

Oxford College

Sub-Brand Guidelines V1.0

April 2025



EMORY



OXFORD
COLLEGE

- Introduction
- Brand Platform
- Narrative
- Brand Language
- Storytelling Themes
- Typography
- Color
- Graphic Elements
- Photography
- Brand in Action

Introduction

What’s in a name?

A sub-brand, like any other brand, is a story that lives in the perceptions of our audiences and stakeholders and is reinforced by their experiences. Every word read and every graphic and photo seen works to create, change, or support the opinions that people have about us.

Oxford College, as a geographically distinct and self-contained unit within the university, is a unique part of the broader Emory story, and it deserves a sub-brand architecture that supports that. These guidelines outline the distinct verbal and visual elements that empower us to tell that story in a way that’s powerful, deliberate, and aligned with the wider Emory story.

By embracing these guidelines as a tool for creativity and a catalyst for expression, we’ll be able to convey to our audiences the true power of our offering and the impact we have on the world through education.

The main Emory brand guidelines should always be used as the most informative document on the Emory brand. These sub-brand guidelines should be used as a supplemental resource for materials specific to Oxford College.

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Brand Platform

BRAND PROMISE

Oxford First

Oxford College provides an intensive, community-driven liberal arts education with small class sizes, personalized faculty mentorship, and a close-knit residential experience. At the same time, it offers access to Emory University’s research excellence, global opportunities, and prestigious network—ensuring students receive the best of both worlds.

PILLAR 01

Oxford College Experience

Oxford’s residential campus fosters intellectual curiosity, interdisciplinary discovery, and critical thinking, all within a supportive, tight-knit community where every student is known, mentored, and encouraged. The residential experience enhances academic exploration, creating a holistic foundation for success at Emory and beyond.

MESSAGING PRIORITIES

- Small class sizes, faculty mentorship, and personalized learning within a fully residential campus setting
- Emphasis on writing, discussion-based learning, and interdisciplinary approaches, strengthened by a campus culture of collaboration
- The foundation for a well-rounded academic experience, where living and learning go hand in hand, ensuring students’ seamless transition to Emory’s main campus

PILLAR 02

Research & Discovery

At the intersection of research and discovery, Oxford College empowers students with early access to world-class research, hands-on problem-solving, and faculty-led innovation. Students begin their journey in the intimate, liberal arts environment of Oxford and continue into the expansive reach of Emory’s research enterprise.

MESSAGING PRIORITIES

- Early access to hands-on research and discovery opportunities
- Interdisciplinary learning across liberal arts and sciences
- Personalized mentorship from engaged faculty
- Starting on a close-knit, historic campus with a seamless path to a major research university
- Connection to Atlanta’s cultural, professional, and service networks

PILLAR 03

Pathways & Purpose

An immersive, formative two-year experience that prepares students for their next steps at Emory and beyond.

MESSAGING PRIORITIES

- Oxford now, Atlanta ahead: A seamless transition from Oxford’s liberal arts model to Emory’s research-driven opportunities
- Career exploration, leadership, and experiential learning
- Personal growth through a structured, supportive environment

PILLAR 04

Connection & Community

A fully immersive residential experience that builds lifelong relationships and leadership skills from day one. At Oxford, students don’t just attend college—they shape the culture of their campus, fostering a spirit of collaboration, inclusion, and initiative. The small, residential environment strengthens bonds and encourages deep engagement with peers, faculty, and the surrounding community.

MESSAGING PRIORITIES

- Campus life as a central part of personal and academic growth, fostering strong relationships and a sense of belonging
- Leadership development from day one, shaped by the collaborative and student-driven nature of a fully residential community
- Community engagement and service-learning opportunities that are deeply embedded in the campus experience, preparing students to lead with impact

PERSONALITY

Passionate

EXCITED & MOTIVATED

Collaborative

WELCOMING & INCLUSIVE

Creative

INSPIRATIONAL & INNOVATIVE

Inquisitive

CURIOUS & OPEN-MINDED

Nurturing

ENCOURAGING & SUPPORTIVE

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Narrative

Our narrative acts as an internal paradigm for our external marketing language. Structured as a missive to our students, it demonstrates a tonal approach grounded in the broader Emory personality distilled uniquely for Oxford.

Building on our brand strategy, this narrative provides us with storytelling themes and key brand lines that shape Oxford College’s identity in the world.

BRAND NARRATIVE

Some take the
off-the-shelf approach.
You prefer something original.

Not just a path, but your path.

One that fits you like a glove, and opens up
opportunity around every corner.

Welcome. *You’re exactly where you belong.*

Oxford is for the explorers.
Those ready to *dig in*.
Go deep.
Look closer at what’s around you, and what lies before you.

Following the familiar can teach you a lot —
but uncovering the unexpected can teach you something new.

After all, it’s not just what you know,
but who you become along the way.

At Oxford, good things
come to those who seek.

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Brand Language

This idea pays homage to the natural curiosity of Oxford’s students and the deep passion they bring to their studies. It reflects a willingness to do what’s never been done while also learning from what is, encouraging exploration and discovery as elements of learning with inherent value.

ON USING OUR NAME

On first reference, we should always refer to ourselves as “Oxford College of Emory University”. On second reference, use “Oxford College”. On subsequent references, “Oxford” or “the college” are acceptable. Additionally, if using “Oxford” as shorthand, context should clearly reference Oxford as a campus or location — a sister to Atlanta, not a competitor.

Note: it may not be necessary to use our full name on first reference if the full logo is used in close proximity.

BIG IDEA

Good things come to those *who seek*.

BRAND LINES

Good things come to those who seek.

Where wonder is encouraged and curiosity is essential.

Challenge the known.
Chase the unwritten.

Uncover the unexpected.

Learning on the edge of extraordinary.

Oxford material through and through.

TONE

Passionate — because the journey is just as thrilling as the destination.

Collaborative — because discovery is richer when we explore together.

Creative — because the best ideas come when you wander off the path.

Inquisitive — because the next great question leads to the next great adventure.

Nurturing — because growth happens when we’re encouraged to embrace the unknown.

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Storytelling Themes

Our brand language provides us with a common vocabulary to use in telling Oxford’s story, but the broader themes underpinning that language are equally valuable. Writing to these themes will help ensure our communications are strategically aligned and branded in voice.

PEOPLE

An Original Place for Original People

Oxford College is a place for those who dig in and seek more, craving an experience that’s deeply engaged and thoroughly fulfilling. This storytelling theme embraces our identity and uplifts the people who find themselves home here, in all of their individuality and diversity of interests and pursuits.

SAMPLE HEADLINES

Oxford material, through and through.

Where wonder is encouraged and curiosity is essential.

Great questions lead to great adventures.

ACTION

Good Things Come To Those Who Seek

Those original, incredible people who find their place at Oxford may come from different backgrounds and pursue different fields of study, but all are united by the active pursuit of good. At Oxford, curiosity is the spark, and ambition is the flame that lights the path forward.

SAMPLE HEADLINES

Good things come to those who seek.

Learning on the edge of extraordinary.

Ambition meets action.

RESULT

Unwritten

When curious minds come together to define their own direction, it’s only natural that they’ll get into uncharted territory. At Oxford there’s much to be learned from the familiar, but the good things coming to those who seek are often unexpected and unwritten. But not for long.

SAMPLE HEADLINES

Challenge the known.
Chase the unwritten.

Uncover the unexpected.

Discover a journey that’s yours alone.

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Type Style and Hierarchy

Typographic hierarchy allows us to organize and lay out information in a clear, rational manner. The styles outlined here aid in providing a coherent typographic voice across communications and work as a base for consistent information design.

The Oxford sub-brand uses the same typefaces as the main Emory brand, they are differentiated through their use in composition and using other weights.

OFFSET HEADLINES

For our headlines we primarily use a special compositional style called ‘off set type’ this means we use it in dynamic layouts that speak to the unique eclecticism of the Oxford experience. We also set a portion of the headline in a smaller size in Open Sans to emphasize the larger words and create a poetic treatment.

BODY

Another difference in the Oxford sub-brand is how we use Open Sans for our Body Copy. We use Open Sans ExtraBold in capitals for body titles and then Open Sans Regular for body.

We use Open Sans to visually balance the more dynamic compositional treatment of our offset headlines.

A. OFFSET HEADLINE PART 1
Set in Crimson Pro Extra Light

B. OFFSET HEADLINE PART 2
Set in Open Sans Bold

C. OFFSET HEADLINE PART 3
Set in Open Sans Bold

D. LEAD-INS
Set in Crimson Pro Light

E. BODY TITLES
Set in Open Sans ExtraBold in capitals

F. BODY COPY
Set in Open Sans Regular

A

Good things

B

come to those

C

who seek.

D

Where wonder is encouraged and curiosity, *essential*.

E

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Consectetur adipiscing elit. Integer dolor nunc, auctor id justo euismod, vestibulum congue dolor. Duis vel eros cursus, maximus lacus nec, dictum tellus.

F

In tincidunt a arcu quis ullamcorper. Aliquam mollis cursus nulla, vitae placerat tellus facilisis eu. Integer tincidunt id lorem eu blandit. Morbi at scelerisque lacus, vitae volutpat sapien. Curabitur at posuere libero. Dolor sit amet consectetur.

Sed tincidunt auctor lectus iaculis faucibus. Fusce accumsan dui quis ligula ultricies, quis vulputate elit viverra. Duis pretium, est placerat volutpat porttitor.

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Color Overview

Our Oxford College sub-brand palette is a refined selection from our larger Emory brand palette. These color selections help amplify the passion, creativity, and other personality words that make up the Oxford sub-brand.

We play up our bright supporting colors often to speak to our Oxford personality as well as the unique beauty of the Oxford Campus.

EMORY BRAND PALETTE



OXFORD COLLEGE SUB-BRAND PALETTE

<div>DOGWOOD WHITE</div> <div>CMYK: 0/0/0/3</div> <div>RGB: 246/246/246</div> <div>#F6F6F6</div>	<div>WATERHUB BLUE PMS 286</div> <div>CMYK: 100/75/0/0</div> <div>RGB: 0/51/160</div> <div>#0033A0</div>	<div>EMORY YELLOW PMS 130</div> <div>CMYK: 0/32/100/0</div> <div>RGB: 242/169/0</div> <div>#F2A900</div>
		<div>WISE HEART PMS 7597</div> <div>CMYK: 0/85/95/2</div> <div>RGB: 209/65/36</div> <div>#D14124</div>
		<div>LULLWATER PMS 3537</div> <div>CMYK: 100/14/99/65</div> <div>RGB: 0/72/43</div> <div>#00482B</div>
<div>EMORY BLUE PMS 294</div> <div>CMYK: 100/74/0/45 (COATED)</div> <div>CMYK: 100/68/0/21 (UNCOATED)</div> <div>RGB: 0/47/108</div> <div>#002F6C</div>		<div>OXFORD FARM PMS 7496</div> <div>CMYK: 35/0/100/37</div> <div>RGB: 119/137/33</div> <div>#778921</div>
		<div>WHITE</div>
		<div>WISTERIA PMS 2635</div> <div>CMYK: 20/27/0/0</div> <div>RGB: 200/181/241</div> <div>#C8B8F1</div>

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Graphic Elements

Our graphic elements are based in the larger Emory brand, but add unique, identifiable elements that speak to Oxford.

A. SHIELD PATTERN

This pattern is part of the larger brand, but in our materials we use it more prevalently to play up the Oxford sub-brand. We also exclusively use it for Oxford in our sub-brand palette. We have a full palette version that is used most frequently as well as cool and warm versions that are used less frequently.

B. OXFORD TAG

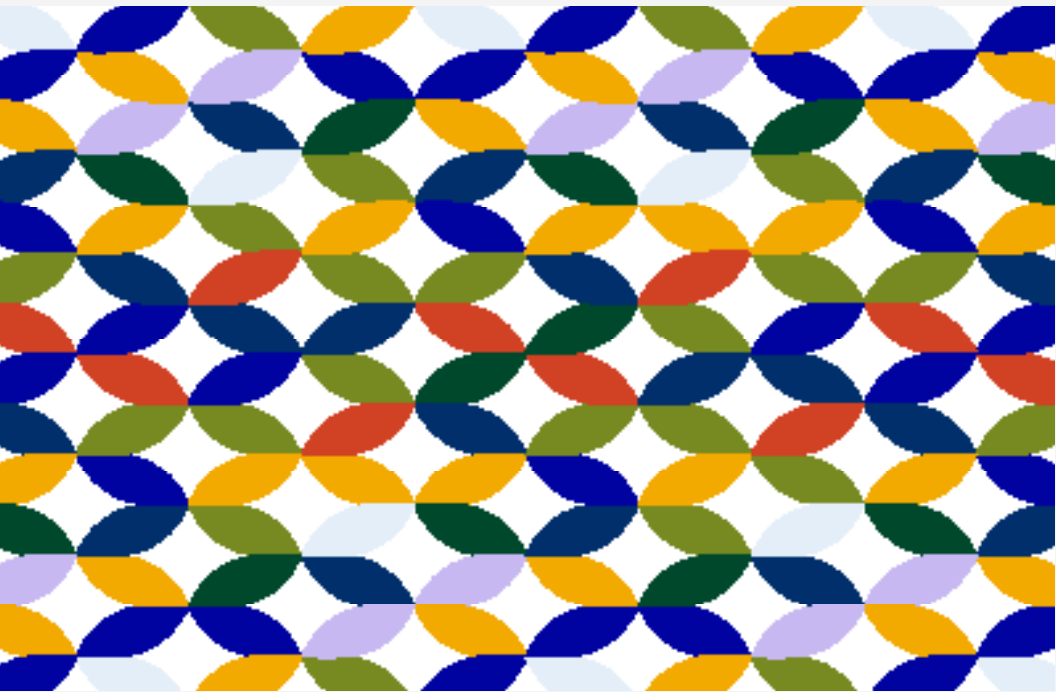
This tag is inspired by geographic short-hand tags. We use it to identify our materials as being specific to the Oxford campus. It allows us to have a subtle graphic element that feels ownable.

C. TO-THE-EDGE TYPE

To the edge type is a compositional treatment that emphasizes headlines by bleeding them off the edges of the composition. We use this technique occasionally when we want to treat our headlines in a bold manner.
Note: The type should never bleed off so much that it obscures the words and prevents them from being readable.

See how we use these elements compositionally on the following Brand In Action page.

A



C



B

OXF

Note: This Oxford Tag should only be used if the official Oxford College logo is present or the full title of Oxford College is written out on a design material.

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A. PHOTO STYLE

Our photo style is defined by active, candid portraiture with warm light. We should look for opportunities to highlight Oxford’s campus, especially its unique natural setting. Images of students should show active engagement or movement.

B. DUOTONE TREATMENT

Similarly to our larger Emory band we also incorporate duotone photography into our sub-brand system. With the Oxford sub-brand, however, we want to increase the use of duotone treatment in our supporting shades beyond blue only. For instructions on how to implement the duotone treatment please refer to the photography section in the larger Emory brand guidelines.

Note: Using duotone treatment in certain shades such as Wisteria might create low contrast issues. In these cases, try another shade or select another image.

A



B



NOTE: IMAGES ARE A MIX OF EMORY PHOTOGRAPHY AND PLACEHOLDER

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Questions?
Please contact us at
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