Emory University Dooley Art

The Emory University official Dooley art represents the beloved “spirit of Emory,” a long-standing historical character who originated on the Oxford campus around 1899.

He should appear in black and white whenever possible. The designs below are for both light and dark backgrounds. Otherwise, the graphic should reproduce in the primary and secondary colors (see page 2).

Dooley head and body art can appear separately from the “Dooley Emory University” type treatment. The words “Emory” or “Emory University” always should appear elsewhere on the product. The type treatment within the Dooley graphic should not be separated or combined with other imagery.

Do not combine the Emory University wordmarks with Dooley. The Dooley marks—like the Emory University wordmarks and the Emory athletic logos—should not be manipulated or altered.

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

Contact Stanis Kodman for questions about the Dooley guidelines:
stanis.kodman@emory.edu
The Emory logos are reproduced in Emory PMS 280 blue, black or reverse white.

The colors shown here are recommended for secondary color use as a family and when used in combination with the main Emory identification color, Blue PMS 280. They can be used in combination, individually, or as a second color with black.

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

Note that the Emory gold coated is PMS 130 and uncoated is PMS 131.