BRAND QUICK GUIDE

Using language, typography, color, design, logo identity system, and photography to communicate the Emory essence with consistency and strength.

Find the complete Emory Brand Guidelines at BRAND.EMORY.EDU.

MISSION

Emory University’s mission is to create, preserve, teach, and apply knowledge in the service of humanity.

VISION

Emory is a university internationally recognized as an inquiry-driven, ethically engaged, and diverse community, whose members embrace respect and employ creativity, critique, and collaboration in providing courageous leadership for positive transformation in the world through teaching, research, scholarship, health care, and social action.

COMMUNICATION PILLARS

Our brand platform is supported by our communication pillars, each aligned to a STRATEGIC FRAMEWORK PILLAR.

TRANSFORMATIVE IMPACT

The brand platform is not a tagline and should not appear in copy. Rather, directly tied to our role in the world and our mission statement, it encapsulates the essence of Emory and serves as an internal reference to guide marketing and communications.

1. DRIVING DISCOVERY

With hundreds of millions in external research funding and a thriving community of faculty thought leaders, Emory is a top-25, AAU Tier 1 powerhouse.

- We are research-driven.
- We are factual and bold.
- We claim our eminence.
- We are driven to find answers to the world’s questions.

FACULTY EXCELLENCE

2. EMPOWERING COMMUNITY

Emory’s incomparable students and eminent faculty solve the most pressing issues of our time in an intellectual community that embraces diversity, dialogue, and debate.

- We work across disciplines.
- We are diverse and also deeply integrated.
- We have a vibrant community that propels us forward.
- We draw strength from Atlanta and add to its richness.

ACADEMIC COMMUNITY OF CHOICE

3. ADVANCING HUMANITY

Our faculty and students pursue open inquiry across disciplines—guided by evidence, committed to critical inquiry, fueled by the creative spirit, and dedicated not only to discovery but to serving society.

- We work to help our students flourish in life, not only in their professions.
- We work to serve humanity in our community and beyond.
- We make a powerful and positive impact in the world.

INNOVATION THROUGH SCHOLARSHIP AND CREATIVE EXPRESSION

4. CULTIVATING PARTNERSHIPS

We share the values of compassion, integrity, and optimism. We foster a spirit of connection and inclusion. We practice open inquiry across academic disciplines—all in service to humanity.

- We collaborate locally and globally.
- We partner for the greater good.
- We remain committed to our mission.
- Our values drive our service to the world.

ATLANTA AS A GATEWAY TO THE WORLD

AUDIENCES

To help understand who our audiences are and how to reach them, we have placed them into six categories.

- Consumers
  These people—prospective students, current students, guidance counselors, patients, prospective or current parents—are seeking opportunities, educational or otherwise, available at Emory.

- Guides
  This group includes prospective as well as current faculty, providers, staff, and administration.

- Advocates
  These are the alumni and donors who passionately support Emory.

- Believers
  The believers are passionate Emory supporters living around the country.

- Influencers
  This category includes our peers (other universities), legislators, and members of the media who influence how Emory is perceived.

- Regulators
  These are people such as accreditors, rating agencies, politicians, and government agencies who give us permission to do our work.

VOICE

The Emory essence is about inquisitiveness, optimism, impact, and purpose. The voice echoes these sentiments. The language is progressive yet welcoming, lofty, aspirational, and always resolute.

- Use a commanding, confident voice.
- Use an active voice.
- Use a conversational voice, using storytelling to share your message.
- Be concise, keeping your message direct and the length of your piece in check.

TONE

If voice is the personality of your piece, then tone is the mood. These words express the core traits of Emory and reflect its personality. These words are not to be used in copy, but they should inspire the way you communicate with different audiences.

- Noble
  We stand by what is good.

- Purposeful
  We have work to do.

- Passionate
  We are intensely engaged.

- Caring
  We work in service of humanity.

- Magnetic
  We attract partnerships for innovation.

- Curious
  We are driven to uncover new knowledge.
**LOGO IDENTITY SYSTEM**

Creation and governance of the use of Emory’s names, logos, and trademarks are the responsibility of the Office of Communications and Marketing brand team. Emory Healthcare’s identity system is overseen by Healthcare Communications. Logo use standards are supported by university policies and procedures.

- **Logo use standards**
  Do not alter logos, combine them with other text or graphics, violate clear zones, or create designs that resemble an Emory logo.

- **Primary identity colors**
  Emory University logos reproduce in the primary colors of Emory blue, gold, metallic gold, black, and white.
  - Emory blue (PMS 280C), the foundation of Emory’s visual presence
  - Athletic blue (PMS 648) and Emory Healthcare blue (PMS 288)
  The secondary color palette can be found at BRAND.EMORY.EDU/COLOR.

- **Identity fonts**
  Mercury, Conduit, Avenir
  The full series can be found at BRAND.EMORY.EDU/TYPOGRAPHY.

- **Photography**
  Emory photography should capture the magic of discovery and innovation found here, and the curiosity and exploration of our forward-thinking students and faculty. Its tone should convey imagination, optimism, curiosity, passion, drive, inspiration, and boldness.

Emory's logo identity system consists of a family of brands. It's a visual brand structure that supports One Emory. With Emory's nine schools and colleges, many units, athletics, multi-institutional collaborations, student organizations, and official seals, our visual brand has an extensive hierarchy.

**HOW EMORY LOGOS ARE USED**

- **Messaging and event graphics**
  Visual design and language supporting communications—and work with language, tone, audience—incorporate the Emory logo.

- **Merchandise brand review**
  Use of Emory logos and Emory-related wording on merchandise; working with approved and unapproved vendors

- **Co-branding**
  Multiple school or entity collaborations—typically used for events

- **Multi-institutional collaborations and partnerships**
  Unit signatures, promotion for events, and large long-term partnerships between Emory and other institutions

- **Official Emory University stationery**
  Printed and digital formats ordered through AlphaGraphics

Want to do a newsletter, Powerpoint, or website? Try our useful templates. Questions? communications.emory.edu