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.

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 Oxford Athletics identity marks should be approved by the Oxford College athletic director, Roderick Stubbs. See the chapter on licensing for details about merchandise review and approval.

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 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 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 43–49.
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.
**BANNER MARKS**

**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 athletic director, Roderick Stubbs.

---

**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

---

**Full-color version**

PMS 648, PMS 131, PMS 428, and white

---

**One-color versions**
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 athletic director, Roderick Stubbs.

### USE GUIDELINES

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

The **EAGLE E + WORDMARK** is used as the 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.

### SECONDARY LOGO

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

The **EAGLE E + WORDMARK** is used as the 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.

### USE GUIDELINES

- **One-color versions**
  - PMS 648, PMS 131, PMS 428, and white
The **EAGLE + WORDMARK** is used as the 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.

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

One-color versions
HISTORY OF EMBRY 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.

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.

1977
Club sports introduced at Oxford.

1997
"Screech" becomes the Oxford Eagles mascot.

1999
Oxford joins the NJCAA Division III and establishes tennis (W/M), basketball (M), soccer (W).

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"
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 reinstalled 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 the 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, of which there are now three, swimming, women’s basketball, and cheer/dance. There are now nine NJCAA Division II varsity sports teams at Oxford with the inclusion of men’s soccer (2013) and men’s and women’s golf and country country in 2016.

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 members 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.
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.
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 athletic director, Roderick Stubbs.
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 director, Roderick Stubbs.

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 athletic director, Roderick Stubbs.
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 director, Roderick Stubbs.
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 director, Roderick Stubbs.

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 director, Roderick Stubbs.
The varsity \textit{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 director, Roderick Stubbs.

\textbf{USE GUIDELINES}

The varsity \textit{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 director, Roderick Stubbs.

\textbf{OXFORD COLLEGE VARSITY EXAMPLES}

\textbf{USE GUIDELINES}

The varsity \textit{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 director, Roderick Stubbs.
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 director, Roderick Stabb.
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 director, Roderick Stubbs.
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 director, Roderick Stubbs.
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.

**OXFORD COLLEGE Programs Shield**

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

One-color versions
The program **PROGRAMS 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 GUIDELINES**

The program **PROGRAMS 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 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 Center for Healthful Living, Amanda Yu-Nguyen, for guidance.
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 Center for Healthful Living, Amanda Yu-Nguyen.

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

The program **WORDMARK** 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.

Full-color version
PMS 648 and PMS 131
**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 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 Center for Healthful Living, Amanda Yu-Nguyen, for guidance.

**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 Center for Healthful Living, Amanda Yu-Nguyen.

**OXFORD COLLEGE PROGRAMS EXAMPLES**

**EMORY OXFORD AQUATICS**

**EMORY OXFORD HEALTHY EAGLES**

**EMORY OXFORD INTRAMURALS**

**EMORY OXFORD SPORTS MEDICINE**

**OXFORD COLLEGE PROGRAMS EAGLE E + WORDMARK**

**EMORY OXFORD REC. SERVICES**

Full-color version

PMS 648, PMS 131, PMS 428, and white
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 Center for Healthful Living, Amanda Yu-Nguyen.
THE FOLLOWING IS BY NO MEANS AN EXHAUSTIVE LIST, but these are some of the ways in which Emory Athletics logos should not be altered.

**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.

**MISUSE: EAGLE SHIELD**

- 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 logos by creating non-sanctioned color configurations.
- Do not alter Emory Athletics logos with other type treatments.
- Do not add drop shadows.
- Do not compress the athletic logos.
- Do not alter athletic logo design elements.
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: ATHLETIC WORDMARK**

- 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 alter 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 other graphics and images.
- Do not use the Emory Athletics identity with the Swoop art.
- 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.
CLEAR ZONE GUIDELINES

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.

The space around the 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 Emory Eagles wordmark, preferably more.