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
EMORY UNIVERSITY

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

Leave the text unchanged or remove it altogether

RHA
EMORY UNIVERSITY

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

RHA
EMORY UNIVERSITY

Use a single, sanctioned color or gradient in the logo

RHA
Residence Hall Association

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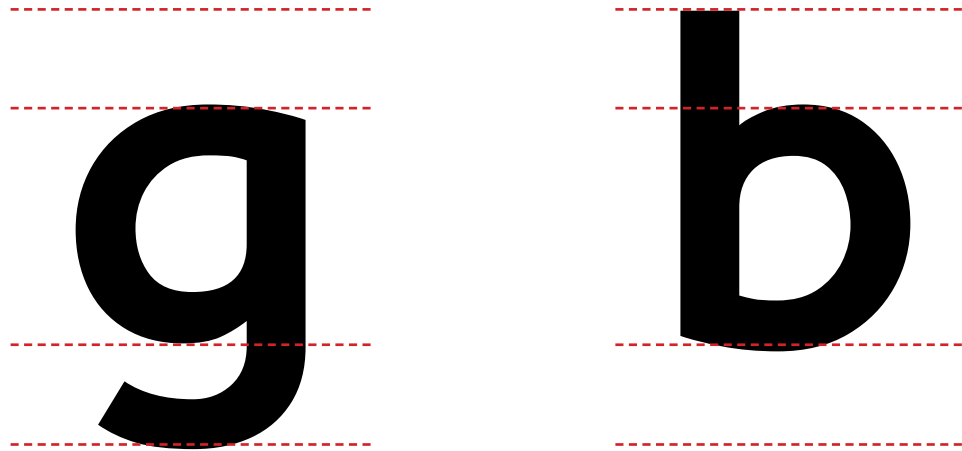
RHA
EMORY UNIVERSITY

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.

g b

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 Heavy*
Effra Bold *Effra Bold*
Effra Medium *Effra Medium*
Effra Regular *Effra Regular*
Effra Light *Effra Light*

Effra comes in four weights (heavy, bold, medium, regular, and light) in both ro-
man 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