



Oxford College Athletic Department

GRAPHIC *IDENTITY SYSTEM*

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GUIDELINES

FOR OXFORD ATHLETIC IDENTITY USE

The Emory Eagles athletic identity is one of Emory University's most visible visual 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 and Emory Oxford Athletics must convey a consistent image.

The cornerstone of [Emory Oxford's athletic](#) identity is the primary Eagle shield. The shield is reserved for Emory Oxford Athletics and varsity sports.

This primary wordmark is the preferred athletic mark and should be used on the majority of athletic marketing and communications materials and merchandise. In addition to the primary mark, there are a number of variations, or secondary marks, available such as the Eagle E, Eagle head, Athletics banner, and a variety of combined marks and sport-specific wordmarks. This handbook details use of these marks in athletic communications and on equipment, merchandise, and clothing. Any retail use of these marks should include the "TM" mark.

All use of [Emory Oxford Athletics identity](#) marks should be approved by the Oxford College athletic director, Roderick Stubbs, and sports information coordinator, Jose Cueva. See the chapter on licensing for details about merchandise review and approval.

The Emory University wordmark, school-level logos, other trademarks, and unit signatures follow logo use standards found on the university's identity website: emory.edu/logouse.

For stationery, business cards, and other official business collateral materials displaying Oxford College athletic identity system graphics, contact the athletic director or brand contacts in Communications and Marketing. The approved stationery vendor is Duluth AlphaGraphics. Stationery can be ordered through EmoryExpress or by calling 770.953.2424.

The athletic marks on the following pages 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 46–49.



Oxford College Athletic Department

OXFORD EAGLES LOGOS

SHIELD MARKS

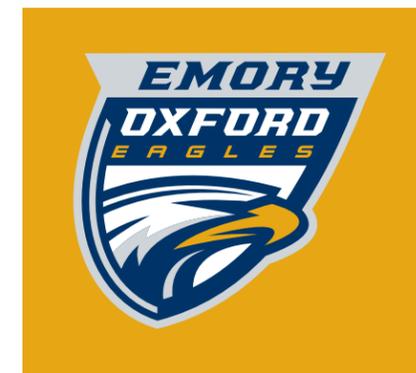
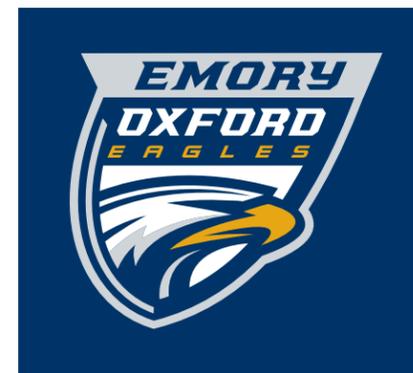


Full-color version
PMS 648, PMS 131, PMS 428, and white



USE GUIDELINES

The **EAGLE SHIELD** is the primary Emory Oxford Athletics logo. It is used by the Emory Oxford Athletics division and varsity sports. **USE OF THE EAGLE SHIELD IS RESERVED AND REQUIRES PERMISSION** by the Oxford College athletic director, Roderick Stubbs. Use on merchandise is reserved for Emory Oxford Athletics and the Emory Barnes & Noble bookstore.



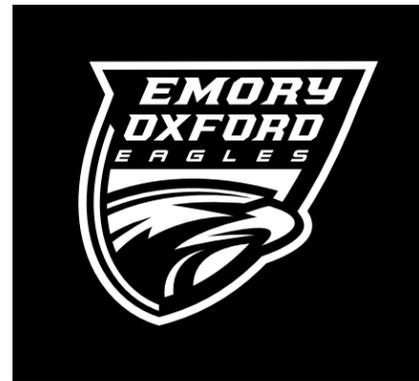
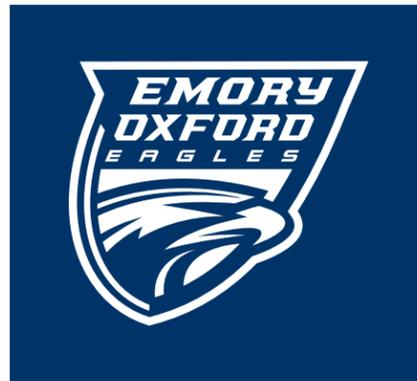


One-color version

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

Note: when applied to a silver-gray background, change outline and TM* to white.

* Retail merchandise only



BANNER MARKS



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



USE GUIDELINES

The **BANNER MARK** is used by Emory Oxford Athletics varsity and club sports, departments, and programs. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletics sports information coordinator, Jose Cueva.

One-color versions



WORDMARKS



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

» **USE GUIDELINES**

The **WORDMARK** is used by Emory Athletics varsity and club sports, departments, and programs. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletics sports information coordinator, Jose Cueva.

One- and two-color versions



SECONDARY LOGO

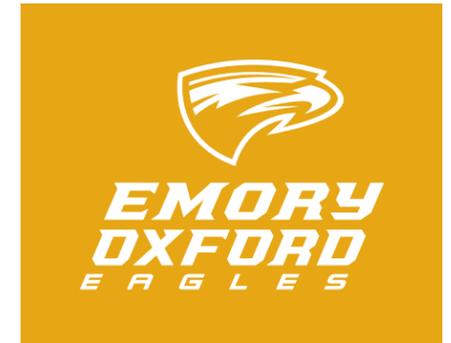


Full-color version
PMS 648, PMS 131, PMS 428, and white

» **USE GUIDELINES**

The **EAGLE E + WORDMARK** is used as a main Emory Oxford Athletics identity. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletics sports information coordinator, Jose Cueva.

One-color versions



SECONDARY LOGO



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

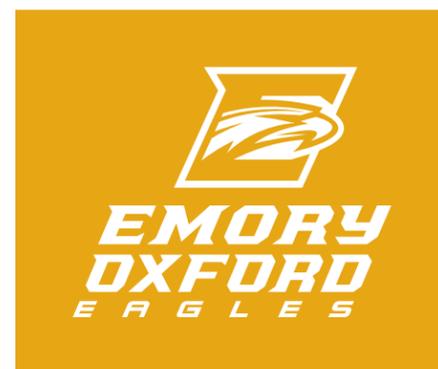


USE GUIDELINES

The **EAGLE E + WORDMARK** is frequently used as an Emory Oxford Athletics identity. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletics sports information coordinator, Jose Cueva.



One-color versions



ONE-LINE EMORY OXFORD EAGLES & EMORY OXFORD

EMORY OXFORD EAGLES

EMORY OXFORD EAGLES

EMORY OXFORD EAGLES

EMORY OXFORD EAGLES

EMORY OXFORD

EMORY OXFORD

EMORY OXFORD

EMORY OXFORD



USE GUIDELINES

The **ONE-LINE WORDMARKS** are used as a main Emory Oxford Athletics identity. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

These one-line wordmarks cannot be combined with text or graphics. The clear zone is no less than and preferably more than double the width of the "E" in Emory.

The Eagle head cannot be combined with text or graphics. The clear zone is no less than, and preferably more than, the width of the Eagle head.



EAGLE E LOGO



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



USE GUIDELINES

The **EAGLE E** is used as a main Emory Oxford Athletics identity. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic director, Roderick Stubbs. The Eagle E is used by Emory Oxford Athletics but not by the Emory Department of Athletics.

The Eagle E 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.

The Eagle E cannot be combined with text or graphics. The clear-zone is no less than, and preferably more than, the width of the Eagle E.



One-color versions



EAGLE HEAD LOGO



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

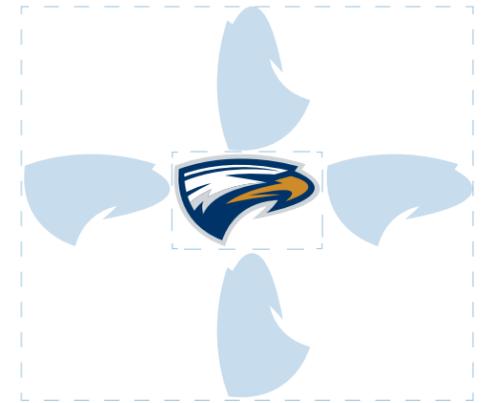
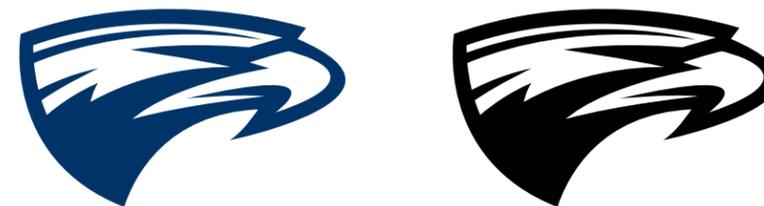


USE GUIDELINES

The **EAGLE HEAD** is used as a main Emory Oxford Athletics identity. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletics sports information coordinator, Jose Cueva.

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.

The Eagle head cannot be combined with text or graphics. The clear-zone is no less than, and preferably more than, the width of the Eagle head.



One-color versions



Oxford College Athletic Department

OXFORD EAGLES INFORMATION

OXFORD ATHLETICS TIMELINE

1836 Oxford College/Emory College founded.	1897 One of the nation's first intramural programs is founded on the Oxford campus.
1907 Williams Gym is constructed.	1915 Emory College moves to Atlanta from Oxford.
1964 Oxford College settles into its current two-year undergraduate program	Late 60s Intercollegiate sports reinstated at Oxford but wanes.
1997 Club sports introduced at Oxford.	1999 Oxford joins the NJCAA Division III and establishes tennis (W/M), basketball (M), soccer (W).
1999 "Screech" becomes the Oxford Eagles mascot.	2012 The Center for Healthful Living (CHL) is established.
2013 Men's club soccer becomes a varsity sport.	2016 Men's and women's golf and cross country are added as varsity sports, bringing Oxford's total to nine.
2017 Oxford's mascot, "Screech," becomes "Swoop"	

ATHLETIC 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 athletic 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.

ATHLETIC 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," came to Oxford, Georgia, to become 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.

"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 now set, even though Emory University would struggle in deciding how to proceed academically there for the better part of four decades.

Through many iterations, the original site of Emory College in Oxford became Oxford College, a two-year undergraduate division of the university. Under Dean Bond Fleming in the late 1960s, Oxford College reinstated intercollegiate athletic teams in women's tennis, men's and women's soccer, and men's golf. However, by the early 1990s intercollegiate athletics had "withered away," wrote Dean of Campus Life Joe Moon in his history of Oxford College, *An Uncommon Place*.

William H. Murdy, Oxford College's sixth dean, felt that athletic competition could serve as a rallying point for school spirit and enthusiasm. Encouraged by the success of a student-organized rugby club in the mid-1990s, he reestablished intercollegiate athletics at Oxford in 1999 with junior varsity programs in women's soccer, men's basketball, and men's and women's tennis, with the goal of having one men's and women's sport per semester. In the 1997-1998 academic year, club sports were established and now include swimming, women's basketball, cheerleading, dance team, ultimate frisbee, and badminton. There are nine NJCAA Division III varsity sports teams at Oxford with the inclusion of men's soccer (2013) and men's and women's golf and cross country in 2016.

PROGRAM/DEPARTMENT INFORMATION

AQUATICS

The Oxford College aquatic facility is designed to accommodate instructional, recreational, and competitive activities. The aquatic facility features a 25-meter indoor competitive pool, with a 3.5-foot shallow area and a 13-foot deep end.

CENTER FOR HEALTHFUL LIVING (CHL)

The CHL promotes healthful living through educational programs, including credit-bearing courses, team sports, intramurals, and fitness facilities that encourage frequent physical activity and informed lifestyle choices.

HEALTHY EAGLES

Healthy Eagles encourages positive lifestyle choices and decision-making skills in Oxford College students through peer education.

INTRAMURALS

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

CLUB SPORTS

Club sports are student-run organizations that have been given a temporary or permanent charter from the Student Government Association (SGA) in cooperation with the Center for Healthful Living and are governed by the rules and regulations concerning all student organizations under SGA. Club Sports offer an opportunity to participate in competitive sport activities, improve skill levels, gain leadership experience, and enjoy the social and recreational fellowship that comes from sports.

Oxford College Athletic Department

OXFORD EAGLES COLOR PALETTE

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 Oxford 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.

OXFORD COLLEGE VARSITY SPORTS WORDMARK

Oxford College Athletic Department

OXFORD EAGLES VARSITY SPORTS

**EMORY
OXFORD
BASKETBALL**



Full-color version
PMS 648 and PMS 131



USE GUIDELINES

The varsity **WORDMARK** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletics sports information coordinator, Jose Cueva.

One-color versions

**EMORY
OXFORD
BASKETBALL**

**EMORY
OXFORD
BASKETBALL**



OXFORD COLLEGE VARSITY EXAMPLES



Full-color version
PMS 648 and PMS 131



USE GUIDELINES

The varsity **WORDMARK** is used by Oxford College Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletics sports information coordinator, Jose Cueva.

OXFORD COLLEGE VARSITY SPORTS BANNER



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



USE GUIDELINES

The varsity **EAGLE E + WORDMARK** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic athletics sports information coordinator, Jose Cueva.

One-color versions



OXFORD COLLEGE VARSITY EXAMPLES



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



USE GUIDELINES

The varsity **EAGLE E + WORDMARK** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

OXFORD COLLEGE VARSITY SPORTS SHIELD



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



USE GUIDELINES

The varsity **EAGLE HEAD + WORDMARK** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

One-color versions



OXFORD COLLEGE VARSITY EXAMPLES



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



USE GUIDELINES

The varsity **SHIELD** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

OXFORD COLLEGE VARSITY SPORTS EAGLE E + WORDMARK



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



USE GUIDELINES

The varsity **EAGLE E + WORDMARK** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

One-color versions



OXFORD COLLEGE VARSITY EXAMPLES



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



USE GUIDELINES

The varsity **EAGLE E + WORDMARK** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

OXFORD COLLEGE VARSITY SPORTS EAGLE HEAD + WORDMARK



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



USE GUIDELINES

The varsity **EAGLE HEAD + WORDMARK** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

One-color versions



OXFORD COLLEGE VARSITY EXAMPLES



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



USE GUIDELINES

The varsity **EAGLE HEAD + WORDMARK** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

Oxford College Athletic Department

OXFORD EAGLES CLUB SPORTS

OXFORD COLLEGE CLUB SPORTS WORDMARK

OXFORD COLLEGE CLUB SPORTS EXAMPLES



Full-color version
PMS 648 and PMS 131

Full-color version
PMS 648 and PMS 131



USE GUIDELINES

The club **WORDMARK** is used by Oxford Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

One-color versions



USE GUIDELINES

The club **WORDMARK** is used by Oxford Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

OXFORD COLLEGE CLUB SPORTS BANNER



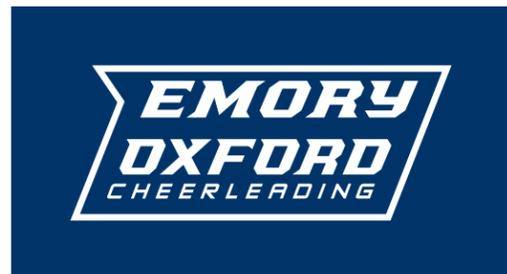
Full-color version
PMS 648, PMS 131, PMS 428, and white



USE GUIDELINES

The club **BANNER** is used by Oxford Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

One-color versions



OXFORD COLLEGE CLUB SPORTS EXAMPLES



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



USE GUIDELINES

The club **BANNER** is used by Oxford Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

OXFORD COLLEGE PROGRAMS SHIELD



Oxford College Athletic Department

OXFORD EAGLES PROGRAMS/DEPARTMENTS



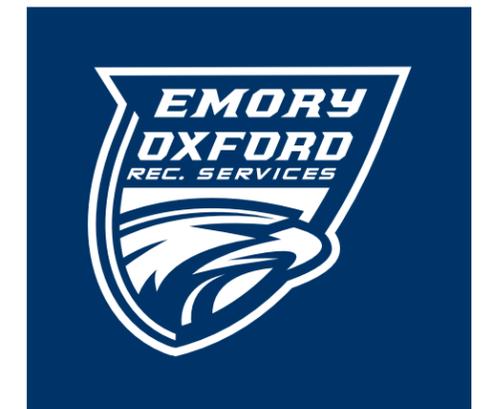
USE GUIDELINES

The program **SHIELD** is used by Oxford Athletics programs. It can be used on custom merchandise. Use of these logos should be approved by the director of the Center for Healthful Living, Amanda Yu-Nguyen.

Full-color version

PMS 648, PMS 131, PMS 428, and white

One-color versions



OXFORD COLLEGE PROGRAMS SHIELD



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

USE GUIDELINES

The program **SHIELD** is used by Oxford Athletics programs. It can be used on custom merchandise. Use of these logos should be approved by the director of Center for Healthful Living, Amanda Yu-Nguyen.

USE INTRAMURAL SPORTS GUIDELINES

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 the Center for Healthful Living, Amanda Yu-Nguyen, for guidance.

OXFORD COLLEGE PROGRAMS WORDMARK



Full-color version
PMS 648 and PMS 131

USE GUIDELINES

The program **WORDMARK** is used by Oxford College Athletics programs. It can be used on custom merchandise. Use of these logos should be approved by the director of the Center for Healthful Living, Amanda Yu-Nguyen.

One-color versions



OXFORD COLLEGE PROGRAMS EXAMPLES



Full-color version
PMS 648 and PMS 131



USE GUIDELINES

The program **WORDMARK** is used by Oxford College Athletics programs. It can be used on custom merchandise. Use of these logos should be approved by the director of the Center for Healthful Living, Amanda Yu-Nguyen.

OXFORD COLLEGE PROGRAMS BANNER



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



USE GUIDELINES

The program **BANNER** is used by Oxford College Athletics programs. It can be used on custom merchandise. Use of these logos should be approved by the director of the Center for Healthful Living, Amanda Yu-Nguyen.

One-color versions



OXFORD COLLEGE PROGRAMS EXAMPLES



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



USE GUIDELINES

The program **BANNER** is used by Oxford College Athletics programs. It can be used on custom merchandise. Use of these logos should be approved by the director of the Center for Healthful Living, Amanda Yu-Nguyen.

OXFORD COLLEGE PROGRAMS EAGLE E + WORDMARK



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



USE GUIDELINES

The varsity **EAGLE E + WORDMARK** is used by Oxford Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the Oxford College athletic sports information coordinator, Jose Cueva.

One-color versions



OXFORD COLLEGE PROGRAMS EXAMPLES



USE GUIDELINES

The program **EAGLE E + WORDMARK** is used by Oxford College Athletics programs. It can be used on custom merchandise. Use of these logos should be approved by the director of the Center for Healthful Living, Amanda Yu-Nguyen.

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

Oxford College Athletic Department

OXFORD EAGLES LOGO USE STANDARDS

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 alter Emory Athletics logo design elements.

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 the athletic logos..



Do not alter athletic logo design elements.

MISUSE: ATHLETIC 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 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 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.



Do not combine Emory Athletics logos with the Swoop art.



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



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

MISUSE: ATHLETIC BANNER MARK

CLEAR ZONE GUIDELINES

Athletic logos cannot be combined with text or graphics. A clear zone is required when designing communications. Official logos for varsity, club, programs, and departments are created by the Communications and Marketing brand team.

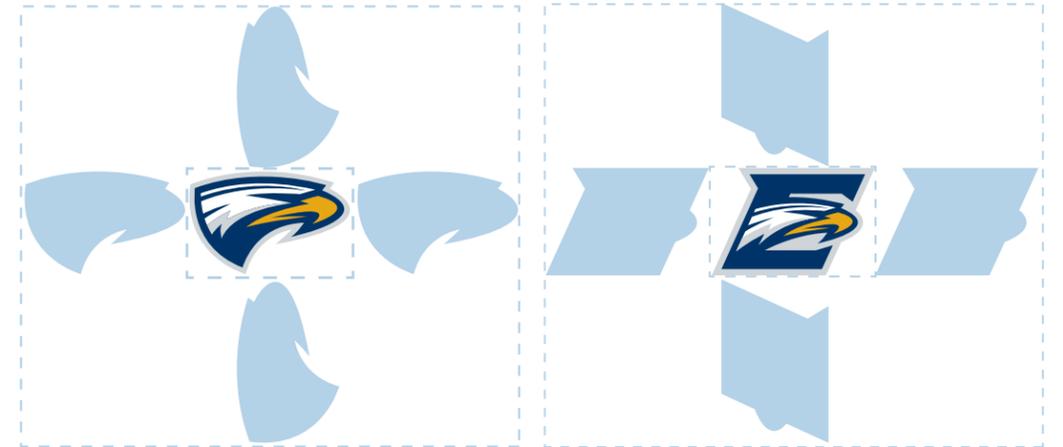


The space around the logo should measure at least double the width of the "E" in the Emory Eagles wordmark, preferably more.

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



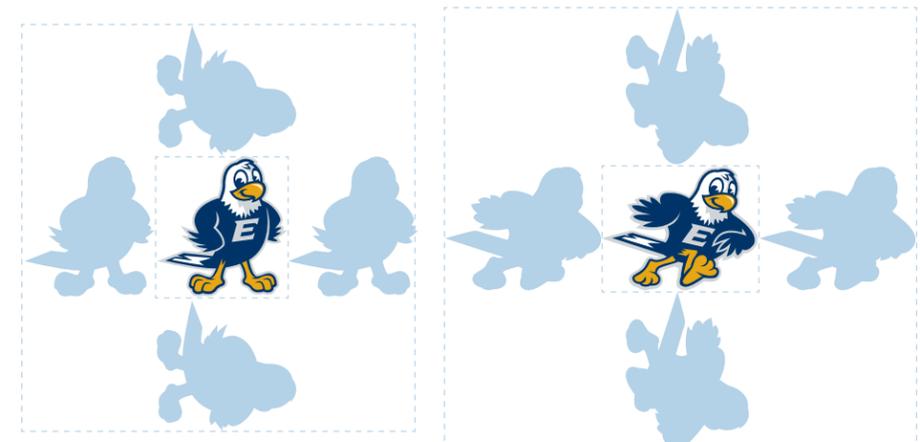
The Eagle head cannot be combined with text or graphics. The clear zone is no less than and preferably more than the width of the Eagle head. The space around the logo should measure at least one Eagle head or Eagle E.



The clear zone for one-line wordmarks is no less than and preferably more than double the width of the "E" in Emory.



The clear zone is no less than and preferably more than the width of Swoop.



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 Oxford 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

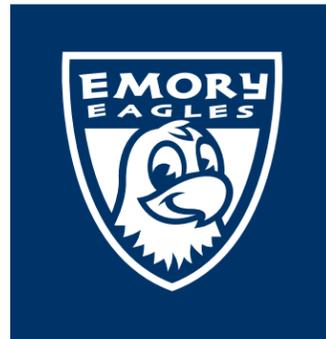


USE STANDARDS

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

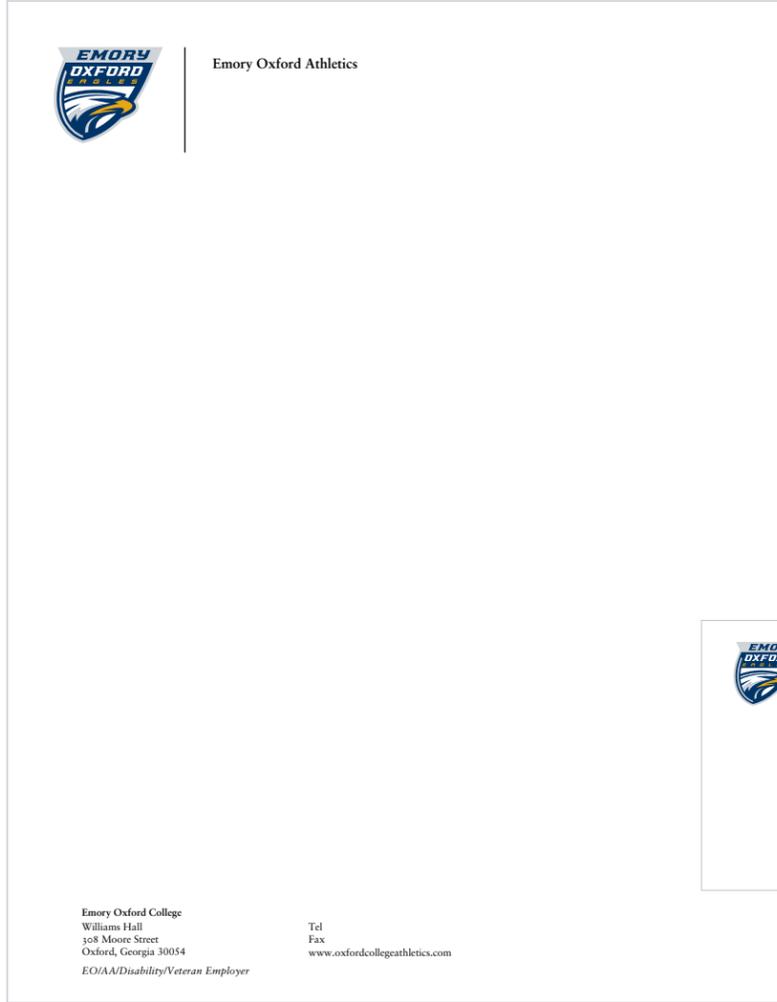
One-color primary logo
on colored background.
All TMs change to white.



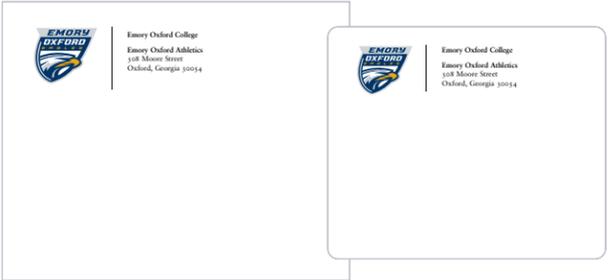
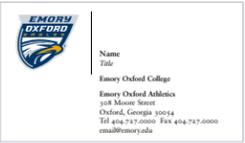
Oxford College Athletic Department

OXFORD EAGLES STATIONERY

EMORY OXFORD STATIONERY

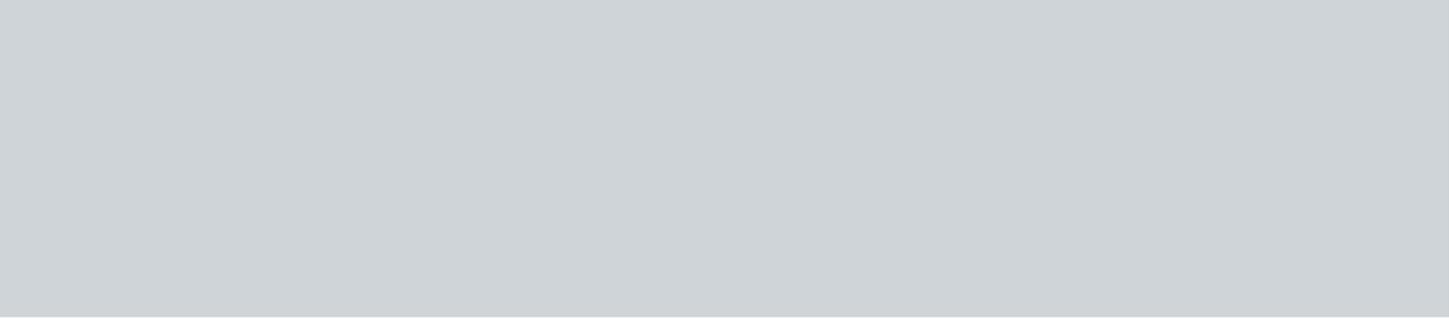


Full-color version
PMS 648, PMS 131, PMS 428, and white

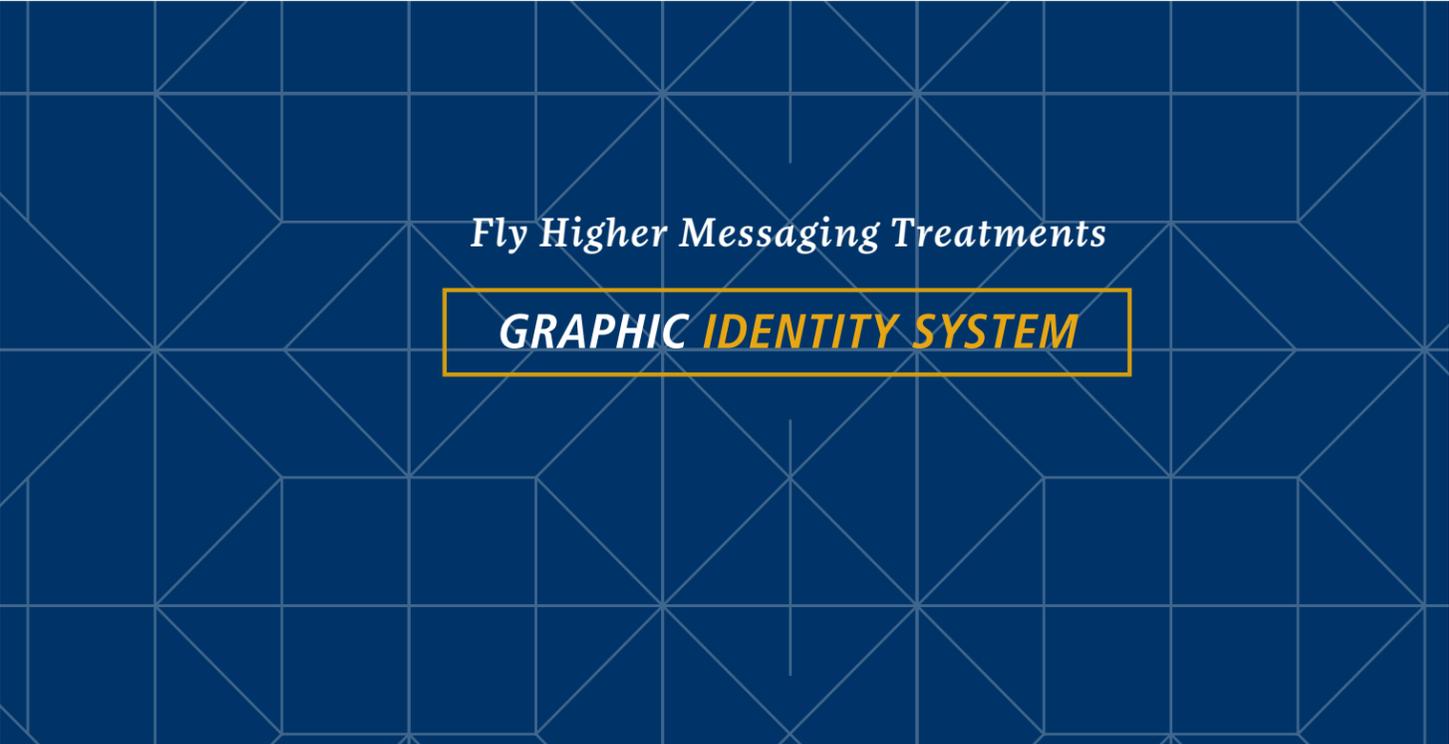


USE STANDARDS

ATHLETICS STATIONERY is used by Emory Oxford 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.



FLY HIGHER



GUIDELINES FOR EMORY OXFORD ATHLETICS FLY HIGHER MESSAGING

The Emory Eagles athletic 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 Emory Oxford 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 Athletics photography to communicate the presence of the Oxford Athletics department to Emory's audiences. This section provides an overview and guide for use of the Athletics 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: emory.edu/logouse.

All use of Emory Athletics identity marks + tags should be approved by the Oxford College sports information coordinator, Jose Cueva.

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

THERE IS NO NEED TO ALTER, DISTORT, OR RECONFIGURE ANY EMORY ATHLETICS IDENTITY MARKS USED IN COMMUNICATIONS, MARKETING, OR MERCHANDIZING.
For further information on what not to do, see pages XX.

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 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

FONTS MORE PRO

SERIF OPTION USED FOR BODY COPY AND HEADERS

MORE PRO FONT CONTAINS STANDARD, CONDENSED,
AND WIDE FAMILIES IN LIGHT TO BLACK FACE WEIGHTS

MORE PRO 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.***

MORE 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.***



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 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.

FONTS FRUTIGER CONDENSED

SAN SERIF OPTION USED FOR TAG, BODY COPY AND HEADERS

FRUTIGER CONDENSED FONT FAMILY CONTAINS LIGHT TO EXTRA BLACK FACE WEIGHTS

MORE 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 MORE PRO 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 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.***

FLY HIGHER TAGS

EXAMPLE OF MORE PRO 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

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 TAGS

FLY HIGHER

Full-color version
PMS 648, PMS 131

FLY HIGHER

Full-color version
PMS 648, PMS 131

FLY HIGHER

FLY HIGHER

One-color versions

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 3005

FLY HIGHER

Full-color version
PMS 131

FLY HIGHER CONFIGURATION A

FLY HIGHER



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



Full-color version
PMS 131, white



Full-color version
White



USE GUIDELINES

All the **ATHLETIC LOGO + TAG** configurations (A, C, D and E) are used by Emory Oxford Athletics Department and Emory varsity sports promotion. Use of these logos + tags should be approved by the Oxford College athletic director, Roderick Stubbs.

FLY HIGHER CONFIGURATION C



FLY HIGHER

Full-color version
PMS 648 and PMS 131



One-color version
White

FLY HIGHER CONFIGURATION D



FLY HIGHER

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



One-color version
White

FLY HIGHER CONFIGURATION E



FLY HIGHER

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



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 the width of the more .

