

Emory University School of Medicine horizontal logo



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MEDICINE



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Emory University School of Medicine vertical logo



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Emory University Logo Guidelines

An institution as large and varied as Emory requires a consistent visual identity that unifies its various affiliates. Emory's current standards, which have been in use since 1999, reinforce the unique character and quality of each academic and administrative unit, while simultaneously making it clear that Emory stands behind each of them.

In addition to the main University graphic identifiers, most schools and major units have their own complementary set of identity graphics for print and web, which were developed in careful consultation with deans and unit heads. Downloadable logos and wordmarks for Emory University, the schools, and major units can be found on the web at <http://identity.emory.edu/> (print graphic standards) and <http://webguide.emory.edu/> (web graphic standards). The EMORY wordmark is a federally registered trademark. A sanctioned identifier of the University—a school or major unit logo that includes the shield symbol and the wordmark EMORY—should appear on each publication. If you wish to have an identifier (unit signature) created specifically for your program or department, please contact the Office of Brand Management at 404.727.2757 or stanis.kodman@emory.edu.

The typeface Goudy is reserved for the Emory trademarks and never should be used in text or display copy. You never should attempt to render the Emory logo by typing the letters in a word-processing or page-layout program. None of the logos is a typed word but rather is specifically designed vector art.

Emory tier-one logos should reproduce only in Emory blue (PMS 280), black, or white. The shield height should reproduce at 3/8" or larger. A general rule for spacing around an Emory logo is to integrate an obvious visual separation—no design element or text should be nested with Emory logos.

Emory's primary colors are Emory blue (PMS 280) and gold (PMS 131). Emory University wordmarks can be reproduced in Emory blue (PMS 280), black, or white on an Emory blue or dark background. The logos should not be reproduced in gold.

www.identity.emory.edu

<http://webguide.emory.edu>



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PMS 280



PMS 131
coated



PMS 130
uncoated



3/8" minimum
reproduction
height of shield

Keep a space around the logo equal
to the height and width of the "M"
in Emory

Web colors are: Emory blue 002878
gold (dark) d28e00
gold (light) d2b000



EMORY

NELL HODGSON
WOODRUFF
SCHOOL OF
NURSING



EMORY
OXFORD
COLLEGE



EMORY
GOIZUETA
BUSINESS
SCHOOL