Rhodes College

brand

brand is.

Brand is about perceiving; it is a person's core feeling about an institution. Simply put, brand is reputation.

Reputation is built on human experiences and interactions. People want to connect with other people. It's in our nature. This is why a brand must come alive, expressing a clear story and discernible personality, just like a human being.

Rhodes College takes great pride in the brand it has cultivated since 1848. These brand standards were created to ensure the long-term growth and management of the Rhodes College brand for decades to come.

Rhodes College exists to inspire profound transformation.

the rhodes brand

Rhodes College exists to inspire profound transformation to foster lives of exceptional purpose and success. The Rhodes brand is anchored in this statement, driving all visual and verbal representations of the institution. Through color, typography, logo, and photography the brand identity is shaped. These brand standards will ensure consistency of the Rhodes brand while maintaining the essence of why the institution exists.

color

Color is incredibly powerful in its ability to drive human emotion. Harnessing this power is critical in connecting the viewer to the Rhodes brand.

Rhodes' monochromatic primary palette is bold and timeless, balanced by a richly sophisticated secondary palette. Collectively, this color palette communicates Rhodes' story of established beauty.

The primary design system encompasses virtually all recruiting and admission-centric communication, and is the front-facing palette for the College.

07

color palette

PRIMARY PALETTE

Rhodes' primary colors are red and black. Use these striking colors to attract the eye to an important design element or headline. For all printing needs, please use PANTONE® 186 C (Coated) whenever possible.

Neutral colors—from black to white—are essential to any brand identity system. These colors allow a canvas to "breathe" and help to highlight and feature the rest of the color palette. Do not overlook the power of white and black space.

There are two different shades of Rhodes Black for two different purposes. The Rich Black should be used for large areas of print and web applications when there is a CMYK or RGB build. The Pantone Black 3C should be used when a 2-color version of the logo is needed.

PANTONE 186C

RHODES RED
HEX C4022B
R 196 G 2 B 43
C 0 M 100 Y 80 K 5

RICH BLACK

RHODES BLACK
HEX 000000
R 0 G 0 B 0
C 50 M 50 Y 50 K 100

PANTONE 3C

RHODES BLACK 2
HEX 171D15
R 23 G 29 B 21
C 74 M 52 Y 71 K 90

color palette

SECONDARY PALETTE

Rhodes' secondary palette consists of an array of jewel-toned colors, influenced by the stained glass windows found on campus. Secondary palette colors should be used less often than the primary colors and are meant to balance and support the bold, saturated primary palette.

COOL GRAY
HEX E6E7E8
R 230 G 231 B 232
C 0 M 0 Y 0 K 10

MAROON
HEX 790000
R 121 G 0 B 0
C 0 M 100 Y 100 K 60

GOLDEN
HEX E29743
R 226 G 152 B 68
C 0 M 40 Y 80 K 10

EMERALD
HEX 00443D
R 0 G 68 B 61
C 100 M 0 Y 50 K 75

ROYAL
HEX 001C42
R 0 G 28 B 67
C 100 M 50 Y 0 K 80

SKY
HEX 67B3BE
R 103 G 180 B 190
C 50 M 0 Y 15 K 15

COOL GRAY 30
HEX BBBDC0
R 188 G 190 B 192
C 0 M 0 Y 0 K 30

LIGHT MAROON
HEX BE4C59
R 191 G 77 B 90
C 10 M 80 Y 50 K 15

LIGHT GOLDEN
HEX FDD09E
R 254 G 208 B 158
C 0 M 20 Y 40 K 0

LIGHT EMERALD
HEX 006963
R 0 G 105 B 100
C 90 M 40 Y 60 K 20

LIGHT ROYAL
HEX 0C3455
R 12 G 52 B 85
C 100 M 80 Y 40 K 35

LIGHT SKY
HEX C9DDDF
R 202 G 221 B 223
C 20 M 5 Y 10 K 0

COOL GRAY 50
HEX 939597
R 147 G 149 B 152
C 0 M 0 Y 0 K 50

DARK MAROON
HEX 3D0000
R 62 G 0 B 0
C 0 M 100 Y 100 K 90

DARK GOLDEN
HEX C17426
R 194 G 117 B 38
C 0 M 50 Y 90 K 25

DARK EMERALD
HEX 003330
R 0 G 52 B 49
C 100 M 0 Y 45 K 85

DARK ROYAL
HEX 00011D
R 0 G 2 B 30
C 100 M 50 Y 0 K 95

DARK SKY
HEX 218392
R 34 G 132 B 147
C 65 M 0 Y 15 K 40

type.

Consistent and personality-driven typography is at the basis of every effective brand standards.

The Rhodes brand is made up of a select few typefaces, each with its own specified use in print and web-based materials. These typefaces must be used in all Rhodes materials without substitution. Each typeface is available at a variety of weights, offering flexibility for a wide range of applications.

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TYPOGRAPHY

SERIF – HEADERS
ELOQUENT JF PRO

Strong, yet refined, Eloquent JF Pro is a serif typeface that is intended to be used at a large scale for headlines only. Its application highlights Rhodes College's poise and fortitude. It should not be used for body copy.

SERIF – BODY
ADOBE GARAMOND

Classic and timeless, Adobe Garamond is Rhodes College's other main serif typeface. Its popularity in textbooks and literature is well warranted, as it is easy to read while still looking classy. Unlike Eloquent JP Pro, its use should be limited to body copy.

SANS-SERIF
ACUMIN PRO

Acumin Pro is Rhodes College's official sans-serif typeface. This typeface comes in a multitude of different weights that give it multi-functional uses for things like subheadings and captions.

SERIF – HEADERS

Eloquent JF Pro

A a B b C c D d E e F f G g H h I i J j K k 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

SERIF – BODY

Adobe Garamond

A a B b C c D d E e F f G g H h I i J j K k 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

SANS-SERIF

Acumin Pro

A a B b C c D d E e F f G g H h I i J j K k 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

Logo

The Rhodes logo is a unique and powerful symbol of not only the students, staff, and faculty who make the college what it is today, but also of its history and of the people who started it all.

When a symbol holds that much power, we have a responsibility to ensure its use is as consistent and aligned with Rhodes' values as possible.

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logo

SHIELD

The red St. Andrew's cross at the center of the shield represents faith. The cross splits the shield into four quadrants, representing four different periods in Rhodes College's history. The bent right arm represents Rhodes' Masonic origins beginning in 1848. The owl, a symbol of wisdom, represents the period between 1855 to 1875, when Rhodes was Stewart College. The burning bush, a symbol of God, covers the period between 1875 to 1925, when Rhodes was known as Southwestern Presbyterian University. The lotus flower, a symbol of immortality, represents the college's move to Memphis, Tennessee, and the era of Southwestern at Memphis. In the center of the shield, the book (originally conceived as a Bible) is an all-encompassing representation of Rhodes College's academic mission.

BLACKLETTER

The Gothic-style blackletter is a nod to the beauty and regality of the campus' Collegiate Gothic architecture.

DATE

The date within the official Rhodes logo references the college's founding date and emphasizes the pride the college takes in its long history.

logo

VARIATIONS

There are three different variations to the Rhodes logo, each with a specific purpose. It is important that the logos be used for their intended purpose only. To easily distinguish between the three at first glance, look at the variation in the two lowercase "l's" in "College."

PRESTIGIOUS

The prestigious logo should only be used for official Rhodes communication documents such as diplomas and official statements from the President.

COMMON

The common logo is the most commonly used throughout Rhodes' collateral pieces. It closely resembles the prestigious logo, but with light simplifications and the removal of the date.

DIGITAL

The digital logo should be used on digital pieces where legibility is an issue such as digital advertisements, and e-newsletters. An exception would be the website, where use of the common logo is allowed. The digital logo is a heavily simplified version of the prestigious logo.

PRESTIGIOUS
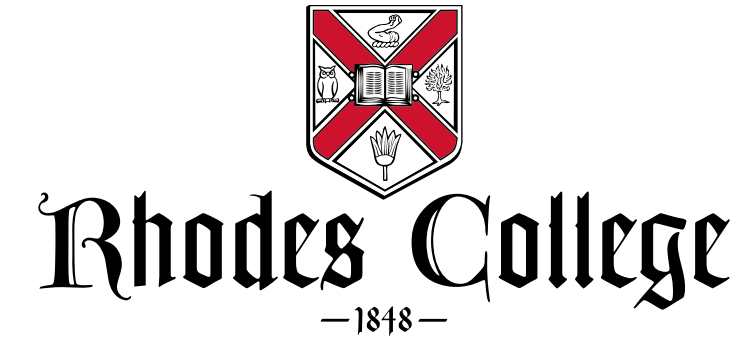
COMMON
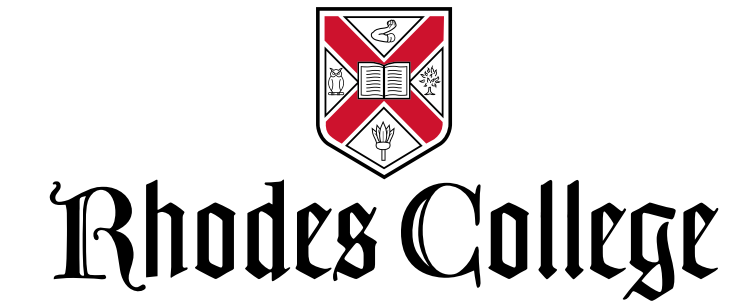
DIGITAL
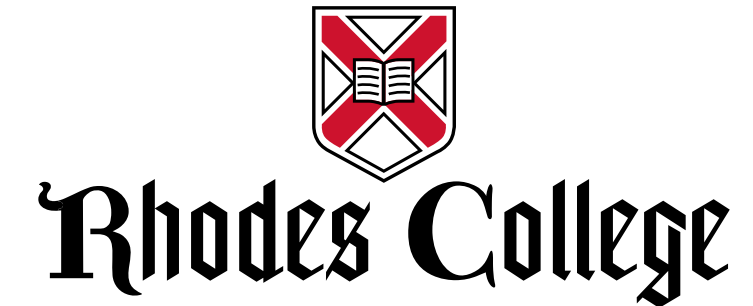
CLEAR ZONE

Clear zone is defined as the area around a logo that no other elements can enter. This space should be kept free of any text or graphics. It is also meant to act as a buffer against the edges of a document. To calculate the clearspace needed for the Rhodes logo at any size, take the x-height of the lowercase letters in the blackletter type. The x-height will be used to determine the clear space around the logo.

This same rule can be applied to the horizontal logo as well. The social media mark has slightly different guidelines, which can be referenced on page 28.
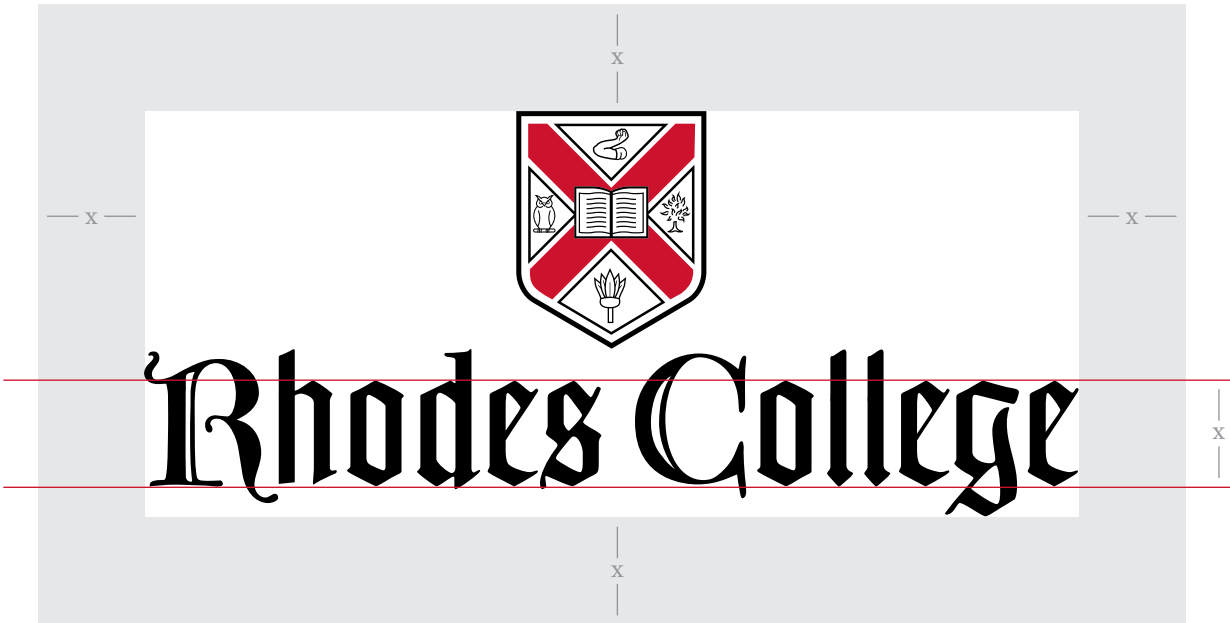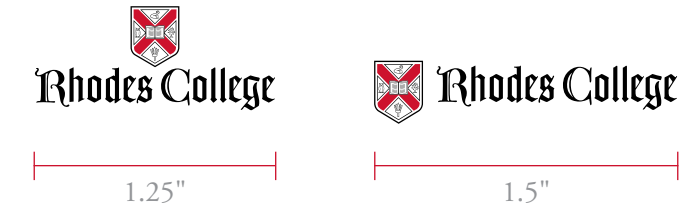
logo

MINIMUM SIZING

There is a minimum size requirement for print and digital applications of the academic logo to ensure it is always clear and legible. The minimum size requirement is based on the width of the design and applies to all variations of the academic logo aside from the stand-alone social media mark.
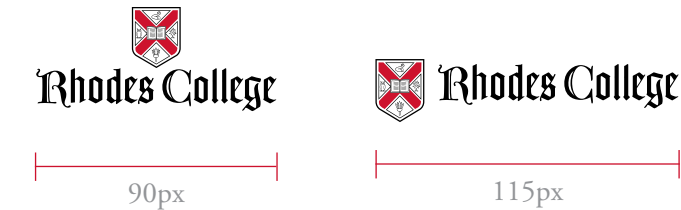
For print applications, the minimum width of the design is 1.25". Horizontal logos are the exception, requiring a minimum of 1.5" width.

For digital applications, the minimum width is 90 pixels at 72 ppi. Horizontal logos are the exception, requiring a minimum of 115 pixels.

PRINT MINIMUM SIZE

1.25"   1.5"

DIGITAL MINIMUM SIZE

90px   115px

DEPARTMENT LOGOS

Rhodes College has a specific set of logos for a select number of departments. It is imperative that departments not construct their own logos, so as to maintain consistency across the brand. If you feel your department is in need of its own logo, please contact the Office of Communications to have it made.

logo

SINGLE LINE

Rhodes College
ACADEMIC AFFAIRS

**SINGLE LINE +
DEPARTMENT**

Rhodes College
ACADEMIC AFFAIRS
Department Name

DOUBLE LINE

Rhodes College
THE LYNNE & HENRY TURLEY
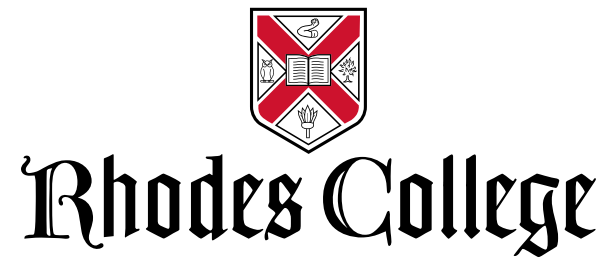MEMPHIS CENTER

**DOUBLE LINE +
DEPARTMENT**

Rhodes College
NEW PROGRAMS &
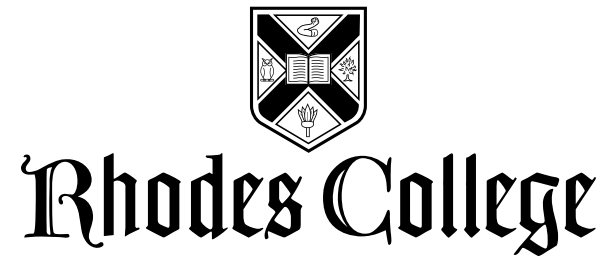STUDENT LEADERSHIP
Department Name

COLOR VARIATIONS

All three variations of the Rhodes logo have the same color variants. The common logo is used below to demonstrate the color variants. No other variations in color are permitted.
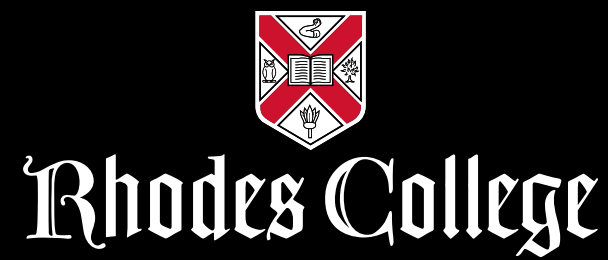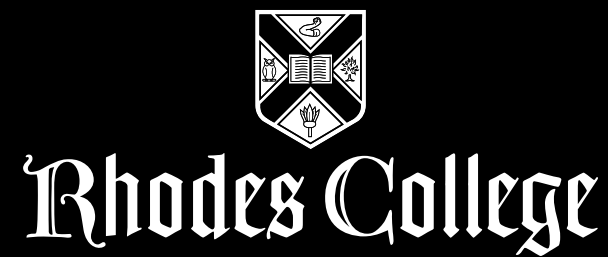
FULL COLOR

SINGLE COLOR

FULL COLOR – REVERSED

SINGLE COLOR – REVERSED

FULL COLOR – REVERSED

SINGLE COLOR – REVERSED

FULL COLOR

SINGLE COLOR
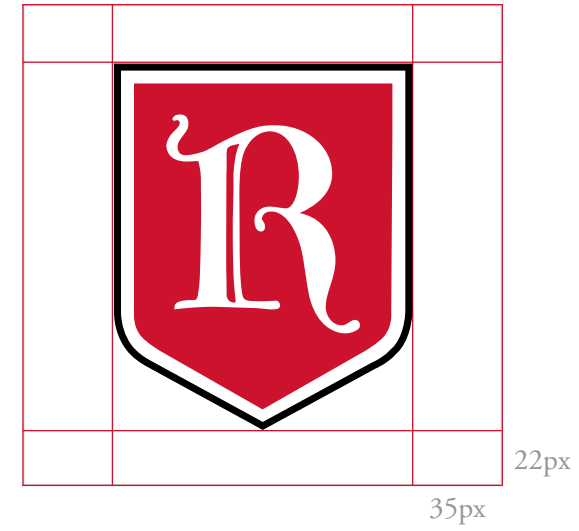
logo

LOGO | COLOR VARIATIONS

SOCIAL MEDIA MARK

The social media mark is comprised of the blackletter "R" from the Common Logo and the simplified digital version of the shield. This version of the logo should be used for all official Rhodes College social media accounts.

This mark is not a replacement for the full Rhodes logo and should not be used in print materials unless it is used in association with athletics. Please refer to page 74 of this document for more information on how to use this mark in conjunction with the athletics brand.

When used in social media profiles in the shape of a square, the logo should be centered in the square with space around the mark proportional to the spacing in the diagram on the adjacent page. To fit into a circular profile, the mark will need to be adjusted slightly. Please refer to the circular diagram on the adjacent page.

SQUARE PROFILE
180X180

22px

35px

CIRCULAR PROFILE
180X180

30px

12px

35px
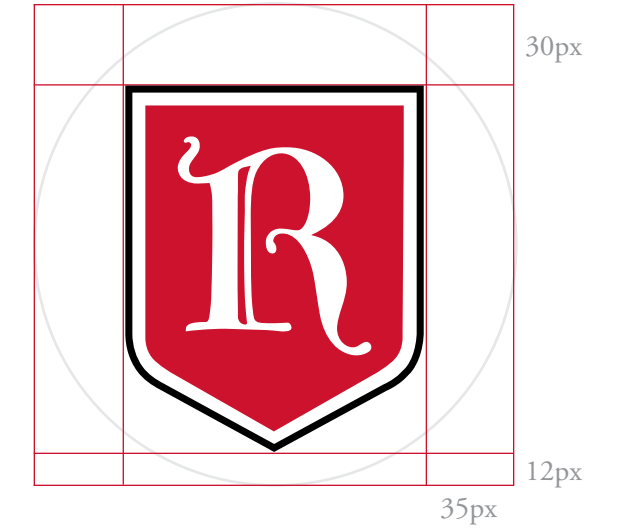
logo

OFFICIAL SEAL

The official seal of Rhodes is comprised of the same shield in the main logo and the Rhodes motto, "Truth, Loyalty, Service."

Approved use of the seal is limited to official college documents such as diplomas, certificates, transcripts, etc., at the discretion of the Office of Communications. Files for the seal are available upon request from the Office of Communications. Variations of the seal that have not been approved by the Office of Communications are prohibited.

COLOR VARIATIONS

logo
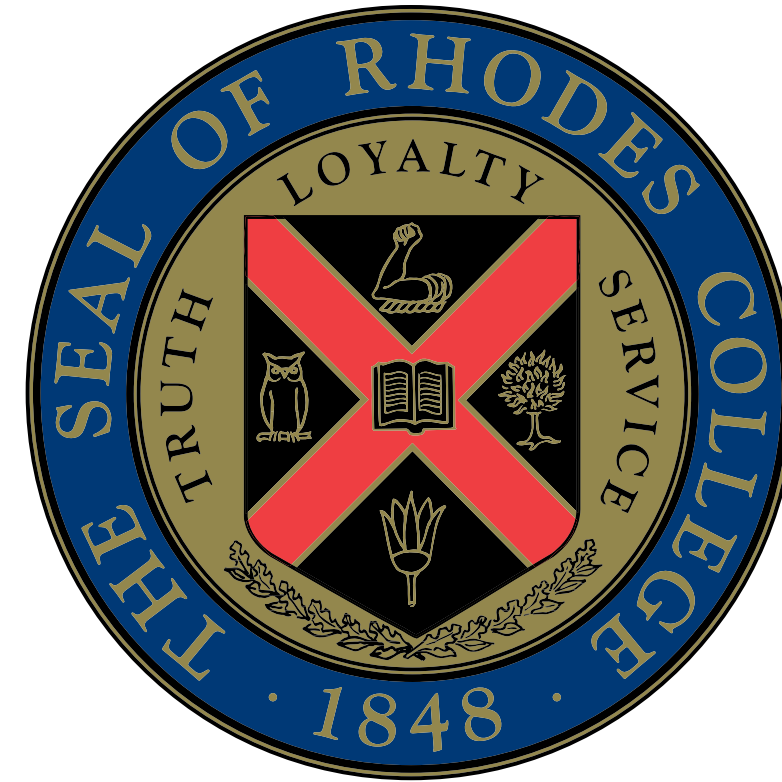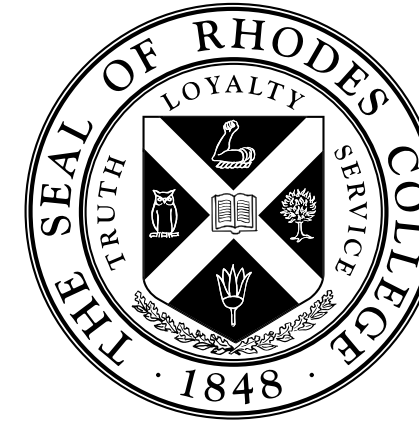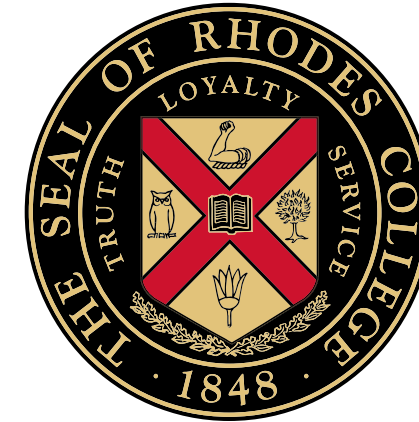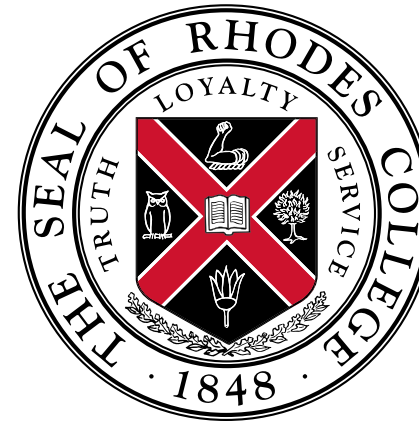
expression

The Rhodes College story features three primary expressions of personality: The Sophisticated Idealist, The Collaborative Provider, and The Empowered Explorer.

When we communicate on the college's behalf, we must do our best to embody aspects of this personality. By doing so, we can be confident we are communicating consistently and building an authentic, powerful, identifiable brand story.

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the sophisticated idealist

expression

THE STORY

Rhodes' timeless beauty and world-class academics inspire excellence.

At Rhodes College, we seek to set the standard for excellence in higher education, crafting a transformative learning environment that fosters greatness. Grounded in a rich and vibrant history, we offer a world-class liberal arts education to all who are willing to pursue it. Together, we are a cohort of dreamers and doers striving to become the best possible "we" we can. Our beautifully intricate campus and deeply refined academics foster an understanding of ideals, examination of ideas, and refinement of values in pursuit of a more perfect world.

THE VOICE

Sophisticated Idealists are dreamers and pursue beauty in all its forms. Their drive for excellence and refinement often finds them at the top of their industry. When expressing this character type through messaging, draw attention to the fine details, the intentionality, and the world-class experiences found only at Rhodes. Be refined and elevated in word choice and incorporate a clean and sophisticated style. The goal is to inspire and uplift the audience and cause them to feel desired and important.

THE PHOTOGRAPHY

Interesting architecture makes it easy to create photographs with elegant shapes, symmetry, and natural, glowing light. All elements should feel intentional. A few ways to achieve sophistication in photos is to include subjects with a poised demeanor dressed casually yet fashionably, a generous amount of negative space, and lots of symmetrical elements.

the collaborative provider

expression

THE STORY

Rhodes fosters true belonging to ignite meaningful change.

Rhodes College is deeply invested in the well-being of all. On our campus, we walk alongside each student with individualized attention, holistic support services, and genuine care that inspires confidence and growth. In our community, we strive to serve others and impact lives wherever and however we can. Above all, we endeavor to transform the world by equipping and graduating exceptional change-agents who are fully prepared to reach their intellectual and creative potential.

THE VOICE

Collaborative Providers are selfless, compassionate, and others-first. They are natural community builders whose penchant for caretaking brings wellbeing and growth to the people and places around them. When expressing this character type through messaging, employ a warm and accessible tone, with the goal of creating a personal feel. Be honest and relatable, genuine and intimate, when telling stories of connection and support. The goal is to encourage and empower the audience and cause them to feel safe and supported.

THE PHOTOGRAPHY

Rhodes College students, staff, and faculty are without a doubt neighborly and supportive. The way such genuine care can be expressed is through photographs that feel like captured moments – moments that couldn't possibly have been staged, as though the subjects are completely unaware of the viewer. This can be achieved by taking photos from behind the subjects, blurring the objects in the foreground, and utilizing in-action photography.

the empowered explorer

expression

THE STORY

Rhodes' spirit of curiosity opens doors to life-changing discovery.
At Rhodes College, we pursue transformation through exploration. Inside and outside the classroom, across our campus, throughout our city, and into the world beyond, we create boundless opportunities for growth. Insatiably curious and powerfully inquisitive, we continually search for newer, better, and more satisfying answers to the most challenging questions. Driven to learn throughout life, we open doors and uncover pathways that inspire life-changing discovery.

THE VOICE

Empowered Explorers are known for their adventurous and curious spirit. Where they are now is typically never the endpoint; they are always scanning the horizon for something new to be explored. When expressing this character type through messaging, employ an energetic tone that is unbounded in its language to reflect a sense of wonder and adventure. Be open and outgoing, inviting others to fully immerse themselves in every opportunity Rhodes College offers. The goal is to embolden and enlighten the audience.

THE PHOTOGRAPHY

Rhodes students are always asking bigger questions and seeking a broader perspective. Whether it's actively doing so in the middle of a classroom, engaging in research with a professor, or in a quiet moment absorbed in a textbook in the library, photography can speak to this boundless inquiry in a multitude of ways. What is most important is seeing the subject(s) actively engaged in what they are doing.

rhodes athletic standards

athletic logo

THE LYNX

The lynx became the official mascot of Rhodes College in 1924, and Leroy the Lynx has functioned as Rhodes' mascot since 2013. The lynx symbolizes great agility, unmatched eyesight and hearing, and incredible strength and stealth. The lynx, by nature, is a force to be reckoned with and is a fitting representation of Rhodes' profound and enduring excellence.

THE "M" BRIDGE

The "M" Bridge connects Memphis, Tennessee, and West Memphis, Arkansas. It is best known for its distinct double-arch shape. In this logo, it serves not only as a symbol of Memphis, but also the connection between Rhodes, the communities it serves, and the global community it seeks to engage.

RHODES ATHLETIC WORDMARK

"Rhodes College" is situated in the "Mudhead" typeface. The rigid, bold lettering is indicative of established strength and prowess, while the unique serifs at the top of the letters harken back to the traditional sophistication of the academic logo.

athletic logo

TYPOGRAPHY

SERIF – HEADERS
MUDHEAD

Mudhead is a serif typeface that is used as the main type in the athletic logos. This typeface should be used for main headlines and bold, statement-making designs.

SERIF – BODY
ADOBE GARAMOND

Classic and timeless, Adobe Garamond is oone of Rhodes College's serif typefaces. Its popularity in textbooks and literature is well warranted, as it is easy to read while still looking classy. Its use should be limited to body copy.

SANS-SERIF
ACUMIN PRO

Acumin Pro is Rhodes College's official sans-serif typeface. This typeface comes in a multitude of different weights that give it multi-functional uses for things like subheadings and captions.

SERIF – HEADERS

MUDHEAD

A a B b C c D d E e F f G g H h I i J j K k 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

SERIF – BODY

Adobe Garamond

A a B b C c D d E e F f G g H h I i J j K k 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

SANS-SERIF

ACUMIN PRO

A a B b C c D d E e F f G g H h I i J j K k 0 1 2 3 4 5 6 7 8 9 ! @ # $ % ^ & * ( )

PRIMARY ATHLETIC LOGOS

The primary Rhodes athletic logos include the full-bodied lynx and bridge, lynx head, and Rhodes College wordmark. These variations allow for the logo to be compatible with an array of applications.

LYNX AND BRIDGE

Poised and established, this logo includes the full body of the lynx with the bridge and wordmark. The lynx and bridge is the preferred logo and should be used whenever possible.

LYNX HEAD

Maintaining its strength and sophistication, this logo is pared down to just the lynx head and wordmark. This is an alternate option to the preferred lynx and bridge mark.

WORDMARK

The Rhodes wordmark may be used with "College" or "Lynx." This logo works best when size and color are limiting factors for its use.

LYNX AND BRIDGE

LYNX HEAD


WORDMARK

athletic logo

COLOR VARIANTS

The Rhodes athletic logos allow a wide variety of design and color variants. The following pages are all approved logo variations for the primary logos and all variations of the athletic logos. Please use only this approved set of color options on the backgrounds indicated for their use.

For multi-color applications, the two-color version of the wordmarks displayed may be used with the lynx head and the lynx bridge logos.
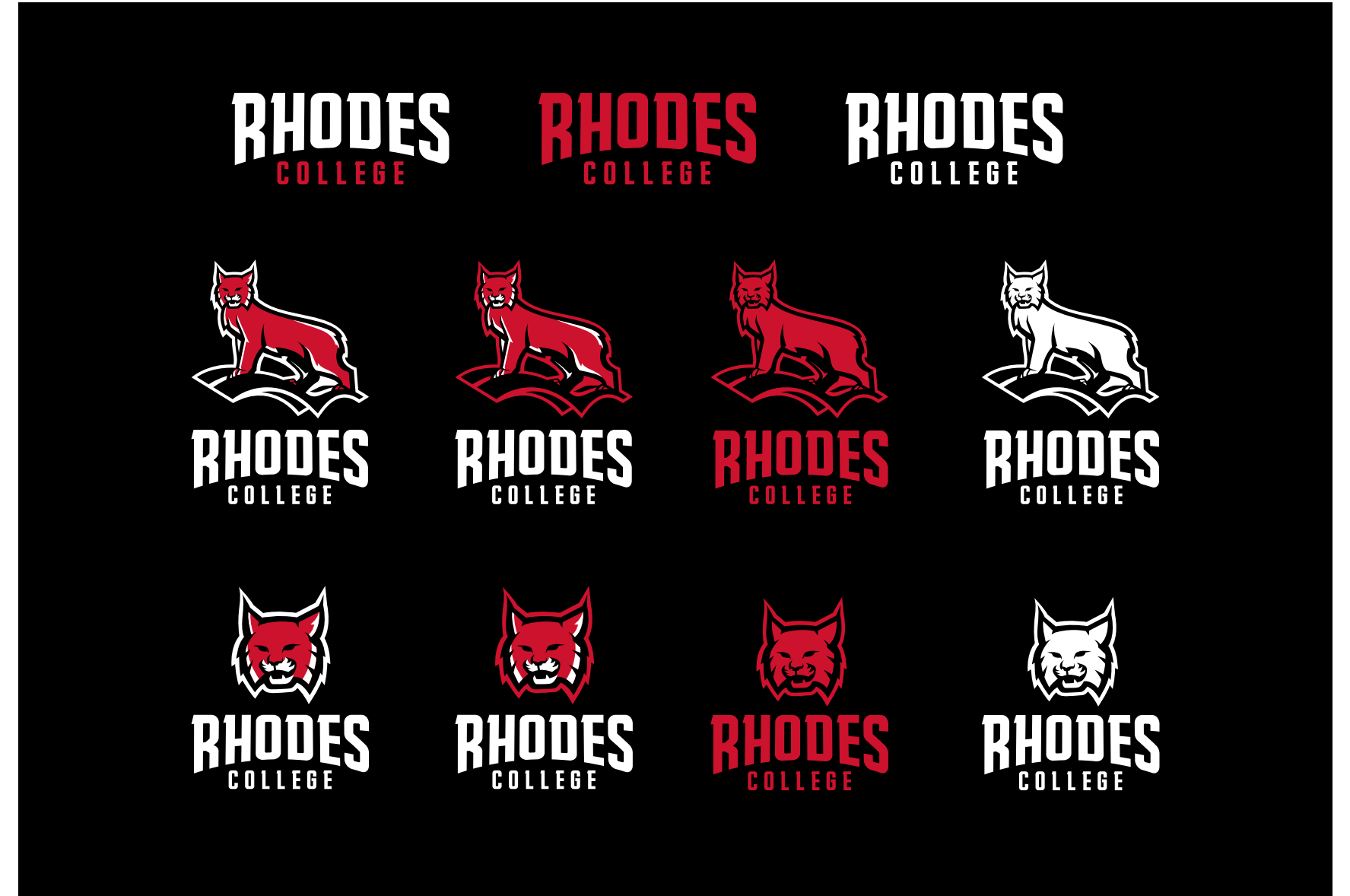
athletic logo
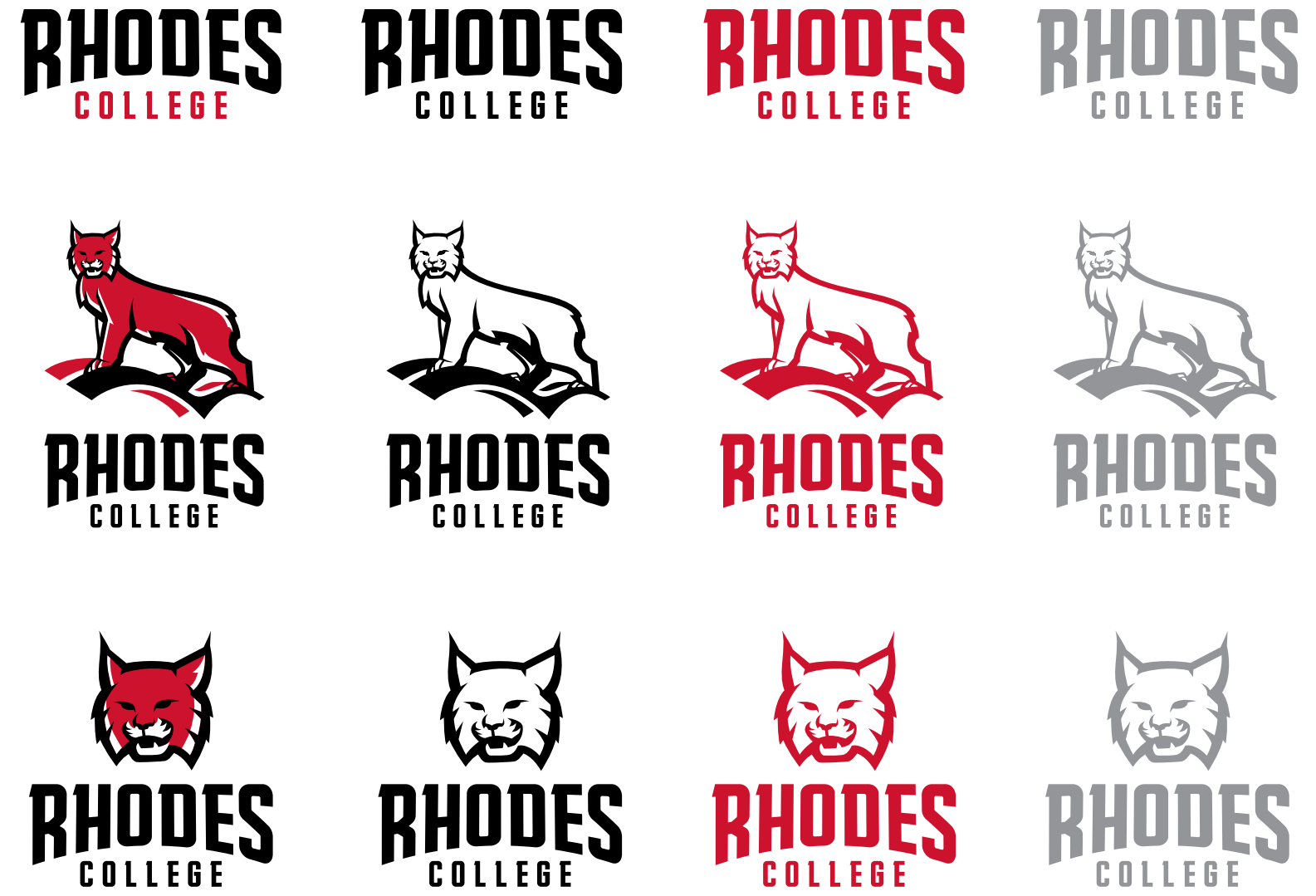
ATHLETIC LOGO | COLOR VARIANTS
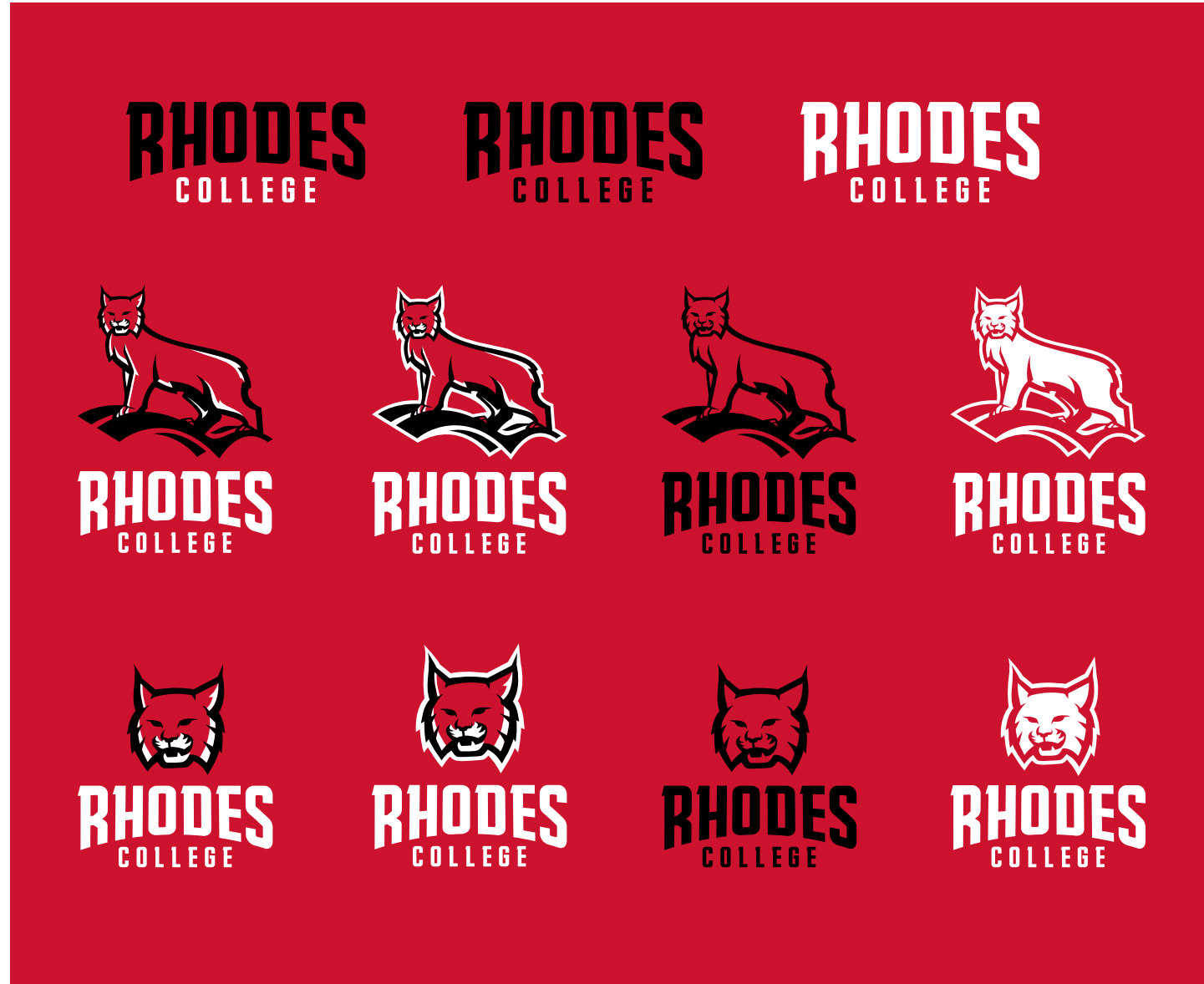
athletic logo
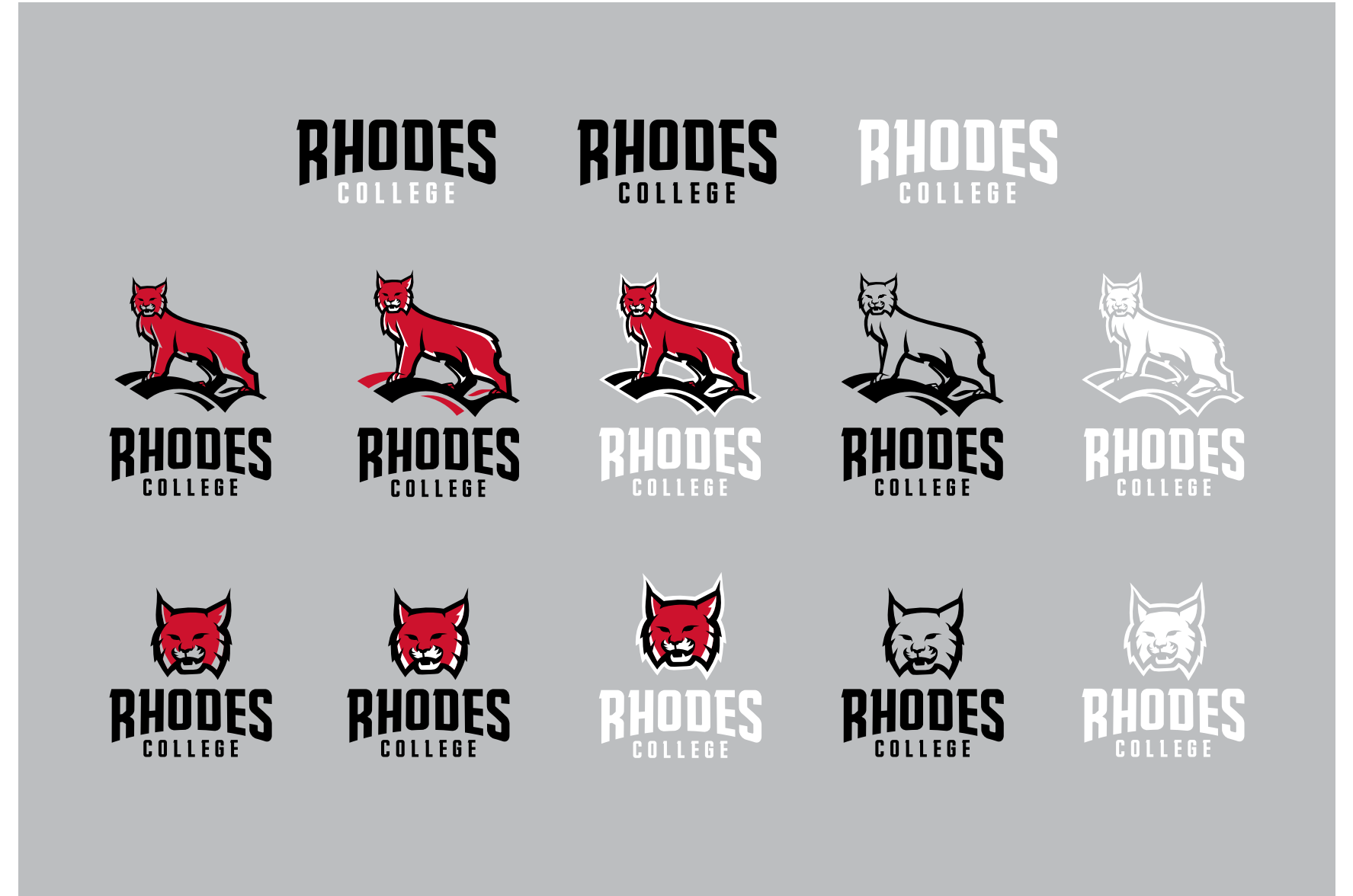
COLOR VARIANTS (CONTINUED)

The Rhodes athletic logos may only be used on a gray background with permission
from the Director of Athletics.

GRAY BACKGROUND

athletic logo

HORIZONTAL LOGOS

The horizontal logo formats are secondary and should only be used when spacing dictates the need.

athletic logo

ALTERNATE MODIFIERS

There are two more versions of the primary and secondary marks to consider when choosing which logo to use.

"LYNX" MODIFIER

"Lynx" versions of the logos have the word "Lynx" as an identifier below the "Rhodes" type. These logos can be used interchangeably with the "College" version showcased on the previous pages.

SIMPLE MODIFIER

The simple versions of the logos do not have any identifiers below the main "Rhodes" type. These logos should only be used when legibility is an issue, such as on apparel.

"LYNX"　　　　　　　　　　　　　**SIMPLE**

athletic logo

CLEAR ZONE

Clear zone is defined as the area around a logo that no other elements can enter. This space should be kept free of any text or graphics. It is also meant to act as a buffer against the edges of a document. To calculate the clearspace needed for the Rhodes athletic logo at any size, take the height of the letter R in the curved or straight version of the athletic wordmark. The height of the R will be used to determine the clear space around the logo.

One exception to this rule is when the Rhodes wordmark is used without any lynx mascot. This includes when the wordmark is used with subtitles such as College, Lynx, or sport names. In these situations, use the width of the "O" in the "Rhodes" wordmark to determine clear space.

For athletic logos without a wordmark, duplicate the logo and use half of the width to determine clear space.

athletic logo

MINIMUM SIZING

To ensure the athletic logo is always clear and legible, there is a minimum size requirement for print and digital applications. The minimum size requirement is based on the width of the design.
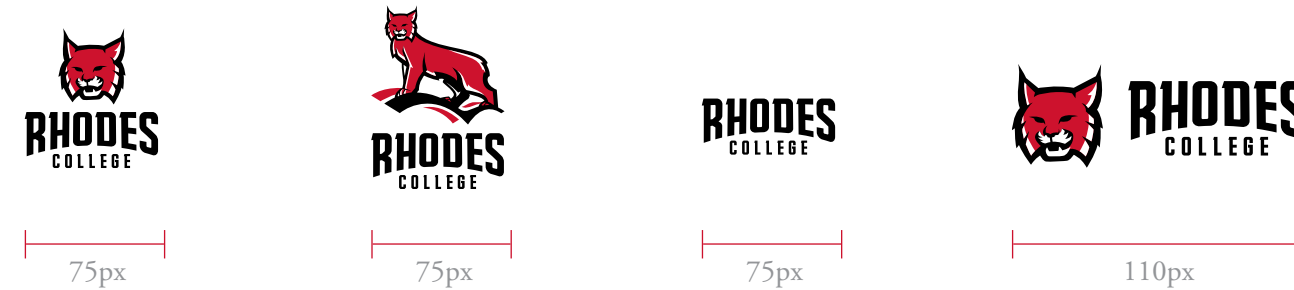
For print applications, the minimum width of the design is 0.725". Horizontal logos are the exception, requiring a minimum of 1" width.

For digital applications, the minimum width is 75 pixels at 72 ppi. Horizontal logos are the exception, requiring a minimum of 110 pixels.

PRINT MINIMUM SIZE

0.725"   0.725"   0.725"   1"

DIGITAL MINIMUM SIZE

75px   75px   75px   110px

athletic logo

ATHLETIC IDENTIFICATION

For specific athletics identification, the name is displayed beneath a non-curved version of the Rhodes athletic wordmark. This is the only instance where the curved Rhodes athletics wordmark is not used.

The Rhodes text uses the Mudhead typeface, and the sport name uses Acumin Pro. If the sport name is wider than the Rhodes text, it should become two lines of text.

These logos can be used interchangeably, though the vertical versions of these logos should always be considered first before using the non-curved versions.

In order to maintain consistency across the brand, it is imperative that departments not construct their own logos. If you need assistance creating an athletic logo, please contact the Office of Communications to have it made.

LYNX AND BRIDGE

LYNX HEAD

WORDMARK

athletic logo

LONE LYNX MARKS

Both the lynx head and the lynx and bridge may be used alone when other Rhodes branding is apparent. The only exception for this is apparel.

Please contact the Office of Communication for permission to use these variants on apparel.

LONE LYNX HEAD

LONE LYNX AND BRIDGE

athletic logo

SHIELD MARK

The shield mark is comprised of the blackletter "R" from the common logo and the simplified digital version of the shield. This is the same mark that is used on social media accounts as outlined on page 30 in the academic logo section.

Another variant of this mark features the athletic team name in the Acumin Pro typeface below the shield.

The shield logo and its variants should only be used on athletic jerseys and apparel only. When used, the size of the logo should not extend beyond 4" wide. The gray variant should be used for practice gear or apparel only if approved by the Director of Athletics.
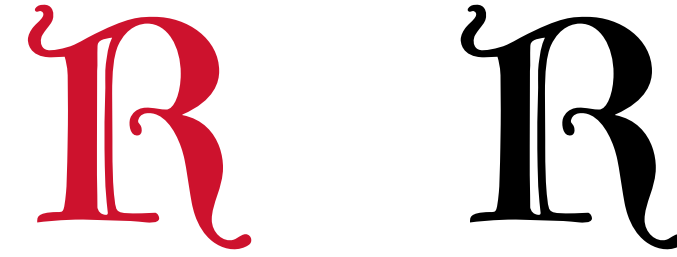
**RHODES
ATHLETIC**
BRAND
STANDARDS

athletic logo

RHODES "R" MARK

The Rhodes "R" mark is the blackletter "R" from the common logo. This version of the logo and its variants should only be used on athletic jerseys and apparel. When used, the size of the logo should not extend beyond 4" wide.

athletic logo

AMPED WORDMARK

The athletic wordmark can also be used in its "amped" versions. The curved and straight variants of the amped version can be used interchangeably.

CURVED

STRAIGHT

RHODES

RHODES

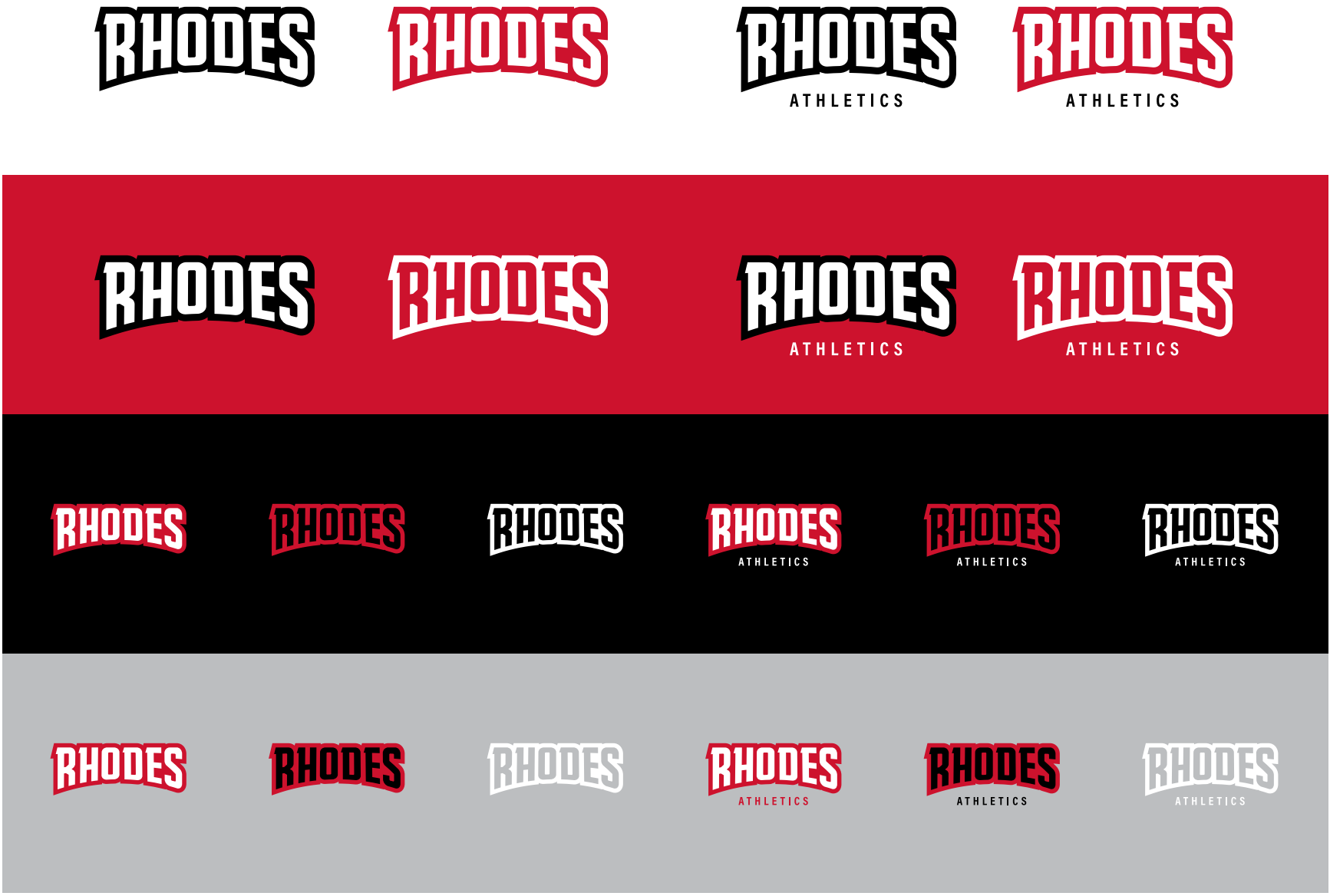RHODES
ATHLETICS

RHODES
ATHLETICS

RHODES
SWIMMING &
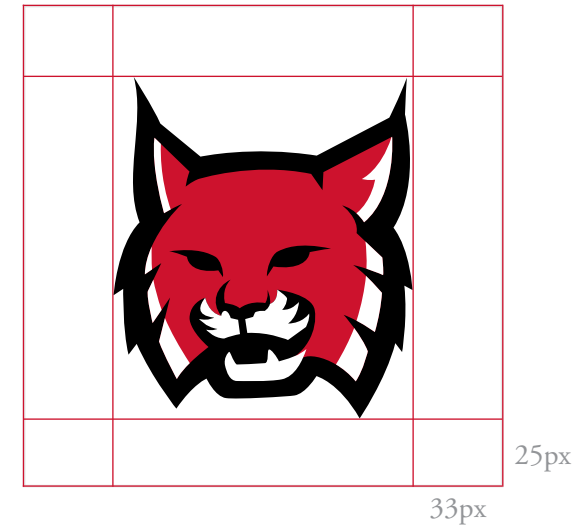DIVING

RHODES
SWIMMING &
DIVING

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AMPED WORDMARK COLOR VARIANTS

The gray variant should be used for practice gear or apparel only unless approved by the Director of Athletics.

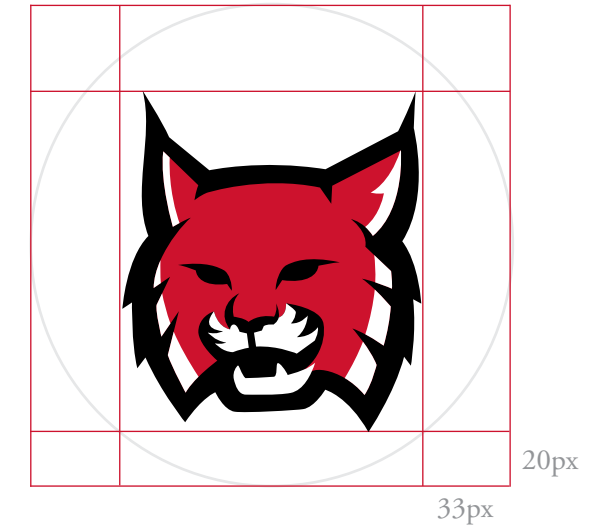ATHLETIC LOGO | AMPED WORDMARK

athletic logo

SOCIAL MEDIA MARK

All official social media profiles for all Rhodes athletic teams should use the lynx head as their profile image. Teams should refrain from adding their team name below the lynx head.

SQUARE PROFILE
180X180

25px

33px

CIRCULAR PROFILE
180X180

20px

33px