

# Television Academy

®

BRAND GUIDELINES

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**Television  
Academy**



**Dear Partner,**

Enclosed are the Television Academy's Brand Guidelines and Graphic Standards - the basic rules for using our visual identity elements. Follow these guidelines to ensure visual clarity and consistency when using the Television Academy and Television Academy Foundation assets. We are excited to work with you and ask that you submit your print and digital layouts and on-air graphic materials via electronic file for our review. For any questions regarding our logo marks or these guidelines, please don't hesitate to contact the Television Academy brand management team:

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Additionally, please visit [TelevisionAcademy.com/press](https://www.televisionacademy.com/press) to find usage and rights restrictions as well as graphic representation of our logos, images and more.

# Brand Positioning

## **Celebrate**

Through the Emmys® and beyond, we celebrate excellence in television, and those who achieve it.

## **Empower**

We provide events, programs and opportunities that bring our community together and help current and future professionals stay connected, informed and relevant.

## **Push Boundaries**

We set standards that help redefine how people engage with and consume television. We are the forum that brings television professionals together to spark new ideas and stories as well as new ways of working together. We do this because we believe the possibilities for television are unlimited. We also believe we have a responsibility to encourage future talent, and to provide them with information, tools and access to build careers and make positive contributions to television.

# Using our Names

## Television Academy Name

Always capitalize the first letter of each word. Our name does not require a ® or trademark. Do not capitalize the article “the” if used before Television Academy. It’s not part of our legal name. After the first use of “Television Academy” in a document or ad, it’s appropriate to shorten to “the Academy.”

We **do not** use the following versions of our name: **ATAS, TVA, TV Academy**

## Emmy Name

The word Emmy® is trademarked and should appear as “Emmy®” the first time it’s used in a document or advertisement. Subsequent usage in the same document does not require the registered (®) symbol. When referencing the Emmy Award, please always capitalize “Award” as it is part of the trophy name. When referencing our awards telecast, please use the plural: “The Emmy® Awards.” If you shorten this to “the Emmys®,” do not use an apostrophe – it’s not a contraction nor is it possessive.

# Primary Logo



## Television Academy Logo

Our logo is a visual anchor and the main identifier of the Television Academy brand. It usually appears gold on black or white backgrounds. The logotype uses a proprietary font that should not be replicated in copy, or used anywhere except in our logo. The vertical bar is a transformative portal, to the right of which are names of events, initiatives and endeavors, or our Emmy statuette when appropriate. It stands taller than the stacked logotype and should not be cut down/minimized/removed.

Don't "conjoin" our logo with another logo – sufficient spaces should appear between our logo and that of our partners to preserve the identity of each.

The Television Academy logo should always contain the ® next to the portal line. This should not be removed.

# Foundation Logo



Television  
Academy  
Foundation

TM



Television  
Academy  
Foundation

TM



Television  
Academy  
Foundation

TM

## Television Academy Foundation Logo

In the Foundation version of our logo, the same logotype/vertical bar lock-up remains—with a smaller “Foundation” descriptor.

The Television Academy Foundation logo should always contain the <sup>TM</sup> next to the portal line. This should not be removed.

# Emmy<sup>®</sup> Logo



® Alone

## Emmy Statuette Symbol

The Emmy is the most recognizable symbol of excellence in our industry. The statuette isn't part of our logo but can be used adjacent to the logo lock-up by Academy partners. For consistency, the statuette always faces left with the logo lock-up, and we prefer it face left when standing alone.

When the Television Academy logo and statue are joined, it should always contain the ® next to the statue graphic. This is the only time that both logos do not need a registration mark.

Television  
Academy



® Coupled



# Spacial Relationships and Sizing of our Marks

## Clear Space

Surround our logo with clear space-free of type, graphics and other elements that lessen its impact- to maximize recognition. The minimum space surrounding the logo is the height of the logotype "T." When the Emmy statuette symbol is isolated on a layout, its minimum clearspace is the diameter of the atomic sphere.



## Minimum Size for Digital Use

The minimum size is the smallest legible size of our logos and marks before they begin to degrade. Digital minimum sizes are larger than print minimum sizes due to the nature of pixel-based displays. Refer to the minimum size specifications below before designing a layout. The minimum logo size is 75px wide and the minimum statuette size is 28px wide.

Minimum logo size - 75px wide



Minimum statuette size - 28px wide



## Minimum Size for Print Use

Refer to the minimum size specifications for the elements below before designing a layout. The minimum size of the logo for print should be no smaller than 45px, and for the statuette, no smaller than 17px.

Minimum logo size - 45px wide



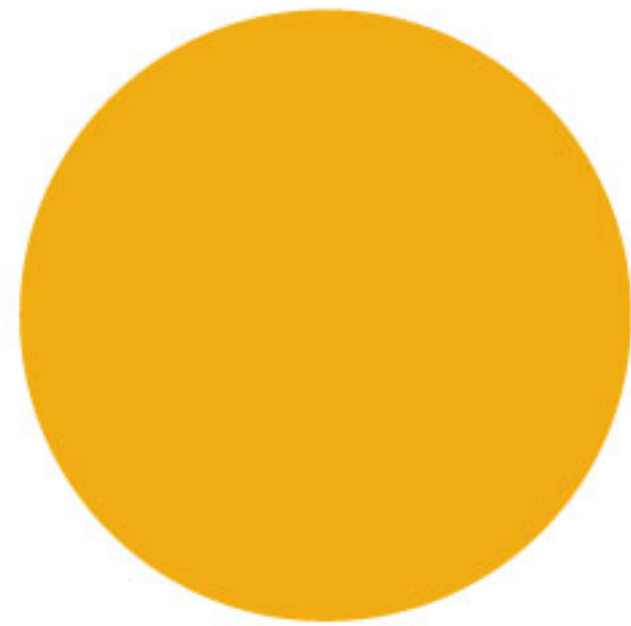
Minimum statuette size - 17px wide



NOTE: The registered mark for the statuette symbol should be manually adjusted within layouts to balance its size with that of the symbol.

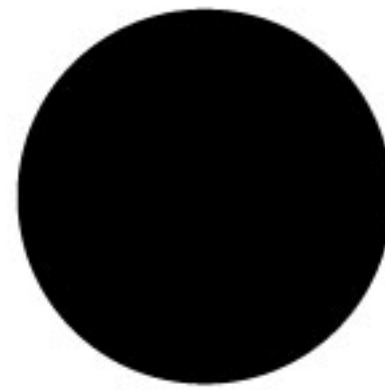
# Logo Colors

Our primary color is gold, but our marks can also be used in black or white. If alternative color choices are required, please consult the Academy for approved secondary colors.



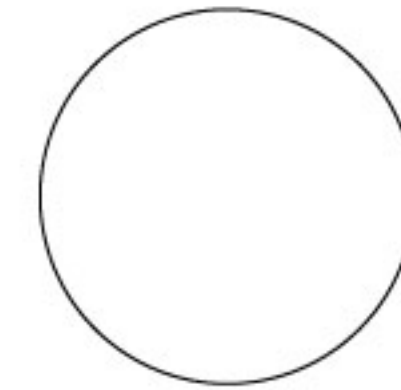
## Gold

CMYK 5, 34, 100, 0  
RGB 241, 173, 20  
hex #f1ad14  
Pantone 123C  
Pantone 115U



## Black

CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
hex #000000



## White

CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
hex #ffffff

# Typography

## Primary Typeface – Foundry Sterling

Use it in headlines, body copy and captions for the majority of Television Academy and Foundation materials. We typically use Foundry Sterling Book, Light and Medium as noted below. Different weights and styles organize headlines, body copy, captions and everything in between, as well as areas of emphasis within individual communications.

Aa

Foundry Sterling Book

*Aa*

*Foundry Sterling Book Italic*

Aa

Foundry Sterling Light

**Aa**

Foundry Sterling Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Alternative Typeface – Verdana

This web-safe typeface is for screen-based environments. As a universal computer system font, it facilitates faster site performance through search engines and can be updated with web authoring tools. Substitute Verdana for Foundry Sterling in body copy where web-safe text must be used. Only use Verdana for headers in rare instances.

Aa

Verdana Regular

*Aa*

*Verdana Italic*

**Aa**

**Verdana Bold**

***Aa***

***Verdana Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

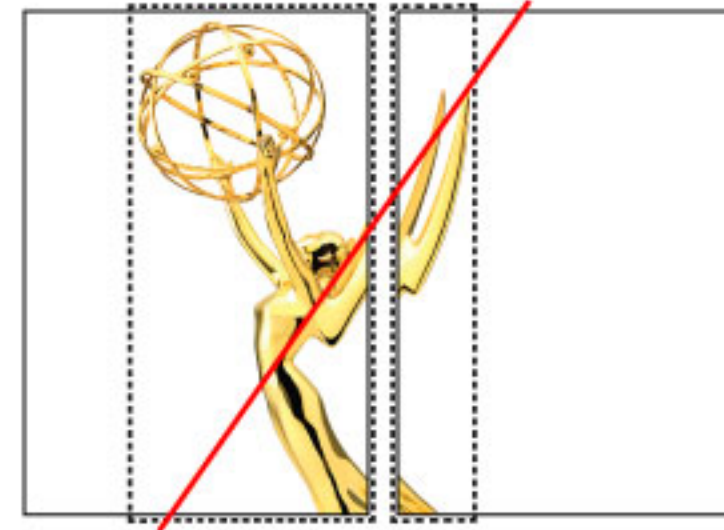
# Emmy® Statuette Photography



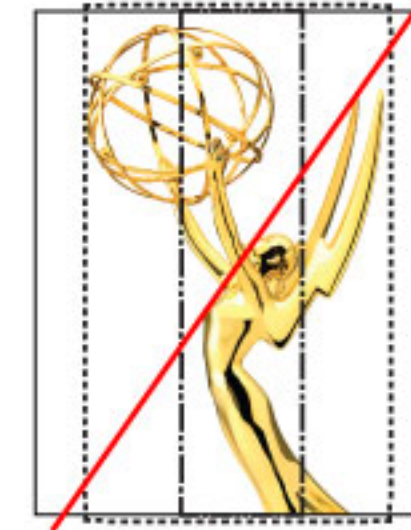
The Emmy statuette may be used as a design element, but it should not be used as, misconstrued for, or get in the way of the actual logo mark or the Key Art for the Emmy Awards. A photograph of the Emmy may not be manipulated with graphic effects. The Emmy Award image must always be accompanied by the registration mark ® by the base. “Statue © ATAS/NATAS” should legally appear somewhere small on the page when the statue is used. This photo is located on our press portal for internal use and Corporate Partnerships. [emmys.com/press](http://emmys.com/press)

Statuette is also available in a 3-D render upon request.

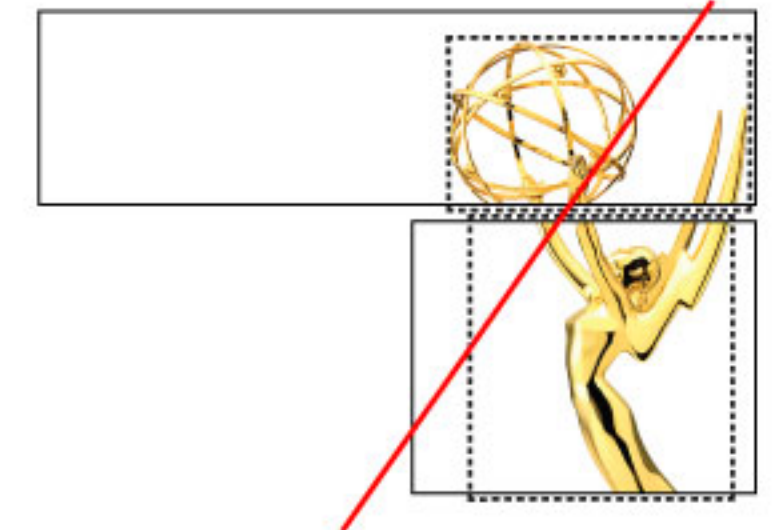
**DO NOT** split Emmy across the gutter of a magazine spread.



**DO NOT** divide it into pieces for a gate-fold.



**DO NOT** divide it across a series of banners.



Doing so inevitably loses a portion of the image and denigrates the statuette.

# Emmy® Magazine



The title of our award-winning magazine always appears italicized, all lower case, EXCEPT when it is the first word in a sentence. It is not bolded. The word “magazine” when used with the title of the publication is all lower case.

*For example:* One of the best reads about the television industry is *emmy* magazine.  
*And:* *Emmy* magazine won four Maggies just two weeks ago.

When referring to the plural or the possessive, the extra punctuation and letters are NOT italicized.

*For example:* There was a stack of *emmys* on the coffee table in the entryway.  
*Or:* It was *emmy's* good fortune to feature cover photos of the top actresses in the television industry for the past calendar year.

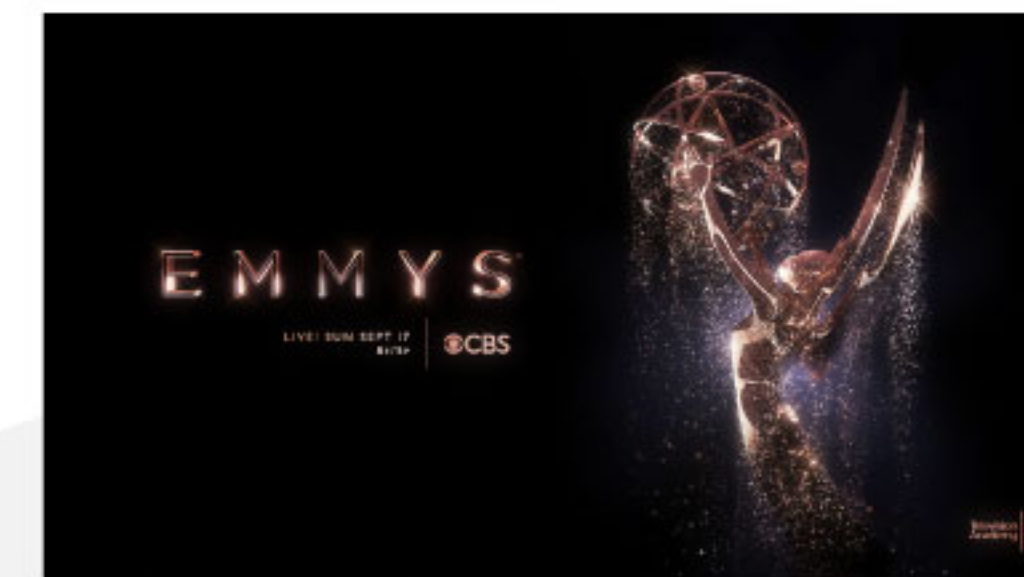
While the title on the magazine masthead carries a ®, the name will not need the same trademark designation inside the publication. Likewise, if the name of the magazine appears in prose, in a headline for a press release, feature story or collateral publication, the registered trademark symbol need not be used in subsequent body copy.

# Emmy® Key Art



Each year, the Television Academy develops unique Key Art for its Primetime Emmys telecast. Use of the Emmys Official Key Art is granted by permission of the Television Academy; all Key Art materials must be used as is. There can be no cropping, partial covering or co-mingling logos with the Key Art. The annual key art will be shared with our partners when it is approved. Key art elements will also be made available at that time. Previous examples are included below.

Additionally, the Key Art graphic that contains the wording “Primetime Emmy Awards,” “Emmy Awards” or simply “Emmys” (with or without the numerical designation) cannot be altered in any way. The wording of the graphic must appear as it is designed.



# Emmy<sup>®</sup> Mark and Photo



## External Advertising using our Marks

Usage of the Emmy symbol or photograph may be used by the nominee during July-September of the nomination year only. Winners may use the marks for one year from the time of their win. A notation must be made by the marks stating if they are a nominee or winner, including the category and year.

These marks and photo are located on our press portal for internal use and Corporate Partnerships. [emmys.com/press](https://www.emmys.com/press)