

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.

A. EYEBROWS
Sit above the headline in Open Sans Bold

B. HEADLINES
Set in Crimson Pro Extra Light

C SUBHEADS/QUOTES
Set in Crimson Pro Extra Light

D. LEAD-INS
Set in Crimson Pro Extra Light

E. BODY TITLES
Set in Open Sans Bold or Crimson Pro Extra Light in capitals

E. BODY COPY
Set in Crimson Pro Extra Light. On certain backgrounds and environments, Extra Light may be swapped for Light or Regular to ensure proper contrast

G. LEGAL
Set in Open Sans Regular. On certain backgrounds and environments, Regular may be swapped for Semibold or Bold to ensure proper contrast

A — **TABLE OF CONTENTS**

B —

Do what’s
never been done.

C —

Emory is renowned for classroom rigor
and faculty excellence.

D —

Our academics shape critical thinkers and compassionate
leaders who are prepared to learn, act, and lead. Here, you’ll
broaden your understanding of the world, collaborate across
disciplines, and grow in ways that prepare you for the future.

E —

TABLE OF CONTENTS
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.

Caption Title here
Consectetur adipiscing elit. Integer dolor
nunc, auctor id justo euismod, vestibulum
congue.

June 6, 2025

G —

Contact information for the Emory University Designated Agent for
Notification of Claimed Infringement under the DMCA