



EMORY UNIVERSITY



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Logo use guideline standards and downloadable logos for Emory University and the schools can be found at <http://identity.emory.edu>. Communications strategy guide can be found at <http://brand.emory.edu>.

## Emory University Logo Guidelines

The identity system consists of the primary Emory University logos, school-level logos, and the logos for various Emory entities. These are available with or without the Emory shield logo.

- Official Emory University colors: Emory blue (PMS 280) and yellow (PMS 130 and PMS 871 metallic gold)
- Emory Athletics colors: Athletic blue (PMS 648), yellow (PMS 131), gray (PMS 428), and reverse white
- Emory Healthcare colors: Healthcare blue (PMS 288) and gray (PMS 423)

*Note: There are three different blues—Emory University (PMS 280), Athletics (PMS 648), and Healthcare (PMS 288)*

- School-level logo orientations include: horizontal (hz), square (sq), vertical (vt)
- School-level logos may have two or three orientations, i.e., Emory College or Arts and Sciences (two) and Goizueta Business School (three)
- A general rule for the clear zone around any Emory logo is that the space is no less than the width of the “M” in Emory, preferably more.



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PMS 280



PMS 130



PMS 871



PMS 648



PMS 428



PMS 288



PMS 423



PMS 131

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Examples with and without the Emory shield logo



EMORY

NELL HODGSON  
WOODRUFF  
SCHOOL OF  
NURSING



EMORY  
ALUMNI  
ASSOCIATION



EMORY  
GOIZUETA  
BUSINESS  
SCHOOL

EMORY

NELL HODGSON  
WOODRUFF  
SCHOOL OF  
NURSING

EMORY  
ALUMNI  
ASSOCIATION

EMORY  
GOIZUETA  
BUSINESS  
SCHOOL