

# The Emory Brand

## Brand Narrative

This is where our strategy meets our storytelling—the unique articulation of our values, benefits, identity, and experience.

It takes courage to encourage something new;  
to aim higher;  
to define your own path.

It takes wisdom, callouses, vision, and heart  
to do great things in the service of humanity.

And at Emory,  
we believe that those with the  
drive to discover, the ambition to achieve,  
and the optimism to prevail against all odds  
deserve the unwavering support  
of friends, fellows, and Fulbrights;  
the freedom to hatch wild ideas  
collaborating across disciplines;  
and every lab, stage, and court  
on which to learn, act, and lead.

So why settle for standard  
when you can be the one to set it?

Have the conviction to become  
what the world needs.

## Brand Platform

Our brand platform is the foundation of our brand—the basic components that make us who we are and shape what we do.

### BRAND PROMISE

Ambition *through* heart

### BRAND PILLARS

#### PILLAR 1

### Founded to Serve

“In the service of humanity” has always been our rallying cry and our responsibility—to do more and better not only for ourselves, but for all.

#### PILLAR 2

### Driven by Conviction

Our convictions—forged when individual passions meet selfless aspirations—unleash our pursuit of excellence.

#### PILLAR 3

### Connections Fuel Achievements

A spirit of collaboration and belonging fuses our unique voices, talents, and perspectives into an unrivaled force for shared achievement.

#### PILLAR 4

### The Courage to Lead

Doing what has never been done is in our DNA. We ask big questions, break new ground, and pursue innovation that moves our world forward.

### PERSONALITY

### Passionate

Excited and Motivated

### Welcoming

Collaborative and Inclusive

### Creative

Inspirational and Innovative

### Inquisitive

Curious and Investigative

### Courageous

Confident and Groundbreaking



## Messaging

### Strategy

To carry our brand out into the world, we build on our brand pillars to express these supporting truths about our offerings and their impact.

#### PILLAR 1

### Research

Emory’s research advances knowledge and addresses real-world challenges, demonstrating the tangible, meaningful impact of its graduate students and faculty.

#### PILLAR 2

### Health Care

Emory is committed to enhancing health and well-being, innovating treatments, and addressing humanity’s most pressing health challenges. We serve the community and the world at every stage of life through dedicated clinical, teaching, and research efforts.

#### PILLAR 3

### Student Experience

Emory offers students a blend of academic and life experiences. Rooted in the liberal arts and extending to graduate and professional studies, it encourages students to immerse themselves in a range of interests within a vibrant, multicultural community.

#### PILLAR 4

### Faculty

Emory fosters a dynamic intellectual community, drawing top academics who conduct impactful, innovative research, embrace advanced classroom technologies, and inspire students.

#### PILLAR 5

### Atlanta

Emory’s connection to and partnerships with Atlanta provide access to a city rich in diversity, arts, culture, and entertainment and open opportunities to positively impact the communities and residents who call Atlanta home.



### Voice and Tone

We use our voice and tone to craft messaging that is stylistically distinctive and authentic.

Our voice is the core of our verbal identity—the personality on which our brand is built—while our tone can be flexible and adjust to different situations.

The following three attributes guide our messaging. Think of them as dials that can raise the volume on whichever theme best suits the medium and message.

### Smart

Being smart is not just about intelligence; it’s also about infusing wisdom, insight,

and new ideas into our approach.

- Create new meaning and insight
- Convey complex ideas simply
- Use commonly understood ideas

### Confident

We take a stand by speaking truth to uncertainty and delivering forward-looking guidance.

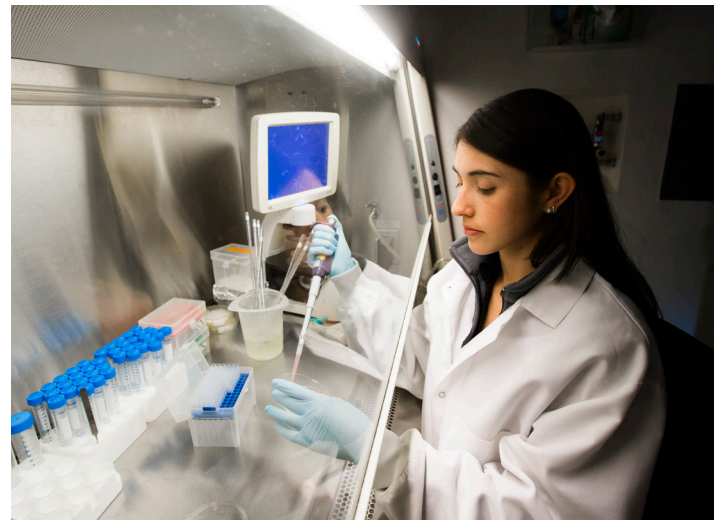
- Be declarative
- Share well-informed perspectives, leveraging our expertise

### Connected

Our relationships within and beyond Emory unite us, never excluding, always including, ensuring we remain mindful that we have a larger role in serving humanity.

- Be authentic and human
- Showcase interdisciplinary efforts and collaborative successes

Use our brand guidelines to create compelling, clear communications with a powerful identity and consistent voice.



# Visual System

A consistent visual system conveys Emory's primary identity and unifies our various colleges, schools, and units.



## Logo Variations

The most visible and recognizable asset in Emory's visual system is our logo. It appears across all our communications, and care must be taken with how we apply it.

There are now three versions of the Emory logo with the addition of the stylistic logo.

Standard reproduction of Emory trademarked primary, school-level, and unit signature logos should be in Emory

blue (PMS 294), black, or white. Our logo can be rendered in metallic gold ink or gold foil or appear in a blind emboss in gold or blue foil or clear foil over ink.

Spacing around an Emory logo should include an obvious visual separation (clear space). This space should measure at least one times the width of the "M" in the Emory wordmark, preferably more.

### PRIMARY LOGO

Multiple primary logo configurations provide flexibility for various design needs.



### COMMUNITY LOGO

The community logo celebrates our One Emory ethos and should be used when representing both Emory University and Emory Healthcare.



### STYLISTIC LOGO

The stylistic logo is primarily meant for communication at the awareness level and is intended to be used on a larger scale in compositions. This is the only logo that can be reproduced in Emory yellow (PMS 130).



## Color

Our color palettes work together to foster brand recognition and create flexibility and consistency across compositions.

### PRIMARY PALETTE

The primary palette balances warm white with recognizable Emory blue and yellow. Additional values of blue and gold add depth and richness to these core colors.



### SECONDARY PALETTE

The secondary palette is inspired by natural and architectural elements on the Emory campus and provides hues that complement the primary palette. These are primarily used in instances where direct brand linkage is less crucial.



### NEUTRALS AND ONE-COLOR PALETTE

#### Neutrals

The neutrals palette is composed of shades for backgrounds in digital environments.

- EMORY BLUE 10%
- EMORY YELLOW 10%
- WATERHUB BLUE 10%

We use Emory blue, Emory yellow, and WaterHub blue at 10 percent as a background.



#### One-Color Printing

Any variation between white and black should be used in one-color reproductions.

## Brand Typefaces

Our brand typefaces have been chosen for their legibility and clear forms. For campus-wide accessibility, both are available from Google Fonts.

### CRIMSON PRO

Crimson Pro is the primary typeface we use across all compositions. It delivers warmth and intelligence and provides legibility in print and digital executions.

Crimson Pro Extra Light  
Extra Light Italic  
Crimson Pro Regular  
*Crimson Pro Regular Italic*

### OPEN SANS

Open Sans complements Crimson Pro and is used as a secondary font in our hierarchy to add clarity. We do not use italics in Open Sans.

Open Sans Regular  
Open Sans Semibold  
Open Sans Bold



## Photography

Photography is essential to bringing the Emory experience to life and an important element in humanizing our brand and underscoring our values.

### MONOTONE

We intentionally use monotone photo treatments at specific moments to infuse Emory's purpose and spirit into imagery. This treatment also allows disparate photography to feel cohesive and a distinct part of our brand.

### EMORY SHIELD PHOTO FRAME

This is our unique lens and view into the spirit of Emory. The shield used as a photo frame should be the hero of its composition. Because the shield can be a common visual in the higher education space, we should use the shield photo frame specifically and intentionally—and not in every composition.

### OUR USE OF IMAGERY

Photography and footage should feel distinct to Emory. Compositions should properly fit the shape and not crop people in odd places.

## Graphic Symbols

Graphic elements allow the creation of distinctive designs while providing flexibility and ensuring consistency for Emory's diverse audiences.



E

### SHIELD

When filled with a solid color, the shield balances negative space and adds visual interest and a pop of color to a composition. Use of this graphic device should never dominate a composition but appear complementary to more prominent content.

### 'E'

This symbol is used as an additional balancing element for compositions. The "E" itself is directly pulled from the Emory logo and, when added to our compositions, echoes core brand elements in smaller moments.



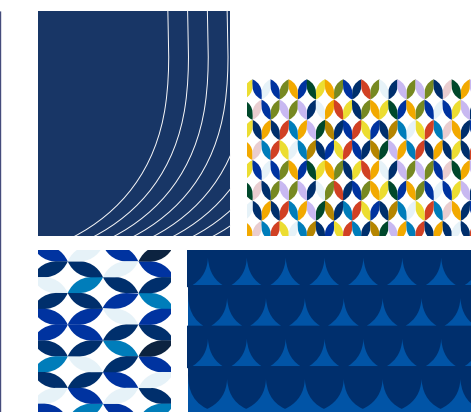
### TORCH AND TRUMPET

The crossed torch and trumpet represent the light and dissemination of knowledge, respectively. Symbolizing the university's two aims, to discover and proclaim knowledge, this torch and trumpet lives within the "O" in EMORY in the stylistic logo as well as within the shield. In a few use cases, the torch and trumpet can be used on its own to add visual interest or fill negative space toward the edge of compositions.



### 'E' + SHIELD SYMBOLS

The "E" and the solid fill shield can be used as a framing device surrounding a subject or scene, each on one side of the photo or composition. The "E" + shield may also join to act as a single unified graphic element to balance white space. In this use case, the shield is a subtle nod to "U" as shorthand for *university*.



### SHIELD AS PATTERNS

We use the shield to build patterns that add energy and distinction to pieces that don't use photography.

