Fly Higher Messaging Treatments

GRAPHIC IDENTITY SYSTEM
The Emory Eagles athletic identity is one of Emory University’s most visible visual representations. Maintaining a strong visual identity is achieved by consistency.

The Fly Higher messaging is a visual compliment to the Emory 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’s audiences. This section provides an overview and guide for use of the Emory 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: identity.emory.edu.

All use of Emory Athletics identity marks + tags should be approved by the assistant athletic director for events and marketing, Michael Patrick.

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.
ATHLETIC LOGOS

Full-color shield
PMS 648, PMS 131 and white

Full-color Eagle E
PMS 648, PMS 131 and white

Full-color banner
PMS 648, PMS 131 and white

Full-color wordmark
PMS 648, PMS 131 and white

Full-color Eagle E + word mark
PMS 648, PMS 131 and white

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

Full-color Eagle head
PMS 648, PMS 131 and white
The color standards that apply to the Emory Eagles Fly Higher 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.
Women’s Swimming and Diving opened up to a commanding lead at the UAA Championships.
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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!
All ATHLETIC LOGO + TAG configurations (A–F) are used by the Emory Athletics Department and Emory varsity sports promotion. Use of these logos + tags should be approved by the assistant athletic director, Michael Patrick, and assistant athletic director for student-athlete success and compliance, Audrey Hester.
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.