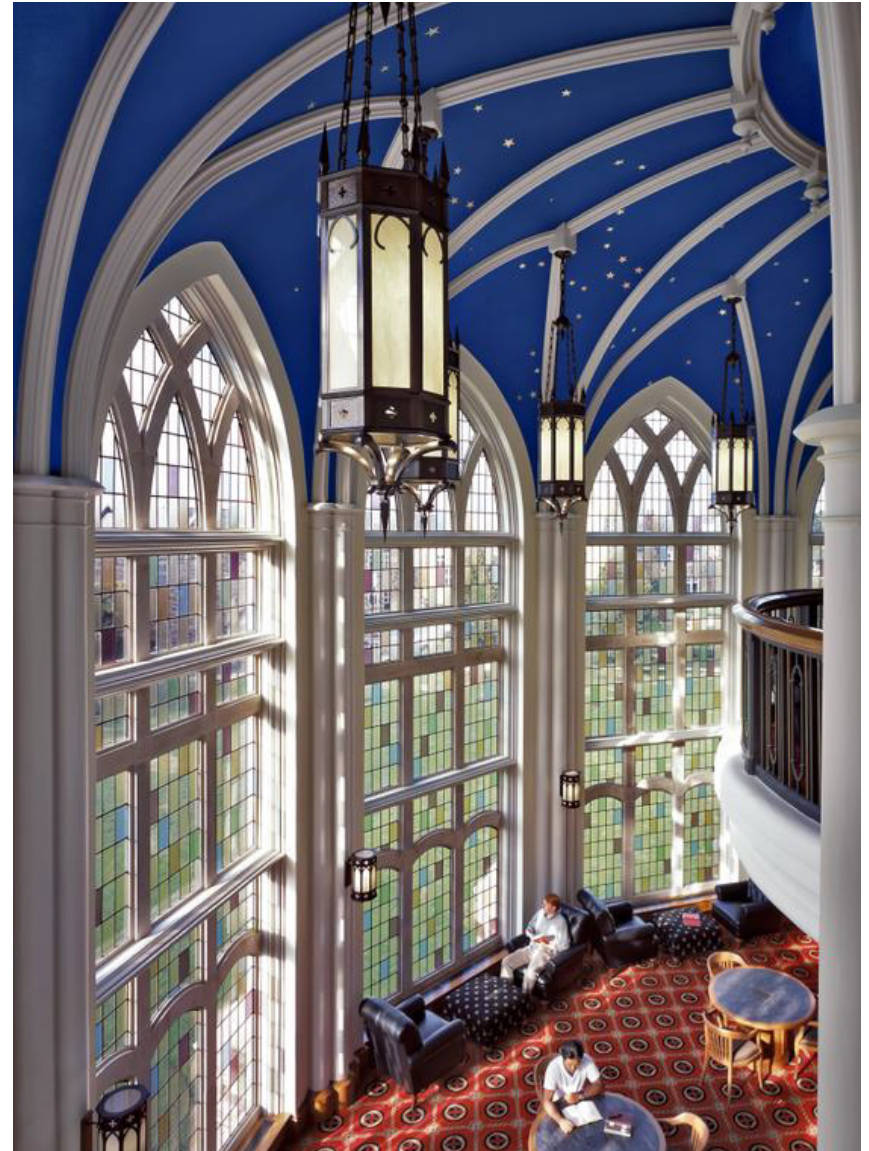
Imagery Usage

The imagery featured in Rhodes communications needs to convey a conception of the College as one of the nation's leading institutions offering a liberal arts program of the highest quality to an exceptionally talented national and international student body.

Some readers or viewers may not take the time to read an entire brochure or Web page, but they will look at the photos and read the captions. Therefore, the imagery needs to convey a clear message and have a purpose for being included.

Large Campus Photos

Rhodes should celebrate the beauty of the campus with beautiful photography. Interesting, dramatic angles and lighting add sophistication and complexity to the images.

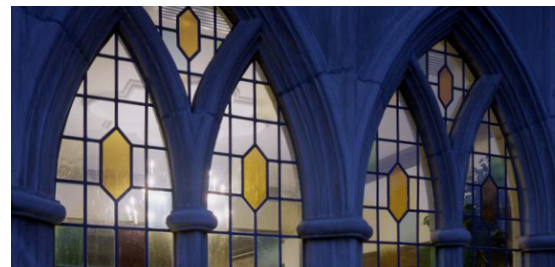
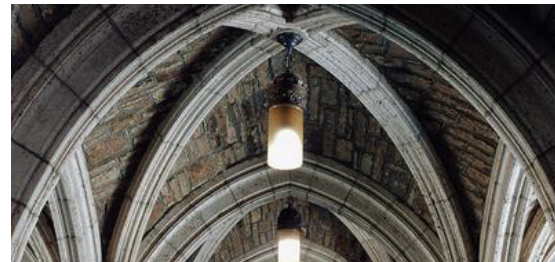
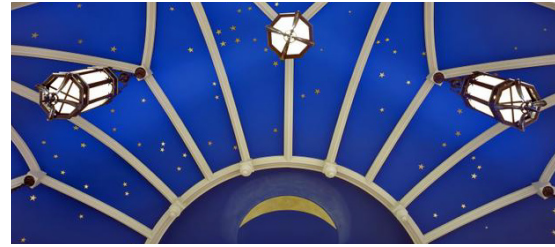




IMAGERY

The Details

Just as large campus photos celebrate the beauty of Rhodes, a similar effect can be rendered through the striking details. Imagery should allude to the world outside the photo by cropping to highlight a detail. A collection of separate details can be utilized to tell a complete story.



People

Clearly communicate the personality of the brand through evocative and engaging photos of people. They are dedicated, sincere, fun loving, serious, compassionate, and approachable.

Focus on interactions. The simplicity of the setting creates the focus. Even in a setting with a group of people or a seemingly complex background the photo should be cropped and blurred to create a focal point on the subject. Use photos that portray person with person, person with group, person with Rhodes, or person with viewer.

