

EMU ATHLETICS LOGO AND GRAPHIC IDENTITY GUIDE

PRIMARY LOGOS

The EMU Royals logo is to be present on all web pages and print projects. This includes flyers, ads, correspondence, envelopes, and department-produced documents (such as newsletters). Any paper document should have the EMU Royals logo and name included.

Logos can be printed using spot colors for screen printing.

DO NOT: change the colors // alter the proportions // rotate or manipulate



EMU Athletics Logo_Royals_2c



EMU Athletics Logo_Royals_black



EMU Athletics Logo_Royals_white



EMU Athletics Logo_Compact_2c



EMU Athletics Logo_Compact_BW



EMU Athletics Logo_Compact_white

FONTS

EMU ATHLETICS

This is a custom font design for the EMU Royals logos. It is only to be used in official athletics logos and supporting graphics.

Please contact the EMU marketing department if you need access to this font.

MYRIAD PRO or SOURCE SANS PRO

For secondary and paragraph text.

COLORS

PRIMARY COLOR



EMU Blue
PMS: 2935 C
CMYK: C100, M70, Y0, K0
RGB: R0, G86 B184
HEX: 0056b8



EMU Black
CMYK: C75, M68, Y68, K90
RGB: R0, G0 B0
HEX: 000000



EMU Gray
CMYK: C0, M0, Y0, K31
RGB: R186, G188 B190
HEX: babcbe

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SECONDARY LOGOS AND GRAPHICS

All secondary logos are available in color, black and white versions.



EMU Athletics Secondary_EMURoyalsLettermark
EMU Athletics Secondary_EMURoyalsLettermark_no black outline
EMU Athletics Secondary_EMURoyalsLettermark_BW
EMU Athletics Secondary_EMURoyalsLettermark_white



EMU Athletics Secondary_EMURoyalsLettermark_HburgVA
EMU Athletics Secondary_EMURoyalsLettermark_HburgVA_BW
EMU Athletics Secondary_EMURoyalsLettermark_HburgVA_white



EMU Athletics Secondary_Royals Shield
EMU Athletics Secondary_Royals Shield_BW
EMU Athletics Secondary_Royals Shield_white



EMU Athletics Secondary_EMULettermark
EMU Athletics Secondary_EMULettermark_gray outline
EMU Athletics Secondary_EMULettermark_BW
EMU Athletics Secondary_text_white



EMU Athletics Secondary_Lion Head
EMU Athletics Secondary_Lion Head_BW
EMU Athletics Secondary_Lion Head_white

COLORS

PRIMARY COLOR



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RGB: R0, G86 B184
HEX: 0056b8



EMU Black
CMYK: C75, M68, Y68, K90
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EMU Gray
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OFFICIAL SPORT LOGOS - Color



EMU Athletics Logo_Baseball



Baseball_EMU Sport Logo_Lettermark

OFFICIAL SPORT LOGOS - BLACK

Can be printed in black, blue, or gray.



EMU Athletics Logo_Baseball_black



Baseball_EMU Sport Logo_Lettermark_BW

OFFICIAL SPORT LOGOS - WHITE



EMU Athletics Logo_Baseball_white



Baseball_EMU Sport logo_Lettermark_white

COLORS

PRIMARY COLOR



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HOW TO REQUEST LOGOS

Contact marketing@emu.edu with the file name of the logo (from the list below) and the file format you need (eps, png, jpg). If you're not sure what format you need, let EMU Marketing know how you plan to use it and we will make a recommendation.

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AVAILABLE ATHLETICS LOGOS

Main Logos

EMU Athletics Logo_Royals_2c
EMU Athletics Logo_Royals_black
EMU Athletics Logo_Royals_white

EMU Athletics Logo_Compact_2c
EMU Athletics Logo_Compact_BW
EMU Athletics Logo_Compact_white

Secondary Logos

EMU Athletics Secondary_EMULettermark
EMU Athletics Secondary_EMULettermark_gray outline
EMU Athletics Secondary_EMULettermark_BW
EMU Athletics Secondary_text_white

EMU Athletics Secondary_Royals Shield
EMU Athletics Secondary_Royals Shield_BW
EMU Athletics Secondary_Royals Shield_white

EMU Athletics Secondary_Lion Head
EMU Athletics Secondary_Lion Head_BW
EMU Athletics Secondary_Lion Head_white

EMU Athletics Secondary_EMURoyalsLettermark
EMU Athletics Secondary_EMURoyalsLettermark_no black outline
EMU Athletics Secondary_EMURoyalsLettermark_BW
EMU Athletics Secondary_EMURoyalsLettermark_white

EMU Athletics Secondary_EMURoyalsLettermark_HburgVA
EMU Athletics Secondary_EMURoyalsLettermark_HburgVA_BW
EMU Athletics Secondary_EMURoyalsLettermark_HburgVA_white

AVAILABLE SPORTS LOGOS

Sport Logos*

EMU Athletics Logo_Baseball
EMU Athletics Logo_Baseball_black
EMU Athletics Logo_Baseball_white

Baseball_EMU Sport Logo_Lettermark
Baseball_EMU Sport Logo_Lettermark_BW
Baseball_EMU Sport Logo_Lettermark_white

Sport Names

Baseball
Basketball
Cross Country
Disc Golf
Field Hockey
Lacrosse
Soccer
Softball
Track & Field
Triathlon
Volleyball
XCTF



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