Emory University Athletic Department

GRAPHIC IDENTITY SYSTEM
The Emory Eagles athletic 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 Emory’s athletic identity is the primary athletic shield. The shield is reserved for Emory 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 Athletics shield, 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.

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

All use of Emory Athletics identity marks should be approved by the assistant athletic director for events and marketing, Michael Patrick. See the chapter on licensing for details about merchandise review and approval.

Swoop marks may be used for youth merchandise and by Emory departments. The logo files can be downloaded from the identity website at identity.emory.edu.

For stationery, business cards, and other official business collateral materials displaying athletic identity system graphics, contact the assistant athletic director or brand contacts in Communications and Public Affairs. The approved stationery vendor is Duluth AlphaGraphics. Stationery can be ordered through EmoryExpress or by calling John Whitt at 678.888.2475 or 678.405.4444.

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 50–56.
USE GUIDELINES

The EAGLE SHIELD is the primary Emory Athletics logo. It is used by Emory Athletics varsity sports and division. ITS USE IS RESERVED AND REQUIRES PERMISSION by the assistant director of athletics, Michael Patrick. Use on merchandise is reserved for Emory Athletics and the Emory Barnes & Noble bookstore. Logo files may be obtained from Emory Athletics.
**BANNER MARKS**

**One-color version**

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

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

* Retail use only

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**USE GUIDELINES**

The BANNER MARK is used by Emory Athletics varsity and club sports, departments, and programs. It can be used in the Eagle E and Eagle head combined configurations on custom and retail merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.
# WORDMARKS

**EMORY EAGLES**

**USE GUIDELINES**

The **WORDMARK** is used by Emory Athletics varsity and club sports, departments, and programs. It can be used in the **Eagle E** and Eagle head combined configurations on custom and retail merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

**Full-color version**

PMS 648 and PMS 131

**One-color versions**

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# EAGLE E MARKS

**EMORY EAGLES**

**USE GUIDELINES**

The **EAGLE E** is used by Emory Athletics varsity and club sports, departments, and programs. It can be used in the **wordmark and banner combined configurations on custom and retail merchandise.** It is also part of the **We Are Emory Eagles logos available for download on the Emory identity website.**

**Full-color version**

PMS 648, PMS 131, PMS 428, and white

**One-color versions**

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The **EAGLE E + WORDMARK** is used by Emory Athletics varsity and club sports, departments, and programs. It can be used on custom and retail merchandise. It is also part of the We Are Emory Eagles logos available for download on the Emory identity website.

**USE GUIDELINES**

- Full-color version: PMS 648, PMS 131, PMS 428, and white
- One-color versions

The **EAGLE HEAD** is used by Emory Athletics and varsity sports, departments, and programs. It can be used in the wordmark and banner combined configurations on custom and retail merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

**USE GUIDELINES**

- Full-color version: PMS 648, PMS 131, PMS 428, and white
- One-color versions
The **EAGLE HEAD + WORDMARK** is used by Emory Athletics and varsity sports. It can be used on custom and retail merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

**USE GUIDELINES**

**EMORY EAGLES**

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

The **ONE-LINE EMORY EAGLES** 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 assistant athletic director for marketing and events, Michael Patrick.

**USE GUIDELINES**

**EMORY EAGLES**

- **One-color versions**
  - PMS 648, PMS 131, black, or white
**EMORY ONLY**

**USE GUIDELINES**

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 assistant athletic director for marketing and events, Michael Patrick.

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**EMORY**

One-color versions
PMS 648, black, or white

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**ATHLETIC E**

**USE GUIDELINES**

THIS IS A RETIRED ATHLETIC MARK. It is used for general Emory University community merchandise submissions. Files may be obtained through the Emory Office of Communications and Public Affairs.

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

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One-color versions
Emory University Athletic Department

EMORY EAGLES INFORMATION

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 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.
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 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 1964 the first Emory Sports Fitness camps were opened to the community. 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 1960, Emory’s varsity athletes were named the Eagles and in 1964 the first Emory Sports Fitness camps were opened to the community. In 1964, Emory Sports Fitness camps were opened to the community. 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, Johns Hopkins, NYU, Chicago, Rochester, and WashU.

Since then, Emory College, which fields 19 varsity sports teams (including women’s golf in 2019–2020) on the Atlanta campus, has won 26 NCAA championships and 202 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 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 in 2009 at the age of 84, leaving behind an unmatched impact and legacy at Emory.

Emily’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 he 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 athletic identity system. Merchandise and materials featuring Swoop can be found in the Barnes & Noble bookstores on both campuses.
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.

STRENGTH AND CONDITIONING
Emory employs a full-time strength and conditioning coach, underscoring its committed to helping its student-athletes maximize their athletic potential while decreasing the chance for injury. The S&C coach works with each varsity program to develop sport-specific, year-round training.

EMORY EDGE
The Eagle Edge is a student-athlete success program. An athletics program, it has the primary logo of the “Emory Eagle Edge Shield” as well as secondary marks of the “Emory Eagle Edge Wordmark” and the “Emory Eagle Edge Wordmark with Banner Background.” All marks should be used consistent with the Emory Athletics identity.

ATHLETICS INTEGRITY
As an Athletics initiative, Athletics Integrity has secondary marks of the “Emory Integrity Wordmark” in one-color and two-color versions. All marks should be used consistent with the Emory Athletics identity.

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
The Sports Information department serves as a 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.
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.
The varsity **WORDMARK** is used by Emory Athletics varsity sports. It can be used on custom and retail merchandise. It is also part of the We Are Emory Eagles logos available for download on the Emory identity website.

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

One-color versions

The varsity **WORDMARK** is used by Emory Athletics varsity sports. It can be used on custom and retail merchandise. It is also part of the We Are Emory Eagles logos available for download on the Emory identity website.

Full-color version
PMS 648 and PMS 131
The BANNER is used by Emory Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

One-color versions

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

Emory University Varsity Sports Banner

Emory University Varsity Examples

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

Use Guidelines

The BANNER is used by Emory Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.
The **SHIELD** is used by Emory Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

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

**One-color versions**

**USE GUIDELINES**

The **SHIELD** is used by Emory Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

**Full-color version**
PMS 648, PMS 131, PMS 428, and white
The **EAGLE E + WORDMARK** is used by Emory Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

### USE GUIDELINES

**One-color versions**

PMS 648, PMS 131, PMS 428, and white

**Full-color version**

PMS 648, PMS 131, PMS 428, and white

The **EAGLE E + WORDMARK** is used by Emory Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

### USE GUIDELINES

**Full-color version**

PMS 648, PMS 131, PMS 428, and white
The club **EAGLE HEAD + WORDMARK** is used by Emory Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

**USE GUIDELINES**

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

- **One-color versions**

**EMORY UNIVERSITY VARSITY SPORTS EAGLE HEAD**

**EMORY UNIVERSITY VARSITY EXAMPLES**

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

The club **EAGLE HEAD + WORDMARK** is used by Emory Athletics varsity sports. It can be used on custom merchandise. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.
Emory University Athletic Department

**EMORY EAGLES CLUB LOGOS**

**EMORY UNIVERSITY CLUB SPORTS WORDMARK**

The club **WORDMARK** is used by Emory Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

**USE GUIDELINES**

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

One-color versions
**EMORY UNIVERSITY CLUB SPORTS EXAMPLES**

- EMORY CHEERLEADING
- EMORY CLUB BASEBALL
- EMORY CLUB BASKETBALL
- EMORY CLUB GOLF
- EMORY CLUB SOCCER
- EMORY CLUB SWIMMING
- EMORY CLUB TENNIS
- EMORY CLUB VOLLEYBALL
- EMORY CREW
- EMORY CYCLING & TRIATHLON
- EMORY EQUESTRIAN
- EMORY FENCING
- EMORY FIELD HOCKEY
- EMORY GYMNASTICS
- EMORY LACROSSE
- EMORY POLO
- EMORY RUGBY
- EMORY ULTIMATE
- EMORY WATER POLO
- EMORY WEIGHTLIFTING

**USE GUIDELINES**

The club **WORDMARK** is used by Emory Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

**EMORY UNIVERSITY CLUB SPORTS BANNER**

The club **BANNER** is used by Emory Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

**USE GUIDELINES**

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

One-color versions

Full-color version
PMS 648, PMS 131, PMS 428, and white
The club **BANNER** is used by Emory Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

The club **EAGLE** **E + WORDMARK** is used by Emory Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

**USE GUIDELINES**

PMS 648, PMS 131, PMS 428, and white

**One-color versions**

**Full-color version**

PMS 648, PMS 131, PMS 428, and white
The club EAGLE E + WORDMARK is used by Emory Athletics club sports. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.
The program BANNER is used by Emory Athletics/Recreation and Wellness programs. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

One-color versions

EMORY UNIVERSITY PROGRAM EXAMPLES

Intramural sports are unofficial student groups. As such they are not to use the words Emory or Emory University or the Emory logos, Emory Athletic logos, school-level logos, or unit signatures/logo full sets. Contact the director of recreation and wellness, April Flint, for guidance.

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

EMORY UNIVERSITY PROGRAM EXAMPLES

Use of these logos should be approved by the director of recreation and wellness, April Flint.

AF

Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.

Full-color version
PMS 648, PMS 131, PMS 428, and white
EMORY UNIVERSITY PROGRAM EAGLE E WORDMARK

The program **EAGLE E + WORDMARK** is used by Emory Athletics/Recreation and Wellness programs. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

**USE GUIDELINES**

Full-color version

EMORY UNIVERSITY PROGRAM EXAMPLES

The program **EAGLE E + WORDMARK** is used by Emory Athletics/Recreation and Wellness programs. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint. Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.
The program **WORDMARK** is used by Emory Athletics/Recreation and Wellness programs. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

**One-color versions**

The program **WORDMARK** is used by Emory Athletics/Recreation and Wellness programs. It can be used on custom merchandise.

**Full-color version**

PMS 648, PMS 131, PMS 428, and white

AF Use of these logos should be approved by the director of recreation and wellness, April Flint.

MP Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.
**EMORY UNIVERSITY PROGRAM SHIELD**

The program **SHIELD** is used by Emory Athletics/Recreation and Wellness programs. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

**USE GUIDELINES**

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

One-color versions

**EMORY UNIVERSITY PROGRAM EXAMPLES**

The program **SHIELD** is used by Emory Athletics/Recreation and Wellness programs. It can be used on custom merchandise. Use of these logos should be approved by the director of recreation and wellness, April Flint.

**USE GUIDELINES**

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

AF Use of these logos should be approved by the director of recreation and wellness, April Flint.

MP Use of these logos should be approved by the assistant athletic director for marketing and events, Michael Patrick.
Emory University Athletic Department

EMORY EAGLES LOGO USE STANDARDS

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 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: ATHLETIC 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

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 the 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.

RECREATION WORK CENTER

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.
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.

CLEAR ZONE GUIDELINES

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

The space around the shield logo should measure at least two 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 one-half times the width of the “E” in the combined Eagle head and Eagle E athletic wordmarks, preferably the width of the Eagle head or Eagle E.
**SWOOP STANDING AND ACTION**

The **STANDING AND ACTION SWOOP** is used for children’s merchandise and by the general Emory community. It is not currently used by Emory Athletics. Logo files may be obtained from Emory Athletics. These logos may be used on custom and retail merchandise. They are also part of the We Are Emory Eagles logos available for download on the Emory identity website.

**USE GUIDELINES**

- One-color primary logo on colored background. All TMs change to white.
- Full-color versions
  - PMS 648, PMS 131, PMS 428, and white

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**SWOOP SHIELDS**

The **SWOOP SHIELDS** are used for children’s merchandise and by the general Emory community. They are not currently used by Emory Athletics. Logo files may be obtained from Emory Athletics and can be used on custom and retail merchandise. They are also part of the We Are Emory Eagles logos available for download on the Emory identity website.

**USE GUIDELINES**

- One-color primary logo on colored background. All TMs change to white.
- Full-color versions
  - PMS 648, PMS 131, PMS 428, and white