The 76th Emmy key art conveys a vibrant and energetic approach for the Emmy competition and ceremonies. The art depicts stunning kinetic motion, featuring glass tubes that swirl around the Emmy reaching towards the sky. The uplifting design mirrors the aspirational pose of the Emmy herself. The light source refracts a multitude of colors onto the glass and the Emmy, while bejeweling the golden emmy type below. All elements are set against a regal violet background, creating a diverse color palette across the entire piece.

**OVERVIEW**
The 76th Emmy key art conveys a vibrant and energetic approach for the Emmy competition and ceremonies. The art depicts stunning kinetic motion, featuring glass tubes that swirl around the Emmy reaching towards the sky. The uplifting design mirrors the aspirational pose of the Emmy herself. The light source refracts a multitude of colors onto the glass and the Emmy, while bejeweling the golden emmy type below. All elements are set against a regal violet background, creating a diverse color palette across the entire piece.

**PLEASE NOTE**
The artwork only refers to this show as the EMMYS. Do not add 76th, 2024, “Awards” or “Primetime” to the key art image. Do not alter the artwork without permission from the Television Academy.
COMPOSITION
The key art intentionally utilizes a close-up, tightly cropped view of the emmy statuette. For most uses, the top of the neutron ball and the bottom of the statue should be cropped as shown. In rare instances more of the statue may be seen, but never below the flare of the dress.

These illustrations show the full extent of the artwork in the file. The desired cropping for each layout as noted by the dotted red outline. The top layer of each PSD file denotes the standard crop.
The Emmy mark is unique to this anniversary year and can only be used for the 76th Emmy ceremonies. It can be used alone, or alongside the EMMYS typography.

**NOTE:** If the statue and logotype are paired together, the registration mark is only required once after EMMYS.

**FONTS**

All EMMYS titles utilize **GILROY SEMI BOLD**.

**EMMYS**

Tracking set at 130. EMMYS must always be accompanied by the registered mark (®).

**NOMINATIONS**

Additional ceremony titles are approximately 1/3 the height of EMMYS wording. Tracking varies based on ceremony title length.

**VERSIGN**

Multi-colored Beveled Version

1 Color Version

1 Color logos can be presented in gold, black or white.

**TELEVISION ACADEMY LOGO**

Use only as supplied. Can be used in gold, black or white.

**ABC TUNE-IN BLOCK**

Use only as supplied.

Fonts:

AGT America Condensed Bold for emphasized parts.
AGT America Condensed Regular for everything else.
76th EMMYS® CEREMONY LOCKUPS

Inside each Photoshop file are separate layers for the ceremonies utilizing this artwork. Equivalent vector versions are available for each. Please display them only as shown.

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76TH EMMY® COLOR PALETTE

PRIMARY PALETTE

BACKGROUND GRADIENT

Deep Purple
RGB – 35 7 89
HEX – 230759

Light Purple
RGB – 80 6 90
HEX – 50065a

GOLD SPECTRUM GRADIENT

Dark Gold
RGB – 114 71 35
HEX – 724723

Medium Gold
RGB – 183 135 68
HEX – b78744

Light Gold
RGB – 244 224 157
HEX – f4e09d

REFRACTION POP COLORS

Pink
RGB – 255 0 195
HEX – ff00c3

Red
RGB – 255 3 52
HEX – ff0334

Orange
RGB – 255 63 22
HEX – #fb16

Yellow
RGB – 250 204 20
HEX – ffacc4

Neon Green
RGB – 0 255 55
HEX – 00ff37

Light Blue
RGB – 0 215 255
HEX – 00d7ff

Blue
RGB – 40 9 178
HEX – 2809b2

EMMYS GOLD TYPE & TELEVISION ACADEMY LOGO COLOR

RGB – 183 135 68
CMYK – 24, 43, 86, 4
HEX – b78744
PMS 16-1139 TCX/TPG
The key art background contains gradients, glittery particles, and swirling glass tubes reflecting a rainbow of colors. Along with the Emmy image and the logotype, these elements create a toolbox for supplemental designs. They may be separated and used as individual design components for social media posts, signage and advertising elements. These variations, and any change to the Emmy key art, must be approved by the Television Academy prior to public use. Please keep the designs tasteful and in the spirit of the Emmy key art.

**EXAMPLES OF APPROPRIATE ELEMENT USAGE**

**UTILIZING PRIMARY COLOR PALETTE**

Use various elements from the backgrounds, including gradients, glass tubes, streaks and particles.

Only use Gilroy font, but experiment with upper & lowercase lettering and various weights to enhance the design.

Photographic or vector Emmy imagery can be used, but a tight statue crop should be part of the design.

PSD, flat and beveled versions of the Emmy Mark and logotype may be used, but keep legibility and proper aesthetics in mind.

Allow enough negative space in the designs to retain elegance and readability within the artwork.

Use the refraction pop colors sparingly to add emphasis and bursts of color in the designs.

Add registered marks ® as required by the EMMYS word and statue marks.
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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Los Angeles Area Version