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Online guide

You can find the latest EMU+EMU South brand guidelines at:

http://emumarketing.uoregon.edu/brand/

Questions?

Contact EMU Marketing:

emumark@uoregon.edu
541-346-0703
Logo Variations

Depending on the space available and situation either version of the logo can be used.

**Horizontal**

This version of the logo should be used as the standard, whenever possible.

**Vertical**

The vertical version of the logo should be used in building signage such as doors and entrances. Also in situations where there is not enough room for the horizontal version.
Logo Spacing

To enable the logo to appear prominently without interference, minimum exclusion areas have been established.

**Horizontal**

Elements such as a web address or a phone number can be placed only within the span of the indicated box and should honour the following:

- The font used must be “Core Humanist Sans” with “Regular” weight.
- Color used should be 80% Black.
- The text should be left-aligned.

**Vertical**

The design feature is 100% larger than the horizontal version. Margin should be indicated multiples of the diameter of the small circle within the design type.

- The font used must be “Core Humanist Sans” with “Regular” weight.
- Color used should be 80% Black.
- The text should be center-aligned.
Logo Spacing

To enable the logo to appear prominently without interference, minimum exclusion areas have been established.

**Horizontal**

Elements such as a web address or a phone number can be placed only within the span of the indicated box and should honour the following:

- The font used must be “Core Humanist Sans” with “Regular” weight.
- Color used should be 80% Black.
- The text should be left-aligned.
Colors Used

The logo has been created as a Pantone colored logo. The following table has the converted CMYK, Greyscale, RGB and Web equivalent values.

<table>
<thead>
<tr>
<th>Color</th>
<th>C</th>
<th>M</th>
<th>Y</th>
<th>K</th>
<th>Pantone</th>
<th>R</th>
<th>G</th>
<th>B</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>95</td>
<td>10</td>
<td>100</td>
<td>0</td>
<td>347</td>
<td>0</td>
<td>153</td>
<td>70</td>
<td>#009946</td>
</tr>
<tr>
<td>Black and white</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>80</td>
<td>N/A</td>
<td>88</td>
<td>88</td>
<td>88</td>
<td>#585858</td>
</tr>
</tbody>
</table>

Pantone 347    | CMYK | 80% Black |
---|---|---|
ERIC MEMORIAL UNION | ERIC MEMORIAL UNION | ERIC MEMORIAL UNION |
EMU SOUTH | EMU SOUTH | EMU SOUTH |

Color versions

Greyscale versions
Fonts Used

The primary font

“Core Humanist Sans” - The primary font should be used in main tag lines and in headlines. Information such as contact information and web addresses related to EMU that goes beneath the logo must use this font. Using italics is discouraged.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~/@#$%^&*()+[{]}';:"<>?,./

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~/@#$%^&*()+[{]}';:"<>?,./

The secondary font

“Helvetica Neue” - The secondary font can be used on the copy in conjunction with the primary font where long paragraphs are used. Avoid using ultra-light and heavy bold font types when possible. Italics, condensed-bold and bold type is allowed.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~/@#$%^&*()+[{]}';:"<>?,./

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
=~/@#$%^&*()+[{]}';:"<>?,./
Acceptable Variations

There are several variations of the EMU logo. Each has been designed for specific circumstances.

**The black-and-white**

The black-and-white version of the logo should be used in circumstances where colors are not available.

The color should be no less than 80% black. Using different shades to logo elements is prohibited.

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ERB MEMORIAL UNION

EMU SOUTH

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ERB MEMORIAL UNION

EMU SOUTH
Unacceptable Usage

Examples of unacceptable usage of the logo are outlined below:

- Do not resize any logo parts independently.
- Do not stretch any logo parts.
- Do not skew any logo parts.
- Do not add shadows or bevels to the logo.
- Do not use only the icon (should always be used with “Erb Memorial Union” text.)
Usage on imagery

When the EMU logo is used on an image, the logo should be placed in a part of the image that has a solid white box around it. The logo should not fade into the background and should be clearly displayed.

Correct

Incorrect.
Usage Examples - EMU

How the logo will appear on different media and signage.

Discover what’s here for you.
Discover what's here for you.
At the EMU, you'll find endless ways to explore new interests, discover hidden talents, and meet new friends.

ACTIVITIES
- Outdoor Program
- Club Sports
- Cultural Forum
- Mills International Center
- Holden Leadership Center
- Break Pool Hall

FOOD
- Fishbowl Grill
- The Buzz Cafe & Pub
- Holy Cow Cafe
- Panda Express
- Subway
- Union Market
- Marketplace – a selection of food vendors, daily

SERVICES
- Fitness Office
- Media Services
- Computer Lab
- Legal Services
- Camp Counseling
- Student Counseling
- Jibs
- UP

ART
- Adell McMillan Gallery
- Aperture Gallery

MEDIA
- Kilowatt Radio
- Emerald Media Group
- Oregon Commentator
- Oregon Voice
- The Student Instructor
- Ethos Magazine

STUDENT ORGANIZATIONS
The ASUO in the EMU hosts dozens of student organizations. Visit asuo.uoregon.edu for a full list and information on how to get involved.

More information at: emu.uoregon.edu

We're more than just a building.

Discover what's here for you.

Ducks After Dark
Double Features
1/10 The Campaign
Napoleon Dynamite
1/17 The Dark Knight
The Dark Knight Rises
1/24 Space Jam
Cool Runnings
1/31 Paranormal Activity
The Shining
2/7 The Breakfast Club
Breakfast at Tiffany's
2/14 Crazy, Stupid, Love.
Due Date
2/21 The Karate Kid
Back to the Future
2/28 Up
Brave
3/7 Animal House
The Goonies

FREE
8:30pm + 11:00pm
PLC 180
facebook.com/DucksAfterDark

Presented by the Cultural Forum.
The Cultural Forum is part of the EMU community, sponsored by the division of Student Affairs.
 OUR NEW EMU

NEW Student Resource Center
INCREASED Lounge & Study Space
EXPANDED Food & Pub
NEW Marketplace

Get more info: newemu.uoregon.edu
Join the conversation: facebook.com/erbmemorialunion

COSTUME CONSTRUCTION WORKSHOPS
Thursday, October 10 5:30 - 7pm
Thursday, October 17 5:30 - 7pm
EMU Craft Center
Free Attendance

All materials provided. Students experienced in condom costume construction will be there to help.

Hosted by the Cultural Forum, UO Health Center, Good Clean Love, Global Protection Corp.

October 25th / 7:30pm / EMU Ballroom
FREE ADMITTANCE
Usage Examples - EMU South

How the logo will appear on different media and signage.

EMU programs are reliving history
visit newemu.uoregon.edu to check what programs are moving

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<table>
<thead>
<tr>
<th>Mezzanine Level</th>
<th>Left</th>
<th>Right</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASUO / Chidcare Subsidy</td>
<td>Men’s Center</td>
<td></td>
</tr>
<tr>
<td>College Democrats</td>
<td>Non-Traditional Students</td>
<td></td>
</tr>
<tr>
<td>Cultural Forum</td>
<td>Sustainability Center</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Concourse Level</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility Center</td>
<td>Food</td>
<td></td>
</tr>
<tr>
<td>Club Sports</td>
<td>Ticket Office</td>
<td></td>
</tr>
<tr>
<td>Lounge / Information</td>
<td>Softball - Athletics</td>
<td></td>
</tr>
</tbody>
</table>
Relocation Directory

Mezzanine Floor Plan

Concourse Floor Plan

visit newemu.uoregon.edu for more information or call 541 235 553

Cultural Forum
Questions?

emumark@uoregon.edu
541-346-0703