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Message from the Brand Manager

August 2006

Emory has embarked on a bold transformation. Our strategic plan has put us on a path to become a destination university whose faculty, staff, students, and alumni courageously use their talents and resources to create positive change.

Our zeal is based on the realization that each of us has an opportunity— to teach, to discover, to heal, to lead. Together we recognize the responsibility to share our talents and resources, whether in building knowledge or in building communities. As a true university, we can pursue opportunities not possible as a fragmented multiversity. United, we can shape a bright future, not just for ourselves but also for those within our reach.

One important component of the shared identity we are building is visual. We have modified our wordmark and visual-identity guidelines to unite us under the Emory name but retain the character of our many schools and units. These identity standards will enable all campus constituents to present the Emory name consistently and, in doing so, strengthen our brand.

Emory is a name that we can be proud of, a name whose stock is rising. Adopting these guidelines is a vital step in creating better recognition for Emory as we pursue the important work before us. Success will require cooperation from us all. I thank you for yours.

David McClurkin
Brand Manager
Emory University
Q: Why are brand guidelines necessary?
A: Emory is a single institution, a trademark that stands for quality higher education, health care, public health, and a variety of other programs and activities. Given this diversity, it is necessary to establish a set of guidelines that establish the University’s identity under one unified set of standards.

Q: May I create an official Emory wordmark by typing Emory in all caps, Goudy Old Style, on my computer?
A: No. The approved wordmark has been carefully and uniquely designed by identity specialists and thus must be accessed by downloading the graphics file. The same is true of the identity signatures, including unit names: all have been crafted carefully and are to be used only as complete and unalterable graphics files. You may need the advice and assistance of a graphic designer to use these files properly.

Q: Can I get my own custom logo?
A: Contact the Office of Brand Management to explore possible solutions. Not all groups are granted permission to have a new logo created. If you do receive permission, the brand manager and Emory Creative Group will help you come up with a solution.

Q: What has been the process to establish identity guidelines?
A: The launch of the identity website in January 2002 culminated nearly two years of comprehensive discussion, campus interviews, design, and standards development for both print and electronic formats. This process was productive, collaborative, and generated valuable insight into why a coherent identity program is so necessary.

Q: How does the official University seal fit into the identity program?
A: Reproduction of the official seal is not permitted in any form unless specifically authorized by the Office of Brand Management or the Office of the Secretary.

Q: May I use the Emory Eagle?
A: The Emory Eagle was designed specifically as the official mascot of University athletic teams and should generally be used only to represent Emory athletics. For graphics and permissions, please contact Angie Duprey, assistant director of marketing for the Department of Athletics, at aduprey@emory.edu or 404.727.6739.
The visual identity of Emory’s brand is created through the consistent use of graphic elements, including logos, typography, and color palette. By preserving a professional and recognizable look for Emory, we are protecting the Emory name and reinforcing the quality of Emory as an institution to all audiences. The existence of these guidelines does not mean that materials must look exactly alike. However, the standards call for materials to demonstrate a family resemblance.

The guidelines that follow apply to wordmark, typeface, and color usage associated with the Emory brand. They represent a cohesive standards system that unifies the Emory identity while still allowing for graphic distinction among the various schools, centers, and major programs.
Several signature configurations have been developed for Emory in order to achieve a versatile visual identity. The configurations are provided to address various situations that one might face in the layout of a document.

Each signature is designed as a single unit of identification for the institution. Whether the configuration is the Emory wordmark alone or integrated with a graphic element, the arrangement and construction of the signatures have been considered carefully and should not be altered or rearranged in any manner. Only one style of the signature configurations should be chosen per document.
Primary Wordmarks and Graphics (external audience)

These configurations are provided to address those situations when the audience is outside the university or the region. In those situations it may be more appropriate to include the word university. Two EMORY UNIVERSITY signatures have been developed in order to achieve a versatile yet unified visual identity. Only one style of the signature configurations should be chosen per document.
The graphics and wordmarks should be reproduced in Emory blue, PMS 280, whenever possible. When not printing in full color, the graphics may be reproduced in black; and if printing on a dark, even-toned background, you may reproduce the graphics “knocked out” in white. The word EMORY, the shield border, and the torch and trumpet should always be the same color.

**White-Space Requirements**

In order for each signature to have its desired impact and strength, a minimum of white space should surround it. Other graphic elements should not invade this space. The minimum space is a set measurement determined in each signature and is defined as X. The X will change proportionally as the signature increases and decreases in size.
Incorrect Usage of
the Wordmark and Graphics

The wordmark and graphics should not be altered in any way, such as extending, condensing, outlining, adding borders, special effects or drop shadows, or attaching other words or graphics.

The graphics to the right are examples of incorrect usage and alterations of the Emory licensed wordmark.

Incorrect Usage

Do not stretch or compress the graphics

Do not add outlines

Do not add drop shadows or glows

Do not attach other text or graphics

Do not place the graphics inside a box

Do not reproduce the graphics in colors other than Emory blue, black or white on a dark background
Guideline for Using the Wordmark and Graphics with Photography

When placing the logo over a photograph, use a ghosted image of the photo or place the logo in an area of contrast or adjust the layout to position the logo on a neutral background.

Legible

Legible

Insufficient contrast
Graphics, Seals, and Crest

Seals and Crest
The three seals at right are reserved for limited and specific use and are not to be used freely in design of printed materials or on stationery and business cards. The president's seal (A) was designed specifically for use by the Office of the President and appears only on documents and ceremonial materials produced by that office. The University Seal is to be used only for commencement-related materials or on documents related to the Board of Trustees. The University crest (C) is used only for special commemorative applications and no longer represents the University in any official capacity. The use of any of these graphics is restricted and must be approved by the secretary of the University or the Office of the President. The digital files are available only from the Office of Brand Management at 404.727.9998.

Historical Elements
Historical graphic elements such as the University seal, the University crest, symbols found on college and school gonfalone, and existing logos and seals used by individual units of the University should not be used as primary identifiers on stationery or business cards. However, they may be used as a decorative or art element in publications design, as long as an appropriate official Emory wordmark is placed prominently on the publication as the primary identifier.

Policy on Other Logos
Given that the Emory wordmark is the primary identifying logo for the University, the use of individual logos for departments and programs is strictly limited. Anyone wishing to develop a new logo must receive approval from the Office of Brand Management at 404.727.9998.
Athletic Graphics

Emory Eagle

The Eagle is the University’s athletic symbol and is used on materials primarily related to athletics.

The EMORY EAGLES and eagle in the sheild is the primary athletics graphic. The text banner graphics is the secondary athletics graphic.

You may obtain these symbols and permissions from Angie Duprey, co-ordinator of events management and marketing, Department of Athletics, at 404.727.6739.

Primary Athletic Graphic

Full Color:
PMS 648 Blue, PMS 131 Yellow, PMS 429 Grey on light or dark background.

One and Two Color Reversed:
White on dark background. Background color should approximate Emory blue, PMS 280.

One Color:
PMS 648 Blue or Black on light background. Background color should be white.
Emory Colors

A consistent color scheme helps to give instant recognition to Emory’s communications. “Emory blue” is a powerful symbol of the University and has been used consistently for many years. It appears on all stationery and on most publications for off-campus audiences, websites, and signage.

Emory blue is the primary color in the color branding system. “Emory gold” is the secondary color and may be used to complement Emory blue.

Emory Colors and Equivalents

<table>
<thead>
<tr>
<th>Color</th>
<th>Process</th>
<th>RGB</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emory Blue</td>
<td>C 100 M 67 Y 0 K 23</td>
<td>R 51 G 63 B 127</td>
<td>000066</td>
</tr>
<tr>
<td>PMS 280 C (coated)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PMS 280 U (uncoated)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emory Gold</td>
<td>C 0 M 11 Y 65 K 0</td>
<td>R 230 G 192 B 31</td>
<td>CC9900</td>
</tr>
<tr>
<td>PMS 130 C (coated)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emory Gold</td>
<td>C 0 M 11 Y 65 K 0</td>
<td>R 244 G 227 B 122</td>
<td>CC9900</td>
</tr>
<tr>
<td>PMS 128 U (uncoated)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PANTONE® is a registered trademark of Pantone, Inc. It is also called the PANTONE MATCHING SYSTEM (PMS.)
Whenever possible Emory blue and gold should be used as the primary colors. There is also a palette of colors chosen to complement and harmonize with Emory blue. These more neutral colors can be used as background colors in print publications and electronic media.
An important component of the visual image of the University is the system for stationery. All departments and offices should use letterhead, envelopes, business cards, and other related materials in the style shown on this page.

All of Emory’s letterhead features the shield and the wordmark in the upper left corner in Emory blue, PMS 280, with the constituent school or entity’s text identifier below Emory. All other text is in black.

Letterhead, business envelopes, business cards, and most business materials should all be printed on Strathmore Bright White Recycled. For large mailings (more than 500), a commodity grade of white paper may be used. The letterhead is also available in a smaller monarch size with matching envelope that may be used for personal notes.

The approved vendor for printing stationery is Campus Printing Services (404.727.6859). They have all the wordmarks and templates for producing correctly branded materials. Additional materials such as larger envelopes and mailing labels are also available. If you must choose a different print vendor, please ensure that your vendor obtains the new graphics and templates from the Office of Brand Management (404.727.9998). The materials will need to be submitted for approval to that office prior to printing.
The placement of text on Emory letterhead is a visual complement to the design of the placement of the graphic elements. The left margin of the text should be 1.5 inches from the left edge of the page, and the right margin of the text should be 1 inch from the right edge of the page.
Consistent typography is an important component of an organization’s brand image and graphic identity program. The typeface Sabon was chosen for its aesthetically pleasing design, legibility, and a nod to the classical typefaces of the past. This font also offers flexibility in creating materials to be reproduced on everything from small laser- or inkjet-printed pieces to larger, professionally printed materials.

All professionally printed jobs should use Sabon. Sabon should be used for body copy in all correspondence and in most printed materials. Script fonts may be used sparingly as a graphic element in a publication. Use of script fonts should be limited and is not recommended for text. For internal communications, such as memos and letters that are printed on a laser printer, Times or Times New Roman may be substituted for Sabon. At one time the university subsidized the purchase of Sabon, the font recommended in particular for print publications. The font seller discontinued the program of site licenses. Consequently each department should purchase the font for themselves for now. We’re continuing to explore site licenses and volume discounts.

The Goudy typeface, in its many configurations, was a hallmark in Emory publications for many years. Goudy is now reserved for the wordmark, to keep intact the University’s distinctive affiliation with this elegant typeface.

**Easy-to-Use Fonts for Print**

Given that purchasing additional typefaces can be expensive, acceptable typefaces for use throughout the University in internal publications have been selected from a list of the most commonly available faces on PCs and Macs that includes: Univers, New Century Schoolbook, and Times. This list adheres as closely as possible to the suggested use guidelines issued for Emory Creative Group design and the work of freelancers. Publications professionals should feel free to use any of the twelve typefaces that constitute Emory’s identity program.

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**Primary Font**

- **Sabon Roman**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ;?! 1234567890 abcdefghijklmnopqrstuvwxyz;?!  

- **Sabon Bold**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ;?! 1234567890 abcdefghijklmnopqrstuvwxyz;?!  

- **Sabon Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ;?! 1234567890 abcdefghijklmnopqrstuvwxyz;?!  

- **Sabon Bold Italic**
  
  ABCDEFGHIJKLMNOPQRSTUVWXYZ;?! 1234567890 abcdefghijklmnopqrstuvwxyz;?!  

**Secondary Fonts**

- **Serif Typefaces**
  - Sabon
  - Palatino
  - Minion
  - Rotation
  - Times
  - New Century Schoolbook
  - Bodoni

- **Sans Serif Typefaces**
  - Univers
  - Frutiger
  - Futura
  - Meta
  - Syntax
**Web Braking**

**Web Graphics**

Emory has developed identity graphics and standards for use in print as well as online communications. This graphic system represents the identity of the entire University. Graphics have been created for use by specific schools, programs, and centers, such as the libraries, the arts, the athletic program, and Yerkes. These identity graphics, or logos, are part of an institutional brand. They are registered trademarks and should not be diluted through substitution or artistic mingling. For these reasons, as well as for legal reasons, it is critical to protect these trademark assets by adhering to set standards for their display.

Full information about the Emory Graphic Identity System, as well as downloadable image files and the standards governing their use, are published at http://www.brandguide.emory.edu.

However, the most important rules are:

- In most cases, display Emory identity graphics at the top of each page.
- Do not distort or stretch any of the Emory identity graphics. Use them in their original, intended proportion.
- Display identity graphics in standard colors. Emory web blue, black, or reversed white over Emory web blue or black is recommended.
- Do not use the word *Emory* in uppercase type and in a serif face as a substitute for the wordmark. The text in logos is artwork and cannot be reproduced exactly using purely textual fonts.
- Do not use Emory identity graphics over complicated or multicolored backgrounds. In general, a solid, contrasting color should be used, generally from the palette of suggested Emory web colors.
- Do not display Emory identity graphics in poor quality, low resolution, or illegible sizes. Edges should be crisp, colors should be smooth, and the smallest letters should be easy for most people to read on a high-resolution monitor.

Mandatory elements for all web sites.

All pages in your site should contain the following elements (or their equivalents) prominently:

- Contact Information: a direct email address, physical address, and phone number. Consider a dedicated “Contact Us” page.
- “Copyright Emory University” with the year and copyright symbol. It is a good idea to update the year as a range, i.e., “Copyright © Emory University 2001–2007.” Typically, this information appears at the bottom of the page in small print.
- Site Search, if feasible, and on every page, if possible.
- If your site addresses or interacts with children age thirteen or less, you must comply with the Children’s Online Privacy Protection Act, effective 2000.

**Strongly recommended elements:**

“About this Site”: information about who is responsible for the site, whom to contact with questions, and other relevant information, such as copyright information, terms of use, etc., if appropriate.

- Privacy statement about what information is collected on your site and how it will be used. Remember to address cookies and IP addresses collected in server logs. Also, does your site target youths age thirteen or less?
The Emory University Trademark Licensing program was established in July 2004 under the direction of the Emory University Development and University Relations Division. The mission of the Trademark Licensing program is to ensure Emory’s brand identity is properly represented in the marketplace, to promote and build Emory’s brand in the marketplace, and to generate income supporting operational goals on campus.

The goals of the Emory Trademark Licensing program are:
- Protect and control the use of Emory University’s name, logos, symbols, and all associated registered trademarks
- Establish a cooperative relationship with licensees
- Distribute and approve University logo artwork
- Oversee royalty revenues for the University
- Increase the market share of Emory University products in retail stores
- Promote products and product designs consistent with the goals and image of the University

What Are Emory University Trademarks?
An Emory University trademark is any mark, logo, symbol, nickname, letter(s), word, or derivative that can be associated with Emory and can be distinguished from those of other institutions or entities. Some examples of Emory trademarks are: Emory University, Emory, Emory Shield, Emory Eagles, Emory E logo, University Seal, etc. Emory trademarks are the property of Emory University. All uses—either print or electronic—must be approved in advance by the Office of Brand Management. Unauthorized use of Emory’s trademarks is prohibited. The University, in cooperation with our licensing agent, Licensing Resource Group (LRG), vigorously enforces our trademark rights.

Who Needs to Be Licensed?
Anyone that uses the name or marks of Emory University for a commercial purpose must be licensed. Manufacturers of products bearing Emory marks are required to pay an 8 percent royalty on the wholesale price of the product. Emory trademark use in advertisements, motion pictures, etc. also requires licensing approval and payment of a licensing fee. Emory trademark use in the traditional news media is not subject to licensing fees. To become an approved licensee of Emory University, please visit http://www.lrgusa.com/apply.php. For information on becoming a licensee of Emory, contact Wil Spires with the Licensing Resource Group, wil@lrgusa.com, 336.896.7907; fax 336.896.7910, or contact David McClurkin, Emory University brand manager at david.mcclurkin@emory.edu; 404.727.7146.

Internal Use: For University use such as letterhead, brochures, reports, etc., there is no licensing approval required. However, the trademarks may not be altered and should be reproduced using a high-quality master digital image. These digital images can be obtained from the Emory website at brandguide.emory.edu.

External Use: University departments, with permission of the Brand Manager, may use university marks to raise funds for their own organization or charitable support. Items purchased for such purposes must be acquired from approved licensees and have the design artwork approved by the Office of Brand Management (licensed vendors will submit the artwork for you).

Student Groups: Officially recognized student groups may purchase merchandise bearing University marks, but all such purchases must include the group’s identification on the product and must be purchased from licensed manufacturers. Prior to purchase, the organization must submit the proposed design to the brand manager for advance approval. All merchandise purchased for student members of the organization will be exempt from royalties. Merchandise for resale to anyone else, even as a fund-raiser for charity, will require that the manufacturer pay royalties.
Samples of Graphics Usage
University Marketing: 404.727.9998

The following people can be contacted directly for specific graphics- and licensing-related questions:

**Branding, licensing, trademarks, logos, and general questions:**

**David McClurkin, brand manager**
Marketing and University Relations
404.727.7146, or david.mcclurkin@emory.edu

**Brochures, newsletters, and other printed publications:**

**LaDonna Cherry, associate director**
Emory Creative Group, Marketing and University Relations
404.727.7144, or ladonna.cherry@emory.edu

**Stationery and business cards:**
Campus Printing Services, 404.727.6859

**Signage, banners, event and exhibition graphics, donor recognition, and environmental graphics:**

**Barry Atwood, manager, graphic design**
Campus Services
404.727.0166 or barry.atwood@emory.edu

**Web:**

**John Mills, executive producer**
Emory’s Web, Marketing and University Relations
404.727.1711, or theweb@emory.edu

**General questions about Emory Creative Group:**

**Susan Carini, executive director**
Emory Creative Group, Marketing and University Relations
404.727.7816, or susan.carini@emory.edu