EMU
GRAPHIC
IDENTITY
GUIDELINES

LOGO USAGE GUIDELINES

The EMU lettermark 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 logo and name included.

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

PRIMARY USE
EMU blue (PMS 2935) is a key part of th EMU brand and should be represented whenever possible. If color is not available it can appear in black or in white when it needs to be used on a dark background.

CLEAR SPACE
For legibility and prominence, ensure that clear space is maintained around the logo. Photos, text and graphic elements must follow the guidelines illustrated here and stay outside the clear space.

MINIMUM SIZE
To maintain full legibility, never reproduce the logo at a height smaller than .5 inches tall for print and 40 pixels tall for digital. There is no maximum size limit, but use common sense when sizing the logo.

THE LOGO

Logomark   Lettermark

Never separate the elements of the logo.

The combination of the sunburst and the EMU lettermark creates a distinctive symbol that is a key element of the EMU brand.

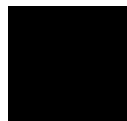The font used in the EMU logo is a modified Adobe Garamond Pro.

CLEAR SPACE

CLEAR SPACE

The clear space around the logo should be at least half the height of the letter E in Eastern.

MINIMUM SIZE

.25"

25 px

COLOR

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

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

White
CMYK: C0, M0,Y0, K0
RGB: R255, G255 B255
HEX: FFFFFF

DO AND DON'T

The value of a graphic identity lies in its ability to provide consistency and recognizability.

Consistency in the use of the graphic identity will build recognizability among the university's various audiences. Over time, the characteristics of the graphic identity will become visual signals for the values with which Eastern Mennonite University is associated. The following guidelines apply to all EMU graphics including the Eastern Mennonite Seminary logo.

DO NOT CHANGE THE UNIVERSITY LOGO ART

▸ Do not color the logo with other colors.
▸ Do not remove the sunburst from the box.
▸ Do not rearrange, redraw or scale the elements of the logo.
▸ Do not add additional type inside the clear space.

BACKGROUNDS

Do not use the black or color logo over dark or busy background images. Only use the logo over backgrounds that allow for enough contrast to have the logo read clearly.
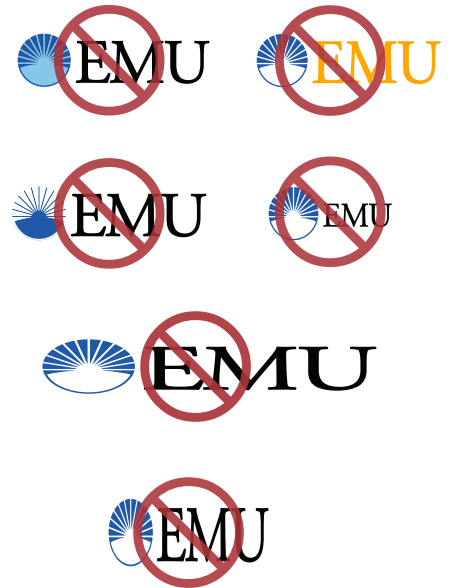
Do not use the white logo over light backgrounds where there isn't enough contrast to have the logo read clearly.

If needed a drop shadow can be added to the white logo in order to make it more readable. The x and y offset should be set to 0. There should be an even shadow on all sides.

REQUEST THE LOGO THAT IS RIGHT FOR YOUR PROJECT AT:
email marketing@emu.edu // phone 540-432-4056

LOGO

BACKGROUNDS AND IMAGES

COLORS

Color is a key part of the EMU brand. EMU blue has represented EMU for decades and is used by both its campuses in Harrisonburg, Virginia, and Lancaster, Pennsylvania. It is a unifying brand element across departments and programs.

PRIMARY COLORS
The official color of EMU is Pantone 2935 C (blue). This is complemented by black (rich black) in the EMU logo.

SECONDARY COLORS
For greater flexibility and contrast, a series of secondary colors has been carefully chosen to complement EMU blue. The two darker shades of blue (Pantone 294 and 295) are used for type and backgrounds. Three complementary shades of yellow/orange (Pantone 130, 7564, and 7565) have been chosen to add vibrance to EMU materials. It is consistently used in the EMU icon system.

EASTERN MENNONITE SEMINARY AND EMU LANCASTER
EMS and EMU Lancaster are divisions of EMU that use their own variations of the EMU logo. They both use the same blue and black colors as the EMU logo (the official color of the seminary is Pantone 2627 purple).

THE CENTER FOR JUSTICE & PEACEBUILDING
CJP is a program of EMU that has its own logo, but the EMU logo is almost always present on CJP marketing materials or it is clearly labeled as a program of EMU. The official colors of CJP are 349 green and 7564 yellow.

Primary (logo colors)

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

White
CMYK: C0, M0,Y0, K0
RGB: R255, G255 B255
HEX: FFFFFF

Secondary colors

EMU Blue (medium)
PMS: 294 C
CMYK: C100, M87, Y32, K20
RGB: R28, G55, B103
HEX: 1c3767

EMU Blue (dark)
PMS: 295 C
CMYK: C100, M84, Y36, K39
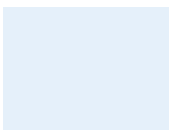RGB: R16, G44, B82
HEX: 102c52

EMU Yellow (light)
PMS: 130 C
CMYK: C2, M38, Y100, K0
RGB: R243, G167, B30
HEX: F3A71E

EMU Yellow (medium)
PMS: 7564 C
CMYK: C11, M51, Y100, K1
RGB: R220, G139, B38
HEX: dc8b26

EMU Yellow (dark)
PMS: 7565 C
CMYK: C16, M59, Y100, K2
RGB: R208, G123, B41
HEX: CF7B28

EMU light blue
PMS: 2905 C - 25% tint
CMYK: C11, M2, Y1, K0
RGB: R224, G237, B247
HEX: E0EDF7

EMU Green
PMS: 376 C

Program colors

EMS (purple)
PMS: 2627 C
CMYK: C83, M100,Y32, K35
RGB: R62, G17, B35
HEX: 3E1151

EMS (purple secondary)
PMS: 2602 C
CMYK: C56, M99, Y0, K0
RGB: R135, G43, B144
HEX: 872B90

CJP (green)
PMS: 349 C
CMYK: C100, M0,Y91, K42
RGB: R0, G112, B60
HEX: 03703C

CJP (dark green secondary)
PMS: 3435 C

CJP (light green secondary)
PMS: 376 C

STAR (red)
PMS: 1807 C

UNDERGRAD EXAMPLES

LEAD **TOGETHER**

EMU

HARRISONBURG, VIRGINIA

DISCOVER **TOGETHER**

PLAY YOUR **GAME**

YOU NEED TO **EXPERIENCE IT** TO GET IT.

ACADEMIC EXCELLENCE

99% of all job-seeking alumni are employed within a year of graduation

PROGRAMS OF STUDY

EMU

LEAD **TOGETHER**

emu.edu
HARRISONBURG, VIRGINIA

DAILY CAMPUS VISIT
Monday – Friday, 8 am – 5 pm
LEARN MORE AND REGISTER

ORIENTATION
August 24-26, 2019
LEARN MORE

DEPOSIT NOW

LEARN **TOGETHER** EMU

Biology

When studying **biology** at EMU, you will gain an in-depth understanding of the interactions of complex forms of life and then use that knowledge and apply it to real-world applications in your coursework, club activities and practicums. Original research with faculty in newly renovated labs, field work and internship opportunities in the Shenandoah Valley and surrounding regions, and individualized attention lead to successful career paths as well as strong graduate and professional health school acceptances.

EMU   HARRISONBURG, VIRGINIA

TAGLINE

Taglines capture the essence of an organization in a nutshell. After the logo, it is the second opportunity to tell someone about our product. No tagline can say everything about an organization. It is a conversation starter. The tagline will be incorporated as determined by the designer. Text may change for program-specific projects. Seminary and graduate programs will likely use different taglines. This content shows how the tagline will be used in general EMU materials; program-specific tagline graphics will be managed in the same way.

EMU blue (PMS 2935 C) • Tracking 100 (space between letters)

LEAD **TOGETHER**

Myriad Pro light
all caps

Myriad Pro bold
all caps

LEAD
TOGETHER

The tagline can be stacked and aligned left, right, or centered.

LEAD
TOGETHER

LEAD
TOGETHER

The tagline should be white when used on a dark background color or image.

LEAD
TOGETHER

When the tagline is used with the EMU logo it should be displayed like this.

EMU

LEAD **TOGETHER**

When the tagline is used at a small size use Myriad Pro regular and bold so that the modifier is easier to read.

LEAD **TOGETHER**

Myriad Pro regular

The EMU tagline is modular and can be combined with a variety of messages to help tell the EMU story, but the standard combination should always be LEAD TOGETHER for general uses.

LEAD **TOGETHER**

LEARN **TOGETHER**

CREATE **TOGETHER**

LIVE **TOGETHER**

GRAPHICS

EMU has developed a distinct graphical style that it uses strategically in its marketing materials to help tell the EMU story visually. The consistent use of these elements is a key part of the EMU brand and is crucial to how its audience recognizes it.

Whenever a "Together" tagline is used as a main headline it should match our tagline font style.

Circular graphics are used in a variety of ways to show a visual connection to our together messaging. They often are used to highlight text or parts of an image.

A blue fade is often used over images to feature EMU's distinctive blue color and to allow for text and the EMU logo to be readable.

EXPERIENCE
TOGETHER

EMU is designed with connection and community in mind. It is not a one-size-fits-all university that takes thousands of students through the same process year after year. Instead, we will work together to provide a tailored experience that puts you in charge. We take the time to get to know you and provide specific opportunities that will help you tap into your full potential.

IN OUR CURRENT TIMES, knowledge is readily available and any fact can be easily checked or learned online. However, the soft skills, the ones distinctly human, are very difficult to replace. EMU grads are sought-after by employers because of these qualities, in fields such as nursing, education, and beyond.

ACADEMICS

10:1
Student-faculty ratio

15
median class size

78%
of faculty have terminal degrees

EMU STUDENTS

3.6
Average GPA

1090
Average SAT

24
Average ACT
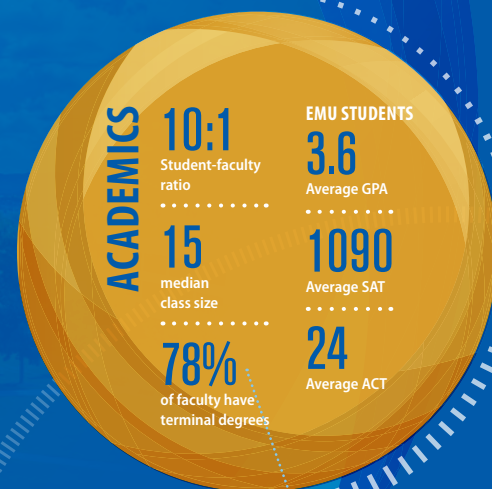
Use dotted dividing lines to help break up text and to connect to the circle design theme.

When text is large using Myriad Pro Light can be used, but for smaller text Myriad Pro regular or semibold shoud be used for.

When using statistics to feature important numbers use Berthold Akzidenz Grotesk to help them stand out and save room (It is a condensed font).

The way the EMU graphic style is used depends on the audience that it is going to. For example undergraduate design materials may use bolder colors and busier circle graphics than graduate and professional audiences but they all should use consistent elements that make them look cohesive.

EMU IDENTITY

LOCATION GRAPHICS

EMU's location is a key part of it's brand so mountain graphics have been created to illustrate the beauty of the Shenandoah Valley and the iconic Massanutten peak.

The mountain graphics feature layers of mountains that are shaded with the official EMU blue colors and can be customized for light and dark background colors.

LEAD **TOGETHER**

These graphics can be formatted for vertical and horizontal layouts.

For more information, please visit emu.edu/marketing // email marketing@emu.edu // call 540-432-4056

FONTS

The systematic use of a limited font set is a key part of maintaining a consistent graphic identity.

Print
Our primary typefaces are Myriad Pro and Adobe Garamond Pro. These fonts must be used on all printed marketing materials for EMU. In rare occasions other fonts can be used when needed for design reasons but only with permission from EMU marketing. Myriad Pro is used for headlines as well as blocks of text. Adobe Garamond Pro is mainly used for larger blocks of text or when a more formal looking font is required.

Web
Since Myriad Pro is not easily available for use on the web the official font for the EMU website is Source Sans Pro. When Source Sans Pro is not available Helvetica or Arial can be used instead.

Myriad Pro

AaBbCc0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold - Use for headlines
Myriad Pro Regular

Adobe Garamond Pro

AaBbCc0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adobe Garamond Pro Bold
Adobe Garamond Pro Regular - Use for body text

Source Sans Pro

AaBbCc0123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Source Sans Pro Black
Source Sans Pro Regular

ABOUT OUR FONTS

Myriad Pro
Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly for Adobe Systems. The typeface is best known for its usage by Apple Inc., replacing Apple Garamond as Apple's corporate font since 2002. Myriad is easily distinguished from other sans-serif fonts due to its special "y" descender (tail) and slanting "e" cut. Myriad is similar to Frutiger. (Wikipedia)

Adobe Garamond Pro
Garamond is the name given to a group of old-style serif typefaces named after the punch-cutter Claude Garamont (Latinised as garamondus) (c. 1480–1561). Many of the Garamond faces are more closely related to the work of a later punch-cutter, Jean Jannon. A direct relationship between Garamond's letterforms and contemporary type can be found in the Roman versions of the typefaces Adobe Garamond, Granjon, Sabon, and Stempel Garamond.

Garamond's letterforms convey a sense of fluidity and consistency. Some unique characteristics in his letters are the small bowl of the a and the small eye of the e. Long extenders and top serifs have a downward slope.

Garamond is considered to be among the most legible and readable serif typefaces for use in print (offline) applications. It has also been noted to be one of the most eco-friendly major fonts when it comes to ink usage. (Wikipedia)

Source Sans Pro
Source Sans Pro is a sans-serif typeface created by Paul D. Hunt for Adobe Systems. It is the first open source font family from Adobe, distributed under the SIL Open Font License. The typeface is inspired by the forms of the American Type Founders' gothics by Morris Fuller Benton. It is currently available in six weights, from ExtraLight to Black, in upright and italic styles. The typeface has wide language support for Latin script, including Western and Eastern European languages, Vietnamese, pinyin Romanization of Chinese, and Navajo.(Wikipedia)

PRESIDENT'S SEAL

The president's seal is reserved for use by the office of the president. Reproduction of the seal is restricted to scholarly, ceremonial or presidential purposes such as commencement programs and university diplomas. The president's seal is the official seal of all EMU programs and sub-brands including: The School of Graduate and Professional Studies, Eastern Mennonite Seminary, EMU Lancaster, and The Center for Justice and Peacebuilding.

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

UNIVERSITY SEAL

The university seal has elements that are similar to the EMU logo, and is designed for broad application and digital use. The university seal is used as a design element, particularly on merchandise. The university seal is NOT a replacement for the university logo.

DO NOT: change the colors // alter the proportions // rotate or manipulate
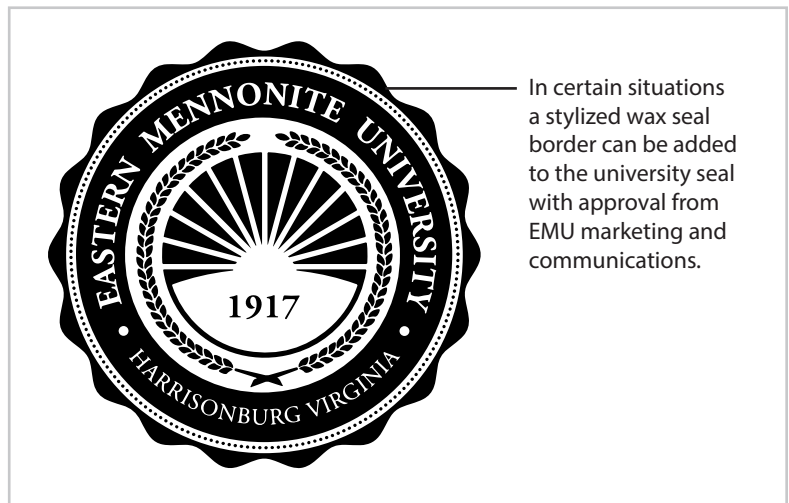
In certain situations a stylized wax seal border can be added to the university seal with approval from EMU marketing and communications.

EMAIL SIGNATURES

Keep it simple
Don't get overly complex when formatting your email signature and try to use as few lines as necessary. A signature is there to add professional credentials and basic contact information.

IMAGES AND LOGOS
Do not use images or than the official logo within the email signature. Images can come across as attachments and appear chaotic. Many email clients and mobile devices block the appearance of images.

SNAIL MAIL ADDRESS
Addresses are rarely needed, so repeating it in every signature is unnecessary and only adds to the complexity of the signature. In most cases when an address is needed, you can simply write it in the body of the email.

QUOTES
Refraining from the use of quotes is best practice for professional communications. It is important to avoid the potential confusion of external audiences assuming a particular statement represents the university's official slogan, ideology or brand.

FORMATTING
Use plain text so that the signature is compatible with all email clients and devices. Avoid colors, special fonts, bold, italics, and html.

EMAIL ADDRESS
This is redundant and unnecessary, since you have used email to send the message.

SOCIAL MEDIA
To be discoverable socially, use your account handle (user name) as plain text and make sure that the name used in your email signature is searchable on the networks you use.

LINKS
Adding a url for EMU or a specific program of EMU can be a useful promotional tool. Generally it is best to just include the general emu.edu url to refer contacts to the EMU home page.

Examples

Jon Styer
Media Specialist and Brand ID Manager
Marketing and Communications
Eastern Mennonite University

Office: 540-432-4624
emu.edu

Jayne Seminare Docherty, PhD
Executive Director
Center for Justice and Peacebuilding
Eastern Mennonite University

Office: 540-432-4496
Fax: 540-432-4449
emu.edu/cjp

Andrea D. Saner, PhD
Assistant Professor of Old Testament and Hebrew Language
Eastern Mennonite Seminary

Office: 540-432-4199
emu.edu

EMAIL SIGNATURE GENERATOR
EMU faculty and staff are encouraged to use the generator to create a signature for your email that is professional and reflects the EMU brand properly. This tool allows you to fill in the basics and generate a signature that you can copy and paste into your signature settings option on your email. The signature will show up on the right after you hit the "generate signature" button. emu.edu/marketing/email-signature

PHOTOGRAPHY

Photography is a significant part of the EMU brand. Nothing tells a story like a great photograph. Photos that are used in EMU marketing materials should be professionally taken and follow EMU's photo style. You can request to have photos taken by going to emu.edu/marketing and filling out a photo request form.

EMU'S PHOTO STYLE

The EMU photo style is natural, honest and dynamic. Natural light is used as much as possible for events and portraits. EMU photos should not feel overly posed or fake. They should be candid if possible and feel authentic in color and style. Actual photos of students, professors and locations are strongly preferred over the use of stock images.

It is very important to be selective and make sure that only the most vibrant, dynamic and effective images are used to represent the university. The use of low-quality images is not acceptable. The use of low-quality images can harm the integrity of the EMU brand and the distinguished faculty, staff, students and alumni that it represents.

EMU staff photographers value the beliefs of others and extend respect to those who do not wish to have their image used in EMU materials. EMU students can opt out of providing general photo permission during the registration process. Students who do not want their image used in marketing materials share responsibility with EMU to make sure that their image is not used. Faculty and staff can view the list of students who do not want their image and information used by logging into my.emu.edu, clicking on the employee info tab, and then clicking on "release forms" on the left.

View more about our image permissions and copyright information at emu.edu/marketing/images.

Whenever an image is used the photographer should be credited if possible. (Photo by Name/EMU)

EMU images should be used only in connection with EMU and not as general stock images for any other uses or organizations without permissions from the EMU marketing department.

IMAGE RESOLUTION TIPS

WHAT RESOLUTION DO MY PICTURES NEED TO BE?

RECOMMENDED IMAGE SPECIFICATIONS
DIMENSIONS: about 5400x3600 pixels or about 18x12 inches at 300 pixels per inch*
FILE SIZE: about 5-10 mb
FILE TYPE: We prefer jpg images but we accept most image types: dng, raw, crw, tiff, psd

What does 300 pixels per inch mean? 300 ppi or dpi refers to the resolution of the image at a certain size. Basically this has to do with the amount of pixels/dots there are in every inch of the image. Most computer screens are designed to be viewed at 72 pixels per inch (some newer screens like Retina, 4k, and 5k have higher resolutions) but high-quality printing has 300 dots or pixels per inch. That is why when images that are meant for the web are printed they look blurry when compared to high-res or 300 dpi images.

OTHER ACCEPTABLE IMAGE SPECIFICATIONS
We can and often do accept images that are smaller than the above image sizes but we still require them to be high-quality images.

Here are some other standard image sizes that we accept.

3600x2400 pixels or 12x8 inches / 300 ppi / about 1-5 mb
2700x1800 pixels or 9x6 inches / 300 ppi / about 600kb-3.2mb
1800x1200 pixels or 6x4 inches / 300 ppi / about 400kb-2mb

WHAT IS THE DIFFERENCE BETWEEN A PROFESSIONAL IMAGE AND A POORLY TAKEN PHOTO?

Professional photographers study their techniques for years to be able to get dynamic photos in any setting. A combination of technical skills, creativity, professional photo equipment and patience are what is required to take excellent photos consistently. Photographers use a variety of lenses and lighting techniques to get bright and attractive images even in dim lighting situations like classrooms. This level of image quality is virtually impossible to achieve without the correct training and equipment. Additionally, photos taken with professional cameras that have high resolutions can be edited and color corrected to fix minor issues. Poor images can also be corrected but only so much can be done before editing just makes the image look worse. Also professional photographers learn how to be patient and wait for the right moments to take photos. It's a combination of experience and timing that is learned through lots of practice. So in order to have high quality promotional materials it is well worth the investment to pay professional photographers to help tell the EMU story. Here are some examples:

Well executed image with sharp focus, bright vibrant colors, great interaction between students, nice composition using depth of field to help frame the photo.

There are many issues with this image: Uses a direct flash which causes harsh shadows, focus is not sharp and shutter speed was too low so there is some motion blur, the image is under-exposed and the color balance is off so it looks yellow.

Nicely framed image showing the setting of the photo in a classroom really well. Photos can always be cropped later as long as they are high quality so it is always best to shoot wide when photos will be used for marketing materials.

This image has all the same issues above and it is cropped so tightly that it doesn't show the context of the classroom or any engagement with other people. Also the expression isn't very flattering - photos need to be carefully chosen.

VIDEO REQUIREMENTS

Producing high quality video is an important part of telling the EMU story. Here are a few key things that all EMU video projects are required to follow.

1. Video footage must not be shaky. If the viewer notices camera shake it is too shaky.

2. Video footage must not be over or under exposed.

3. If there is a music track in the video, you must have the legal rights to that music. If there is any ambiguity about the copyright it will not be used. Paid videographers should provide a music track.

4. Colors of graphic elements must adhere to the Graphic Identity Guide.

5. There should not be jarring fluctuation in audio levels.

6. Video footage must be recorded in 1080p or higher resolution. Video should be in landscape orientation unless otherwise requested.

7. Video cuts must not be stylistically dated.

8. Spoken audio must be in sync with video

9. There should not be any unrealistic filters on the video footage. Footage should not be over saturated.

10. If the viewer starts to wonder how much longer a shot will last, it is too long.

EMU ROYALS

The EMU royals logo and spirit marks are reserved strictly for use in EMU athletics marketing materials, uniforms and apparel. The athletics logo should never be used in place of the EMU logo or in marketing materials representing EMU's academic areas. The EMU royals logo is the official mark of the EMU athletics department and its programs.

Stylized versions of the EMU Royal (lion) are not permitted unless approved by the EMU marketing department. This undermines the logo system and brand consistency.

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

OFFICIAL ROYALS LOGO
This is the standard EMU royals logo and should be used consistently whenever possible.

PRIMARY USE
EMU blue (PMS 2935) is a key part of the EMU brand and should be represented whenever possible. If color is not available, the logo can appear in black or in white when it needs to be used on a dark background.

CLEAR SPACE
For legibility and prominence, ensure that clear space is maintained around the logo.

MINIMUM SIZE
To maintain full legibility, never reproduce the logo at a height smaller than .5 inches tall for print and 40 pixels tall for digital. There is no maximum size limit, but use common sense when sizing the logo.

Due to the wide range of uniforms and different graphic standards for various sports there are several secondary logos that can be used is special circumstance where the full official logo can't be used.

This is the condensed version of the EMU royals logo which can be used when space is limited.

The lion head is not a logo. It is a graphic element that isn't meant to stand alone. The full royals logo should also appear somewhere on the piece.

COLOR

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

Royals light gray
PMS: Cool Gray 6 C

White

Black

EMU LANCASTER

EMU Lancaster is a sub-brand of EMU. The primary logo for all EMU Lancaster promotional materials is the EMU Lancaster logo. It should be displayed prominently on the front of print and web materials.

To see sample designs for EMU Lancaster please contact EMU marketing and communications.

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

PRIMARY USE
EMU blue (PMS 2935) is a key part of th EMU brand and should be represented whenever possible. If color is not available it can appear in black or in white when it needs to be used on a dark background.
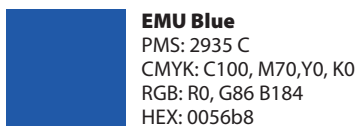
THE LOGO

Never separate the elements of the logo.

The combination of the sunburst and the EMU logotype creates a distinctive symbol that is a key element of the EMU brand.

The font used in the EMU logo is Adobe Garamond Pro.

COLOR

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

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

White
CMYK: C0, M0,Y0, K0
RGB: R255, G255 B255
HEX: FFFFFF

EMU GRADUATE & PROFESSIONAL PROGRAMS

EMU Graduate and Professional Programs is a sub-brand of EMU. The primary logo for all EMU Grad Programs promotional materials is the EMU Grad Programs logo. It should be displayed prominently on the front of print and web materials,.

To see sample designs for EMU Graduate and Professional Programs please contact EMU marketing and communications.

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

PRIMARY USE
EMU blue (PMS 2935) is a key part of th EMU brand and should be represented whenever possible. If color is not available it can appear in black or in white when it needs to be used on a dark background.

THE LOGO

GRADUATE & PROFESSIONAL PROGRAMS

Never separate the elements of the logo.

The combination of the sunburst and the EMU logotype creates a distinctive symbol that is a key element of the EMU brand.

The font used in the EMU logo is Adobe Garamond Pro.

COLOR

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

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

White
CMYK: C0, M0,Y0, K0
RGB: R255, G255 B255
HEX: FFFFFF

GRADUATE & PROFESSIONAL PROGRAMS

The EMU Graduate and Professional Programs stacked logo can be used when the standard version is to small to be readable.

EMU SEMINARY

EMU Seminary is a sub-brand of EMU. The primary logo for all EMU Seminary promotional materials is the EMU Seminary logo. It should be displayed prominently on the front of print and web materials,.

To see sample designs for EMU Seminary please contact EMU marketing and communications.

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

PRIMARY USE
EMU blue (PMS 2935) is a key part of th EMU brand and should be represented whenever possible. If color is not available it can appear in black or in white when it needs to be used on a dark background.

THE LOGO

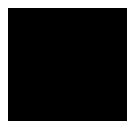**Never separate the elements of the logo.**

The combination of the sunburst and the EMU logotype creates a distinctive symbol that is a key element of the EMU brand.

The font used in the EMU logo is Adobe Garamond Pro.

COLOR

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

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

White
CMYK: C0, M0,Y0, K0
RGB: R255, G255 B255
HEX: FFFFFF

EMU SUB-BRANDS

GRADUATE & PROFESSIONAL PROGRAMS

EASTERN MENNONITE
SEMINARY

LANCASTER

EMU CENTER FOR JUSTICE AND PEACEBUILDING

The Center for Justice and Peacebuilding (CJP) is a program of EMU. The primary logo for all CJP promotional materials is the CJP logo. It should be displayed prominently on the front of print and web materials, but the EMU logo should also be included on the back or in the footer of marketing materials whenever possible.

To see sample designs for CJP please contact EMU marketing and communications.

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

THE LOGO - STANDARD

THE CENTER
FOR JUSTICE & PEACEBUILDING

- REVERSED

THE CENTER
FOR JUSTICE & PEACEBUILDING

THE CENTER
FOR JUSTICE & PEACEBUILDING

- GRAYSCALE

THE CENTER
FOR JUSTICE & PEACEBUILDING

- BLACK

THE CENTER
FOR JUSTICE & PEACEBUILDING

THE FONT

Myriad Pro Light
Myriad Pro Light Italic

Myriad Pro Regular
Myriad Pro Italic

Myriad Pro Semibold
Myriad Pro Semibold Italic

Myriad Pro Bold
Myriad Pro Bold Italic

Myriad Pro Black
Myriad Pro Black

THE COLORS

THE CENTER
FOR JUSTICE & PEACEBUILDING

PMS 349

80% BLACK

PMS 7564