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Television
Academy

76TH EMMYS[®] KEY ART LOCKUPS



Nominations Version



ABC/Hulu Tune-in Version

OVERVIEW

The 76th Emmy key art conveys a vibrant and energetic approach for the Emmy competition and ceremonies. The art depicts stunning kinetic motion, featuring glass tubes that swirl around the Emmy reaching towards the sky. The uplifting design mirrors the aspirational pose of the Emmy herself. The light source refracts a multitude of colors onto the glass and the Emmy, while bejeweling the golden emmy type below. All elements are set against a regal violet background, creating a diverse color palette across the entire piece.

PLEASE NOTE

The artwork only refers to this show as the EMMYS. Do not add 76th, 2024, "Awards" or "Primetime" to the key art image. Do not alter the artwork without permission from the Television Academy.



COMPOSITION

The key art intentionally utilizes a close-up, tightly cropped view of the emmy statuette. For most uses, the top of the neutron ball and the bottom of the statue should be cropped as shown. In rare instances more of the statue may be seen, but never below the flare of the dress.

These illustrations show the full extent of the artwork in the file. The desired cropping for each layout as noted by the dotted red outline. The top layer of each PSD file denotes the standard crop.

76TH EMMYS[®] MARK, LOGOTYPE & FONT

The Emmy mark is unique to this anniversary year and can only be used for the 76th Emmy ceremonies. It can be used alone, or alongside the EMMYS typography.

NOTE: If the statue and logotype are paired together, the registration mark is only required once after EMMYS.

VERSION

EMMY MARK

EMMYS LOGOTYPE

EMMY MARK PAIRED WITH LOGOTYPE

Multi-colored
Beveled Version



EMMYS[®]



1 Color Version



EMMYS[®]



1 Color logos can be presented in gold, black or white.

FONTS

All EMMYS titles utilize **GILROY SEMI BOLD**.

EMMYS

Tracking set at 130.

EMMYS must always be accompanied by the registered mark (®).

EMMYS[®]
NOMINATIONS

CEREMONY TITLES

Additional ceremony titles are approximately 1/3 the height of EMMYS wording. Tracking varies based on ceremony title length.

TELEVISION ACADEMY LOGO

Use only as supplied.

Can be used in gold, black or white.

Television
Academy

ABC TUNE-IN BLOCK

Use only as supplied.

LIVE
SUN SEPT 15 8e/5p  NEXT DAY ON 

Fonts:

AGT America Condensed Bold for emphasized parts.

AGT America Condensed Regular for everything else.

76TH EMMYS[®] CEREMONY LOCKUPS

Inside each Photoshop file are separate layers for the ceremonies utilizing this artwork. Equivalent vector versions are available for each. Please display them only as shown.

CEREMONY

PSD VERSIONS

VECTOR 1 COLOR VERSIONS

ALT VECTOR BEVELED VERSIONS

Emmys (generic)



Emmys with ABC Tune-In



Emmys Nominations



Los Angeles Area Emmys



Creative Arts Emmys



Engineering, Science & Technology Emmys



76TH EMMYS[®] COLOR PALETTE

PRIMARY PALETTE

BACKGROUND GRADIENT

Deep Purple
RGB – 35 7 89
HEX – 230759



Light Purple
RGB – 80 6 90
HEX – 50065a



GOLD SPECTRUM GRADIENT

Dark Gold
RGB – 114 71 35
HEX – 724723



Medium Gold
RGB – 183 135 68
HEX – b78744



Light Gold
RGB – 244 224 157
HEX – f4E09d



EMMYS GOLD TYPE & TELEVISION ACADEMY LOGO COLOR

RGB – 183 135 68
CMYK – 24, 43, 86, 4
HEX – b78744
PMS 16-1139 TCX/TPG



REFRACTION POP COLORS

Pink
RGB – 255 0 195
HEX – ff00c3



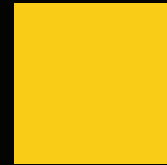
Red
RGB – 255 3 52
HEX – ff0334



Orange
RGB – 255 63 22
HEX – ff3f16



Yellow
RGB – 250 204 20
HEX – ffacc14



Neon Green
RGB – 0 255 55
HEX – 00ff37



Light Blue
RGB – 0 215 255
HEX – 00d7ff



Blue
RGB – 40 9 178
HEX – 2809B2

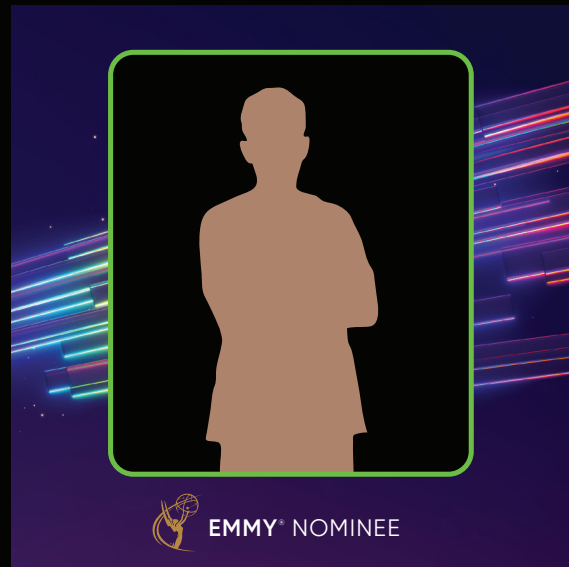


76TH EMMYS[®] BACKGROUNDS & DESIGN ELEMENTS

The key art background contains gradients, glittery particles, and swirling glass tubes reflecting a rainbow of colors. Along with the Emmy image and the logotype, these elements create a toolbox for supplemental designs. They may be separated and used as individual design components for social media posts, signage and advertising elements. These variations, and any change to the Emmy key art, must be approved by the Television Academy prior to public use. Please keep the designs tasteful and in the spirit of the Emmy key art.

EXAMPLES OF APPROPRIATE ELEMENT USAGE

UTILIZING PRIMARY COLOR PALETTE



DESIGN APPROACH

Use various elements from the backgrounds, including gradients, glass tubes, streaks and particles.

Only use Gilroy font, but experiment with upper & lowercase lettering and various weights to enhance the design.

Photographic or vector Emmy imagery can be used, but a tight statue crop should be part of the design.

PSD, flat and beveled versions of the Emmy Mark and logotype may be used, but keep legibility and proper aesthetics in mind.

Allow enough negative space in the designs to retain elegance and readability within the artwork.

Use the refraction pop colors sparingly to add emphasis and bursts of color in the designs.

Add registered marks ® as required by the EMMYS word and statue marks.

76TH EMMYS[®] CONTACTS

HAVE QUESTIONS OR NEED SOMETHING?

To follow up with questions about our Television Academy or Emmy brand, or to obtain visual assets, please contact:

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Los Angeles Area Version