



*Emory University Athletics Department*

**GRAPHIC *IDENTITY SYSTEM***

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## STANDARDS

### FOR EMORY ATHLETICS IDENTITY USE

The **Emory Eagles Athletics identity** is one of Emory University's most visible representations and has a significant impact on how the university is perceived by people inside and outside Emory. In order to maintain a strong identity, Emory Athletics must convey a consistent image.

The cornerstone of the **Emory Athletics identity** is the primary athletic shield. The shield is reserved for **Emory Department of Athletics and Recreation**. This primary wordmark is the preferred athletic logo and should be used on the majority of athletic marketing and communications materials and merchandise.

This handbook presents an overview of the Emory University Athletics logo identity system.

Any retail use of the main Emory Eagles shield and standing Swoop logos should include the registration mark. The main Emory Eagles wordmark, banner mark, and Eagle head logos should include the "TM" mark. Custom branded merchandise for the Emory community does not require the "TM" mark with Emory logos.

Use of all logos requires a clear-zone and must follow the other Emory general logo use standards, e.g., no alterations, no combining the logo with text or graphics. See [emory.edu/logouse](http://emory.edu/logouse) for guidance.

All use of the main athletic logos and varsity logo must be approved by the deputy athletic director for external operations, **Devon Hendricks** ([devon.hendricks@emory.edu](mailto:devon.hendricks@emory.edu)). Use of club and program logos must be approved by the director of recreation and wellness, **April Flint** ([april.flint@emory.edu](mailto:april.flint@emory.edu)). See the identity website for details about merchandise review and approval for custom branded merchandise at [emory.edu/merchandise](http://emory.edu/merchandise). Email [emory.branding@emory.edu](mailto:emory.branding@emory.edu) for questions on Emory brand standards.

For stationery, business cards, and other official business collateral materials displaying Athletics identity system graphics, contact the deputy athletic director for external operations or brand contacts in Communications and Public Affairs. An illustration of the official Athletics stationery is on page 53. The approved stationery vendor is AlphaGraphics. Stationery can be ordered from AlphaGraphics through EmoryExpress or by calling 770.953.2424.

The Emory University wordmark, school-level logos, other trademarks, unit signatures, and the Athletics logo identity system must follow logo use standards found on the university's identity website: [emory.edu/logo](http://emory.edu/logo).

The following athletic marks represent a comprehensive selection of logos, banners, and wordmarks.

**DO NOT ALTER, DISTORT, OR RECONFIGURE ANY EMORY ATHLETICS IDENTITY MARKS USED IN COMMUNICATIONS, MARKETING, OR MERCHANDISING.**

For further information on what not to do, see pages 42–46. For clear zones around logos, see pages 47–48.



Emory University Athletics Department

## EMORY EAGLES LOGOS

### SHIELD MARKS



Full-color version

PMS 648, PMS 131, PMS 428, and white



### USE STANDARDS

The **EAGLE SHIELD** is the primary Emory Department of Athletics and Recreation logo.

The main Athletics logos include the **SHIELD, BANNER MARK, WORDMARK, EAGLE HEAD, EAGLE HEAD + WORDMARK, ONE-LINE LOGO,** and **EMORY-ONLY WORDMARK.**

Contact the deputy athletic director for external operations, Devon Hendricks (devon.hendricks@emory.edu), for logo use of the main athletic and varsity logos.

Use of the shield on merchandise is reserved for Emory Athletics and Recreation and the Emory Barnes & Noble bookstore. Logo files can be obtained from Emory Athletics.



**SHIELD MARKS**



**One-color version**

Full-color primary logo on colored background. Use background colors that are within the color palette only.

Note: the white logo is not the reverse of the one-color version.



**BANNER WORDMARKS**



**Full-color version**  
PMS 648, PMS 131, PMS 428, and white

**One-color versions**

Note: the white logo is not the reverse of the one-color version.



**WORDMARKS**



Full-color version  
PMS 648 and PMS 131

One-color versions



**EAGLE HEAD MARKS**



Full-color version  
PMS 648, PMS 131, PMS 428, and white



**USE STANDARDS**

The **EAGLE HEAD** is used by Emory Athletics, varsity and club sports, departments, and programs. It can be used in the official Emory Eagles wordmark combined configurations on custom and retail merchandise.

The Eagle head alone is allowed on custom Emory-branded merchandise by the Emory community as a complete logo. However, the wordmark or wordmark banner must be included somewhere on retail merchandise.

Use of these logos should be approved by the deputy athletic director for external operations, Devon Hendricks (devon.hendricks@emory.edu).

One-color versions

Note: the white logo is not the reverse of the one-color version.



**EAGLE HEAD + WORDMARK**



Full-color versions  
PMS 648, PMS 131, PMS 428, and white



One-color versions

Note: the white logo is not the reverse of the one-color version.



**ONE-LINE EMORY EAGLES**



One-color versions  
PMS 648, black, or white

USE STANDARDS

The **ONE-LINE EMORY EAGLE WORDMARK** is used on the Emory Athletics website and is for internal use by the athletics department. **ITS USE IS RESERVED AND REQUIRES PERMISSION** by the deputy athletic director for external operations, Devon Hendricks (devon.hendricks@emory.edu).



**EMORY ONLY**

**EMORY**

One-color versions  
PMS 648, black, or white



**USE STANDARDS**

The **EMORY-ONLY WORDMARK** is used on varsity team uniforms and is for internal use by Emory Athletics. **ITS USE IS RESERVED AND REQUIRES PERMISSION** by the deputy athletic director for external operations, Devon Hendricks (devon.hendricks@emory.edu).

**EMORY**



**ATHLETIC EAGLE E AND E RETIRED**



**RETIRED**

Use of the **EAGLE E**, **EAGLE E + WORDMARK** and **ATHLETIC E** have been retired. Direct any questions to the deputy athletic director for external operations, Devon Hendricks (devon.hendricks@emory.edu).

NOTE: The Eagle E is in use by Oxford College Athletics only.



Emory University Athletics Department

**EMORY EAGLES INFORMATION**

**EMORY ATHLETICS TIMELINE**

1836	Oxford College/Emory College founded	1960	Emory athletes become known as Eagles
1965	First Emory Sports Fitness Camp	1983	George W. Woodruff Physical Education Center opens
1983	Athletics and Recreation Department established under Campus Life	1983	Health, Physical Education established under Emory College
1986	Emory University is a founding member of the University Athletic Association (UAA)	1986	Birth of Swoop, the Emory Eagles mascot
2005	Fourth-floor addition to the George W. Woodruff Physical Education Center	2013	Health and Physical Education changed to Play Emory/ Play4Life
2015	Athletics department consolidates into one department	2015	Recreation and Wellness becomes one department, manages Play4Life
2018	Fly Higher tagline established		

**ATHLETICS HISTORY**

**HISTORY OF EMORY ATHLETICS**

“We are operating an educational institution and not an athletic club . . .”

—W. D. Thomson, secretary to the Board of Trustees, circa 1925

Emory’s athletics program had an inauspicious start in the tiny town of Union Point, Georgia, about an hour from Oxford, the original site of Emory College. There, in 1884, a group of Emory College students who’d fashioned themselves into a baseball team were soundly defeated by a squad from the University of Georgia, 17–5. After another lopsided loss (12–1) to UGA two years later and subsequent rumors of gambling and other illicit activities, Emory’s Board of Trustees moved in 1891 to ban Emory students from intercollegiate sports.



## ATHLETICS HISTORY *(continued)*

It was the beginning of a contentious tug-of-war between students and the university's administration over the value of intercollegiate athletics that would endure for another half century.

In 1897, Frank Clyde Brown, at once a professor of romance languages and "physical culture," became director of Emory College's first intramural sports program, which consisted of basketball, football, and a yearly 10-mile foot race. Brown would later be credited with creating one of the first two formal college intramural programs in the country; the other located, ironically, in Oxford, Ohio, at Miami University.

Students yearned for more than intramural sports and advocated strenuously for such. By 1915, Emory College was making plans to move to Atlanta. However, just before leaving in 1919, the board allowed the college to have a final athletic event on campus—an intercollegiate track meet against Mercer, Georgia Tech, and UGA.

"After the construction of the J. P. Williams Athletic Hall at Oxford in 1907, students spent the better part of a decade petitioning the Board of Trustees to reinstate Emory athletics. Under this unrelenting pressure, the board eventually gave in to student demands," wrote Clyde Partin Sr. in his history of athletics at Emory, *Athletics for All*. On the Oxford campus, the question of athletics was set, even though Emory University would struggle in deciding how to proceed academically there for the better part of four decades.

Emory's board continued to hold its nose regarding a formal intercollegiate athletics program on the Atlanta campus but did allow track and field to continue. A gym was first built on the Atlanta campus in 1923 and a swimming pool in 1927. Soon after, tennis, golf, and swimming were added as intercollegiate sports. A 1928 straw poll by the *Emory Wheel* found that Emory College students favored a formal intercollegiate sports program 3 to 1.

In 1945, the Board of Trustees issued a new policy regarding athletics at Emory. In it, they recognized the importance of athletics to a "well-ordered program of physical education" and lifted their prior restrictions on intercollegiate athletics. However, they noted the primacy of academics and would not sign on for sports such as football that required large stadiums and arenas. Now Emory had five intercollegiate sports on the Atlanta campus—swimming, golf, tennis, track and field, and cross country—and the university's athletes could travel to sports competitions.

In 1960, Emory's varsity athletes were named the Eagles and in 1965 the first Emory Sports Fitness camps were opened to the community. In 1983 the George W. Woodruff P. E. Center was opened, along with a new soccer field, intramural field, and 400-meter indoor track. The building's 4 basketball courts, 50-meter swimming pool, and 13 tennis courts finally allowed the expansion of varsity athletics. Men's basketball and women's soccer were added in 1986 and women's volleyball in 1987. In 1986 Emory became a founding member of the newly created NCAA Division III University Athletic Association (UAA), which includes Brandeis, Carnegie Mellon, Case Western Reserve, NYU, Chicago, Rochester, and WashU.

Since then, Emory College, which fields 19 varsity sports teams on the Atlanta campus, has won 29 NCAA championships and 206 UAA titles.

*Excerpted from Athletics for All: A History of Health, Physical Education, Athletics, and Recreation at Emory University, 1836–2005 by Clyde "Doc" Partin Sr., who served in Emory's physical education department for more than 50 years including as athletic director (1966–1983) and department chair (1966–1986). Partin retired in 2002 and passed away in 2009 at the age of 84, leaving behind an unmatched impact and legacy at Emory.*

## SWOOP

Emory's official athletic mascot, Swoop, has been the face of the Emory Eagles since the university joined the NCAA upon the establishment of the University Athletic Association (UAA) in 1986. Swoop (formerly nicknamed "Screech" on the Oxford College campus) is a bald eagle and an ever-present fixture on the sidelines of Emory athletic competitions. Once described as "powerful, playful, and at times a little sassy" by the *Emory Wheel*, Swoop is a beloved figure on campus and off, since the mascot also has represented Emory and the Eagles at appearances at dozens of events in the community.

While Swoop art is not used for varsity or club logos, it is part of the athletics identity system. Merchandise and materials featuring Swoop can be found in the Barnes & Noble bookstores on both campuses.

## PROGRAM/DEPARTMENT INFORMATION

### SPORTS FITNESS CAMP

Since 1965, Emory Athletics and Recreation has offered Emory Sports Fitness Camp for children in the community to provide a fun and safe environment that fosters a lifelong appreciation for physical activity.

### RECREATION AND WELLNESS

Emory Recreation and Wellness provides an academic and recreational health and wellness program through physical activity that enables the campus community to increase its long-term physical, mental, and emotional health. The department includes intramurals, Play4Life, Sports Fitness Camp, Emory Fitness, and Club Sports.

### INTRAMURALS

Emory's intramural sports program provides students, faculty, and staff the opportunity to participate in a multitude of recreational sports and activities while fostering a safe and inclusive environment that promotes lifetime physical fitness, sportsmanship, leadership development, diversity, and athletics for all.

### PLAY4LIFE

A new approach to physical education, Play4Life courses promote a knowledge and experience of physical and emotional health, bodily movement, individual and team sports, and various recreational activities as integral to the education of the whole person.

### SPORTS MEDICINE

The mission of the sports medicine department is to ensure that Emory University's student-athletes receive the highest quality care using a holistic and educational approach that addresses all facets of individual well-being through coordinated care, research, and exceeding best practices.

### EMORY FITNESS

With group classes, cardio and weight areas, personal training, and instructional classes, Emory Fitness helps community members discover their own path to greater health and fitness.

## **PROGRAM/DEPARTMENT INFORMATION** *(continued)*

### **CLUB SPORTS**

Club sports at Emory bridge the gap between intramural sports activities and intercollegiate athletics and give the Emory University community an opportunity to participate in competitive sports activities, improve skill levels, gain leadership experience, and enjoy the recreational and social fellowship derived from sports involvement.

### **MARKETING AND PROMOTIONS**

Marketing and Promotions is the public-facing arm of Emory Athletics, serving its constituencies through ticket sales and event marketing and promotion as well as supervising the use of Emory Athletics marks, brands, and logos for team use and merchandising.

### **SPORTS INFORMATION**

Sports Information serves as the publicity arm of the 19-sport intercollegiate athletics department. Through the Athletics website, social media, newsletters, media placements, and video streaming, Sports Information provides information on upcoming events, contest recaps, and awards and honors earned by both student-athletes and staff. The department also houses and maintains the archives and history of Emory Athletics.

### **STRENGTH AND CONDITIONING**

Emory' Strength and Conditioning program is committed to helping its student-athletes maximize their athletic potential while decreasing the chance for injury. Strength and Conditioning coaches work with each varsity program to develop sport-specific, year-round training.

*Emory University Athletics Department*

**EMORY EAGLES COLORS**

## COLOR INFORMATION



PANTONE 648

### PROCESS COLORS

C: 100%  
M: 85%  
Y: 36%  
K: 31%

### WEB COLORS

R: 0  
G: 45  
B: 93

### MADEIRA THREAD COLOR

1277



PANTONE 131

### PROCESS COLORS

C: 18%  
M: 48%  
Y: 100%  
K: 2%

### WEB COLORS

R: 208  
G: 138  
B: 0

### MADEIRA THREAD COLOR

1192



PANTONE 428

### PROCESS COLORS

C: 24%  
M: 17%  
Y: 16%  
K: 0%

### WEB COLORS

R: 194  
G: 198  
B: 201

### MADEIRA THREAD COLOR

1011

The color standards that apply to the Emory Eagles identity marks are detailed above. **Color placement and specifications should never be altered.**

*NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this standards manual may not match the actual PANTONE® colors. When specifying colors, please refer to the PANTONE® or MADEIRA® number for accurate color reproduction.*

*PANTONE® is a registered trademark of PANTONE Inc.*

Emory University Athletics Department

**EMORY EAGLES VARSITY LOGOS**

**EMORY UNIVERSITY VARSITY SPORTS WORDMARK**



Full-color version  
PMS 648 and PMS 131



**USE STANDARDS**

Varsity logos include the SHIELD, BANNER MARK, WORDMARK, and EAGLE HEAD + WORDMARK.

Use of these logos should be approved by the deputy athletic director for external operations, Devon Hendricks (devon.hendricks@emory.edu). They can be used on custom merchandise.

One-color versions

Note: the white logo is not the reverse of the one-color version.



**EMORY UNIVERSITY VARSITY EXAMPLES**



Full-color version  
PMS 648 and PMS 131

**EMORY UNIVERSITY VARSITY SPORTS BANNER**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

One-color versions

Note: the white logo is not the reverse of the one-color version.



**EMORY UNIVERSITY VARSITY EXAMPLES**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

**EMORY UNIVERSITY VARSITY SPORTS SHIELD**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

One-color versions

Note: the white logo is not the reverse of the one-color version.



**EMORY UNIVERSITY VARSITY EXAMPLES**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

**EMORY UNIVERSITY VARSITY SPORTS EAGLE HEAD + WORDMARK**



Full-color versions  
PMS 648, PMS 131, PMS 428, and white



One-color versions

Note: the white logo is not the reverse of the one-color version.



**EMORY UNIVERSITY VARSITY EXAMPLES**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

Full-color version  
PMS 648, PMS 131, PMS 428, and white

One-color versions

Note: the white logo is not the reverse of the one-color version.

Emory University Athletics Department

**EMORY EAGLES CLUB LOGOS**

**EMORY UNIVERSITY CLUB SPORTS WORDMARK**



Full-color version  
PMS 648 and PMS 131



**USE STANDARDS**

Club logos include the **BANNER MARK, WORDMARK,**  
and **EAGLE HEAD + WORDMARK.**

Use of these logos should be approved by the director of recreation  
and wellness, April Flint (april.flint@emory.edu). They can be used  
on custom merchandise.

One-color versions





**EMORY UNIVERSITY CLUB SPORTS EXAMPLES**

**EMORY**  
B A D M I N T O N

**EMORY**  
C L U B B A S E B A L L

**EMORY**  
C L U B B A S K E T B A L L

**EMORY**  
C L U B G O L F

**EMORY**  
C L U B S O C C E R

**EMORY**  
C L U B S W I M M I N G

**EMORY**  
C L U B T E N N I S

**EMORY**  
C L U B V O L L E Y B A L L

**EMORY**  
C R E W

**EMORY**  
C Y C L I N G & T R I A T H L O N

**EMORY**  
E Q U E S T R I A N

**EMORY**  
F E N C I N G

**EMORY**  
F I E L D H O C K E Y

**EMORY**  
G Y M N A S T I C S

**EMORY**  
J U D O

**EMORY**  
L A C R O S S E

**EMORY**  
P I C K L E B A L L

**EMORY**  
R O C K C L I M B I N G

**EMORY**  
R O U N D N E T

**EMORY**  
U L T I M A T E

**EMORY**  
W A T E R P O L O

**EMORY**  
W E I G H T L I F T I N G

Full-color version  
PMS 648 and PMS 131

**EMORY UNIVERSITY CLUB SPORTS BANNER**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

One-color versions

Note: the white logo is not the reverse of the one-color version.



EMORY UNIVERSITY CLUB SPORTS EXAMPLES



Full-color version  
PMS 648, PMS 131, PMS 428, and white

EMORY UNIVERSITY CLUB SPORTS EAGLE HEAD + WORDMARK



Full-color versions  
PMS 648, PMS 131, PMS 428, and white



One-color versions

Note: the white logo is not the reverse of the one-color version.



**EMORY UNIVERSITY CLUB SPORTS EXAMPLES**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

Emory University Athletics Department  
**EMORY EAGLES PROGRAM/DEPARTMENT LOGOS**

**EMORY UNIVERSITY PROGRAM/DEPARTMENT WORDMARK**



Full-color version  
PMS 648 and PMS 131

**USE STANDARDS**

Club logos include the **BANNER MARK, WORDMARK,**  
and **EAGLE HEAD + WORDMARK.**

Use of these logos should be approved by the director of recreation and wellness,  
April Flint (april.flint@emory.edu). They can be used on custom merchandise.

One-color versions



**EMORY UNIVERSITY PROGRAM/DEPARTMENT EXAMPLES**



Full-color version  
PMS 648 and PMS 131

**USE INTRAMURAL SPORT STANDARDS**

Intramural sports are unofficial student groups. As such, they **are not to use** the words *Emory* or *Emory University* or the Emory logos, Emory Athletics logos, school-level logos, or unit signatures/logo full sets. Contact the director of recreation and wellness, April Flint (april.flint@emory.edu), for guidance.

**EMORY UNIVERSITY PROGRAM/DEPARTMENT BANNER**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

One-color versions

Note: the white logo is not the reverse of the one-color version.



**EMORY UNIVERSITY PROGRAM/DEPARTMENT EXAMPLES**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

**EMORY UNIVERSITY PROGRAM/DEPARTMENT EAGLE HEAD**



**EMORY**  
RECREATION & WELLNESS

Full-color versions  
PMS 648, PMS 131, PMS 428, and white



One-color versions

Note: the white logo is not the reverse of the one-color version.



**EMORY UNIVERSITY PROGRAM/DEPARTMENT EXAMPLES**



Full-color version  
PMS 648, PMS 131, PMS 428, and white

Emory University Athletics Department

**EMORY EAGLES LOGO USE STANDARDS**

**MISUSE: ATHLETICS WORDMARK**

THE FOLLOWING IS BY NO MEANS AN EXHAUSTIVE LIST, but these are some of the ways in which Emory Athletics logos should be not altered.



Do not combine the Emory Athletics identity with the Emory University identity.



Do not alter Emory Athletics logos with other type treatments.



Do not alter Emory Athletics logos by creating non-sanctioned color configurations.



Do not combine Emory Athletics logos with other graphics and images.



Do not use the Emory Athletics identity with the tag messaging secondary color palette or shift logo elements.



Do not create non-sanctioned departmental or program logos.

**MISUSE: ATHLETICS BANNER MARK**



Do not use the Emory Athletics identity with the tag messaging secondary color palette.



Do not alter Emory Athletics logo designs.



Do not compress Emory Athletics logos.



Do not combine Emory Athletics logos with the Swoop art.



Do not combine the Emory Athletics tag type treatment in an athletic logo.



Do not combine the Emory Athletics identity with the Emory University identity.

**MISUSE: EAGLE E**

THE FOLLOWING IS BY NO MEANS AN EXHAUSTIVE LIST, but these are some of the ways in which Emory Athletics logos should be not altered.



Do not create non-sanctioned departmental or program logos.



Do not use the Emory Athletics identity with the tag messaging secondary color palette.



Do not combine the Emory Athletics tag type treatment in an athletic logo.



Do not alter Emory Athletics logos by removing elements from the designs.



Do not alter Emory Athletics logo design elements.



Do not combine the Emory Athletics identity with the Emory University identity.



**MISUSE: EAGLE SHIELD**



Do not alter Emory Athletics logo design elements.



Do not alter Emory Athletics logos with other type treatments.



Do not alter Emory Athletics logos by creating non-sanctioned color configurations.



Do not add drop shadows.



Do not compress athletic logos.



Do not alter Athletics logo design elements.

**CLEAR ZONE STANDARDS**

Use of all logos requires clear-zone and other Emory general logo use standards, e.g., no alterations, no combining the logo with text or graphics. See [emory.edu/logo](http://emory.edu/logo) for guidance.



The space around the logo should measure at least one-and-a-half times the width of the "E" in the Emory Eagles wordmark, preferably more.



The space around the shield logo should measure at least three times the width of the "E" in the Emory Eagles wordmark, preferably the width of the shield.



The space around the logo should measure at least one-and-a-half times the width of the "E" in the combined Eagle head and athletic wordmarks, preferably the width of the Eagle head.



*Emory University Athletics Department*

**EMORY EAGLES SWOOP**

**SWOOP STANDING AND ACTION**



Full-color versions  
PMS 648, PMS 131, PMS 428, and white



**USE STANDARDS**

The **STANDING AND ACTION SWOOP** is used for children's merchandise and by the general Emory community. Logo files can be obtained from Emory Athletics. These logos can be used on custom and retail merchandise. Retail use of the standing Swoop should include the registration mark; the action Swoop should include the "TM" mark.

One-color primary logo  
on colored background.  
All TMs change to white.



**SWOOP SHIELDS**

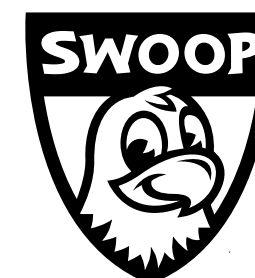


**USE STANDARDS**

The **SWOOP SHIELDS** are used for children's merchandise and by the general Emory community. Logo files can be obtained from Emory Athletics and can be used on custom and retail merchandise. Retail use of the Swoop shields should include the "TM" mark.

Full-color versions  
PMS 648, PMS 131, PMS 428, and white

One-color primary logo  
on colored background.  
All TMs change to white.



# EMORY UNIVERSITY STATIONERY

Emory University Athletics Department

**EMORY EAGLES STATIONERY**



Department of  
Athletics and Recreation

Full-color version  
PMS 648, PMS 131, PMS 428, and white



Emory University [required]  
Address Line 1  
Address Line 2  
Address Line 3  
Atlanta, Georgia 30322 [required]

Emory University  
Woodruff Physical Education Center  
26 Eagle Row  
Atlanta, Georgia 30322  
EO/AA/Disability/Veteran Employer

Tel 404.727.6547  
Fax 404.727.4989  
www.emoryathletics.com



Name  
Title  
Department of Athletics and Recreation  
Emory University  
26 Eagle Row  
Atlanta, Georgia 30322  
Tel 404.727.6547 Fax 404.727.4989  
email@emoryathletics.edu



Department of  
Athletics and Recreation  
Emory University  
26 Eagle Row  
Atlanta, Georgia 30322



Department of  
Athletics and Recreation  
Emory University  
26 Eagle Row  
Atlanta, Georgia 30322



## USE STANDARDS

**ATHLETICS STATIONERY** is used by Emory Athletics and its departments and programs. It is created by AlphaGraphics and can be ordered through EmoryExpress or by contacting AlphaGraphics directly at 770.953.2424. The letterhead is available in both printed and digital forms.

*Emory University Athletics Department*

**EMORY EAGLES FLY HIGHER**

## **GUIDELINES** **FOR EMORY ATHLETICS FLY HIGHER** **MESSAGING**

The Emory Eagles Athletics identity is one of Emory University's most visible representations. Maintaining a strong identity is achieved by a consistent image.

The Fly Higher messaging is a visual complement to the Athletics identity. This visual approach is composed of serif and sans serif font families, Fly Higher tag type treatments, and secondary color palettes. These resources accompany athletic photography to communicate the presence of the Athletics department to Emory audiences. This section provides an overview and guide for use of this identity and messaging.

The Emory University wordmark, school-level logos, other trademarks, and unit signatures follow logo use guidelines found on the university's identity website at [emory.edu/logouse](http://emory.edu/logouse).

All use of Emory Athletics identity marks and tags should be approved by the deputy athletic director for external operations, Lauren Taylor ([laurentaylor@emory.edu](mailto:laurentaylor@emory.edu)), and director of recreation and wellness, April Flint ([april.flint@emory.edu](mailto:april.flint@emory.edu)).

**FLY HIGHER**

**FLY HIGHER**

**FLY HIGHER**

**ATHLETIC LOGOS**

Full-color shield  
PMS 648, PMS 131



Full-color banner  
PMS 648, PMS 131



Full-color wordmark  
PMS 648, PMS 131



Full-color Eagle head  
PMS 648, PMS 131



Full-color Eagle head + wordmark  
PMS 648, PMS 131



# COLOR INFORMATION



PANTONE 648

**PROCESS COLORS**

C: 100%  
M: 85%  
Y: 36%  
K: 31%

**WEB COLORS**

R: 0  
G: 45  
B: 93

**HEX**

#002d5d



PANTONE 131

**PROCESS COLORS**

C: 18%  
M: 48%  
Y: 100%  
K: 2%

**WEB COLORS**

R: 208  
G: 138  
B: 0

**HEX**

#d08a00



PANTONE 428

**PROCESS COLORS**

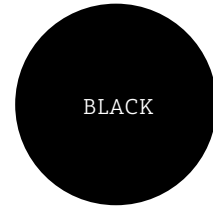
C: 24%  
M: 17%  
Y: 16%  
K: 0%

**WEB COLORS**

R: 194  
G: 198  
B: 201

**HEX**

#c2c6c9



BLACK

**PROCESS COLORS**

C: 0%  
M: 0%  
Y: 0%  
K: 100%

**WEB COLORS**

R: 0  
G: 0  
B: 0

**HEX**

#000000



PANTONE 425

**PROCESS COLORS**

C: 66%  
M: 56%  
Y: 53%  
K: 29%

**WEB COLORS**

R: 84  
G: 87  
B: 90

**HEX**

#54575a



PANTONE 4625

**PROCESS COLORS**

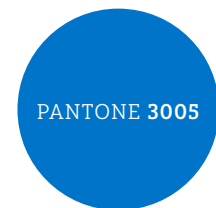
C: 44%  
M: 73%  
Y: 80%  
K: 59%

**WEB COLORS**

R: 81  
G: 44  
B: 30

**HEX**

#512c1e



PANTONE 3005

**PROCESS COLORS**

C: 100%  
M: 46%  
Y: 2%  
K: 0%

**WEB COLORS**

R: 0  
G: 117  
B: 201

**HEX**

#0075c9



PANTONE 273

**PROCESS COLORS**

C: 100%  
M: 100%  
Y: 28%  
K: 27%

**WEB COLORS**

R: 33  
G: 20  
B: 95

**HEX**

#21145f



PANTONE 543

**PROCESS COLORS**

C: 35%  
M: 11%  
Y: 3%  
K: 0%

**WEB COLORS**

R: 163  
G: 200  
B: 227

**HEX**

#a3c8e3



PANTONE 4675

**PROCESS COLORS**

C: 13%  
M: 24%  
Y: 34%  
K: 0%

**WEB COLORS**

R: 221  
G: 192  
B: 166

**HEX**

#ddc0a6



PANTONE 632

**PROCESS COLORS**

C: 92%  
M: 24%  
Y: 23%  
K: 0%

**WEB COLORS**

R: 0  
G: 145  
B: 179

**HEX**

#0091b3



PANTONE 348

**PROCESS COLORS**

C: 97%  
M: 22%  
Y: 100%  
K: 9%

**WEB COLORS**

R: 0  
G: 131  
B: 63

**HEX**

#00833f



PANTONE 570

**PROCESS COLORS**

C: 56%  
M: 0%  
Y: 33%  
K: 0%

**WEB COLORS**

R: 103  
G: 201  
B: 187

**HEX**

#67c9bb

The color standards that apply to the Emory Eagles identity marks are detailed above. Color placement and specifications should never be altered.

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this standards manual may not match the actual PANTONE® colors. When specifying colors, please refer to the PANTONE® or MADEIRA® number for accurate color reproduction.

PANTONE® is a registered trademark of PANTONE Inc.

## FONT YORKTEN SLAB

SERIF OPTION USED FOR BODY COPY AND HEADERS

YORKTEN SLAB FONT CONTAINS STANDARD, CONDENSED,  
AND WIDE FAMILIES IN LIGHT TO BLACK FACE WEIGHTS

YORKTEN SLAB TYPE FACE SAMPLE

Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.*

**Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.***

**Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.***

YORKTEN SLAB CONDENSED FACE SAMPLE

Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.*

Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.*

**Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.***

YORKTEN SLAB WIDE FACE SAMPLE

Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.*

**Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.***

**Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.***

EXAMPLE OF YORKTEN SLAB USE

**LONG LIVE THE EM'RY EAGLES**

Long Live the Em'ry Eagles!  
Soaring over foes!  
Defeating all those who stand in our way  
**Vict'ry shall be our own!**  
**Long Live the Em'ry Eagles!**  
**Valiant, Brave, and Strong!**  
**Cause we cheer Hey! Hey! Fight, Fight, Fight!**  
**Long live the Eagles Strong!**

**LONG LIVE THE EM'RY EAGLES**

Long Live the Em'ry Eagles!  
Soaring over foes!  
Defeating all those who stand in our way  
**Vict'ry shall be our own!**  
**Long Live the Em'ry Eagles!**  
**Valiant, Brave, and Strong!**  
**Cause we cheer Hey! Hey! Fight, Fight, Fight!**  
**Long live the Eagles Strong!**

**LONG LIVE THE EM'RY EAGLES**

Long Live the Em'ry Eagles!  
Soaring over foes!  
Defeating all those who stand in our way  
**Vict'ry shall be our own!**  
**Long Live the Em'ry Eagles!**  
**Valiant, Brave, and Strong!**  
**Cause we cheer Hey! Hey! Fight, Fight, Fight!**  
**Long live the Eagles Strong!**



## FRUTIGER CONDENSED

SANS SERIF OPTION USED FOR TAG, BODY COPY, AND HEADERS

FRUTIGER CONDENSED FONT FAMILY CONTAINS LIGHT TO EXTRA BLACK FACE WEIGHTS

FRUTIGER CONDENSED TYPE FACE SAMPLE

Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.*

Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.*

**Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.***

**Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.***

**Women's Swimming and Diving opened up to  
*a commanding lead at the UAA Championships.***

EXAMPLE OF FRUTIGER CONDENSED USE

### LONG LIVE THE EM'RY EAGLES

Long Live the Em'ry Eagles!

Soaring over foes!

**Defeating all those who stand in our way**

**Vict'ry shall be our own!**

**Long Live the Em'ry Eagles!**

**Valiant, Brave, and Strong!**

**Cause we cheer Hey! Hey! Fight, Fight, Fight!**

**Long live the Eagles Strong!**

**FLY HIGHER**

**FLY HIGHER**

**FLY HIGHER**

**FLY HIGHER TAGS**

**FLY HIGHER**

**FLY HIGHER** **FLY HIGHER**

One-color versions

**FLY HIGHER**

Full-color version  
PMS 131

**FLY HIGHER**

Full-color version  
PMS 648, PMS 3005

**FLY HIGHER**

Full-color version  
PMS 648, PMS 131

**FLY HIGHER** **FLY HIGHER**

One-color versions

**FLY HIGHER**

Full-color version  
PMS 131

**FLY HIGHER**

Full-color version  
PMS 648, PMS 3005

**FLY HIGHER**

Full-color version  
PMS 648, PMS 131

**FLY HIGHER**

**FLY HIGHER**

One-color versions

**FLY HIGHER**

Full-color version  
PMS 648, PMS 3005

**FLY HIGHER**

Full-color version  
PMS 131

**FLY HIGHER CONFIGURATION A**



Full-color version  
PMS 131, white

**FLY HIGHER CONFIGURATION B**



**FLY HIGHER**

Full-color version  
PMS 648, PMS 131, PMS 428, and white

**FLY HIGHER**



**USE GUIDELINES**

All the **ATHLETICS LOGO + TAG** configurations (A–F) are used in Emory athletics department and Emory Varsity sports promotion. Use of these logos and tags should be approved by the deputy athletic director for external operations, Lauren Taylor (laurentaylor@emory.edu).

**FLY HIGHER CONFIGURATION C**



**FLY  
HIGHER**

Full-color version  
PMS 648, PMS 131, PMS 428, and white

**FLY HIGHER CONFIGURATION D**



**FLY HIGHER**

Full-color version  
PMS 648, PMS 131, PMS 3005, and white

**FLY HIGHER CONFIGURATION F**



**FLY HIGHER**

Full-color version  
PMS 648, PMS 131, PMS 428, and white

**FLY HIGHER CONFIGURATION E**



**FLY HIGHER**

Full-color version  
PMS 648, PMS 131, PMS 428, and white



**FLY HIGHER**

One-color versions



**CLEAR ZONE GUIDELINES**



The space around the logo + tag should measure at least three times the width of the "E" in the Emory Eagles tag word "HIGHER," preferably more.

