



visual brand

logo

RHA
EMORY UNIVERSITY

RHA

Bold typeface for visibility at small scale

Visually kerned to keep self-contained

House embedded in R pays tribute to RHA's origins as a housing organization

RHA

Primary Logo

The primary logo can be used at all different sizes in any uniform color sanctioned by the brand guidelines.

The logo consists of the letters 'RHA' in a bold, sans-serif typeface.

minimum height (print)

2 PostScript picas

1/3 Inches



minimum padding (print)

1.5 PostScript picas

1/4 Inches



University Alternate Logo

The university version of the logo should never be used at small scales



minimum height (print)

4 PostScript picas

$\frac{2}{3}$ Inches



minimum padding (print)

1.5 PostScript picas

$\frac{1}{4}$ Inches

LOGO DOS AND DON'TS



Change the under-logo text, tracking, kerning, or weight



Commit the atrocity of using multiple (unsanctioned) colors in the logo



Make alterations to the logo or use a different (unsanctioned) logo



Leave the text unchanged or remove it altogether



Use a single, sanctioned color or gradient in the logo



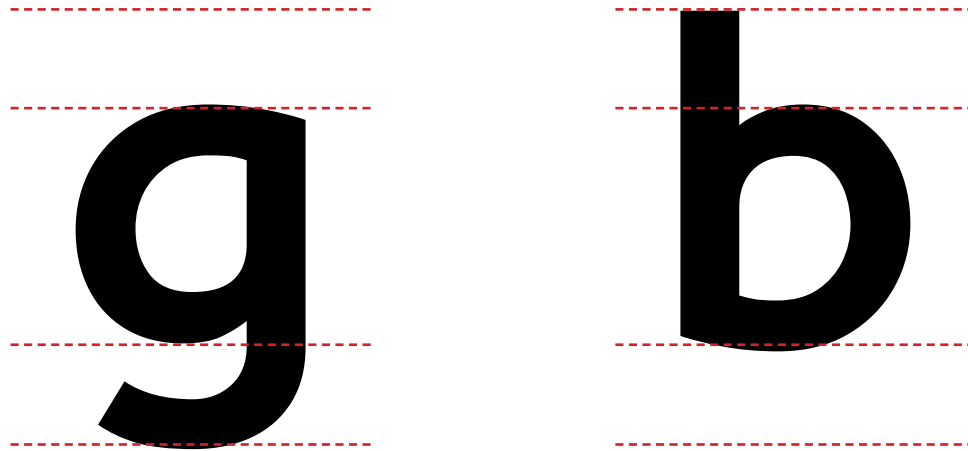
Use one of the two easily accessible, scalable logos we've given you

typography

EFFRA
DALTON MAAG
grotesque · humanist

**sphinx of black
quartz, judge
my vow.**

Effra is a humanist/grotesque blend sans serif typeface which combines the readability and authoritativeness of well-known grotesque faces (Helvetica, Akzidenz Grotesk) with playful deviations from purely geometric shapes.



Effra characters feature exaggerated curvature, variable stroke width, and unique teardrop shapes that contribute to the face's sense of fun and whimsy.

Effra Heavy
Effra Bold
Effra Medium
Effra Regular
Effra Light

Effra Heavy
Effra Bold
Effra Medium
Effra Regular
Effra Light

Effra comes in four weights (heavy, bold, medium, regular, and light) in both roman and italic forms. Italic forms should be reserved for conveying emphasis in body text (and should not be used in headers).

Sphinx of black quartz, judge my vow.

minimum size (print)

10 Point

Sphinx of black quartz, judge my vow.

minimum padding (print)

1.5 PostScript picas

¼ Inches

