

Communications and Marketing at Emory

Regarding communications and marketing, the following are the Top 3 Things to Know as a student at Emory:

1. Protect the Emory logo
 - We follow [Emory University guidelines](#) for logo use
 - Do not alter the logo
 - Do not design your own logo
 - Do not use logos of our clinical partners, including EHC, Grady, Children's, and VA, without written permission from their marketing departments
2. The media team is here to help
 - If you are contacted by a member of the media:
 - # Always reach out to Emory's media relations team before agreeing to an interview or placing an op-ed. Contact jen.king@emory.edu to be connected to the appropriate contact (depending on topic).
 - # The media team is here to vet opportunities, advise on whether an interview is a good idea, and support you with messaging. They can also review and edit op-eds; please provide as much time as possible to review.
3. Process to order Emory-branded merchandise
 - First, get approval from the EAD on the design and any wording you have in mind.
 - Use our [approved vendors](#) whenever possible.
 - Other, non-approved vendors are not permitted to print an Emory logo without a licensing letter.
 - Reach out early in the process, we can help.
4. A couple more helpful hints:
 - Do not post any information about patients or photos of patients on social media, even if it is de-identified
 - When advocating, make sure you are advocating in a way that is aligned with our policies by reviewing the [following article](#)

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