

Television  
Academy

# BRAND GUIDELINES

JANUARY 2015



*The people who bring you the Emmys*

# TELEVISION ACADEMY BRAND GUIDELINES

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# TELEVISION ACADEMY BRAND GUIDELINES

## Overview

The Television Academy's Brand Guidelines and Graphic Standards introduce the basic rules for using our visual identity elements. Follow these guidelines to help ensure visual clarity and consistency when using any of the Television Academy and Television Academy Foundation assets.

As the premiere organization devoted to the advancement of television, the Television Academy is both a creative leader and partner to emerging and existing storytellers in the medium. Our visual identity system – logo, typography, color palette, graphic motif, and imagery – represents confidence and optimism, and the transformative powers of television.

Print and online layouts and on-air graphic materials should be submitted via electronic file to for review by the Television Academy. For any questions regarding the Television Academy logo marks or these guidelines, contact the Television Academy brand management team:

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Additionally, please visit <http://www.televisionacademy.com/press> to find Usage and Rights Restrictions as well as Graphic Representation of our Logos, Images, and more.



**Our Brand Positioning**

# CELEBRATING

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

# EMPOWERING

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

# PUSHING BOUNDARIES

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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.



# TELEVISION ACADEMY BRAND GUIDELINES

## Usage of Television Academy Name and Emmy® Name

### Television Academy

Our organization's formal name is the Television Academy.

Always capitalize the first letter of each word.

Do not capitalize the article "the" if used before Television Academy as it is not part of our legal name. Do not refer to us as "TV Academy", or "ATAS". You will only see the ATAS acronym used as the copyright designation for the graphic or photos of the Emmy statuette ©ATAS/NATAS.

In prose, after use of the full name "Television Academy" it is appropriate to use "the Academy" in prose.

We **do not** use the following versions of our name:

ATAS

TV Academy

TVA

Academy of Television Arts & Sciences

### Usage of the Emmy Name

The word Emmy® is trademarked and should appear as "Emmy®" the first time it appears in a document or advertisement. Subsequent and repeat uses do not require the registered (®) symbol.

Emmy winners may at any time refer in advertising and publicity to the fact that they have won a Primetime Emmy® Award. Emmy winners may use a replica of the statuette in advertising for up to one year after an award is given. All references must be specific to the show/category for which the award was given.

# TELEVISION ACADEMY BRAND GUIDELINES

## Visual Identity Elements

Several elements shape the foundation of our visual identity system—the Television Academy logo, which uses a proprietary font, a version that is specific to the Television Academy Foundation and the Emmy statuette graphic symbol. In addition, we use Foundry Sterling Book as the signature font of our organization, a proprietary color palette, the “bling” graphic motif and a selection of graphic and photo imagery. Each element has been designed and/or selected to complement the other elements, providing a range of layout possibilities while maintaining a consistent visual appearance.

### Logo

Our logo is the visual anchor of each layout and the main identifier of the Television Academy brand. It usually appears as a gold gradient on black backgrounds, but it can also appear in its gold gradient on white backgrounds, or as a solid when design or readability calls for it. When selecting any of the available logo versions for a layout – Academy, Foundation or one of the secondary color versions – use only our approved logo artwork files. The vertical bar represents a portal that unites us with our partners. It stands taller than the stacked logotype to reference the boundaries that television and our Academy are constantly redefining.

Television  
Academy

Television  
Academy  
Foundation



# TELEVISION ACADEMY BRAND GUIDELINES

## Visual Identity Elements

### Graphic Motif

The “bling” graphic motif energizes and texturizes our communications. Render it in gold or a secondary color, depending on the color version of our logo being used. It is available with several different lengths of “bling.” Here are the most commonly used versions:



### Emmy Statuette Symbol

As the most recognizable symbol of excellence in our industry, the Emmy statuette is an important identity element – it’s not part of our logo but can be used with our logo when we want to establish a strong connection between the Academy and the Emmy Awards. For consistency, we prefer the statuette always faces left. However, if your layout requires the statuette to face right, you may do so, ONLY with prior approval from the Television Academy.



# TELEVISION ACADEMY BRAND GUIDELINES

## Color Palette

Our color palette features a gold gradient, and is supported by vibrant secondary colors—mainly for use in program- and event-oriented versions of the logo—and neutral colors for backgrounds and type.

### PRIMARY



#### 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

### Primary Color

Gold is the primary color of our communications. Used within the logo and as a text accent, it presents the Television Academy as an elegant and official organization. Reserve the gradient for the logo, Emmy statuette symbol and graphic motif. Use the midtone for the flat color version of the logo, text and the graphic motif only.

### Neutrals

Black and white are our neutral colors, for use mainly as backgrounds and to render text. While silver is not technically a part of the neutral color palette selection, it can also be used as text where just black and white may feel too stark.

### SECONDARY



#### Orange

CMYK 0, 64, 95, 0  
RGB 244, 122, 40  
hex #f47a28  
Pantone 158C



#### Red

CMYK 3, 96, 91, 0  
RGB 231, 43, 45  
hex #e72b2d  
Pantone 1795C



#### Teal

CMYK 77, 7, 40, 0  
RGB 0, 172, 167  
hex #00aca7  
Pantone 7473C



#### Blue

CMYK 77, 26, 0, 0  
RGB 0, 151, 214  
hex #0097d6  
Pantone Process Blue C



#### Magenta

CMYK 34, 100, 37, 10  
RGB 160, 0, 93  
hex #a0005d  
Pantone 676C



#### Violet

CMYK 73, 100, 5, 1  
RGB 105, 39, 137  
hex #692789  
Pantone 2612C



#### Silver

CMYK 36, 26, 23, 0  
RGB 166, 172, 179  
hex #a6acb3  
Pantone Cool Grey 9

### Secondary Colors

We have established a secondary palette of vibrant colors to complement the gold primary color and to give our system addition life. Use these colors for our various programs and for the occasional headline or small area of text. Reserve the gradients for rendering the logo and graphic motif, and use the midtones for the flat color versions of the logo, text and graphic motif. Limit the use of color chords – a chord being a single hue with a dark tone, midtone and light tone (e.g., the

### Gradients

We have established a...





# TELEVISION ACADEMY BRAND GUIDELINES

## Typography

### Main Typeface **Foundry Sterling**

Foundry Sterling is our primary typeface, for use in headlines, body copy and captions in the majority of Television Academy materials, including those for the Foundation. We typically use Foundry Sterling Book Light and Medium as noted below. Using different weights and styles organizes headlines, body copy, captions and everything in between, as well as areas of emphasis within individual communications.

Aa

Foundry Sterling Light

*Aa*

*Foundry Sterling Book Italic*

Aa

Foundry Sterling Book

Aa

Foundry Sterling Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Alternative Typeface **Verdana**

Verdana is a web-safe typeface for use in screen-based environments only. As a universal computer system font, it facilitates faster site performance, allows users to access content easily 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 Bold**

*Aa*

*Verdana Italic*

***Aa***

***Verdana Bold Italic***

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



# TELEVISION ACADEMY BRAND GUIDELINES

## Logo Statuette Primary and Alternate Versions

### Primary Version

#### Television Academy Logo

The most frequently used logo version in our system is the Academy logo. The portal line is always included next to our name. The gradient runs through the entire logo, including the portal line.



#### Television Academy Foundation Logo

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



#### Emmy Statuette Symbol

The Emmy symbol—a graphic representation of the statuette itself, rendered in the same gold gradient as the logo—accompanies the logo on certain layouts.



### Alternate Version

#### Logo

Where color or design restrictions prevent the use of the primary version of the Academy logo, the Foundation logo or the Emmy Statuette, use one of these logo color versions. The flat black version can also be used for specialized print processes such as embroidery and embossing. The flat white version can be used for broadcast media.

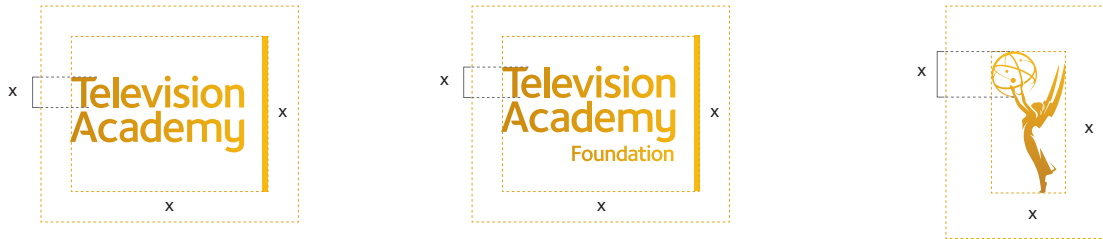


# TELEVISION ACADEMY BRAND GUIDELINES

## Logo Statuette Clear Space, Minimum Size and Usage

### Clear Space

Surround our logo with clear space— free of type, graphics and other elements that might lessen its impact—to maximize recognition. The minimum clear space surrounding all four sides of the logo is the height measurement of the capital T in the logotype. When the Emmy statuette symbol is by isolated on a layout, its minimum clear space is proportional to the diameter of the atomic sphere held by Emmy.



### 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 tend to be a bit larger than print minimum sizes due to the nature of pixel-based displays. Refer to the minimum size specifications for the logo versions, logo/statuette lockup and statuette at the right before designing a layout. You'll notice two versions of the statuette symbol; use the small size if a particular digital layout requires the symbol to be smaller than 28px.



width: 75px



width: 75px



width: 28px

# TELEVISION ACADEMY BRAND GUIDELINES

## Logo Statuette Clear Space, Minimum Size and Usage

### Minimum Size for Print Use

Refer to the minimum size specifications for the logo versions, logo/symbol lockup and symbol at the right before designing a layout. Again, you'll see two sizes of the symbol; use the small one if a particular print layout requires the symbol to be smaller width than 17px.



width: 45px



width: 45px



width: 17px

**NOTE:** The registered mark that accompanies the symbol can be manually adjusted within layouts to balance its size with that of the symbol.

### Usage

The Television Academy logo is designed to maintain its quality when reproduced at different sizes across all types of media. The specifications in these guidelines will maintain the impact of our brand identity and our ability to legally protect it. Follow the “dos” and avoid the “don’ts” in the examples at the left.

#### DO:

**Do** render the logo for special instances in a color chord found in the secondary color palette

**Do** lock the statuette up to the Master or Foundation logo versions



**Do** lock the graphic element together with the logo



# TELEVISION ACADEMY BRAND GUIDELINES

## Logo Statuette Clear Space, Minimum Size and Usage

### DON'T:

**Do not** create a descriptor or to lock up with the logo

Television  
Academy

**Do not** change the orientation of the Emmy statuette symbol

Television  
Academy



**Do not** use the logotype without the vertical bar

Television  
Academy

**Do not** change the arrangement of vertical bar and the logotype

Television  
Academy

**Do not** distort the logo in any way

Television  
Academy

**Do not** use the attribution line with the Foundation logo

Television  
Academy  
Foundation

*The people that bring you the Emmys*

**Do not** change the size relationship between the logo and the Emmy statuette symbol



Television  
Academy

**Do not** reset the logotype in a font or draw a different logotype

TELEVISION  
ACADEMY

**Do not** change the proportions or orientation of the logotype and the vertical bar

Television Academy

**Do not** use the attribution line in a lock-up with the logo

Television  
Academy

*The people that bring you the Emmys*

**Do not** use colors in the logo that are not specified in the color palette

Television  
Academy

# TELEVISION ACADEMY BRAND GUIDELINES

## Emmy Photography and Graphic as a Design Element

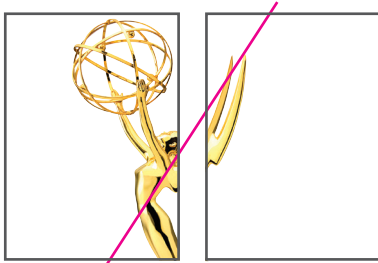
### Emmy Photography

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.

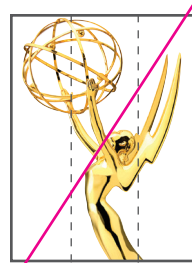


### Splitting the Image

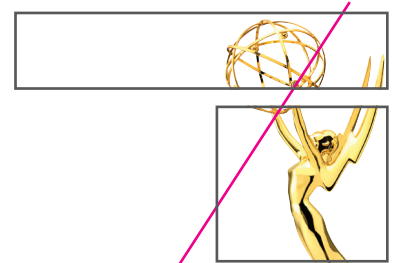
**DO NOT** split Emmy across the gutter of a magazine spread.



**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.

### Left versus Right Facing

For legal as well as identity purposes, we prefer the statuette to face left. If your layout requires Emmy to face right, you may do so **ONLY** if prior approval is obtained from the Television Academy.



# TELEVISION ACADEMY BRAND GUIDELINES

## Emmy Magazine

# emmy

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





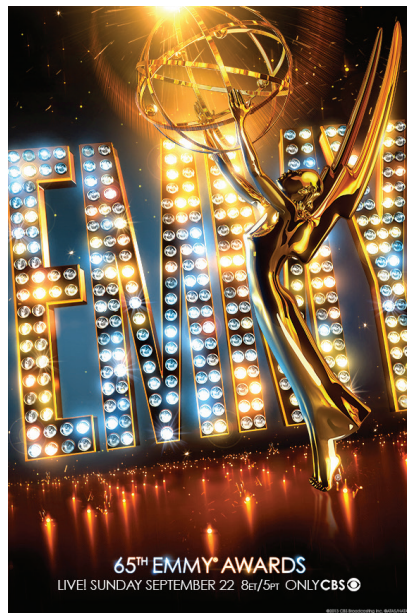


# TELEVISION ACADEMY BRAND GUIDELINES

## Addendum

### Usage of the Emmy Key Art

Each year, the Television Academy develops unique Key Art for its Primetime Emmy telecast. Use of the Emmy® Official Key Art is granted by permission of the Television Academy and all Key Art materials must be used as is. There can be no cropping, partial covering or co-mingling logos with the Key Art. All proposed use of the Key Art must be approved by the Television Academy.



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