



Brand Guidelines

STYLE GUIDE



Logo

About Emory Alva

The Emory Alva logo symbolizes the brand's forward-thinking nature and dedication to innovation.

Standard- Light Background:



Standard- Dark Background:



Alternate- Light Background:



Alternate- Dark Background:

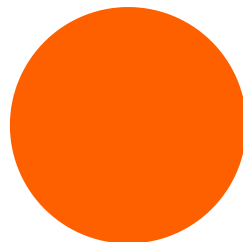


Color Palette

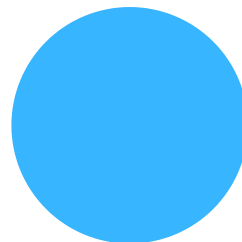
Note:

Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

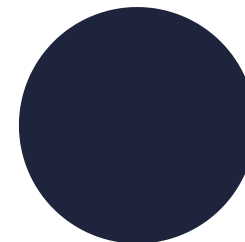
Primary Colors



#FE6000

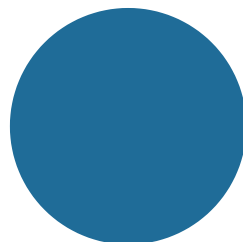


#37B5FE

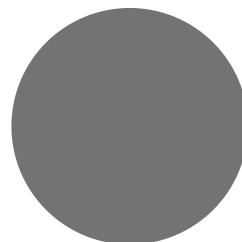


#1E243B

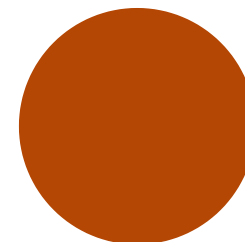
Secondary Colors



#1F6C98



#737373



#B44704

Typography

Primary

Aa

INTRO PRO
ABCDFEGHIJKLM
abcdefghijklmopqrz
0123456789

Secondary

Aa

OPEN SANS
ABCDFEGHIJKLM
abcdefghijklmopqrz
0123456789