

Emory blue PMS 280c



EMORY

Black



EMORY

White



EMORY



EMORY
UNIVERSITY

Logo use standards and downloadable logos for Emory University and the schools can be found at emory.edu/logouse. Communications visual 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 double the width of the “M” in Emory, preferably more.



EMORY
UNIVERSITY

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PMS 280



PMS 130



PMS 871



PMS 648



PMS 428



PMS 288



PMS 423



PMS 125

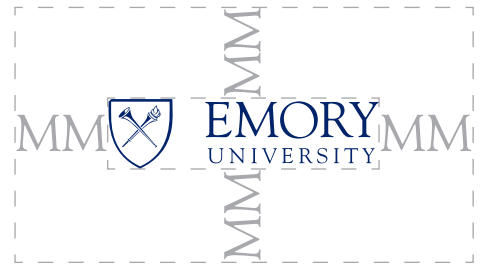
EMORY UNIVERSITY



EMORY



EMORY



Examples with and without the Emory shield logo



EMORY

NELL HODGSON
WOODRUFF
SCHOOL OF
NURSING



EMORY
LIBRARIES



EMORY

GOIZUETA
BUSINESS
SCHOOL

EMORY

NELL HODGSON
WOODRUFF
SCHOOL OF
NURSING

EMORY
LIBRARIES

EMORY

GOIZUETA
BUSINESS
SCHOOL