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 san serif font families, Fly Higher tag 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: identity.emory.edu.

All use of Emory Athletics identity marks + tags should be approved by the Oxford College athletic director, Roderick Stubbs.

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.
ATHLETIC LOGOS

- Full-color shield
  PMS 648, PMS 131

- Full-color Eagle E
  PMS 648, PMS 131

- Full-color banner
  PMS 648, PMS 131

- Full-color wordmark
  PMS 648, PMS 131

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

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

- Full-color Eagle head
  PMS 648, PMS 131
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.
Women’s Swimming and Diving opened up to a commanding lead at the UAA Championships.

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!

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FLY HIGHER
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One-color versions
PMS 648, PMS 131

FLY HIGHER

Full-color version
PMS 131

FLY HIGHER

Full-color version
PMS 648, PMS 3005
FLY HIGHER TAGS

One-color versions
PMS 648, PMS 131

Full-color version
PMS 648, PMS 3005

FLY HIGHER

Full-color version
PMS 131

One-color versions

FLY HIGHER

Full-color version
PMS 648, PMS 3005
FLY HIGHER TAGS

- **One-color versions**: PMS 648, PMS 131
- **Full-color version**: PMS 648, PMS 131
- **Full-color version**: PMS 3005
- **Full-color version**: PMS 648, PMS 3005

FLY HIGHER

FLY HIGHER

FLY HIGHER

FLY HIGHER
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 D

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

One-color version
White

FLY HIGHER CONFIGURATION E

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

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