

ACADEMY OF TELEVISION ARTS & SCIENCES



®

GRAPHIC STANDARDS

©ATAS/NATAS

**TABLE  
OF  
CONTENTS**



3	Introduction
4	Our Logo Versus a Photograph of the Emmy® Award
5	Using the Television Academy and Emmy Name
6	The Television Academy Logo
7	Television Academy Logo Sizes
8	Logo Colors
9	More About the Logo
10	Whitespace Around the Logo
11	Text Wrap Around the Logo
12	Placement Examples
13-14	The Emmy as a Design Element
15	Cropping the Emmy
16-18	Television Academy Typefaces
19	Approvals

**The Television Academy *is* television.**

The purpose of this Graphics Standards Manual is to set forth guidelines that will assist you in applying the Academy of Television Arts & Sciences logo to all communications including stationery, signage, mailings, invitations, advertising, brochures, motion graphics and online. Guided by the identity system presented here, you will be able to craft communications aligned with the Television Academy's brand. Please note the Academy of Television Arts & Sciences only governs the Primetime Emmy® Awards. The Daytime, Sports and News Emmy Awards and International Emmys are governed from separate offices in New York.

It is essential to maintain the integrity of the Television Academy's identity through consistent implementation of this identity program across all applications. This identity is a graphic signature that enhances our image, reaffirms our relationships with constituents and increases awareness of our brand among the entertainment community at large. It conveys the organization's core attributes and creates value in the marketplace. It is the primary symbol of the Television Academy's brand and delivers the message that the Academy of Television Arts & Sciences stands for all that is great about television, the people who create it, and the cultural images it projects. The Television Academy *is* television.

Please refer to this Graphics Standards Manual on an ongoing basis in order to ensure consistent implementation of the Academy of Television Arts & Sciences' identity. If you are an employee or member of the Television Academy, be sure to give a copy of the manual to all outside vendors who will be using the Television Academy's logo or imagery in any capacity.

While the manual helps to guide designers and those using the Television Academy's image system, it cannot cover every issue. There are always going to be issues particular to specific applications and usage (especially when it comes to the Primetime Emmy telecast). Because of this, the Television Academy has a strict approval process in place to approve all imagery bearing the Academy of Television Arts & Sciences' name, logo, logo mark and any depiction of the Emmy statuette. All original materials should be obtained through the Television Academy's marketing department. All artwork, at both the rough and finished stage, must be approved in writing by the proper channels (see "Approvals" on page 19 of this manual).

If you have any questions regarding this manual or the appearance and proper use of the logo mark and any depiction of the Emmy statuette, please direct them to:

Laurel Whitcomb  
Vice President, Marketing  
Academy of Television Arts & Sciences  
5220 Lankershim Blvd.  
North Hollywood, CA 91601-3109

Phone: (818)509-2214  
Fax: (818)761-2827  
whitcomb@emmys.org

# 4

## OUR LOGO VERSUS A PHOTOGRAPH OF THE EMMY® AWARD

This guide will address the specific uses of the Television Academy's logo as well as the graphic representation of the Emmy® statuette when used as a design element. It is important to understand the difference between the two:

The logo for the Academy of Television Arts & Sciences is a specific image that is to be used to identify the Television Academy in all communications. It should be used in a consistent manner wherever and whenever the Television Academy needs to be graphically referenced or identified. The image of the Emmy statuette may be used in a variety of ways as a graphic element to enliven and enrich a graphic piece that is promoting the Television Academy. While this guide will review the parameters for using the Emmy statuette, there are a myriad of ways to use the image in your design and you should let your imagination, and your judgment, be your guide. We welcome creative and innovative uses of the Emmy statuette as long as it honors the spirit and integrity of the award and has received the prior approval of the marketing department.



ACADEMY OF TELEVISION  
ARTS & SCIENCES

Logo



Photographic  
Emmy

# 5

## USING THE TELEVISION ACADEMY AND EMMY® NAME

### USING THE TELEVISION ACADEMY NAME

- Our organization's formal name is **Academy of Television Arts & Sciences**.
- Always use an ampersand (&), not the word "and."
- Always capitalize the first letter of each word, excepting the word "of."
- Do not capitalize "the" which normally appears prior to the Television Academy's name.
- Our colloquial name is the Television Academy; do not capitalize the word "the"; "Television" and "Academy" should both be capitalized.
- The term "TV Academy" denigrates our image and should not be used.
- In the minds of most people, the term "The Academy" is an immediate reference to The Motion Picture Academy. It does not maintain awareness of our identity nor align our organization with television. Please refrain from using the phrase "The Academy" when referring to the Television Academy.
- Please do not use the acronym "ATAS." It does not indicate television to those who are unfamiliar with the acronym and says nothing about our organization.

### USING THE EMMY NAME

Emmy winners, or those congratulating them, may at any time refer in advertising and publicity to the fact that they have won a Primetime Emmy® Award.

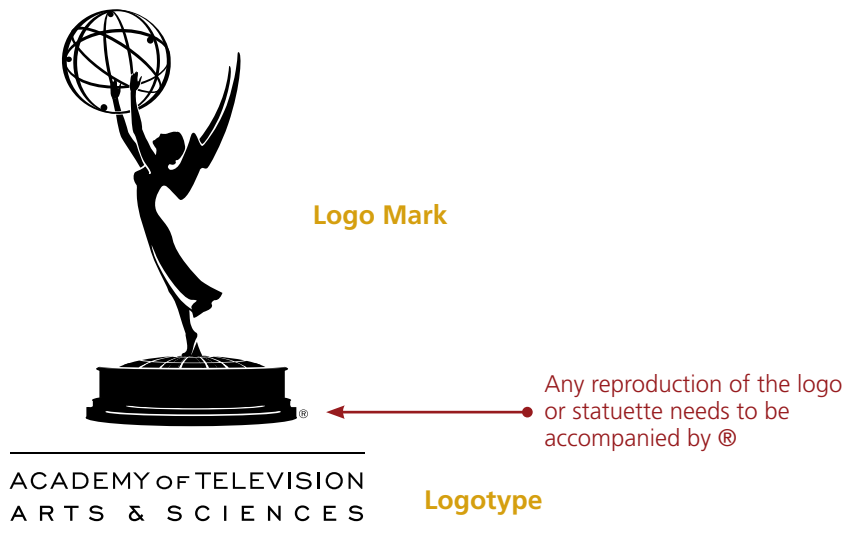
For one year after an award is given, use of a replica of the statuette may be used in advertising. This reference must be specific to the show for which the award was given, as in the "Primetime Emmy Awards" or "Daytime Emmy Awards." Also, when referring to the award, the specific category and year should be mentioned.

For example, a correct statement would be, "AMC congratulates the 2008 Primetime Emmy® Winning 'Mad Men' for Outstanding Drama Series." It would be incorrect to state, "Lionsgate congratulates the Emmy-Winning 'Mad Men' for Best Drama Series," for it omits the word "Primetime" and the year, and does not use the correct nomenclature of "Outstanding" versus "Best."

The word Emmy® is also trademarked and should appear as "Emmy®." Refer to the next page of this manual for more about copyright information.

6

THE  
TELEVISION  
ACADEMY  
LOGO



The Academy of Television Arts & Sciences' logo is made up of two elements:

**The Logo Mark:** a graphic rendering of the Emmy® statuette shown within specific graphic guidelines.

**The Logotype:** the name of the organization as represented within specific graphic guidelines.

When shown together the logo type and logo mark are formally known as the logo block or logo lock-up, but are generally referred to as the logo. When appropriate, the logotype or logo mark may be used on their own but the preferred usage is as a logo block.

The logo expresses the Television Academy's identity to the world. Consequently, its construction and placement are of the utmost importance in maintaining the integrity of its expression.

Almost as important as what's seen in the identity is what is not seen: the negative space, also known as white space, around the logo (and when used alone, the logotype or logo mark) helps create balance, harmony and a consistency of message. The space around the logo should be free from any other text or graphic element. Adequate margins prominently stage the logo and enhance the supporting typography and imagery used in all applications. In general, the objective is to provide as much clear space as possible.

#### **COPYRIGHT OF THE EMMY®**

Any reproduction of the logo or statuette needs to be accompanied by ® (see red arrow above). The word "Emmy" is also trademarked and whenever possible its use should appear as "Emmy®." In a comprehensive document, please use ® with the first appearance of the word "Emmy" within each specified section of text. It may be dropped after this initial use for all other mentions of "Emmy" within the section or document. The Television Academy logo has been trademarked and must contain ® as well.

# 7

## TELEVISION ACADEMY LOGO SIZES



ACADEMY OF TELEVISION  
ARTS & SCIENCES

Small Logo



ACADEMY OF TELEVISION  
ARTS & SCIENCES

Large Logo

There are two versions of the Television Academy logo. A “small” version and a “large” version. The digital file you receive from the marketing department may be scaled up or down to meet your design needs.

### Small size:

The “small” version is to be used when the logo will appear under 2.5 inches in height, such as on business cards and stationery. This version of the logo has a simplified base and does not have the articulated lines on the globe or articulated fingers on the Emmy®, both of which get lost at a small size.

### Large size:

The “large” version of the logo is to be used in all instances when the logo will appear over 2.5 inches in size; for example, on banners and posters. This version has a more defined base as well as articulated fingers on the Emmy figure.

### Maximum size:

Because of its wide assortment of applications there is no specific maximum size for the logo. For example on a billboard the logo could be as big as six feet high but on a 5” x 7” invitation it shouldn’t be bigger than two inches. A general rule is that the logo should not be higher than one third of the overall height of your piece if it is centered and not higher than three quarters of the overall height of your piece if it is flush left or right.

### Minimum size:

In order to ensure legibility of the Television Academy’s name, the logo should never be reduced to a size smaller than 7/8” in height by 9/16” in width, as shown below.



These parameters have been created to ensure legibility and appropriateness. In every instance, make sure you keep the X and Y axis in unison when scaling so that you do not inadvertently warp the image by compressing or expanding the width differently from the height. When you reduce or enlarge the digital file to suit your needs, the horizontal and vertical axis must remain in sync (i.e., scale both the horizontal and vertical amounts at 50%, do not make the horizontal scale 45% and the vertical scale 52%); otherwise the aspect ratio will be thrown off and the image will begin to skew out of proportion.

The Academy of Television Arts & Sciences' logo is gold, representing excellence and paying honor to the color of the Emmy® statuette. With the exception of black, it should not appear in any other color.

Ideally the logo should be embossed and foil-stamped, using the gold foil California Gold, 4700s. If embossing is too expensive or technically impossible for a specific job, then foil-stamping alone is the preferred method of reproduction. The next best thing is to use a metallic ink. There are several gold metallic PMS colors. The gold metallic PMS color for the Television Academy's logo is PMS 871.

Should you be doing a computer printed job or using a production method other than offset printing and cannot use a metallic ink, then PMS 1245 should be used. Please keep in mind that colors appear slightly different on all computer screens and printers. You may have to make some adjustments in your job to get as close a proximity to the PMS color as possible.

If your design is black and white, then the logo should be in black as shown. *If you would like to use the statue in white, prior approval must be obtained from the marketing department before proceeding with the job.* If your design is a two-color job, then the logo must be in either black or gold (PMS1245 or metallic 871).

PERMISSION NEEDED



**BLACK**



**GOLD**  
PMS 1245  
C15 M45 Y100 K1  
Foil: California Gold  
4700s



**WHITE  
(REVERSED)**



## MORE ABOUT THE LOGO

The Television Academy's logotype is not merely the organization's name typed out in a chosen font. It is the organization's name exactly as it appears below, using Engraver's Gothic in a stacked format with two holding lines framing it.

---

ACADEMY OF TELEVISION  
ARTS & SCIENCES

---

The Academy's logotype can also appear on one line:

ACADEMY OF TELEVISION ARTS & SCIENCES

In this instance, the "of" becomes the same size as the other letters. Also, the ruled lines above and below are not utilized.

### TRACKING AND KERNING:

Tracking and kerning are typographic terms referring to the spacing between letters. While it may look as though the letters in the Television Academy's logotype have been merely typed out as you would in any word document, the spacing between the letters has been carefully adjusted for clarity and balance. It is preferred that you use the logotype as it is, obtaining a digital file from the marketing department and inserting it where needed.

### SIZE, COLOR, WHITE SPACE, BORDERS, DROP SHADOWS AND OTHER VERSIONS:

All of the information previously discussed regarding the overall logo holds true for the logotype as well:

- The preferred size is 1" wide; The minimum size is 9/16" wide.
- The color is either bright gold foil, gold metallic ink PMS 871, PMS 1245 or black.
- White space should be a minimum of 1/4 of the height of the logotype and 1/2 of the width.
- Borders and drop shadows are not permitted.
- Alternate or old versions of the Television Academy logo are not permitted.

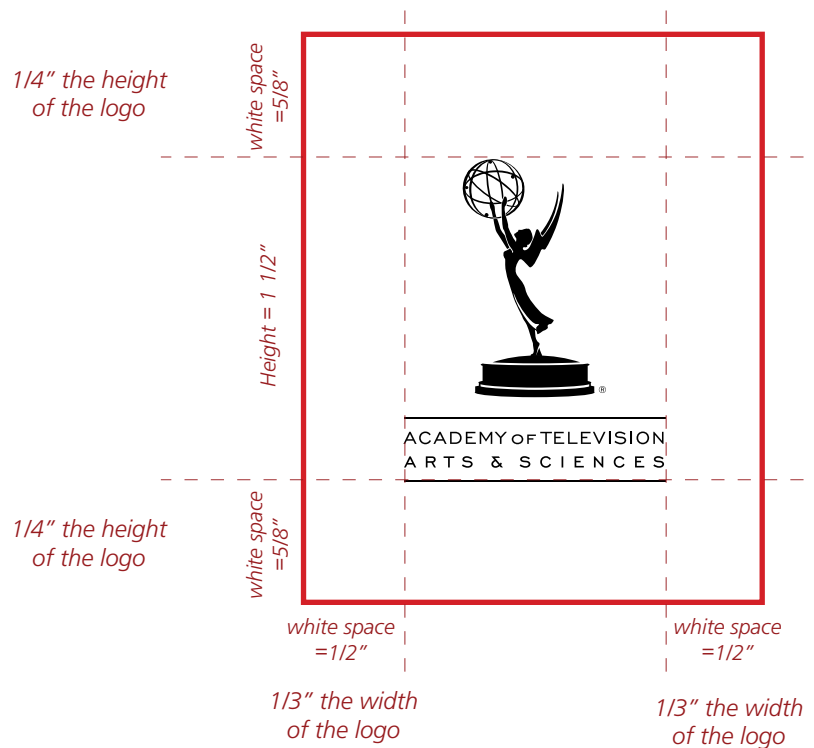


**UNACCEPTABLE EXAMPLES**

# 10

## WHITE SPACE AROUND THE LOGO

As explained in the introduction to the logo, the negative space, also known as white space, around the logo is almost as important as the logo itself. The white space helps create balance, harmony and a consistency of message. The space around the logo should be free from any other text or graphic element. Adequate margins prominently stage the logo and enhance the supporting typography and imagery. In general, the objective is to provide as much clear space as possible.



Use the size of the logo as your guide for white space. There should always be enough white space surrounding the logo to make it stand out and give it the importance it deserves. Ideally, no elements should be any closer vertically than  $\frac{1}{4}$  the height of the logo. This means that if the logo is  $1 \frac{1}{2}$ " high, there should be  $\frac{5}{8}$ " of white space to the top and bottom of the logo. Horizontally, no elements should be closer than  $\frac{1}{3}$  the width of the logo, and ideally the white space should be  $\frac{1}{2}$  the width of the logo. This means that if the logo is  $1$ " wide, there should be  $\frac{1}{2}$ " of white space to the left and right of the logo.

## TEXT WRAP AROUND THE LOGO

Please keep the white space surrounding the logo mark a hard edge rectangle and avoid having a left or right ragged body of copy following the contours of the logo mark. While the left or right rag may make for a more interesting design, it will detract from the logo and interfere in undesirable ways. If you wish to create such an effect, feel free to do so using a graphic representation of the Emmy® statuette, as discussed in a later section of this style guide.

### CORRECT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce magna. Integer lectus tortor, commodo vel, tempor quis, semper ut, nibh. Nunc dui lectus, scelerisque id, ultricies sit amet, ornare at, felis. Morbi a nisi vitae erat laoreet facilisis. Integer fringilla, tortor in elementum dapibus, ante ligula vehicula pede, vitae tempus nisi orci a sapien. In metus. Mauris aliquet laoreet lacus. Nulla varius turpis at velit euismod interdum. Sed turpis. Nullam aliquet posuere justo. Cras sapien. Donec eu nisi. Quisque sed sapien. Ut vulputate odio non ipsum tempus pellentesque. In turpis nibh, euismod accumsan, dignissim nec, molestie sit amet, diam. Maecenas diam. Morbi vulputate erat id purus placerat feugiat. Vestibulum tellus pede, facilisis et, eleifend in, aliquet ut, ipsum.



ACADEMY OF TELEVISION  
ARTS & SCIENCES

### INCORRECT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce magna. Integer lectus tortor, commodo vel, tempor quis, semper ut, nibh. Nunc dui lectus, scelerisque id, ultricies sit amet, ornare at, felis. Morbi a nisi vitae erat laoreet facilisis. Integer fringilla, tortor in elementum dapibus, ante ligula vehicula pede, vitae tempus nisi orci a sapien. In metus. Mauris aliquet laoreet lacus. Nulla varius turpis at velit euismod interdum. Sed turpis. Nullam aliquet posuere justo. Cras sapien. Donec eu nisi. Quisque sed sapien. Ut vulputate odio non ipsum tempus pellentesque. In turpis nibh, euismod accumsan, dignissim nec, molestie sit amet, diam. Maecenas diam. Morbi vulputate erat id purus placerat feugiat. Vestibulum tellus pede, facilisis et, eleifend in, aliquet ut, ipsum. Lorem ipsum dolor sit amet, adipiscing elit. Lorem ipsum dolor sit amet.



ACADEMY OF TELEVISION  
ARTS & SCIENCES

**TYPE OR ANOTHER IMAGE SHOULD NEVER BE PLACED ON TOP OF THE  
LOGO MARK, OBSCURING IT IN ANY WAY.**

PLACEMENT  
EXAMPLES

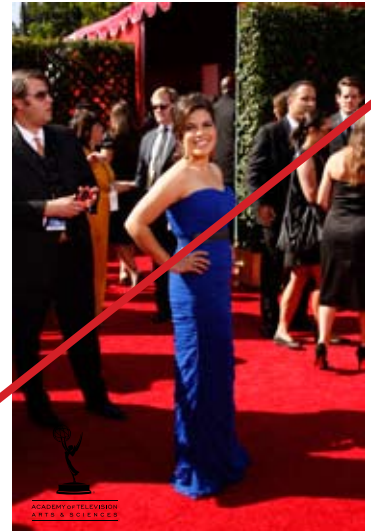
When the logo is placed over an image it should be placed in a clear space to maximize legibility. Given permission, the logo may be reversed to white to make it stand out from the background image. At no time should the logo be partially reversed out to increase legibility.



ACCEPTABLE



ACCEPTABLE



UNACCEPTABLE  
PLACEMENT



ACCEPTABLE  
PERMISSION NEEDED



UNACCEPTABLE  
ALTERATION

## THE EMMY® AS A DESIGN ELEMENT

### PHOTOGRAPHIC REPRESENTATION:

A photographic representation of the Emmy® statuette, such as the one shown to the right, may be used as a design element but should not be used as, misconstrued for, or get in the way of the actual logo mark. A photograph or rendering of the Emmy statuette may not be manipulated with a variety of graphic effects, but should follow the guidelines of this manual. To avoid problems of inconsistent depiction of the statuette, always use the official artwork provided by the Television Academy's marketing department. The Emmy award image must always be accompanied by the registration mark ® and "©ATAS/NATAS" must appear in small print somewhere on the page. This is the only instance where the abbreviation "ATAS" may be used.



### SPLITTING THE IMAGE:

Do not split Emmy across the gutter of a spread in a magazine, divide it into pieces for a gate-fold, or across a series of banners. Doing so inevitably loses a piece of the image and tends to denigrate the statuette.

### LEFT VERSUS RIGHT FACING:

For legal as well as identity purposes, it is preferred that the statuette faces left in the same way as the logo mark. However, many times a layout will look much better if the statuette is facing to the right. ***In such instances, you may show the statuette facing to the right but prior approval must be obtained from the marketing department.***

### FORWARD FACING:

The statuette should never face forward. When the Emmy statuette faces forward, it becomes a different image from the icon we are used to seeing and does not impart the consistency of image we wish to achieve.



UNACCEPTABLE EXAMPLES

## THE EMMY® AS A DESIGN ELEMENT

### ASPECT RATIO:

When enlarging or shrinking an image of the statuette, always make sure that the horizontal and vertical ratio is maintained. If it is not, the statuette will become squashed or compressed and will lose its elegance and prestige.



**INCORRECT**

**CORRECT**

### SIZE RATIO OF EMMY®:

The Emmy statuette must always appear in a size that will contribute to its prestige and iconographic standing. Do not turn it into a dingbat or punctuation mark. Make sure it is prominent in relation to the other elements on the page.

### COLORING EMMY:

The Emmy Statuette is gold. We would prefer to see it in any of the ways described in the logo section of this manual (page 8):

- Gold Foil: California Gold, 4700s
- PMS 871 Metallic Ink
- PMS 1245

If, for the sake of your design, Emmy needs to be a different color, never make it silver or another metallic tone. Please refrain from using garish or jarring hues such as magenta, purple, lilac, etc. We want to maintain the dignity and imposing nature of the statuette at all times.

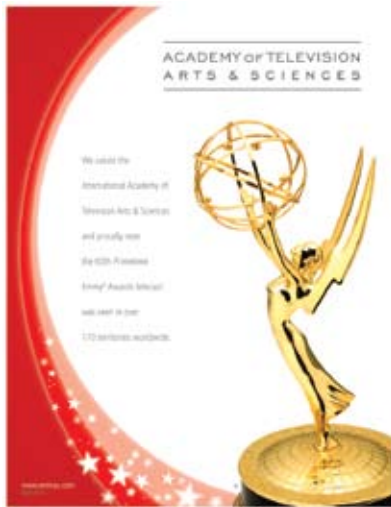
### USE OF MULTIPLE EMMYS:

In general, the use of multiple Emmys on a design piece should be avoided as it denigrates the prestige of the statuette and detracts from its iconographic position. In all cases, use of multiple Emmys needs to receive prior approval from the marketing department. As a general rule, approval will not be granted.

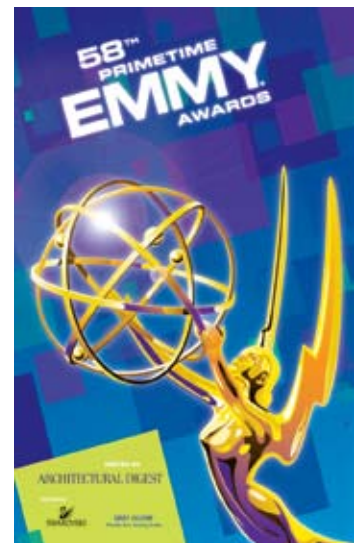
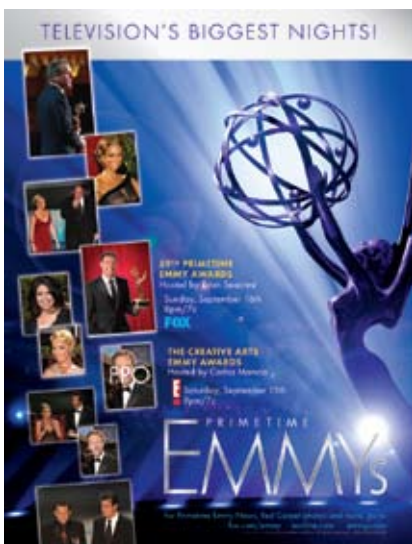
15

## CROPPING OF EMMY®

Avoid cropping the statuette at awkward places or angles. Do not crop in such a way as to make it seem cramped or hemmed in. Do not crop the statuette in a manner that takes away valuable information or impedes upon the heroic nature of the icon. Always leave a portion of the base and the atom ball intact. If the wings are clipped, do so sparingly. Below are several examples of good and bad cropping.



ACCEPTABLE CROPPING



UNACCEPTABLE CROPPING

The typeface of the logotype is Engravers Gothic. In order to distinguish the logo from the rest of your work we discourage you from using it in your designs and as body text. Instead we ask that you use Frutiger Light as the primary typeface (it is the typeface used throughout this manual). Frutiger is a sans serif font that comes in several styles. If you feel that a more formal serif font is necessary for your design we ask that you use Adobe Garamond.

For electronic communications, please use Arial as it is a standard font that almost all computers will recognize.

### Logo Typeface: **Engravers Gothic**

ENGRAVERS GOTHIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

THIS IS ENGRAVERS GOTHIC. THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG. WHEN CHOOSING A FONT YOU MUST LOOK AT SEVERAL FACTORS INCLUDING THE STROKE, WEIGHT AND CHARACTER OF THE FONT. A FONT HAS A PERSONALITY AS WELL AS A MESSAGE WHICH IS AS IMPORTANT AS ANY IMAGE YOU INCLUDE IN...

LOGOTYPE: ACADEMY OF TELEVISION ARTS & SCIENCES

### Primary Text Typeface: **Frutiger**

FRUTIGER LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

This is Frutiger Light. The quick brown fox jumped over the lazy dog. When choosing a font you must look at several factors including the stroke, weight and character of the font. A font has a personality as well as a message which is as important as any image you include in...

FRUTIGER LIGHT CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

This is Frutiger Light Condensed. The quick brown fox jumped over the lazy dog. When choosing a font you must look at several factors including the stroke, weight and character of the font. A font has a personality as well as a message which is as important as any image you include in...



**FRUTIGER ROMAN**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&amp;\*()

This is Frutiger Roman. The quick brown fox jumped over the lazy dog. When choosing a font you must look at several factors including the stroke, weight and character of the font. A font has a personality as well as a message which is as important as any image you include in...

**FRUTIGER BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&amp;\*()

This is Frutiger Bold. The quick brown fox jumped over the lazy dog. When choosing a font you must look at several factors including the stroke, weight and character of the font. A font has a personality as well as a message which is as important as any image you include in...

**FRUTIGER BLACK**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&amp;\*()

**This is Frutiger Black. The quick brown fox jumped over the lazy dog. When choosing a font you must look at several factors including the stroke, weight and character of the font. A font has a personality as well as a message which is as important as any image you include in...**

**Secondary Text Typeface (serif): Adobe Garamond**

ADOBE GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

This is Adobe Garamond. The quick brown fox jumped over the lazy dog. When choosing a font you must look at several factors including the stroke, weight and character of the font. A font has a personality as well as a message which is as important as any image you include in...

*ADOBE GARAMOND ITALIC*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890!@#\$%^&\*()*

*This is Adobe Garamond Italic. The quick brown fox jumped over the lazy dog. When choosing a font you must look at several factors including the stroke, weight and character of the font. A font has a personality as well as a message which is as important as any image you include in...*

**Electronic Communications Typeface: Arial**

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

This is Arial. The quick brown fox jumped over the lazy dog. When choosing a font you must look at several factors including the stroke, weight and character of the font. Afont has a personality as well as a message which is as important as any image you include in...

The Television Academy has a strict approval process in place for all imagery bearing the Academy of Television Arts & Sciences name, logo, logo mark and any depiction of the Emmy® statuette.

All original materials should be obtained through the Television Academy's Marketing department. All print and motion graphic artwork, at both the rough and finished stage, must be approved in writing by the proper channels: Artwork and on-air graphic materials should be submitted in hard copy or via electronic file to creative services for review by the Marketing Vice President and the Design Services Art Director. At the discretion of the Marketing Vice President, the Television Academy's Brand Committee may also be part of the review process.

Approvals may be obtained via the following people:

Laurel Whitcomb  
Vice President, Marketing  
whitcomb@emmys.org  
818.509.2214

Scott Buford  
Art Director, Design Services  
buford@emmys.org  
818.754.2818

Adam Philbin  
Director, Marketing  
philbin@emmys.org  
818.754.2850