Emory University Student Graphics Guidelines

There are three basic student groups: governing student groups, official student groups, and unofficial student groups. Governing groups are established by Campus Life. Official groups are established by Campus Life, the Office of Student Leadership and Service, and the deans of Emory schools.

Student governance organizations are the bodies that oversee the activities of other student groups (e.g., SGA) or whose mission involves the entire student body (e.g., Student Programming Council). The Office of Student Leadership and Service has designated the following organizations as governance groups: Student Government Association, Graduate Student Government Association, Student Programming Council, College Council, Outdoor Emory, Media Council, Club Sports, Undergraduate Nursing, Undergraduate Business, Interfraternity Council, Multicultural Greek Council, National Panhellenic Council, and Intersorority Council.

Emory University Registered Name

The guidelines for student groups and the Emory visual brand involve use of the registered name Emory University. Governing groups have a templated identifier to distinguish them as an administrative body. Official groups may create a logo using the words Emory or Emory University in the design. As with all Emory branding, the use of an acronym is discouraged. Unofficial groups are not to use the words Emory or Emory University.

An Emory entity, faculty member, or staff member may use the Emory logos when creating resources or events for students. University guidelines for logo use would apply.

Emory Identity Colors and Fonts

Student identifiers should not be designed to look like the Emory logos. The designs should be obviously different. They should not incorporate elements of the university brand such as the shield, torch and trumpet, or the university seal.

The Emory primary and secondary identity colors may be used for governing or official student identifiers; see page 2.

Review of identifiers by Campus Life and Emory University Communications and Marketing is requested for official organizations and required for governance organizations. Supplying a high resolution file is encouraged.

There is official student stationery that can be produced by Duluth AlphaGraphics; see page 3.

Emory identity and guidelines for student groups

For questions about the university identity, please consult Stanis Kodman. For questions about student groups, please contact Abby Horowitz or Matt Garrett.

www.identity.emory.edu
http://webguide.emory.edu

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Stationery orders:
AlphaGraphics  770.279.8882
Emory Identity Colors for Governing and Official Student Groups

The Emory University logos are reproduced in Emory PMS 280 blue, black, or reverse white.

The colors shown here are part of the Emory primary and secondary colors that are available for governing and official student groups. These colors are used in combination, individually, or as a second color with black.

Repeated use will provide visual continuity in communications produced by and for Emory.
Emory University Student Stationery

An institution as large and varied as Emory requires a consistent visual identity that unifies its various affiliates. Emory’s current standards, which have been in use since 1999, reinforce the unique character and quality of each academic and administrative unit, while simultaneously making it clear that Emory stands behind each of them. In addition to the main University graphic identifiers, most schools and major units have their own complementary set of identity graphics for print and web, which were developed in careful consultation with the deans and unit heads.

The Emory University stationery is a comprehensive system that plays an important part in establishing the University brand. There is a stationery set for faculty and staff and one designed for students.

The student stationery incorporates the Emory University logo, identity type and color, and is printed on sustainable paper. The content includes the student’s name, contact information, school name, and the type of degree candidate or year of graduation.

The sole source for the creation of Emory University stationery packages is AlphaGraphics in Duluth. This approved vendor maintains continuity in design, carries sustainable paper, and offers extensive institutional knowledge for clients who may be new to ordering stationery. You can access AlphaGraphics through Emory Express or call them directly at 770.279.8882.

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