RHA
EMORY UNIVERSITY

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.

RHA

minimum height (print)
2 PostScript picas
⅓ Inches

RHA

minimum padding (print)
1.5 PostScript picas
¼ Inches

RHA
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University Alternate Logo

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

RHA
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minimum height (print)
4 PostScript picas
⅔ Inches

RHA
EMORY UNIVERSITY

minimum padding (print)
1.5 PostScript picas
¼ Inches

LOGO DOS AND DON'TS

RHA
BY AKASH

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

RHA
EMORY UNIVERSITY

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Use a single, sanctioned color or gradient in the logo

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

RHA
Residence Hall Association

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

RHA
EMORY UNIVERSITY

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.