

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>.

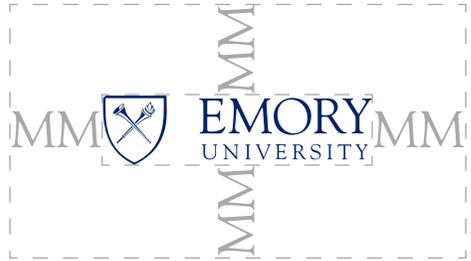
Emory University Logo Guidelines

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.

 <p>EMORY UNIVERSITY</p>	<p>EMORY UNIVERSITY</p>	 <p>PMS 280</p>	 <p>PMS 130</p>	 <p>PMS 871</p>	 <p>PMS 648</p>
<p>EMORY UNIVERSITY</p>		 <p>PMS 428</p>	 <p>PMS 288</p>	 <p>PMS 423</p>	 <p>PMS 125</p>
<p>EMORY</p> 	 <p>EMORY</p>				

Examples with and without the Emory shield logo

 <p>EMORY</p>	<p>NELL HODGSON WOODRUFF SCHOOL OF NURSING</p>			<p>EMORY</p>
<p>EMORY</p>	<p>NELL HODGSON WOODRUFF SCHOOL OF NURSING</p>	<p>EMORY LIBRARIES</p>	<p>GOIZUETA BUSINESS SCHOOL</p>	<p>EMORY</p>
		<p>EMORY LIBRARIES</p>		<p>GOIZUETA BUSINESS SCHOOL</p>