BRAND QUICK GUIDE

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

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

EMORY UNIVERSITY

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.

PURPOSE

Emory's purpose statement guides communication strategy development and sets a tone for the articulation of this strategy. This statement is not to be used as copy; instead, it should inform our communications.

The world needs a spark. A champion not just to rely on when it faces its greatest challenges but to constantly push beyond limits. A partner so as not to succeed alone but to work together for the common good. An innovator not just to stand by when it's swept by the next epidemic but to have the vision to be ready years in advance. To constantly question the usual order. To say yes when no others can. To do good. Because the world needs more. It needs Emory.

BRAND PLATFORM

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.

COMMUNICATION PILLARS

Our brand platform is supported by our communication pillars.

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.

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.

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.

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.

◆ 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.
- **Caring**
We work in service of humanity.
- **Magnetic**
We attract partnerships for innovation.
- **Purposeful**
We have work to do.
- **Passionate**
We are intensely engaged.
- **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.

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.

EMORY'S VISUAL IDENTITY SYSTEM

PRIMARY EMORY UNIVERSITY LOGO   SCHOOL LOGO   UNIT SIGNATURE LOGO   ATHLETIC LOGO

• 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.
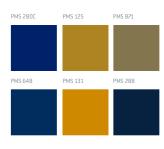
• Primary identity colors

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.

PMS 280C   PMS 125   PMS 871

PMS 648   PMS 131   PMS 288

• Identity fonts

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

MERCURY
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ! ? $ %

CONDUIT
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9 ! ? $ %

AVENIR
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

• 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.

HOW EMORY LOGOS ARE USED

• Messaging and event graphics

Visual design and language supporting communications work with language, tone, audience and incorporate the Emory logo. The vibrant and bright colors making up the type treatment for the Student Flourishing initiative are meant to capture the essence and energy of student spirit, with the accompanying starburst graphics representing how students excel and thrive at Emory.

Live. Learn. Flourish.
EMORY UNIVERSITY

ACADEMIC EXPERIENCE
COMMUNITY & WELL-BEING
PURPOSE & MEANING
PROFESSIONAL PATHWAYS

Live. Learn. Flourish.
EMORY UNIVERSITY

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz   0123456789

• 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

EMORY UNIVERSITY POLICIES   IDENTITY COLORS   MULTI-INSTITUTIONAL

LOGO USE STANDARDS   IDENTITY TYPOGRAPHY   EMORY UNIVERSITY STATIONERY

MESSAGING   MERCHANDISE BRAND REVIEW   EMORY ATHLETICS IDENTITY

EVENT GRAPHICS   CO-BRANDING