

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.

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



EMU Athletics Logo_Royals_3c



EMU Athletics Logo_Royals_BW



EMU Athletics Logo_Royals_white



EMU Athletics Logo_Compact_3c



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.

MYRIAD PRO or SOURCE SANS PRO

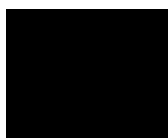
For secondary and paragraph text.

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: b9bbbd

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SECONDARY LOGOS AND GRAPHICS

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



EMU Athletics Secondary
EMU Athletics Secondary_BW
EMU Athletics Secondary_white



EMU Athletics Secondary_text
EMU Athletics Secondary_text_BW
EMU Athletics Secondary_text_white



EMU Athletics Secondary_Lion
EMU Athletics Secondary_Lion_BW
EMU Athletics Secondary_Lion_white



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



EMU Athletics Secondary_Royals
EMU Athletics Secondary_Royals_BW
EMU Athletics Secondary_Royals_white



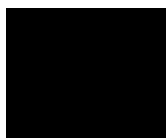
EMU Athletics Secondary_Lion Head
EMU Athletics Secondary_Lion Head_BW
EMU Athletics Secondary_Lion Head_white

COLORS

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OFFICIAL SPORT LOGOS - Color



Baseball EMU Sport Logo_Full



Baseball EMU Sport Logo_Compact



Baseball EMU Sport Logo_Lettermark

OFFICIAL SPORT LOGOS - BLACK

Can be printed in black, blue, or gray.



Baseball EMU Sport Logo_Full_BW



Baseball EMU Sport Logo_Compact_BW



Baseball EMU Sport Logo_Lettermark_BW

OFFICIAL SPORT LOGOS - WHITE



Baseball EMU Sport Logo_Full_white



Baseball EMU Sport Logo_Compact_white



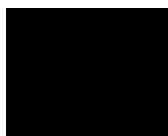
Baseball EMU Sport Logo_Lettermark_white

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HOW TO REQUEST LOGOS

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1. What logo do you need? Submit this form and be specific about your needs.
<https://emu.edu/machform/view.php?id=218149>
2. What color does the logo need to be (full color, black, white)
3. Does the logo need to include the name of your sport?
4. What file format do you need? (eps, png, jpg)

AVAILABLE ATHLETICS LOGOS

Main Logos

EMU Athletics Logo_Royals_3c
EMU Athletics Logo_Royals_BW
EMU Athletics Logo_Royals_White

EMU Athletics Logo_Compact_3c
EMU Athletics Logo_Compact_BW
EMU Athletics Logo_Compact_White

Secondary Logos

EMU Athletics Secondary
EMU Athletics Secondary_BW
EMU Athletics Secondary_white

EMU Athletics Secondary_text
EMU Athletics Secondary_text_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
EMU Athletics Secondary_Lion_BW
EMU Athletics Secondary_Lion_white

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

EMU Athletics Secondary_Royals
EMU Athletics Secondary_Royals_BW
EMU Athletics Secondary_Royals_white

AVAILABLE SPORTS LOGOS

Sport Logos*

Baseball EMU Sport Logo_Full
Baseball EMU Sport Logo_Full_BW
Baseball EMU Sport Logo_Full_white

Baseball EMU Sport Logo_Compact
Baseball EMU Sport Logo_Compact_BW
Baseball EMU Sport Logo_Compact_white

Baseball EMU Sport Logo_Lettermark
Baseball EMU Sport Logo_Lettermark_BW
Baseball EMU Sport Logo_Lettermark_white

Sport Names

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

*A logo with any sport team name can be requested.



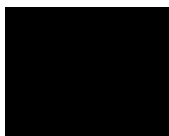
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