



**visual brand**

v0.4 - Revised 07/27  
Preliminary. Do not distribute

**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



Leave the text unchanged or remove it altogether



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



Use a single, sanctioned color or gradient in the logo



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



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

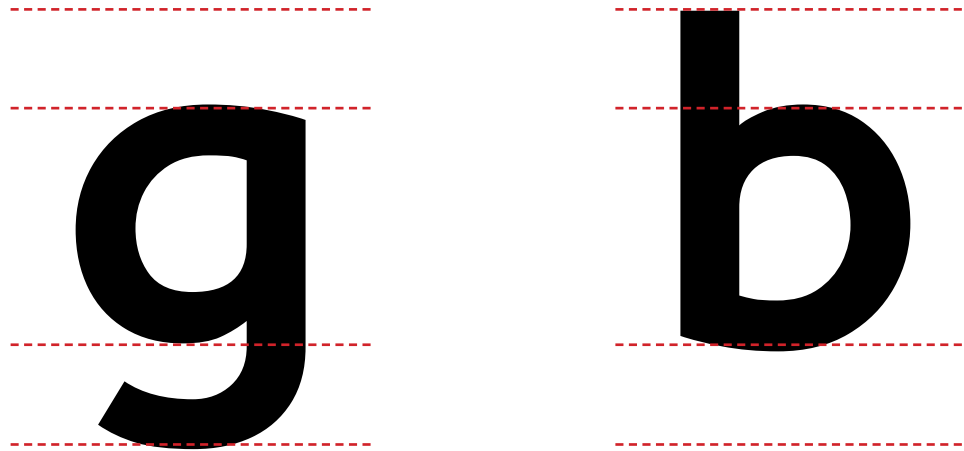
**typography**

**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)**

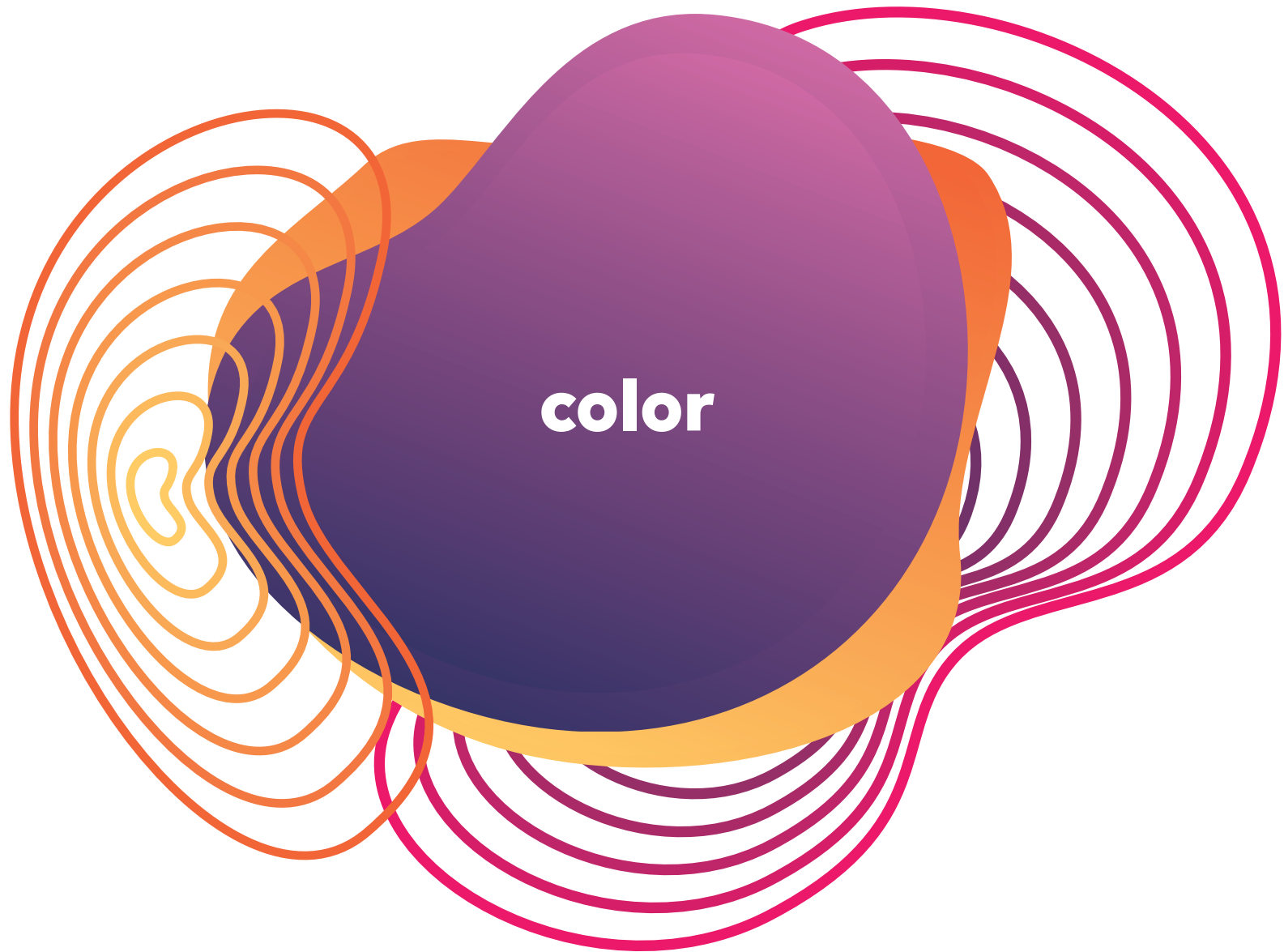
**10** Point

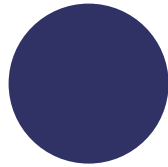
Sphinx of black quartz, judge my vow.

**minimum padding (print)**

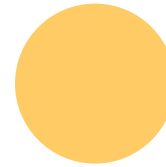
**1.5** PostScript picas

**¼** Inches

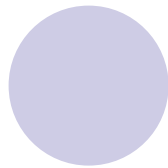




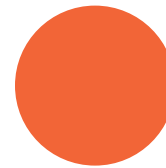
**RHA Navy**  
Hex: **#333366**  
R:**51** G:**51** B:**102**  
C:**93** M:**90** Y:**31** K:**20**



**RHA Daisy**  
Hex: **#ffcc66**  
R:**255** G:**203** B:**102**  
C:**0** M:**21** Y:**70** K:**0**



**RHA Lavender**  
Hex: **#cecce6**  
R:**206** G:**204** B:**230**  
C:**17** M:**17** Y:**0** K:**0**



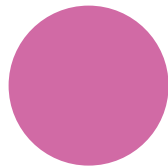
**RHA Orange**  
Hex: **#f26739**  
R:**240** G:**101** B:**57**  
C:**0** M:**75** Y:**85** K:**0**



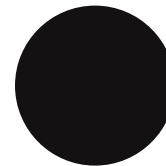
**RHA Magenta**  
Hex: **#ed1b69**  
R:**237** G:**29** B:**105**  
C:**0** M:**98** Y:**36** K:**0**



**RHA Light Gray**  
Hex: **#eaeaea**  
R:**234** G:**234** B:**234**  
C:**7** M:**5** Y:**5** K:**0**



**RHA Pink**  
Hex: **#d26ba3**  
R:**209** G:**107** B:**163**  
C:**15** M:**71** Y:**4** K:**0**



**RHA Charcoal**  
Hex: **#141414**  
R:**21** G:**21** B:**21**  
C:**73** M:**67** Y:**65** K:**81**

Solid colors should almost always be used as endpoints in gradients or as solid text or logo colors.

### **RHA Blue Gradient**

RHA Navy • RHA Lavender



### **RHA Purple Gradient**

RHA Navy • RHA Pink



### **RHA Sunset Gradient**

RHA Navy • RHA Magenta



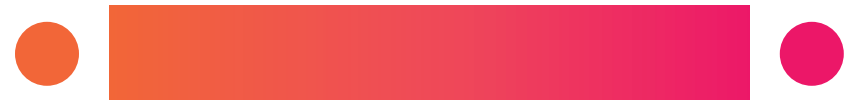
### **RHA Gold Gradient**

RHA Orange • RHA Daisy



### **RHA Peach Gradient**

RHA Orange • RHA Magenta



Gradients should be used in backgrounds to convey depth, dimension, and light. Gradients are inspired by Emory and the Atlanta area, and they should be combined with one another in a pleasing (not clashing) and thematic way.