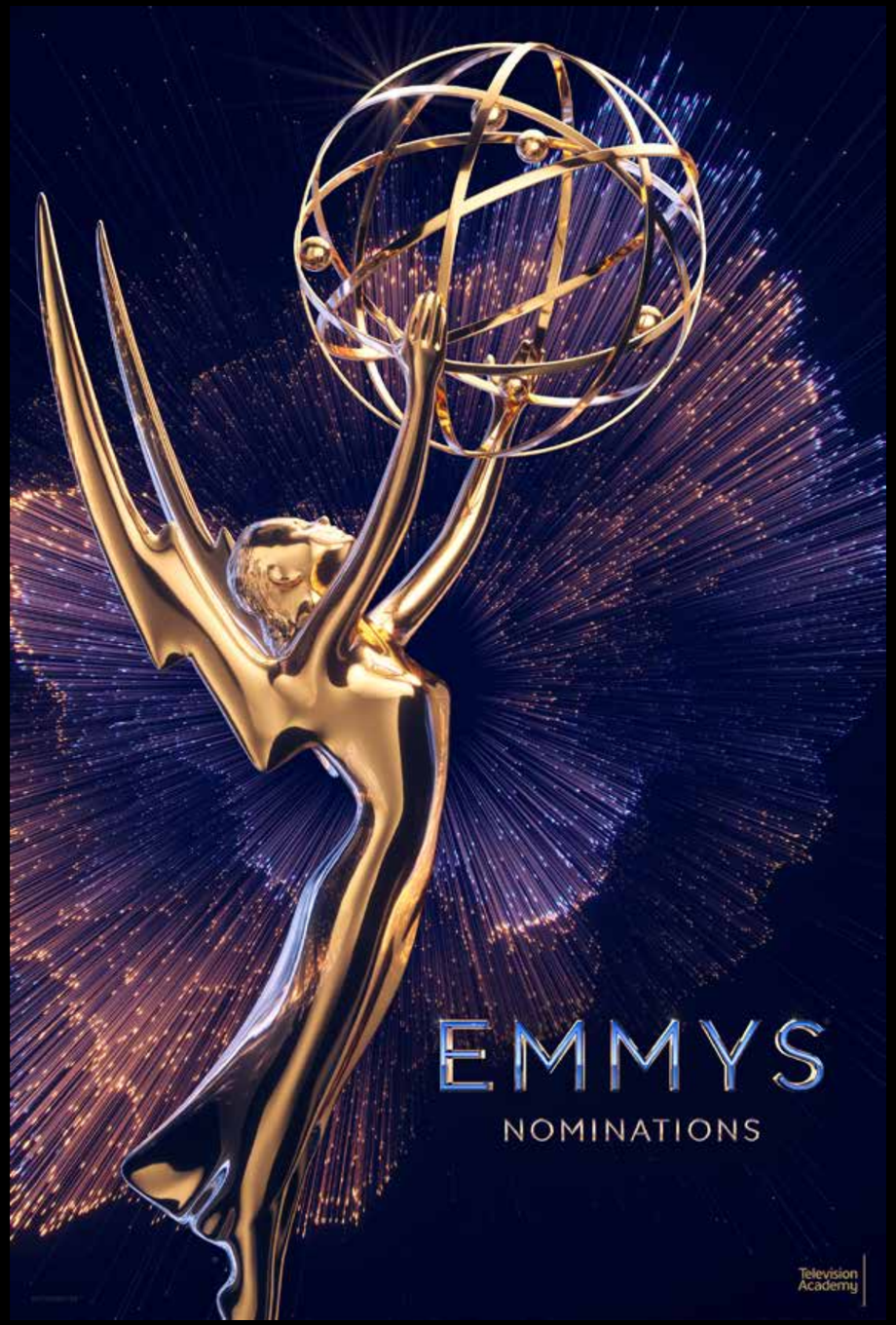
77TH EMMYS® BRAND GUIDELINES



77TH EMMYS® KEY ART LOCKUPS



Nominations Version



CBS/Paramount+ Tune-in Version

OVERVIEW
The 77th Emmy key art conveys a vibrant and energetic approach for the Emmy competition and ceremonies. The art depicts expanding motion in ultra-fine detail, with streaming particles that form an ethereal flower of light rays behind the statue. The streams reflect a celebratory explosion of color and light on the Emmy, while the cool periwinkle tones contrast and compliment the gold beveled EMMYS type . All elements are set against a foggy, midnight blue background with minute streaming elements extending past the edges of the artwork.

PLEASE NOTE
The artwork only refers to this show as the EMMYS. Do not add 77th, 2025, “Awards” or “Primetime” to the key art image. Do not alter the artwork without permission from the Television Academy.

77TH EMMYS® COLOR PALETTE

BACKGROUND COLORS

Deepest Blue
RGB – 0 1 25
HEX – 000119

Fog Blue
RGB – 3 8 39
HEX – 030827

STATUE GOLD SPECTRUM

Dark Gold
RGB – 178 127 87
HEX – b27f57

Light Gold
RGB – 255 230 178
HEX – ffe6b2

Highlight Yellow
RGB – 252 232 165
HEX – ffec7f

EMMYS GOLD TYPE & TELEVISION ACADEMY LOGO COLOR

RGB – 186 151 91
CMYK– 27, 38, 74, 3
HEX – ba975b
PMS 466c

PARTICLE STREAMS

Periwinkle Stream
RGB – 107 100 160
HEX – 6b64a0

Pink Flare
RGB – 245 150 246
HEX – f596f6

Peach Stream
RGB – 222 126 98
HEX – de7e62

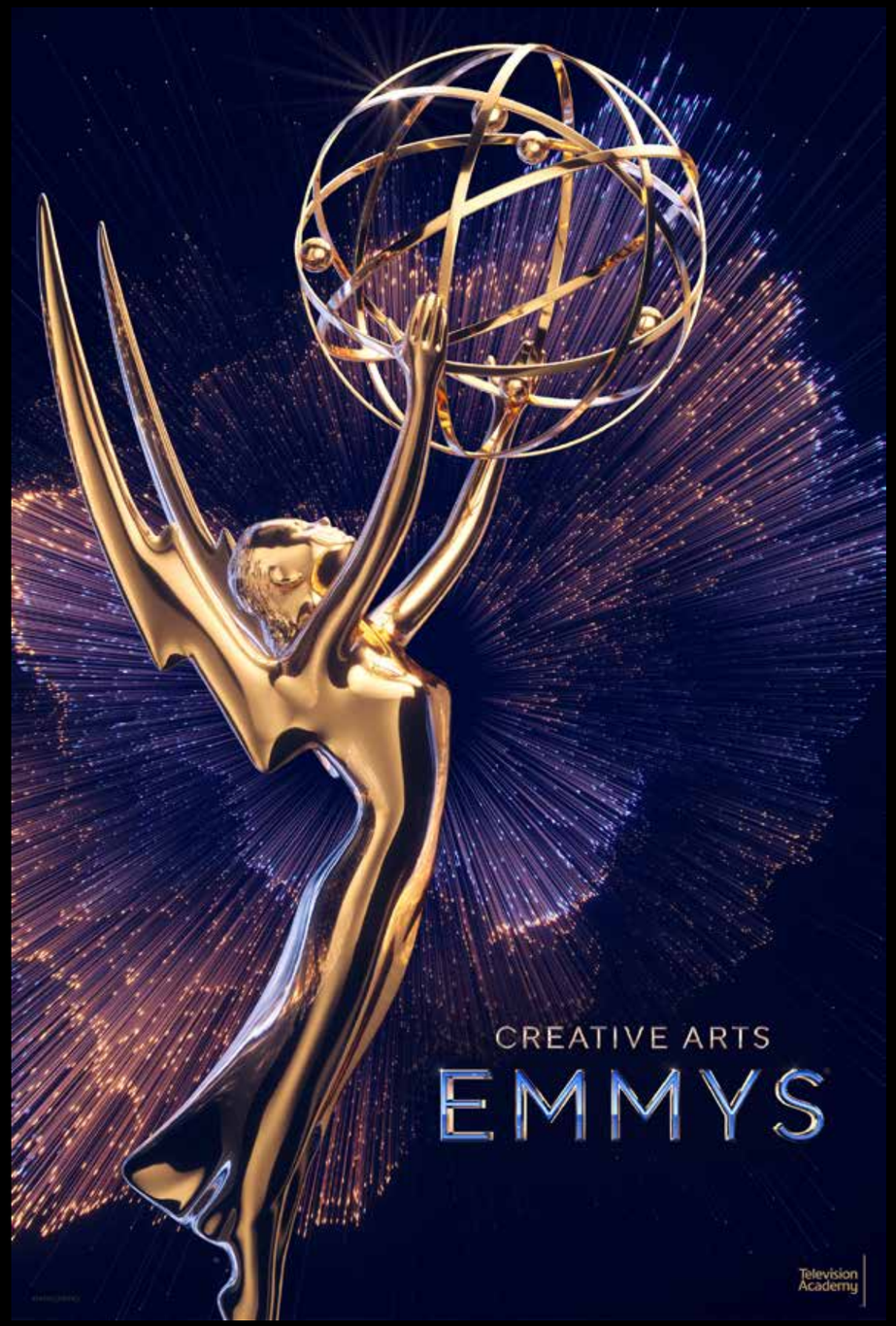
Lemon Flare
RGB – 255 197 103
HEX – ffc567

TYPE & DRESS BLUES

Type Light Blue
RGB – 101 165 255
HEX – 65a5ff
PMS 2143c

Type Dark Blue
RGB – 28 85 213
HEX – 1c55d5

Dress Blue Accents
RGB – 198 206 242
HEX – c6cef2



Creative Arts Version

77TH EMMYS® CEREMONY LOCKUPS

There are versions for each ceremony of the key art available.

CEREMONY	PSD VERSIONS
Emmys (generic)	
Emmys with CBS and Paramount+ Tune-In	
Emmys Nominations	
Los Angeles Area Emmys	
Creative Arts Emmys	
Engineering, Science & Technology Emmys	

77TH EMMYS® CONTACTS

HAVE QUESTIONS OR NEED SOMETHING?

To follow up with questions about our Television Academy or Emmy brand, or to obtain visual assets, please contact:

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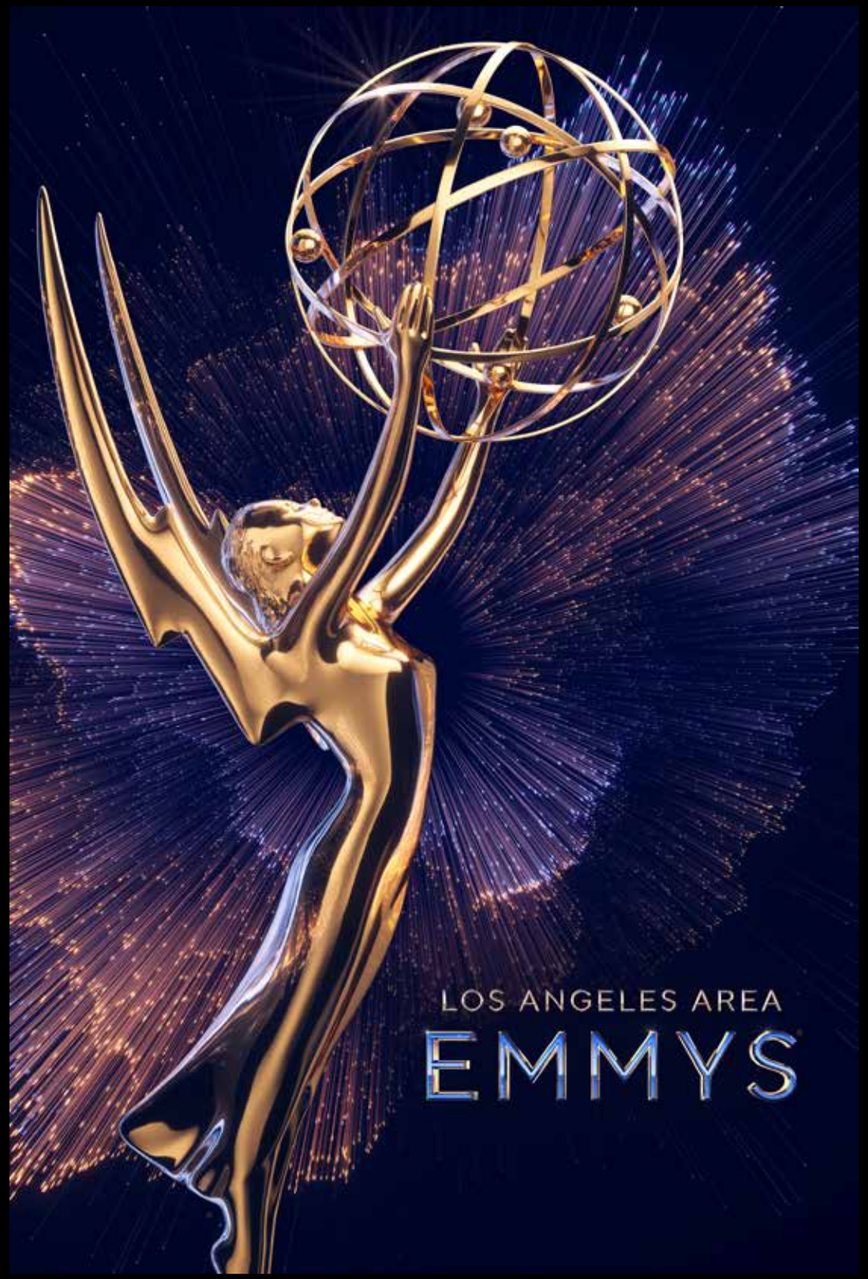
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Los Angeles Area Version