INTRODUCTION

This guide is an important resource for marketers, copywriters, designers, creative directors, photographers - anyone creating content for Emory Executive Education - and will help to craft in-brand communications for internal and external use about Emory Executive Education's offerings.

It is vital to note that this sub-brand guide is within, not instead of, the Goizueta parent brand. The personality and tone of Goizueta as a whole should come through the sub-brand. This document should always be referenced alongside the parent brand guidelines document.

Things not explicitly laid out here (iconography, photography, logo use) should be guided by the parent document.
Emory Executive Education provides professionals of all levels and backgrounds with a unique combination of convenient, flexible programming and market-relevant business education and skill development.

Typical course enrollment may include professionals with high business pedigree as well as people with little to no business background at all.

Regardless of business experience, the ability to tap into the greater Goizueta Business School and Emory University expertise and networks provides prospective “Exec Education” students with a high ROI.

Emory Executive Education is grounded in Goizueta’s principles and committed to meaningful impact. By adding a strategic layer to proven fundamentals today, Emory Executive Education builds a better tomorrow.

Emory Executive Education translates concepts to actions, designs immersions that cultivate fluency, and always acts with intentionality.

Emory Executive Education is a community of learning, a hub of connections, and multiplies opportunity at every touchpoint.
LOGOS

Additional colors of the logo are available for download at emory.biz/brand.

Size
The logo must appear at a minimum size to ensure clarity. For print: The “SCHOOL” portion of the logo must be more than 0.5 inches wide. For web: The “SCHOOL” portion of the logo must be more than 90 pixels wide.

Clearspace
The logo must have clear space between the logo and any other elements. The clear space is the height of the letter ‘M’ in ‘EMORY’.

Background Contrast
The logo must be placed on a background of sufficient contrast.
LOGOS

DON'Ts
The logo may NOT be skewed, modified, or colored beyond the approved variations provided.

Approved Color Variations
With consideration to the parent brand color scheme, Emory Executive Education can flex color in the following ways.

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary</td>
<td>PMS 280</td>
<td>100, 94, 27, 23</td>
<td>1, 33, 105</td>
<td>#012169</td>
</tr>
<tr>
<td>Signature</td>
<td>PMS 130</td>
<td>0, 32, 100, 0</td>
<td>242, 169, 0</td>
<td>#F2A900</td>
</tr>
<tr>
<td>Ghost</td>
<td>PMS 1205</td>
<td>0, 4, 8, 0</td>
<td>248, 224, 142</td>
<td>#F8E08E</td>
</tr>
<tr>
<td>Accent</td>
<td>PMS 125</td>
<td>6, 32, 100, 24</td>
<td>181, 133, 0</td>
<td>#B58500</td>
</tr>
<tr>
<td>Metallic/Foil</td>
<td>PMS 871</td>
<td>0, 17, 55, 50</td>
<td>132, 117, 78</td>
<td>#84754E</td>
</tr>
<tr>
<td>Neutral 1</td>
<td>PMS 226</td>
<td>100, 94, 27, 23</td>
<td>1, 33, 105</td>
<td>#012169</td>
</tr>
<tr>
<td>Neutral 2</td>
<td>PMS 443</td>
<td>43, 25, 26, 5</td>
<td>145, 157, 157</td>
<td>#91D9D</td>
</tr>
<tr>
<td>Neutral 3</td>
<td>PMS 420</td>
<td>1, 8, 13, 100</td>
<td>199, 201, 199</td>
<td>#C7C9C7</td>
</tr>
<tr>
<td>Copy 1</td>
<td>PMS 4287</td>
<td>66, 62, 55, 54</td>
<td>69, 65, 66</td>
<td>#454142</td>
</tr>
<tr>
<td>Copy 2</td>
<td>PMS 2333</td>
<td>49, 43, 44, 23</td>
<td>113, 110, 106</td>
<td>#16E6A</td>
</tr>
<tr>
<td>Link</td>
<td>PMS 647</td>
<td>88, 52, 3, 12</td>
<td>35, 97, 146</td>
<td>#236192</td>
</tr>
</tbody>
</table>
TYPOGRAPHY

For Hero Headings

HEROIC CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
System Font Alternate: Arial Bold

For Body Copy

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
System Font Alternate: Arial Narrow

For Section Headings

Oswald

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
System Font Alternate: Arial Narrow Bold

For Eyebrow + Stand Alone Paragraphs

Crimson

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
System Font Alternate: Times Regular

For Subheadings

Sentinel

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
System Font Alternate: Times Regular

For Epic Headings

Masqualero

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
System Font Alternate: Gill Sans Bold
HERO HEADINGS

Heroic Condensed

Heavy 86pt

Section Heading I

Oswald Medium 44pt

Subhead

Oswald Medium 38pt

Section Heading II

Sentinel Light 26pt

Subhead

Sentinel Light 21pt

Section Heading III

Oswald Light 26pt

Subhead

Oswald Light 26pt

Section Heading IV

Roboto Condensed Regular

16pt, 28pt leading

This is body copy that has a Section Heading or a Hero Heading.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Wisi enim ad quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

This is paragraph copy that stands alone or is used as a callout.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Wisi enim ad quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

A totally stand-alone EPIC HEADING
Voice is the personality or style of your writing—what sometimes is thought of as your attitude toward your audience. It helps you catch your readers’ attention and establish a relationship with them. Voice is important in the work we do, because it establishes consistency across a website or family of publications. And, the way we talk about the brand shapes how people feel about it.

With consideration to the parent brand voice guide, Emory Executive Education can flex voice and tone in the following ways.

Emory Executive Education is always there at the service of business professionals, while maintaining a certain dignity and class. We are a trusted advisor for our students, while conducting ourselves in a way worthy of the Emory and Goizueta legacies. We are never too colloquial or too informal. We can be clever, but not slapstick. We are always advising and guiding, not condescending or ordering.

Messaging should use a singular, unified voice across the institution. However, that singular voice can speak with different tones depending on audience. If voice is the personality of your piece, then tone is the mood. Your tone will vary from piece to piece, but only within the consistent voice you have established.

To build out the personality of the Emory Executive Education brand, there are certain tone words we use to further understand the aspects of how copy should sound and the visual systems should look and feel to anyone experiencing them (including but not limited to faculty, staff, prospective students, business partners). These words are not to be used in copy, but they should inspire the way you communicate with different audiences. The tone will shift depending on the audience, but all communications should use the following words as a guide.

**VOICE & TONE**

**VOICE & TONE**

**MAGNETIC** - We attract partnerships of high caliber.

**AMBITIOUS** - We are not afraid of high aspirations.

**HARMONIOUS** - We work in service of community.

**ESTEEMED** - We are held in high regard.

**NIMBLE** - We are savvy to new opportunities.

**TENACIOUS** - We do not relinquish our principles or course of action.

The first three tone words are inherited from Goizueta, our parent brand. The last three are unique to Emory Executive Education, and evoke our unique edge and positioning.

Each of these tone words represents an aspect of the persona of the Emory Executive Education brand, but the brand will flex to elevate certain tone words for any given need.
VISUAL ELEMENTS

Wave
This illustration is used as an element to enhance layouts and represent growth. It is also a subtle homage to our namesake Roberto C. Goizueta and the company he led to prosperity. The wave is permitted to be used in the primary colors, signature colors, and neutral colors.

Opportunity Multiplied Element
This illustration is used as an element to represent the idea of opportunities multiplied.

Arrows
To direct attention towards information or add movement to the layout, use our signature “arrows”.

Quote-box
To accent quotes, use our signature quote boxes.

Corner
Use the corner element to frame images or headings.

Diagonal Shapes
Use the diagonal shapes to create a dynamic layout.

Stat Emblem
Use our signature "stat emblem" to highlight key data and information.

Arrow Pattern
To signify the idea of forward motion, the arrows should always be directed upwards or towards the right.

Dot Pattern
Use the dotted pattern as a subtle overlay over images and solid backgrounds.
The Emory Executive Coaching Diploma Program develops your mindset, toolset, and skillset to enhance and formalize your coaching skills. This multi-disciplinary program will help you:

The Emory Executive Coaching Diploma Program is ideal for mid-career or senior professionals in general management, human resources, counseling, education, or mental health services.

Delivered in partnership with Emory University’s Goizueta Business School, School of Medicine, and School of Arts and Sciences, and the Drepung Loseling Tibetan Buddhism Center, faculty will impart their expertise in the areas of executive coaching, adult developmental, clinical psychology, family systems theory, psychiatry, behavioral sciences, neurology, psychoanalytic theory and practice, internal (executive health) medicine, music (conducting), and film.

“I have come away from every class I’ve attended with tangible skills to make me a better leader and team member.”

SEAN MABEY
Small Business Director, Wells Fargo

WITH EMORY EXECUTIVE EDUCATION you can bolster your professional skills - or those of your workforce - in leadership, strategy, and business acumen. Individuals or small teams can take part in our Open Enrollment Short Courses or Certificate Programs. Upcoming courses in Marketing, Negotiations, and Decision Making.

Your name is your reputation. Put the power of Emory behind you!
EXECUTION EXAMPLES

1. **Wave**
   This illustration is used as an element to enhance layouts and represent growth. It is also a subtle homage to our namesake Roberto C. Goizueta and the company he led to prosperity. The wave is permitted to be used in the primary colors, signature colors, and neutral colors.

2. **Corner**
   Use the corner element to frame and build attention to the heading.

3. **Arrow**
   To direct attention towards information or add movement to the layout, use our signature “arrows”.

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Download our course calendar
worksmarter.org/npr
EXECUTION EXAMPLES

1. **Stat Emblem**
   Use our signature “stat emblem” to highlight key data and information.

2. **Diagonal Shapes**
   Use the diagonal shapes to create a dynamic layout, and to strengthen the idea of the future.

3. **Dot Pattern**
   Use the dotted pattern to show motion in your design.
EXECUTION EXAMPLES

1. Corner
   Use the corner element to frame and build attention to the heading.

2. Dot Pattern
   Use the dotted pattern as a background to frame your content.

3. Multiplied Opportunities
   The element may be cropped near the edges of document to emphasize the concept of growth and expansion.

4. Stat Emblem
   Use our signature “stat emblem” to highlight key data and information.

LESSONS LIVED ARE LESSONS LEARNED.

Emory Executive Education offers short courses and certificate programs to help your executives and high potential professionals stay ahead of the competition. By partnering with CLOs and other learning leaders, we build solutions that help organizations work smarter.

Creating strategic, engaging executive development programming requires a deep understanding of the market’s—and your organization’s—needs. Our award-winning approach distinguishes us from competitors and earns us accolades year after year.
EXECUTION EXAMPLES

1. Arrow Pattern
   To signify the idea of forward motion, the arrows should be directed to the right or upwards.

2. Quote-box
   To accent quotes, use our signature quote boxes.

3. Multiplied Opportunities Element
   This illustration is used as an element to represent the idea of opportunities multiplied.

EMORY EXECUTIVE COACHING DIPLOMA PROGRAM

The Emory Executive Coaching Diploma Program develops your mindset, toolset, and skillset to enhance and formalize your coaching skills. This multi-disciplinary program will help you:

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“I have come away from every class I’ve attended with tangible skills to make me a better leader and team member.”

SEAN MABEY
SMALL BUSINESS DIRECTOR, WELLS FARGO