



AUTHENTICALLY AUBURN

UNDERSTANDING AND APPLYING THE AUBURN BRAND

HR CONFERENCE 2024

BRIDGET WYKE



AUBURN

AGENDA

1. Purpose of Branding
2. Visual Brand Identity
3. Brand Assets and Resources
4. Brand Coherence
5. Brand Positioning
6. Brand Voice and Messaging
7. Brand Campaign
8. Questions/Discussion





THE PURPOSE OF BRANDING



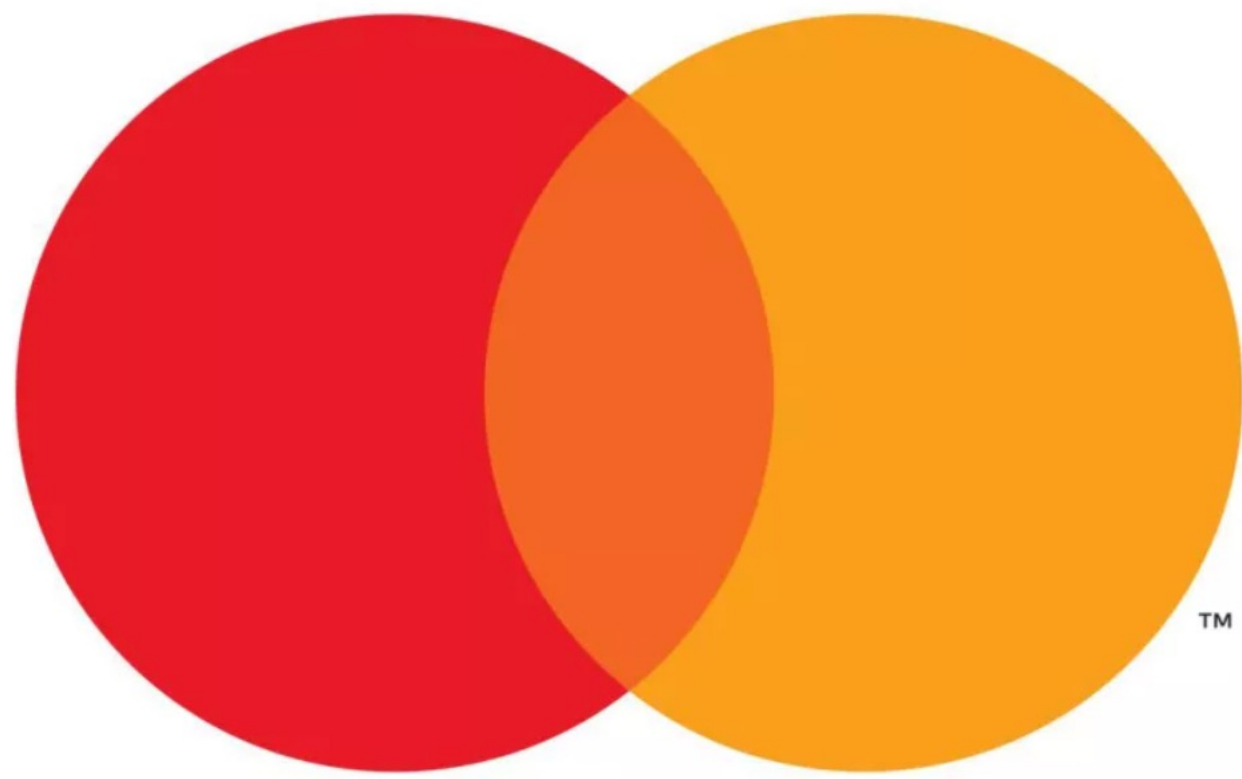
AUBURN

THE PURPOSE OF BRANDING

- Create an instantly recognizable identity.
- Establish trust and credibility.
- Convey a persona that the target audience relates to.

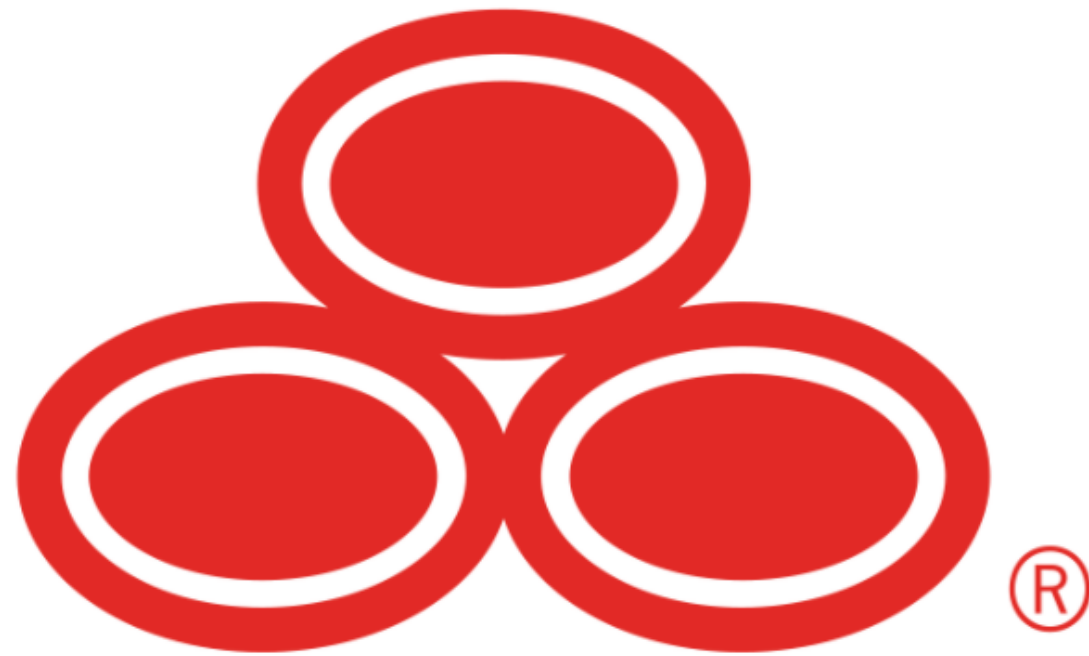


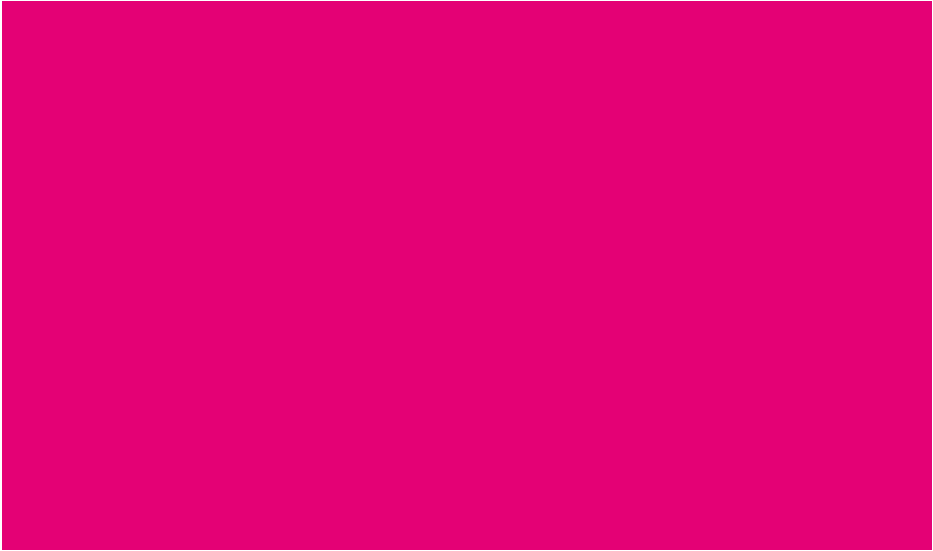




TM











VISUAL BRAND IDENTITY



AUBURN

WHERE WE STARTED (BEFORE BRAND IDENTITY)

NO COHESIVE BRANDING, LACK OF CONSISTENCY

AUBURN UNIVERSITY

CAMPUS SAFETY IS EVERYONE'S RESPONSIBILITY!

EMERGENCY NOTIFICATION (AU ALERT)

EVACUATION GUIDELINES

SHELTER OR SECURE IN PLACE

ACTIVE SHOOTER

TORNADO

SEVERE WEATHER

UTILITY EMERGENCY

FIRE EMERGENCY

MEDICAL EMERGENCY

BOMB THREAT

CHEMICAL SPILL OR EXPOSURE

Auburn University PROHIBITS Sexual & Gender-Based Misconduct

auburn.edu/titleix

Visit the Title IX website to learn more about:

- Policy and Procedures
- Online Reporting
- Confidential Resources
- Campus Resources
- Community Resources
- Green Dot Bystander Intervention Training
- Online Education for Students (AU Access)
- Online Education for Faculty and Staff
- Accommodations and Supportive Measures
- Options for Reporting to Law Enforcement and Campus Authorities

Kelley Taylor, Auburn University Title IX Coordinator

317 James E. Foy Hall 334-844-4794 eeo@auburn.edu

You need to know when there is an emergency on campus affecting your safety.

Sign up today! Receive alerts, register your emergency contacts

AU ACCESS
MY CAMPUS MY CONTACTS

auburn.edu/aualert

AU ALERT

SECURITY SHUTTLE
A free service to help you travel safely after hours on-campus

Auburn Safety
The official safety app of Auburn University

- FRIEND WALK
- EMERGENCY GUIDELINES
- TIP REPORTING
- SAFETY NOTIFICATIONS
- CAMPUS SAFETY RESOURCES
- IN-APP SECURITY SHUTTLE REQUEST

Search "auburn safety" in your app store.

AUBURNSAFETY APP

CLASSES & TRAINING
campussafety@auburn.edu 334-844-8888

- EMERGENCY PREPAREDNESS
- CAMPUS SAFETY & ACTIVE SHOOTER RESPONSE TRAINING
- CRIME PREVENTION
- OPR AND FIRST AID
- PERSONAL SAFETY
- RAD: SELF-DEFENSE FOR WOMEN

Other safety topics upon request

BEFORE COMING TO AUBURN

- REGISTER WITH AU ALERT
- DOWNLOAD THE AUBURN SAFETY APP
- REVIEW EMERGENCY GUIDELINES

ANNUAL SECURITY AND FIRE SAFETY REPORT
auburn.edu/securityreport

Tau Sigma Transfer Student Honor Society

Tau Sigma is an academic honor society designed specifically to recognize and promote the academic excellence and involvement of transfer students.

To join, you must have at least a 3.5 GPA or be in the top 20% of the incoming transfer student population during your first semester at Auburn. Membership invitations will be mailed in the spring of 2022.

For more info, contact Melissa Dunn [Tau Sigma Advisor] at dunnmes@auburn.edu.

Transfer Student Organization

Transfer Student Organization (TSO) is an organization created for incoming transfer students at Auburn University. With the help of the First Year Experience Office, this organization was created in order to help transfers, just like you, get involved on Auburn's campus.

To join or for more info, please send an e-mail to dunnmes@auburn.edu.

TIGER NETWORK

TIGER Network's mission is to build upon Auburn University's existing efforts to cultivate a vibrant and proud first-generation support network for students and families through tradition, education and resources.

To learn more visit: aub.edu/TIGER

TIGER RETREAT

Build your community. Discover your connection.
August 13 - August 14, 2021

Are you looking to jump start your Auburn experience with other first-year students? The Office of Inclusion and Diversity's Tiger Retreat is for you! This weekend experience is designed to introduce incoming multicultural, diverse, and first-generation college students to the academic, cultural and social community of Auburn University. From what to bring, the weekend is pre-packed with opportunities to connect, helpful strategies for success and much more!

<https://aub.edu/TIGER21>

Find Your COMMUNITY.

The Office of Inclusion and Diversity (OID)

Our unit strives to ensure the institution's commitment to diversity is clearly articulated and apparent through a campus climate where all students, faculty and staff feel welcomed and are treated with respect.

OID works to provide leadership, encourage collaboration and support for many of the institution's diversity initiatives.

CONTACT

NAJIA WILLIAMS
Asst. Director of OID
"Each semester an event hosted by the program has given me the opportunity to meet and get to know people who I have never met before."

CARLOS SMITH
Events Director
"Once I got to campus, I found out that no matter what I was studying, this program created a community that supported me fully."

TESP TIGER EXCELLENCE SCHOLARS PROGRAM

PLUS and Great College scholarship recipients are required to participate in TESP, a student success program designed to support the holistic development of scholars through:

- Success seminars
- Advising
- Weekly study hours
- Campus touchpoints
- Signature events for TESP scholars
- Engagement with alumni and corporate partners

Meeting human needs now and in the future in a fair, just, and equitable way, while protecting and maintaining healthy ecosystems in perpetuity.

WELLBEING

ECONOMY

SOCIETY

SUSTAINABILITY

Office of Information Technology
auburn.edu/oit

The Office of Information Technology (OIT) provides computing resources and support for all faculty, employees and students. Welcome to Auburn University and War Eagle!

OIT Services & Programs

- Tiger Print - Print files on campus from anywhere, learn more auburn.edu/tigerprint.
- Box - Collaborate and share content with your free Box account. Set it up at www.auburn.edu/box.
- LastPass - Securely store passwords in your LastPass vault account. Find out more at auburn.edu/lastpass.
- WiFi - Strong wireless access is available across campus; details about the different networks, and how to connect to them, are available at auburn.edu/wifi.
- See a full list of services auburn.edu/oit.

Need Assistance?

Support documentation and detailed knowledge articles are available and easily searchable at auburn.edu/oit. If direct assistance is needed, the IT Service Desk is available to help you with technology-related questions or problems. You can report an issue helpdesk@auburn.edu, call, email or just drop by on the 4th floor of the BEO Library.

Hours of Operation (During Semesters)	Hours of Operation (During Semester Breaks)
Sunday: 5:00 p.m. - 10:00 p.m.	Closed
Monday: 7:30 a.m. - 10:00 p.m.	7:45 a.m. - 4:45 p.m.
Tuesday: 7:30 a.m. - 10:00 p.m.	7:45 a.m. - 4:45 p.m.
Wednesday: 7:30 a.m. - 10:00 p.m.	7:45 a.m. - 4:45 p.m.
Thursday: 7:30 a.m. - 10:00 p.m.	7:45 a.m. - 4:45 p.m.
Friday: 7:30 a.m. - 5:00 p.m.	7:45 a.m. - 4:45 p.m.
Saturday: Closed	Closed

Contact Information
Phone: 334-844-4944
Email: it-service@auburn.edu
Chat: auburn.edu/helpdesk

AUBURN UNIVERSITY
OFFICE OF INFORMATION TECHNOLOGY

WHERE WE ARE NOW

Join us for
Auburn
University's
**COLLEGE
PREVIEW
DAY!**

FRIDAY, NOV. 18, 2022

8:30 a.m.-12:30 p.m.

Melton Student Center
Ballrooms A and B

- Meet faculty, staff and campus partners.
- Talk with students and learn how to shape your own Auburn Experience.
- Explore Auburn's beautiful campus.

Lunch provided



Register:
aub.ie/COEPreviewDay

Auburn University is an equal opportunity educational institution/employer.
Produced by the Office of Communications and Marketing, October 2022.



2022 FUNDRAISING REPORT COLLEGE OF LIBERAL ARTS



AUBURN



IT'S NEVER TOO EARLY TO LEARN

THE AUBURN CREED.

George Perie served as a professor and administrator at Auburn University for 63 years. He was the University's first football coach and a mentor to generations of Auburn students. Following his retirement in 1942, Perie wrote The Auburn Creed, capturing the spirit of the University to which he dedicated his life. You'll find pieces of the Creed on buildings and T-shirts across campus and in every edition of The Auburnonian (the student newspaper). You'll also find it in the hearts of every member of the Auburn Family.



2023 HONORS CONVOCATION

Saturday, April 22nd

The Hotel at Auburn University
and Dixon Conference Center



AUBURN
SCIENCES AND MATHEMATICS



AUBURN UNIVERSITY
College of Sciences and Mathematics

AUBURN UNIVERSITY
Harrison College of Pharmacy
Division of Clinical Affairs and Outreach

Brianna Foster
OFFICE OF ALUMNI AND PROFESSIONAL AFFAIRS

AUBURN
ENGINEERING

150
Years
AUBURN UNIVERSITY
AGRICULTURE 1886 ENGINEERING 2016

AUBURN UNIVERSITY
College of Agriculture

Dear [NAME],

This year, the College of Agriculture celebrates 150 years of transformative, world-changing research, teaching, and extension. What we have achieved is possible because of committed donors such as yourself.

As we celebrate this milestone, we want to continue providing exceptional learning opportunities for our students, as well as facilitating ground-breaking research from our faculty members.

Our priorities this year include:

- **The Transformation Garden**, a 16-acre teaching garden on Ag Hill that will offer our students hands-on experiences in horticulture, agricultural technology management, crop, soil and environmental sciences and more.
- **A new Agricultural Science Research Building**. This state-of-the-art facility will provide faculty members and students currently housed in Funchess Hall with new workplaces and research facilities.
- **The restoration of Comer Hall**. This 100-year-old building is one of the most iconic on campus, and its interior needs updating. The restoration of the inside of this building will serve students and faculty, while reflecting the beauty of its exterior.

Please give to the College of Agriculture today.

Your continued commitment will help us fulfill our vision to prepare students to lead the way in agriculture, food, and natural resources for the purpose of improved quality of life and well-being for individuals and communities.

Thank you and War Eagle,

Paul M. Patterson

Paul Patterson
Dean

P.S. Give online at AuburnGiving.org/Ag or return the enclosed gift envelope. Thank you!



Savannah
CLASS OF 2023

ABOUT ME:

I am a senior from Lakeland, Fla. I'm majoring in animal science, with minors in poultry science and business.

WHY I CHOSE THE COLLEGE OF AGRICULTURE:

I knew I wanted to work in animal agriculture and the College of Agriculture provided so many opportunities — a sense of family and the promise of a successful future if I was willing to put in the work.

WHY GIVING TO THE COLLEGE OF AGRICULTURE IS IMPORTANT:

The generosity of those who give to our college has allowed me the opportunity to explore my passion and learn how to feed the world. Our facilities offer an amazing learning environment, and the scholarships have significantly lessened the burden of out-of-state tuition for me.

SUPPORTING THE AUBURN FAMILY

The Foy Society consists of 26,760 loyal members of the Auburn Family, representing all 50 states, eight countries, and includes alumni from the classes of 1941 through 2022.



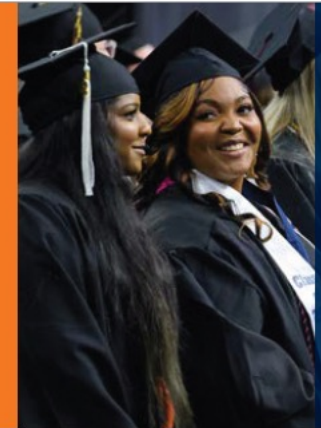
AREAS OF SUPPORT

SCHOLARSHIPS
—MORE THAN—
\$312 MILLION

FACILITIES
—MORE THAN—
\$262 MILLION

PROGRAMS
—MORE THAN—
\$777 MILLION

FACULTY
—MORE THAN—
\$96.5 MILLION



THE FOY SOCIETY
26,760 DONORS
789,500 GIFTS
—TOTALING MORE THAN—
\$1.45 BILLION

THE CATER CIRCLE
Foy Society members with 25 or more years of consecutive giving to Auburn
3,479 DONORS
—TOTALING MORE THAN—
\$486 MILLION

AUBURN RESEARCH
E-NEWS



2022
IMPACT
REPORT



BEST COLLEGE

Auburn was named the best college in the state of Alabama by *Money*.
2022



STUDENT PROFILE

31,764

Total students enrolled

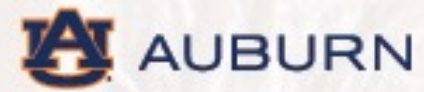
25,379

Total undergraduates

5,303

New freshmen

Fall 2022



COLLEGE OF LIBERAL ARTS

DEFINE
YOUR
FUTURE



COHESIVE BRAND IDENTITY SYSTEM

FORMAL LOGOS



INFORMAL LOGOS



FORMAL WIDE LOGO



ARROW



[click to download all colors](#)

3 PILLARS



[click to download all colors](#)

BAR + 3 PILLARS



[click to download all colors](#)

BAR



[click to download all colors](#)

ARROW TIP



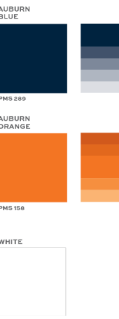
[click to download all colors](#)

ARROW PEAK



[click to download all colors](#)

PRIMARY (PRINT)



SUPPORTING



THE CORE VISUAL IDENTITY ELEMENT

- Meaningful, directly connected to Auburn
- Flexible in application
- Ability to evolve over time





KEY GRAPHIC ELEMENTS

AUBURN ARROW



THREE PILLARS





A CONNECTION BETWEEN ADMINISTRATION & ATHLETICS





COLOR PALETTE BASED ON AUBURN EXPERIENCE



AUBURN
BLUE



AUBURN
ORANGE



SAMFORD BRICK
ORANGE



CAMPUS
GREEN



NEVER TO YIELD
TEAL



BODDA GETTA
BLUE



SUNKISSED
YELLOW



NOVA
BROWN



PRIMARY

SECONDARY



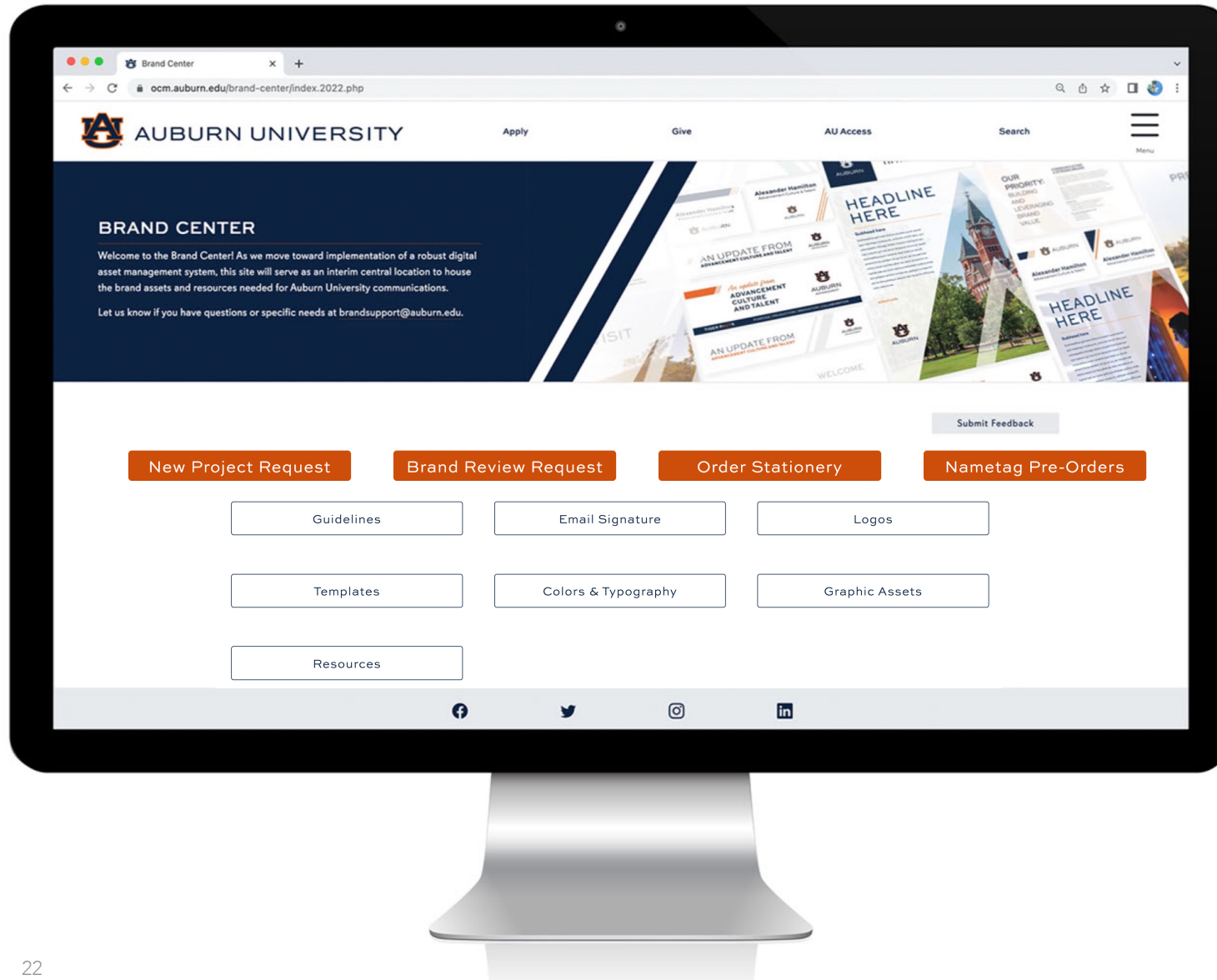
BRAND ASSETS & RESOURCES



AUBURN

BRAND CENTER

<https://aub.ie/brandcenter>



- Project Request
- Brand Review Request
- Order Stationery
- Order Nametags
- Guidelines
- Email Signature Generator
- Logos
- Templates
- Colors & Typography
- Graphic Assets
- Resources



ELEVATED

AUBURN'S EMPLOYEE
EDUCATION CENTER

Search

CM100A Branding at Auburn University

ACTIVITY

Progress: 0%

Share

The 2023 Auburn Brand Training provides a comprehensive overview of updates to the Auburn University branding as well as clickable buttons to all current guidelines, assets and resources. Use this guide to ensure communications you create are always on-brand, which will help ensure consistency and cohesiveness across all of our communications. *Note: remember to mark the activity as **Complete** to ensure it is added to your learning transcript.*

Modules

Notes

Core Content

15 mins

CM100A Branding at Auburn University

ACTIVITY

Last Visited
15 mins

Continue

Save

0/1

Core Content Completed

Skills covered

Communication - Level 1 (1 Credits)

Author(s)

Penny Houston

Unenroll from Course



BRAND COHERENCE

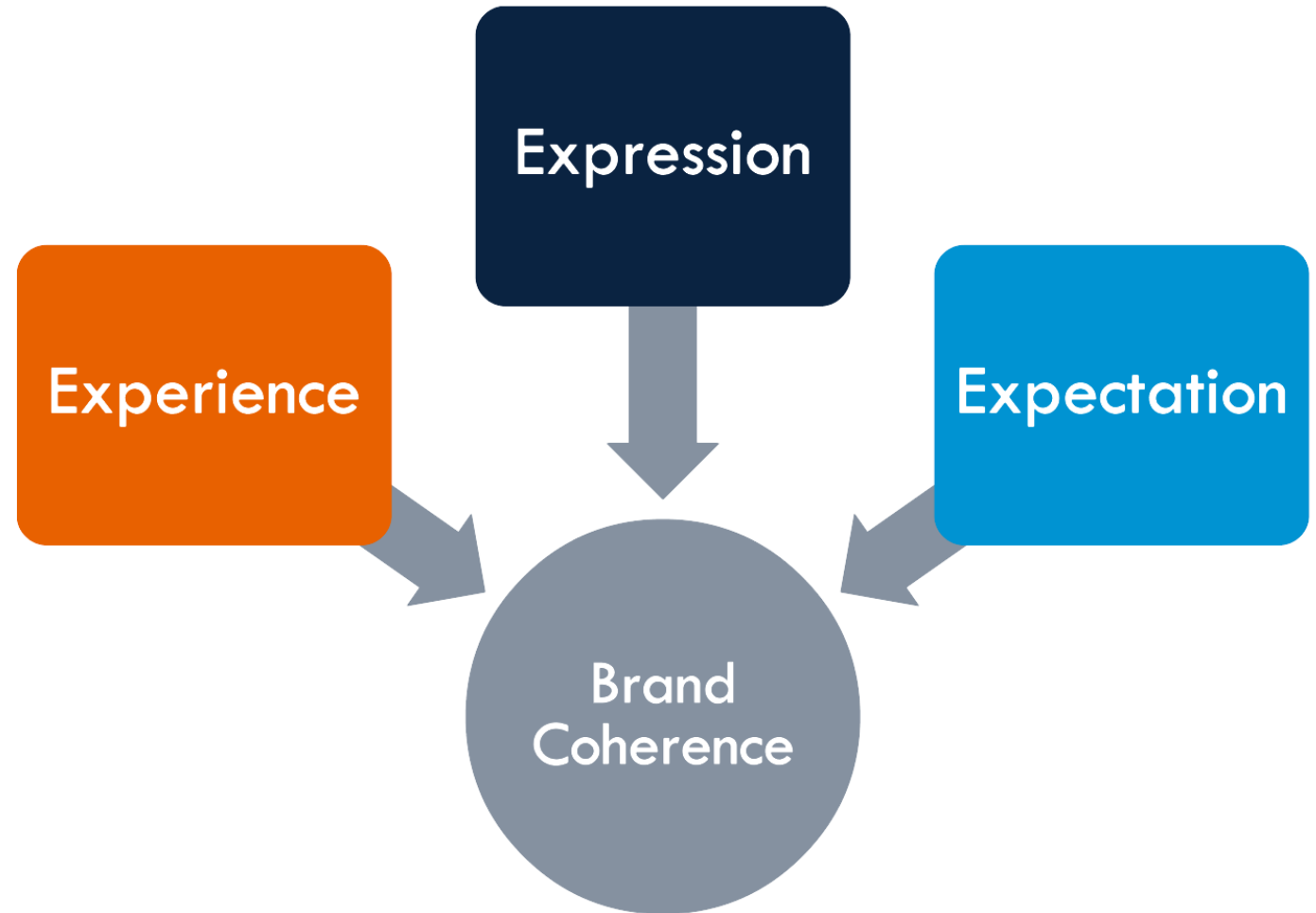


AUBURN

FOCUS ON BRAND COHERENCE

Coherence exists when the answers to three foundational questions are in alignment:

1. **Experience**
What is true about Auburn?
2. **Expression (Message)**
What does Auburn say is true about itself?
3. **Expectation (Brand)**
What do others say and believe to be true about Auburn?



CAMPUS LISTENING SESSIONS

- Approx. 100 people
 - President & SLT
 - Advancement SLT
 - College Communicators
 - cAUse Marketing & Philanthropy Communications
 - OCM
 - Trademark & Licensing
 - Admissions/Enrollment
 - Athletics Leadership
 - Student Affairs/Student Involvement
 - Extension & Outreach
 - Career Services
 - Diversity, Equity & Inclusion
 - Faculty / Assoc Deans of Research
 - Undergrad & Grad Students
 - Alumni (virtual sessions)

BRAND STUDY: QUALITATIVE

- Completed 14 listening sessions among 12 audience groups:
 - Students
 - Staff
 - Faculty
 - Deans/Dept Chairs
 - Alumni
 - Donors
 - Corporate Foundations
 - Employers
 - Mayors
 - High School Guidance Counselors
 - Journalists
 - Economic Development Leaders

BRAND STUDY: QUANTITATIVE

- 3,246 respondents:
 - Undergraduate Students
 - Graduate Students
 - Staff
 - Faculty
 - Alumni
 - Donors
 - Economic Development Leaders
 - Employers

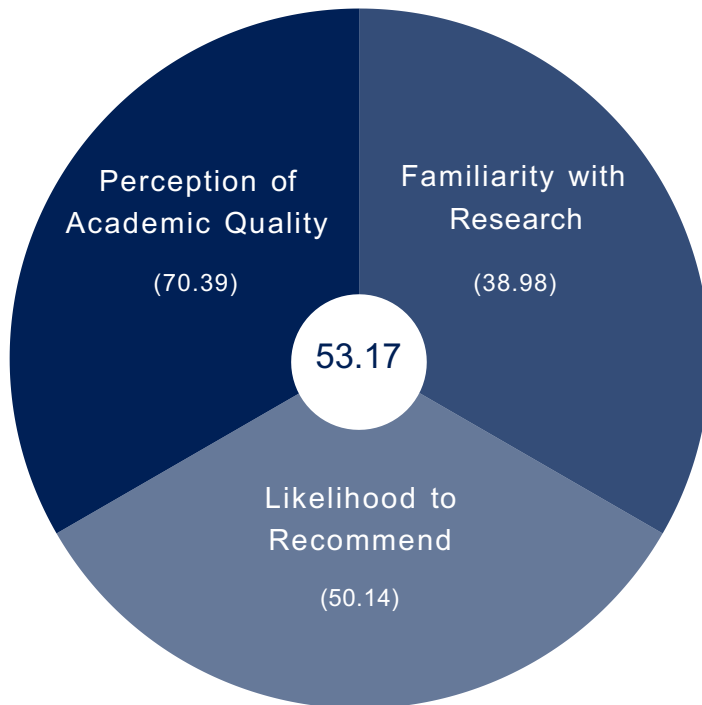
QUALITATIVE RESEARCH OVERVIEW



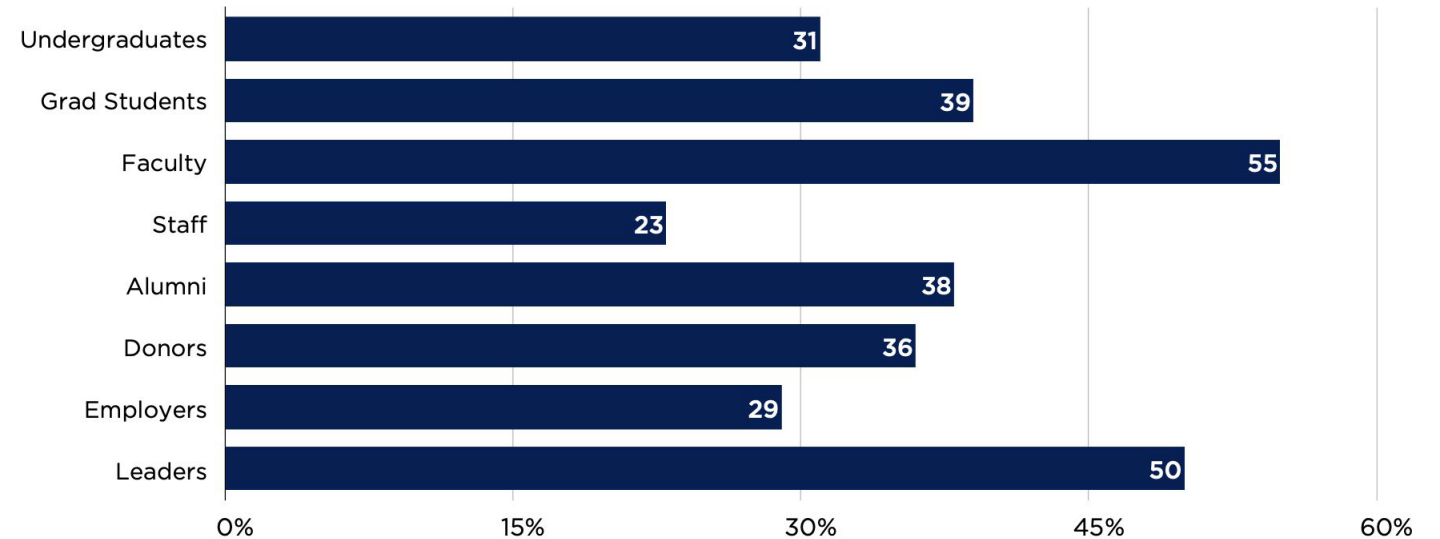
- Completed 14 listening sessions among 12 audience groups:
 - Current Students
 - Staff
 - Faculty
 - Deans/Dept Chairs
 - Alumni
 - Donors
 - Corporate Foundations
 - Employers
 - Mayors
 - High School Guidance Counselors
 - Journalists
 - Economic Development Leaders

QUANTITATIVE RESEARCH AND BRAND HEALTH INDEX

- Auburn's 2023 Brand Health Index = **53.17**



On average, **only 37%** of respondents were extremely familiar or very familiar with Auburn's research, extension and outreach activity and impact.



Confidential & Proprietary

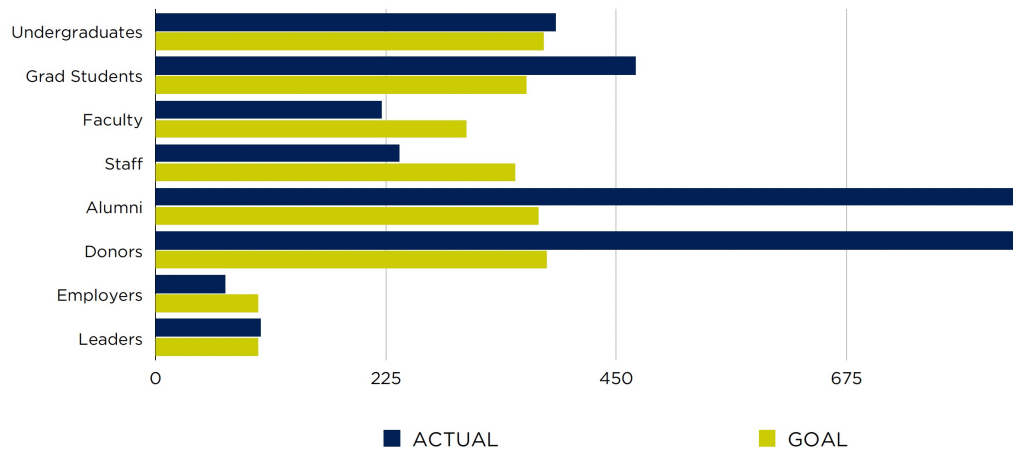
KEY FINDINGS FROM RESEARCH

FACULTY AND STAFF

- Faculty and staff were the only internal groups that did not meet survey response goals.

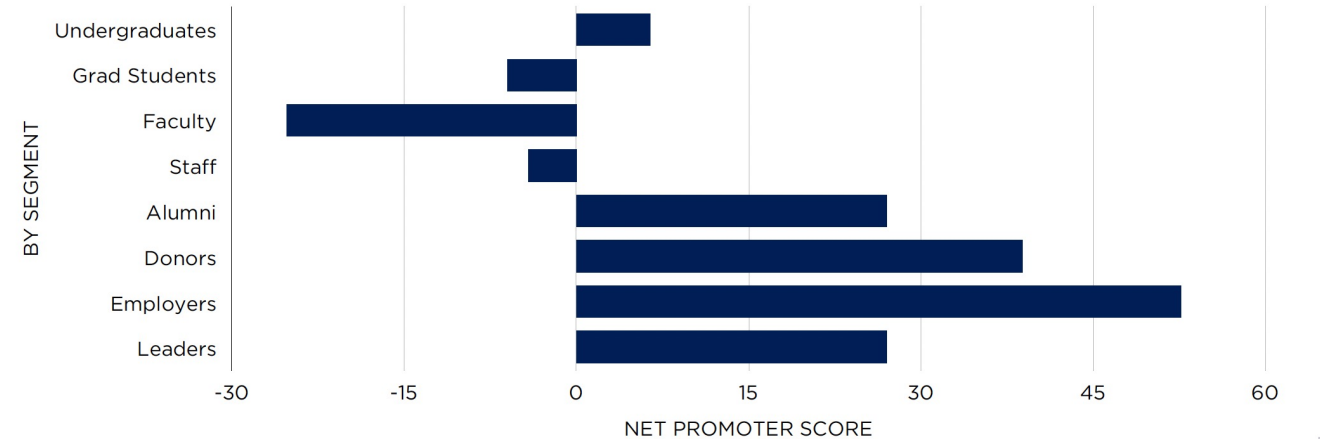
SURVEY SEGMENTS

Total of 3,246 respondents



- Faculty, staff and graduate students were the only groups to have a negative NPS score for Belonging.

On a scale of 0-10, where 0 is Least and 10 is Most, how would you rate how much you feel you belong as a member of the Auburn Family?)



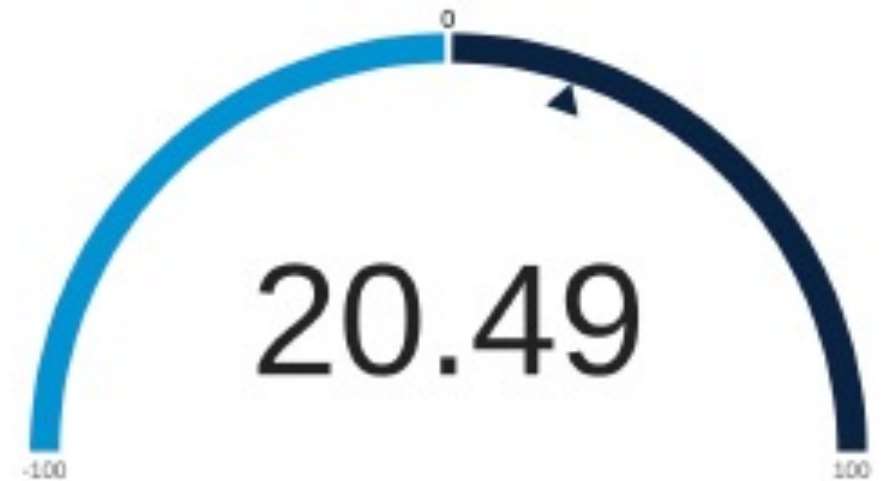
WHAT WE LEARNED FROM RESEARCH

FACULTY AND STAFF

- While employee satisfaction is generally strong, to achieve the desired culture of excellence and innovation, we need to **address gaps in the employee experience** that the survey results revealed.

- “Auburn is extremely inconsistent in how different departments operate. The culture, policies and procedures, opportunities for staff development and satisfaction among employees varies greatly depending on unit and largely the leadership of that unit. We are not all moving towards common goals.”*
- “As a student, the Auburn experience was unmatched. As a staff member, there are a lot of issues and politics that make the work environment more challenging than it needs to be.”*

How likely is it you would recommend applying for a staff position at Auburn University to a friend or colleague?

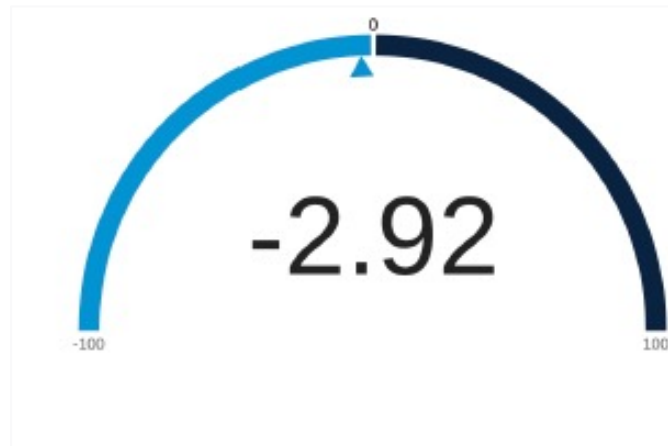


WHAT WE LEARNED FROM RESEARCH

FACULTY AND STAFF

- As a key part of the university's brand strategy, there is **opportunity to develop the employer brand** in alignment with overarching university branding.

*How likely is it that you would recommend applying for a **faculty position** at Auburn University to a friend or colleague?*



*On a scale of 0-10, where 0 is Least and 10% is Most, how would you rate how much you feel you **belong** as a member of the Auburn Family?*





BRAND POSITIONING



AUBURN



WHO WE ARE
Our Core DNA

Authentically Auburn

WHAT MAKES US AUTHENTICALLY AUBURN
What We Believe and What We Do

Heart

Hard Work

Impact

Tenets of the Auburn Creed - What We Live By

FAMILY

BELIEF

WORK

CURIOSITY

A SPIRIT THAT IS NOT AFRAID

WHO WE ARE DEFINES HOW PEOPLE SEE US
Brand Personality

INQUISITIVE

INNOVATIVE

DETERMINED

UNITED

FEARLESS

TRUE

OUR BRAND PERSONALITY DEFINES WHAT WE SAY AND HOW WE SAY IT
Message and Tone of Voice

Brand Narrative

Authentically Auburn

The Auburn Creed remains a set of values that Auburn family members continue to live by on and off campus.



The eagle flight serves as a symbol of the Auburn spirit and is kept alive through Auburn's battle cry and greeting "War Eagle." ESPN named it the SEC's best pre-game tradition.

Mindset of faculty and researchers to help students and colleagues be successful rather than doing it for the credit.

#1
Tailgate Location
247 Sports



After big wins, fans come together to "roll" Toomer's Corner with toilet paper. The New York Post named this one of the nation's top college experiences to see live.

Auburn is part of a tiger preservation consortium with Missouri, Clemson and LSU to protect and restore wild tigers.

HEART

Auburn family members will see someone at an airport in another country wearing Auburn gear and instantly bond, and even maintain a friendship.

**TOP
25**
Tailgates
Insider

Hey Day

encourages students, faculty, staff and the rest of the Auburn family to wear a name tag and greet one another in an effort to maintain a welcoming environment.

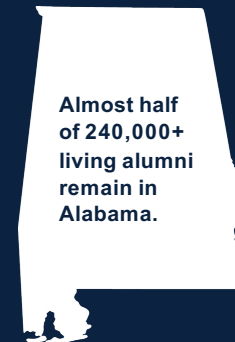
A chemistry professor goes out of his way, recognizing prospective student's potential and sets up an advising appointment for him in chemical engineering.

62%

of Tiger Giving Day 2022 donors were alumni. Largest number of donors in University history.

63.5%

of students involved in at least 1 of 500+ clubs supported by the First 56.



Almost half of 240,000+ living alumni remain in Alabama.

Auburn fans line up three hours before home and away games to participate in the Tiger Walk.

Auburn students ranked happiest in the country by Princeton Review.

Authentically Auburn

TOP
11%

Research Institutions

*NSF's Higher Education Research
& Development Survey*

Venture Accelerator

helps students develop
successful businesses.

2nd

Highest Per-Capita
15-year Income
in the SEC

**Almost every sport
has won a national
title.**

*The Auburn family lives the Auburn
Creed every day and in everything
they do.*

#3

SEC Public University

*US News 2023 Report
Top 50 Public University
Top 100 National University*

HARD WORK

**LAND-GRANT,
SEA-GRANT, &
SPACE-GRANT
MISSION**

100%

**job placement rate for
graduating seniors for 8
years in a row** at college of
Business; 100% internship
placement rate for juniors.

**Nationally ranked
programs**

The Auburn Across Alabama
Experience provides Auburn
faculty, staff, students and
administration with experiences
across the state to help them better
understand the needs, assets, and
opportunities for engagement
throughout Alabama in order to
help build a better Alabama.

**Received Carnegie R1 Classification
as a top-level university with “very
high research activity.”**

40+

Centers & Institutes

150+

Programs in 12 Colleges

107%

approx. increase in
research
expenditures over
last 10 yrs.

56%

seniors participated in
an internship, co-op,
field experience,
student teaching, or
clinical placement.

43%

seniors held a formal
leadership role in a
student organization
or group.

Confidential & Proprietary

Authentically Auburn

\$6.3 billion

economic contribution to the state of Alabama, including creating more than 30,000 jobs in addition to university employment.

NOTABLE ALUMNI

in the world influencing business, government, engineering, & more

Octavia Spencer	Charles Barkley
Tim Cook	Frank Thomas
Jimmy Wales	Bo Jackson
Millard Fuller	Kathryn Thomas
Samuel Ginn	(and more)

**AT THE FOREFRONT OF ENSURING A MORE
CYBERSECURE WORLD.**

IMPACT

***“Our graduates are
the ones who make
the state of
Alabama work,”***

- 6** astronauts part of 20 missions
- 3** out of 10 NASA Directors are Auburn Alumni

OnMed

makes healthcare accessible and affordable to communities.

Rural Studio

making internet accessible to Newburn, AL residents.

Add Milk!

provides healthy fluid milk to more than 116 locations.

Researchers challenge the status quo finding new information or new ways of doing things affecting people’s everyday lives from textbooks to supply chain and understanding medicine.

A specially designed belt to relieve discomfort for marching band drummers.

Custom 3D printed protective equipment for athletes.

Food safety sensors for detecting pathogens in the supply chain.

A bio-based soil amendment to improve crop yield.

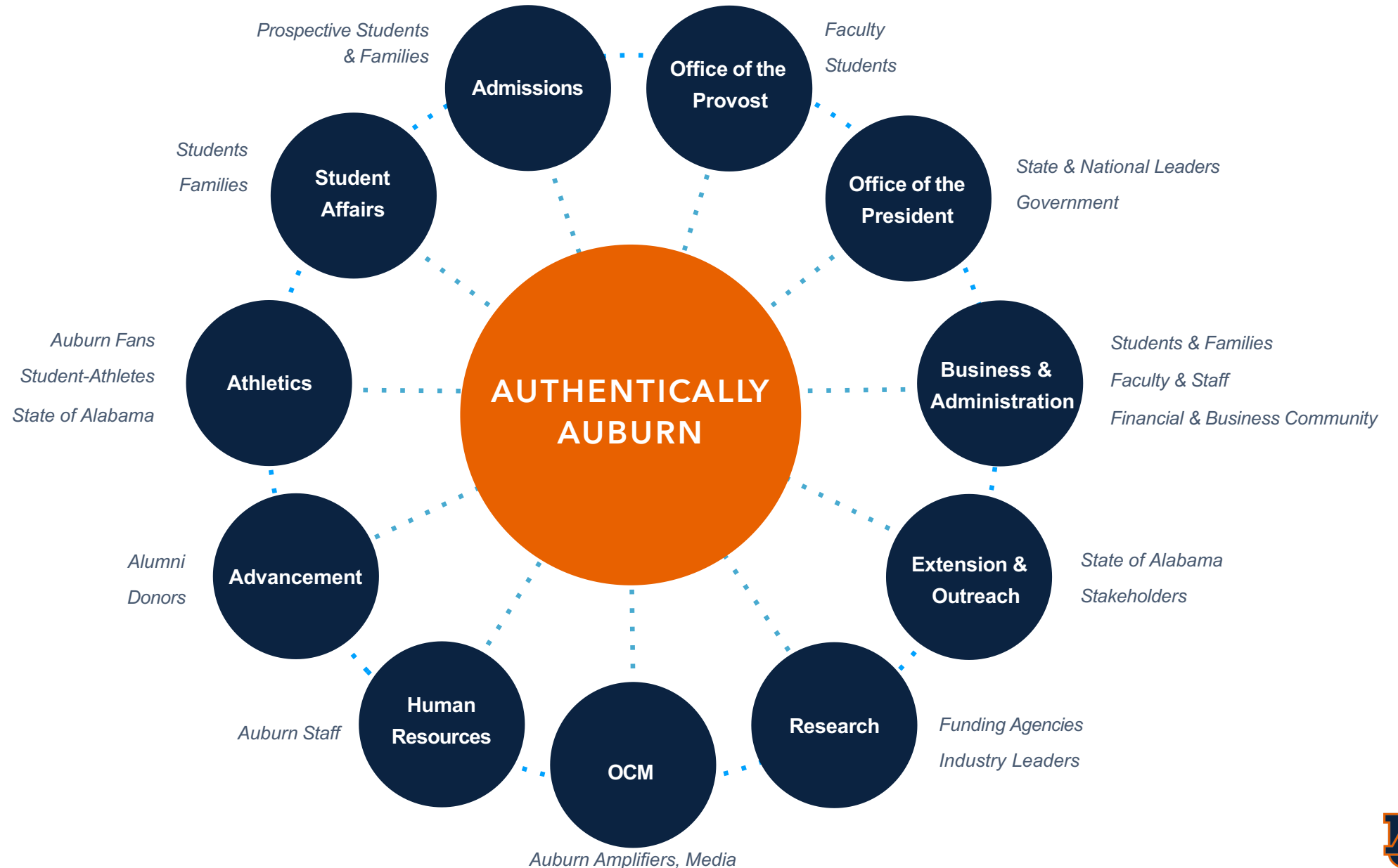
A renewable catalyst for the removal of toxic chemicals from ground and drinking water.

A method to produce an MRI contrast agent that is safer than current options on the market.

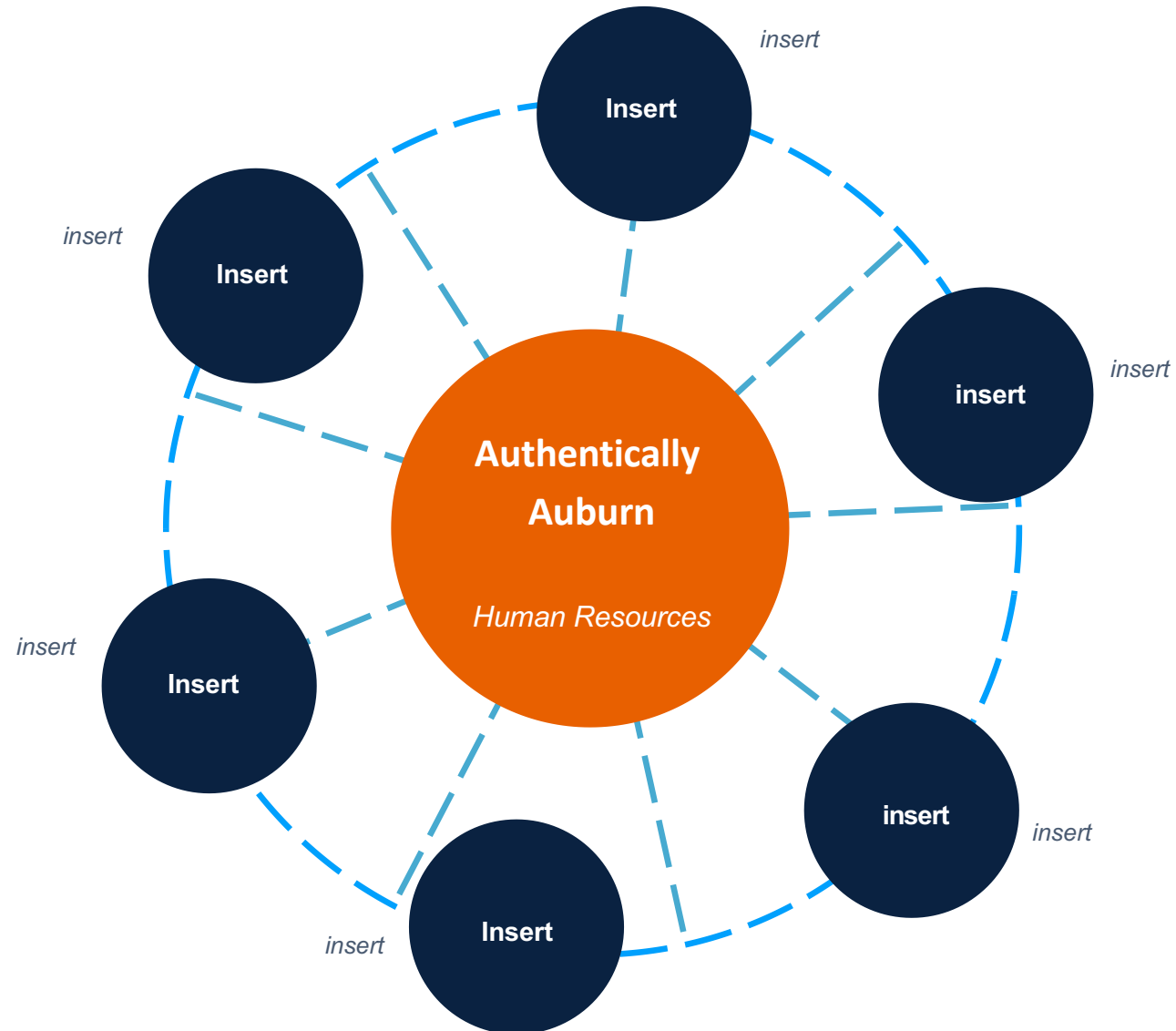
Innate immune system discovery opening the door to understanding immune system evolution.

Confidential & Proprietary

MESSAGING ALIGNMENT



HR MESSAGING ALIGNMENT (EXERCISE)





BRAND VOICE AND MESSAGING



AUBURN

BRAND VOICE AND TONE

Auburn's institutional voice is wise, straight forward, no nonsense. But it is not cold. It is **warm and engaging, confident and assured.**

Not because we believe we know it all, but because we know that the challenges we seek to address through our work demand poise and precision. Cool heads and steady hands will prevail.

We already walk the walk. Let's talk the talk.

BRAND NARRATIVE

We believe in work, hard work. We always have and always will.

We work wisely and skillfully. Intentionally. For our Auburn Family, for the betterment of our neighbors, for those we've never met and for those we may never meet.

We believe that knowledge is meant to be shared – beyond our classrooms and campus – with those who need it most. Our alumni – engaged citizens shaped by a student experience like no other – believe the same. As a result, the work we do finds its way into the world.

You can find the fruits of our labor in boardrooms, laboratories and classrooms around the world, in the skies above the plains, in the food we eat, on gallery walls.

But our work isn't done.

We now come to a crucial moment in history. The very nature of work is changing. Where we work. The tools we use. The complexity of the problems we're asked to solve. Amid all this change, what will see us through? Those enduring tenets that make us **Authentically Auburn**: Family. Belief. Hard work. Curiosity. A spirit that is not afraid.

BRAND NARRATIVE (CONTINUED)

What cannot be achieved when a community believes? What challenge cannot be met when a family unites? What might we accomplish if we work together – harder and smarter – toward a common goal?

At the forefront of every challenge, you will find us **Innovating, Building, Serving, Leading.** Advancing intelligent systems, building resilient communities, improving health and healthcare, and creating a safer, more prosperous future.

The Auburn Family never backs down from the work the world demands. The result: Challenges met. Problems solved. Communities transformed.

We've earned the right to dream the biggest dreams. So let us dream them. And let us pour **our heart and our hard work** into making them a reality.



FIVE KEY MESSAGING TENETS OF AUBURN EXPERIENCE

EXERCISE

1. Family

- Support our teams
- Hold each other accountable to achieve goals for mutual success

2. Belief

- In ourselves and each other
- Have the best of intentions and assume the same from others

3. Work

- *How might HR specifically talk about Work?*

4. Curiosity

- *How might HR specifically talk about Curiosity?*

5. A spirit that is not afraid

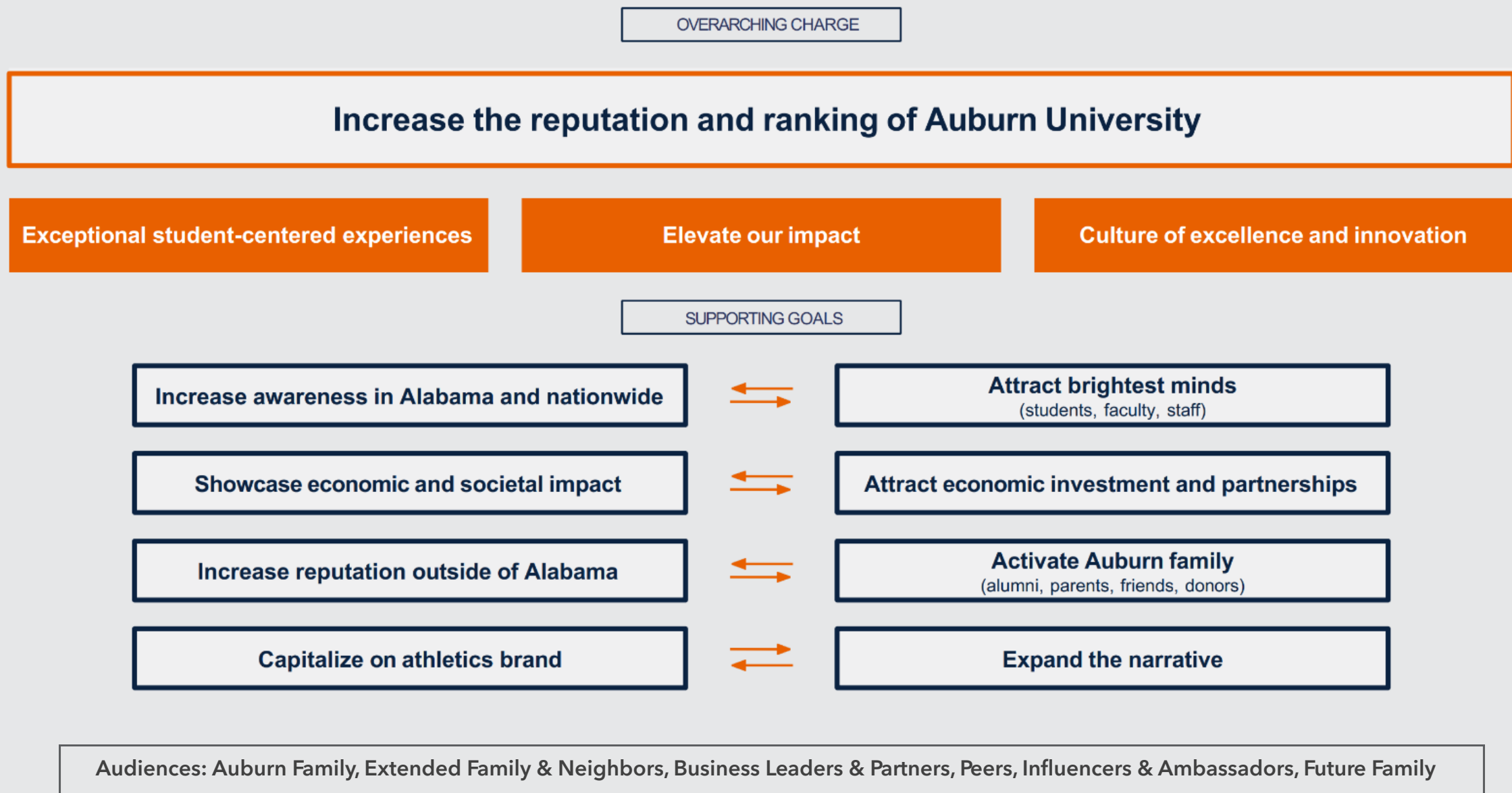
- *How might HR specifically talk about a spirit that is not afraid?*



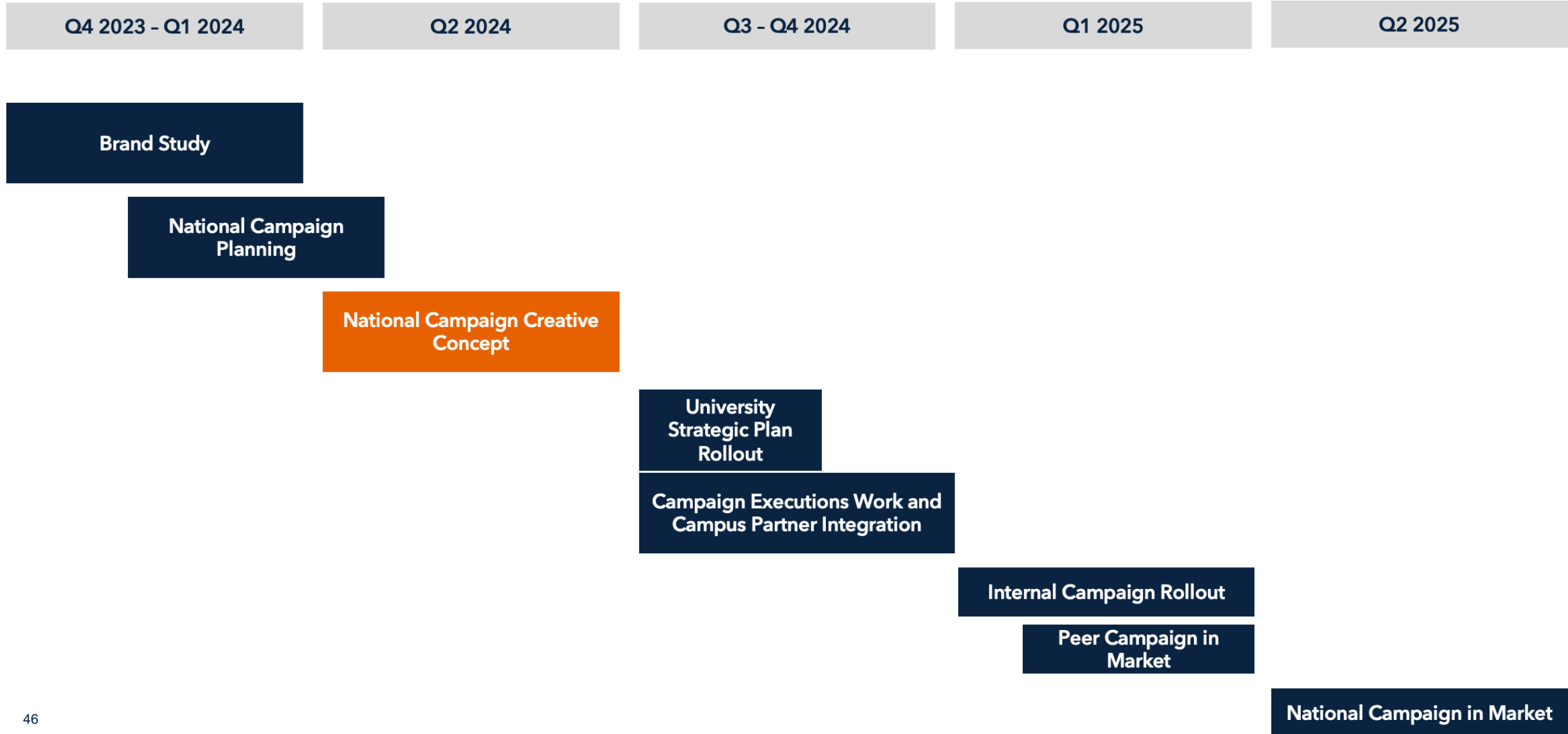
NATIONAL BRAND CAMPAIGN



AUBURN



BRAND CAMPAIGN PLANNING TIMELINE



QUESTIONS?

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