GRAPHIC ELEMENTS GUIDE

ARROW >

3 PILLARS >

BAR + 3 PILLARS >

BAR >

ARROW TIP >

ARROW PEAK >

ARROW DIRECTORY

ARROW >

ORIGIN >

COLORS >

USAGE/EXAMPLES >

ROTATION >

CROP >

SCALE >

SIZE >

CLEARSPACE >

BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 1: ARROW

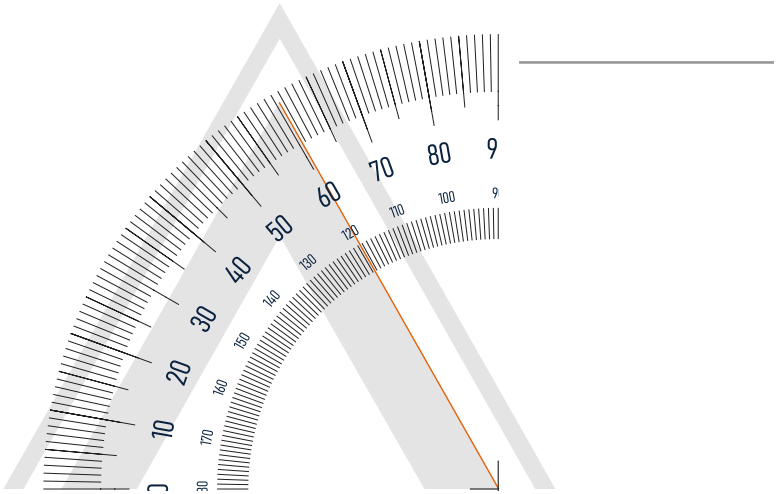
The Arrow can be applied to any piece either with the full graphic showing or with various levels of cropping (see samples on page to follow). It can also serve as a container for imagery. In some instances the Arrow can be seen peeking-in from the bottom or the left side, pointing upward or forward.

The preferred use of the Arrow element is in a shade of gray for subtle incorporation into materials; however, White, Auburn Orange, and Auburn Blue are also permitted in certain instances explained further in this guide. See “Color Usage” guidelines below.

USAGE EXAMPLES:

ORIGIN OF ARROW ELEMENT:

The Arrow element comes from the core of the Interlocking AU. The angle of the arrow peak from the center of the apex is 60.5 degrees. This measurement must always remain consistent when incorporating the Arrow element into designs.



60.5°

THE ANGLE OF THE ARROW FROM THE CENTER OF THE APEX.

WHAT THE ARROW SYMBOLIZES:

UPWARD

FORWARD

COLOR CODES OF ARROW: WHITE

The primary color of the “Arrow” is Gray or White. Auburn Orange and Blue are secondary options only for special cases.

PRINT

100% White/Paper
0/0/0/0

DIGITAL

100% White/Paper
#ffffff
255/255/255

COLOR CODES OF ARROW: GRAY

The primary color of the “Arrow” is Gray or White. Auburn Orange and Blue are secondary options only for special cases.

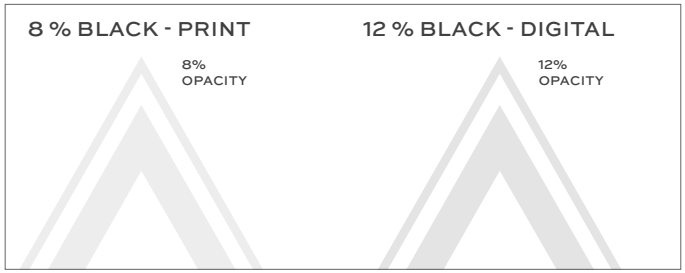
PRINT

8% Black

DIGITAL

12% Black

COLOR USAGE - GRAY/WHITE



On white backgrounds always use 8% black tint for printed materials or 12% black tint for digital screens.

For Auburn Orange backgrounds use any opacity from 100%-30% of White. Anything lower than 30% does not have enough contrast.

Don't ever place a White Arrow on a light background because there is not enough contrast. Use 100% Auburn Blue in this case.

For Auburn Blue backgrounds use any opacity from 100%-15% of White. Anything lower than 15% does not have enough contrast.

For mid-range backgrounds use any opacity from 100%-25% of White. Anything lower than 25% does not have enough contrast.

For light photographic backgrounds use any opacity from 100%-60% of White. Anything lower than 60% does not have enough contrast.

For dark backgrounds use any opacity from 100%-30% of White. Anything lower than 30% does not have enough contrast.

For dark photographic backgrounds use any opacity from 100%-30% of White. Anything lower than 30% does not have enough contrast.

OPACITY NOTES

The opacity of "White Arrow" may be adjusted when needed, but never below 15% opacity.

The "Gray Arrow" should only appear on white backgrounds, with the opacity specified at the top of the page: 8% Black for Print and 12% Black for Digital.

COLOR CODES OF ARROW: AUBURN BLUE

The primary color of the “Arrow” should be Gray or White. Auburn Orange and Blue are secondary options for special cases.

PRINT

Pantone 289 C
100/66/0/76

DIGITAL

#0b2341
11/35/65

COLOR USAGE - AUBURN BLUE

On white backgrounds the preferred color is Gray as specified on page “Color Usage; Gray/White.” In certain scenarios use Pantone 289 C for printed materials or #0b2341 digital screens.

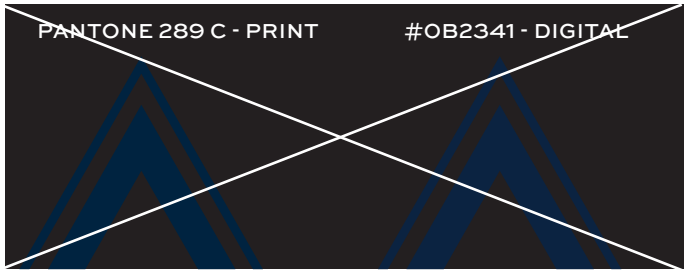
On Auburn Orange backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.

On light backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.

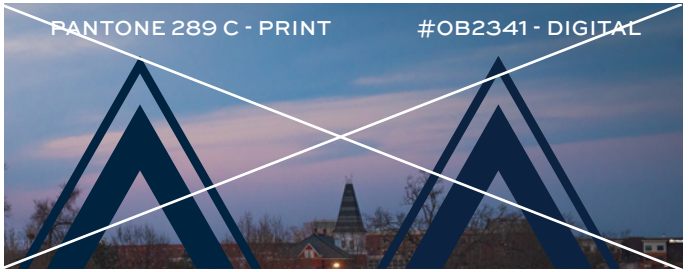
Use a shade of White for the Arrow when located on an Auburn Blue Background. Use any opacity from 100%-15% of White. Anything lower than 15% does not have enough contrast.

On mid-range backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.

On light photographic backgrounds you can use 100%-30% opacity of Auburn Blue. Any opacity less than 30% is too hard to see and should not be used.



Don’t ever place the Auburn Blue Arrow on a dark background because there is not enough contrast. Use 100% White in this case.



Don’t ever place the Auburn Blue Arrow on a dark photographic background because there is not enough contrast. Use any opacity from 100%-30% of White in this case. Anything lower than 30% does not have enough contrast.

OPACITY NOTES

Only adjust the opacity of the “Auburn Blue Arrow” on a light photographic background, otherwise, on solid backgrounds the opacity must be 100%.

The opacity of “ White Arrow” may be adjusted when needed. See “Color Usage: Gray/White” for more info.

COLOR CODES OF ARROW: AUBURN ORANGE

The primary color of the “Arrow” should be Gray or White. Auburn Orange and Blue are secondary options for special cases.

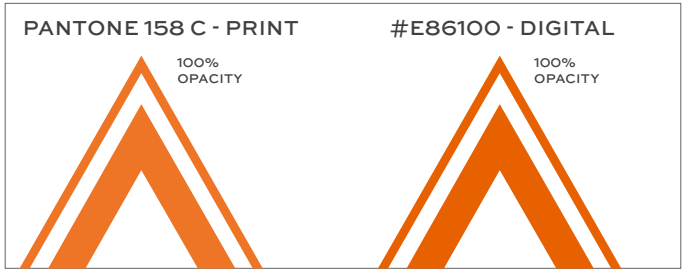
PRINT

Pantone 158 C
0/66/99/0

DIGITAL

#e86100
232/97/0

COLOR USAGE - AUBURN ORANGE

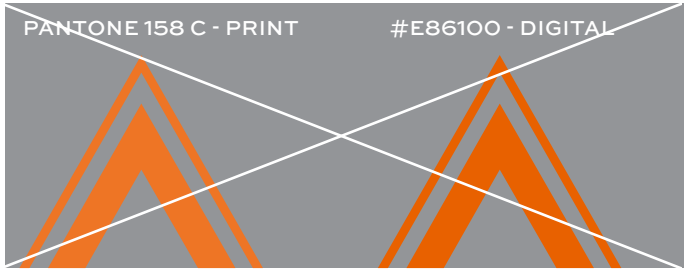


On white backgrounds the preferred color is Gray as specified on page “Color Usage; Gray/ White.” In certain scenarios use Pantone 158 C for printed materials or #e86100 digital screens.

Use a shade of White for the Arrow when located on an Auburn Orange Background.

On light backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

On Auburn Blue backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.



Don’t ever place the Auburn Orange Arrow on a mid-range background because there is not enough contrast. Use 100% White in this case.

On light photographic backgrounds use 100%-40% opacity of Auburn Orange. Any opacity less than 40% is too hard to see and should not be used.

On dark backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

Don’t ever place the Auburn Orange Arrow on a dark photographic background because there is not enough contrast. Use 100% White in this case.

OPACITY NOTES

Only adjust the opacity of the “Auburn Orange Arrow” on a light photographic background, otherwise, on solid backgrounds the opacity must be 100%.

The opacity of “ White Arrow” may be adjusted when needed.
See “Color Usage: Gray/ White” for more info.

USAGE: GRAPHIC ELEMENT

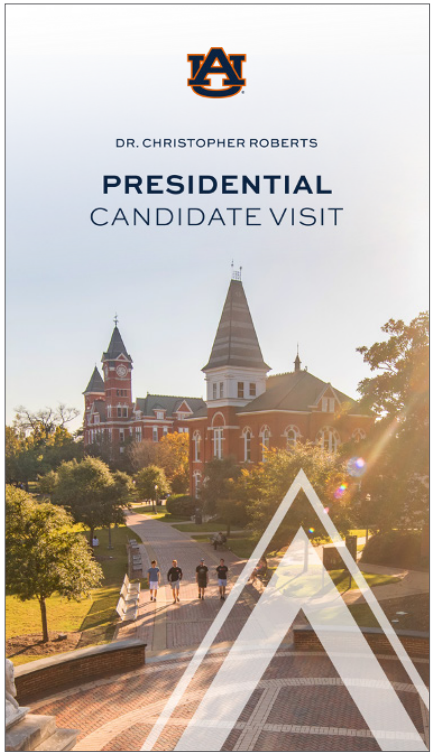
Use the Arrow to add visual interest to a communication piece, as an overlay foreground element. Select the opacity based on the “Color Options” chart on the previous page.

The Arrow is meant to be subtle design element that is derived from to the Auburn “AU logo.” The Arrow symbolizes the University continually making strides to move “Upward and Forward.”

Have the Arrow come in from the left side as an overlay, and then use the angle of 60.5 degrees to create a background for the Auburn logo.

Have the Arrow come in from the side as overlay element. The Arrow can be cut off in different ways, like you see here.

Rotate the Arrow 90 degrees and have it come in from the left side as overlay element.



Have the Arrow come in from the bottom as an overlay element. The Arrow can be cropped in different ways, like you see here.

Cut off Arrow to look like two angled lines.

USAGE: GRAPHIC ELEMENT

Use the Arrow to add visual interest to a communication piece as a gray mid-ground element on a white background. On white backgrounds always use 8% black tint for printed materials or 12% black tint for digital screens. See “Color Options” page for more info.

The Arrow is meant to be subtle design element that is derived from to the Auburn “AU logo.” The Arrow symbolizes the University continually making strides to move “Upward and Forward.”

Rotate Arrow 90 degrees, and have the Arrow come in from the left side of the page.

Cropped Arrow.

Rotate Arrow 90 degrees, and have the Arrow come in from the left side of the page.

Scale up the Arrow and have it come in from the bottom as back-ground element.

Cropped Arrow.

USAGE: IMAGE CONTAINER

Use the Arrow to add visual interest to a communication piece as an image container. Make sure you can see a significant portion of the subject of the photograph inside the Arrow Image Container.

Position the Arrow to come in from the bottom with an image inside.

This is a variation of the Arrow with an image inside, this can be create by extended the angled lines of the Arrow Peak while keeping the same angle of 60.5 degrees.

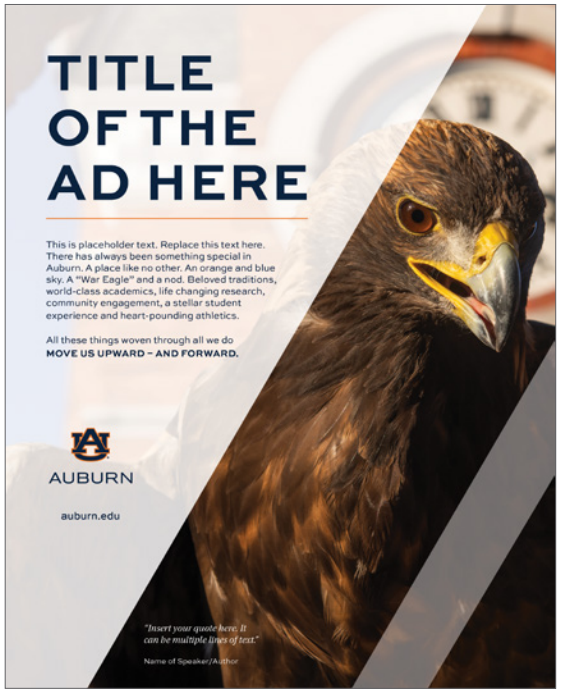
Rotate Arrow 90 degrees, and have the Arrow come in from the left side of the page with an image inside.

USAGE: OVERLAY

Emulate the Arrow graphic by creating a “Arrow” style overlay. Using the angle of 60.5 degrees create a white overlay on the left corner of the graphic. Then create a thinner line overlay of 60.5 degrees that will be on the far right corner of the graphic.

Adjust the thinner line’s position left to right to allow the imagery underneath to breath. Make sure you can see the subject of the imagery clearly and easily.

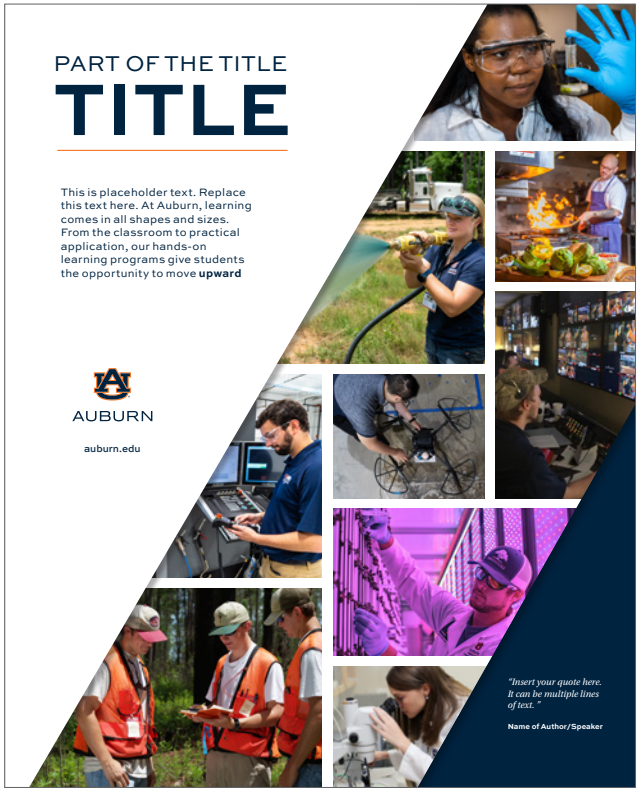
These two angled lines create the overall feeling of the Arrow graphic. Therefore symbolizing Auburn University continually moving “Upward and Forward.”



USAGE: COLLAGE

Place a collage of images inside 60.5 degree angled lines based off of the Arrow.

Make sure the images in the collage are high quality and clean. If too many busy images go into a collage it can look cluttered. Ensure there is appropriate and equidistant spacing between the images.

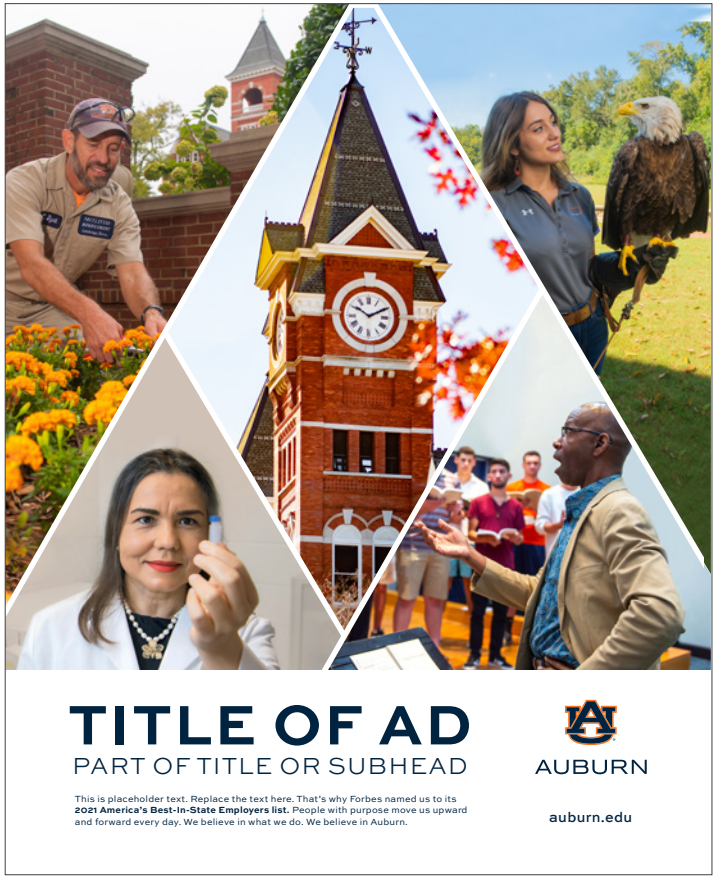


USAGE: UPWARD COLLAGE FORMED BY ANGLE

Make a collage with frames created by the intersection of thin white lines at the 60.5 degrees.

Make sure the angled lines form an upward peak somewhere on the page that is easy to recognize. This is meant to reflect the look of the Arrow.

Make sure the images in the collage are high quality and clean. If too many busy images go into a collage it can look cluttered.



HOW TO ROTATE

DO'S

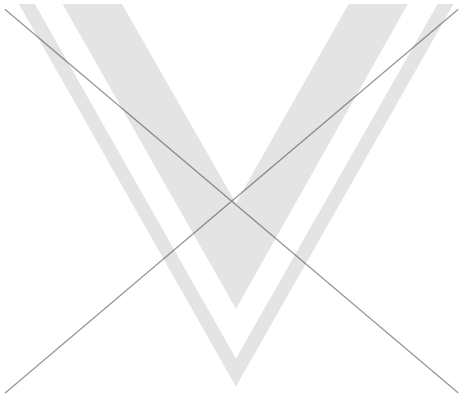
UPWARD

Keep the Arrow pointing Upward.

FORWARD

Rotate the Arrow 90 degrees to the right.

DON'TS

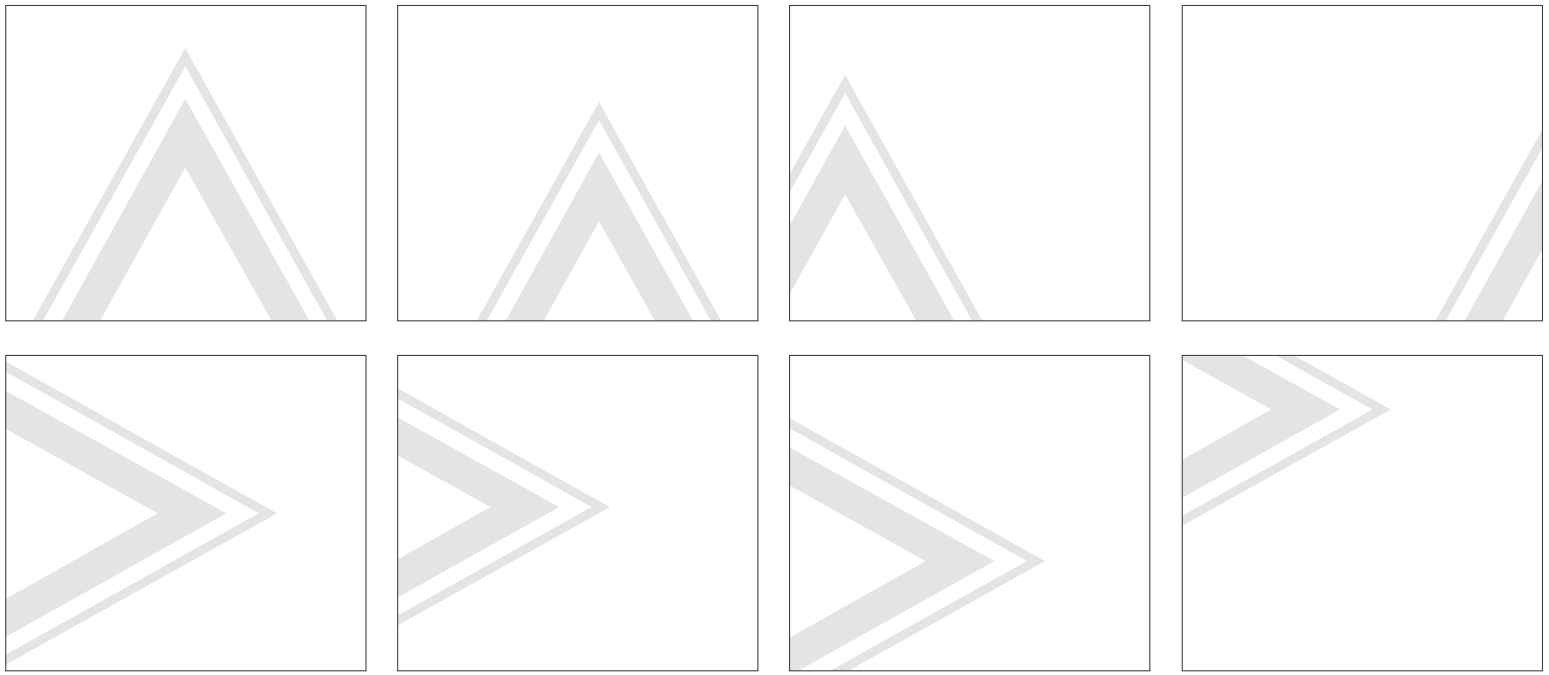


DOWNWARD

BACKWARD

HOW TO CROP

DO'S



DON'TS

HOW TO SCALE

DO

DO KEEP THE PROPORTION OF THE ARROW THE SAME.

In most Adobe Cloud software **hold down shift and drag** to keep the same proportions.

In Photoshop **just drag** the bounding box of the Arrow **without holding down shift.** *(This has recently changed.)*

In Word and PowerPoint **drag the corners while holding shift.**

DON'T

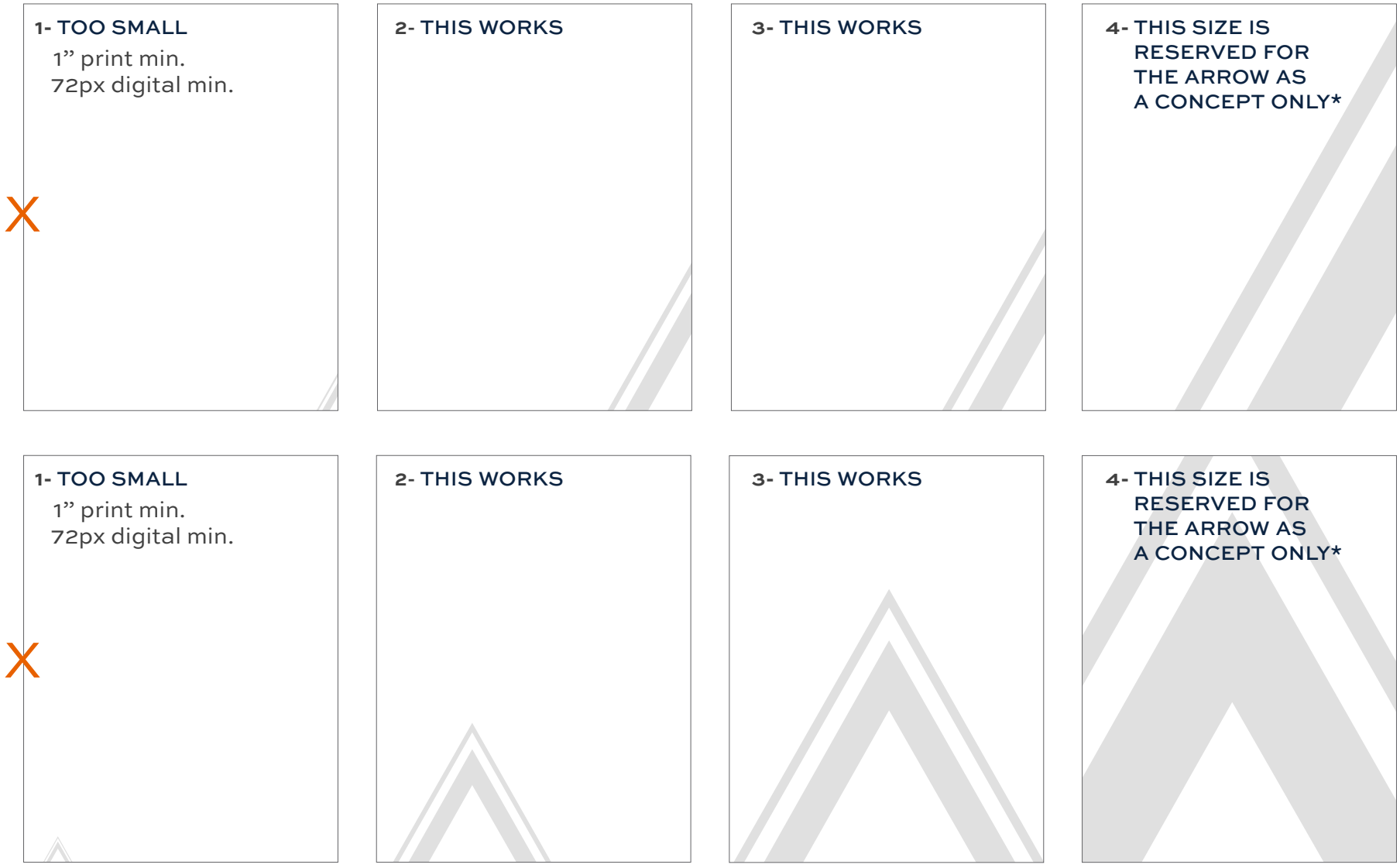
DON'T ADJUST THE PROPORTION OF THE ARROW.

Don't manipulate the shape in any way.

Don't stretch the Arrow in any way.

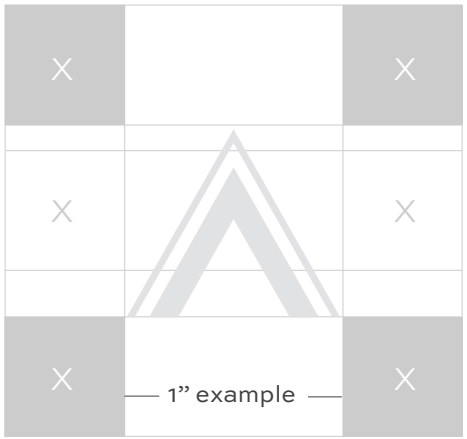
SIZE

The Arrow graphic element should never be too small in size, see the first examples. It is best at a medium to large size range, see the second and third examples. Keep in mind that the Arrow graphic element should not appear too giant, like the last examples. Although it may appear giant or oversized when used as a concept. *See Usage pages above labeled **Image Container, Overlay, Collage, and Upward Collage Formed by Angle for the "Arrow as a Concept."**



all of these boxes are 8.5" x 11" examples

CLEARSPACE



MINIMUM SIZE

The minimum acceptable size for the Arrow is 1 inch wide for print materials, or 72 pixels for digital formats. The Arrow should not be made overly large, but sized appropriately based on the design aesthetic of the piece and ensuring proper clearspace.

CLEARSPACE

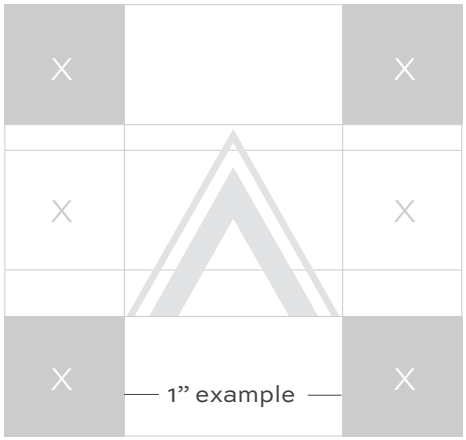
To maintain the integrity of the Arrow, it is important that nothing infringes on its space. The surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace for the Arrow is the same clearspace as the AU logo. The clearspace of the AU logo is equal to the space between the top of the “U” slab serif and the bottom of the “A” slab serif in the AU (see diagram).

Therefore measure the size of the top of the “U” slab serif and the bottom of the “A” slab serif in the AU logo on the same page as the Arrow to determine the clearspace of the Arrow on the same page.

AN EXCEPTION TO THE CLEARSPACE RULE

Follow the clearspace rule from the page above. In some cases text or imagery can overlap the Arrow. Text should only overlap the Arrow with one line in a title or a couple lines of body text. If the arrow is covered by an image make sure the point of the Arrow is visible. See the examples below.

0.25" min.
(20px digital)



1" min.
(72px digital)

3 PILLARS DIRECTORY

3 PILLARS >

ORIGIN >

COLORS >

USAGE/EXAMPLES >

ROTATION >

CROP >

SCALE >

SIZE/HEIGHT >

CLEARSPACE >

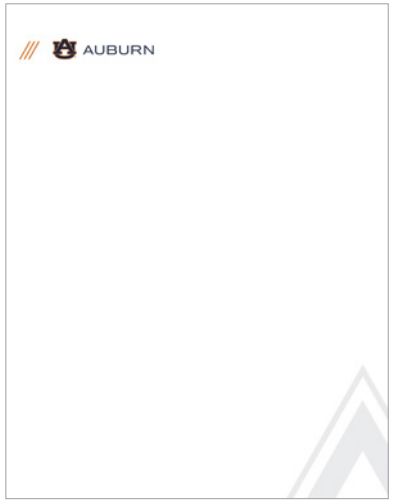
BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 2: 3 PILLARS

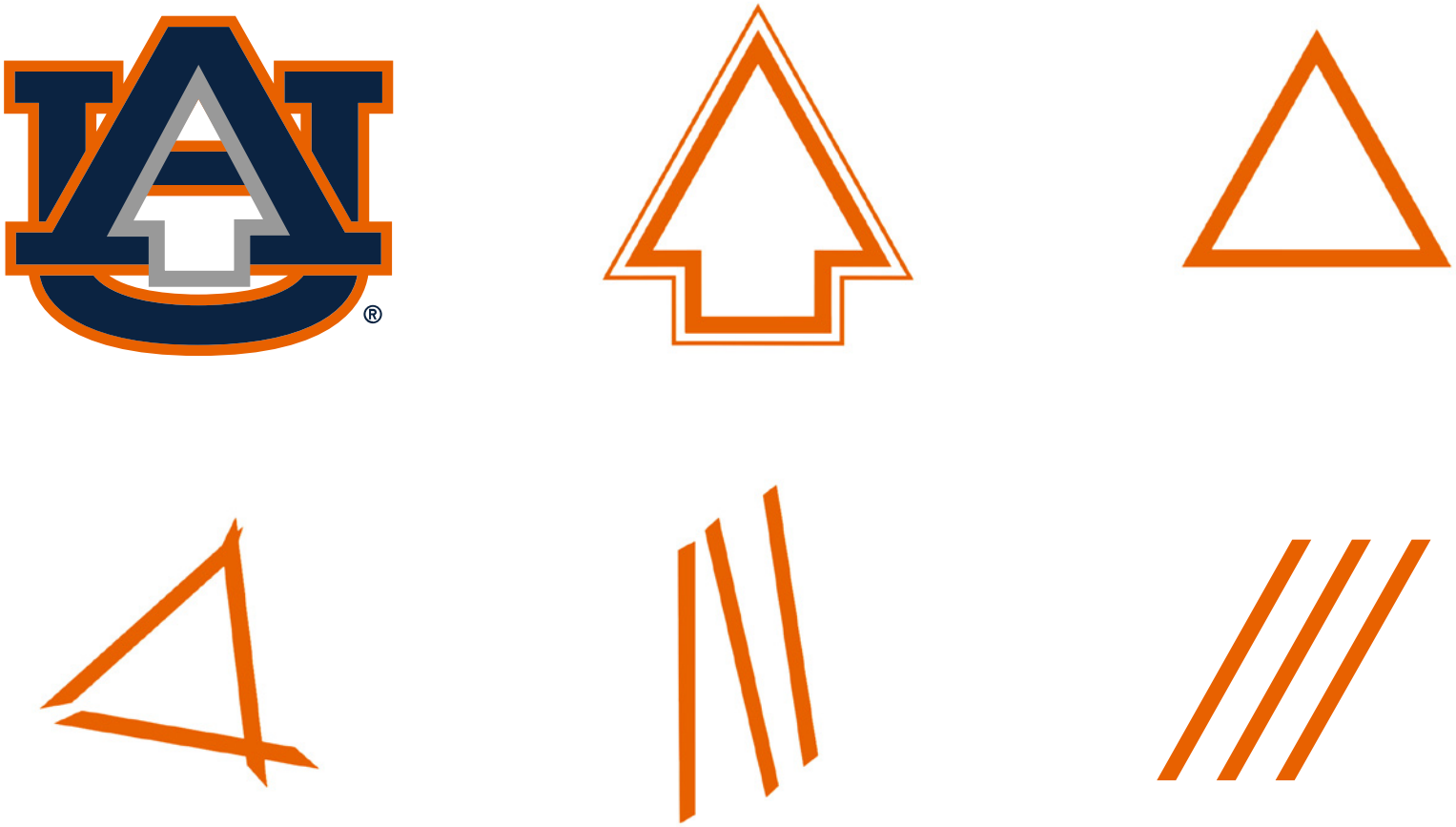
The 3 Pillars element works best when applied at the top of a page/piece as a header element but can work in many other ways as well. The graphic can be used on its own or paired with the Bar element (see Graphic Element 3).

The only approved colors for the 3 Pillars lines is Auburn Orange, 3 specific "Shades of Orange", or White. See the Color Usage charts on the following pages below for all color guidelines.

USAGE EXAMPLES:



WHERE THE 3 PILLARS COMES FROM:



The 3 Pillars derive from the arrow located inside the “AU Logo.” The arrow forms a triangle containing three sides. Each side of the triangle is one of the pillars in the 3 Pillars graphic element. The 3 Pillars represent the core values of Auburn University as a whole.

WHAT DO THE THREE PILLARS SYMBOLIZE:

The 3 Pillars represent the three core pillars of Auburn: Instruction, Research, and Outreach. Keep in mind when designing your pieces that the 3 Pillars can **represent the 3 core pillars of any college, program, or department.**

COLOR CODES OF 3 PILLARS: WHITE

The primary color of the “3 Pillars” is Auburn Orange or Shades of Auburn Orange. White is a secondary option that works well on Auburn Orange and Auburn Blue backgrounds.

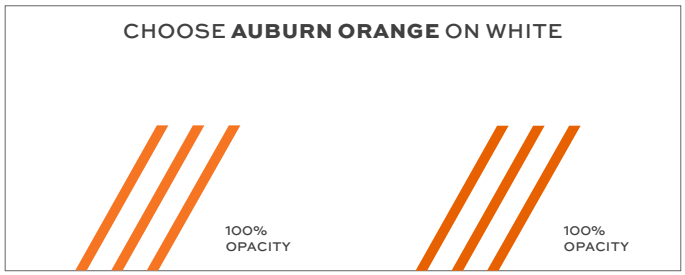
PRINT

100% White/Paper
0/0/0/0

DIGITAL

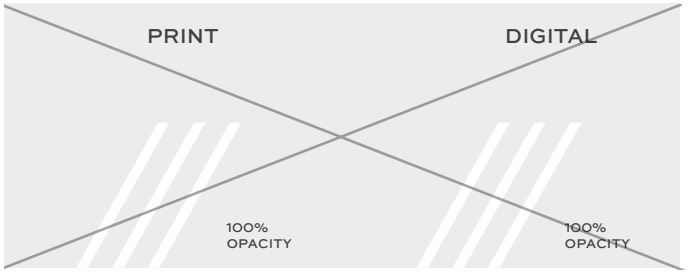
100% White/Paper
#ffffff
255/255/255

COLOR OPTIONS: WHITE



On white backgrounds select Auburn Orange 3 Pillars. Use correct Print or Digital colors indicated on the "Color Codes of 3 Pillars: Auburn Orange" page.

On Auburn Orange backgrounds use 100% White.



Don't ever place the White 3 Pillars on a light background because there is not enough contrast. Use 100% Auburn Orange in this case.

On Auburn Blue backgrounds you can use 100% White but the preferred color is 100% Auburn Orange.

On mid-range backgrounds use 100% White.

Don't ever place the White 3 Pillars on light photographic backgrounds because there is not enough contrast. Use 100% Auburn Orange in this case.

On dark backgrounds use 100% White.

On dark photographic backgrounds always use 100% White.

Never change the opacity of the 3 Pillars Graphic Element. The opacity should always be 100%.

COLOR CODES OF 3 PILLARS: AUBURN ORANGE

The primary color of the “3 Pillars” is Auburn Orange or Shades of Auburn Orange. White should be a secondary option.

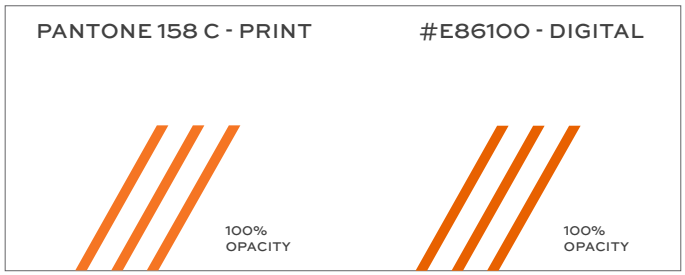
PRINT

Pantone 158 C
0/66/99/0

DIGITAL

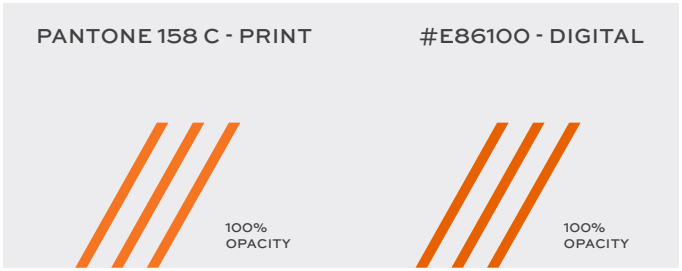
#e86100
232/97/0

COLOR OPTIONS: AUBURN ORANGE



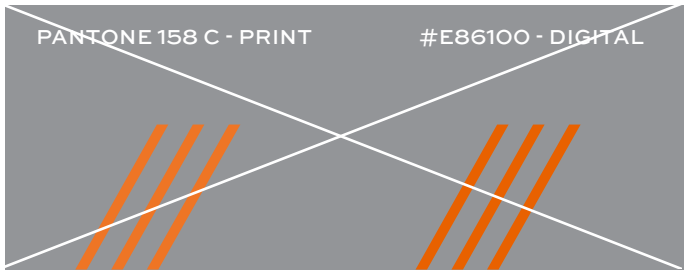
On white backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

On Auburn Orange backgrounds use 100% White.



On light backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

On Auburn Blue backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.



Don't ever place the 3 Pillars on a mid-range background because there is not enough contrast. Use 100% White in this case.

On light photographic backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

On dark backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

Don't ever place the 3 Pillars on a dark photographic background because there is not enough contrast. Use 100% White in this case.

Never change the opacity of the 3 Pillars Graphic Element. The opacity should always be 100%.

COLOR CODES OF 3 PILLARS: SHADES OF AUBURN ORANGE

The primary color of the 3 Pillars is “Shades of Auburn Orange” or “Auburn Orange”, depending on design preference. White should be a secondary option.

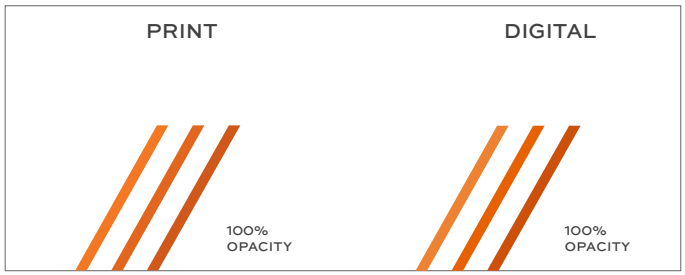
PRINT

CMYK:
Line 1 = 0/66/99/0
Line 2 = 0/70/100/8
Line 3 = 0/74/100/16

DIGITAL

RGB:
Line 1 = 237/129/51
Line 2 = 232/97/0
Line 3 = 204/78/11

COLOR OPTIONS: SHADES OF AUBURN ORANGE

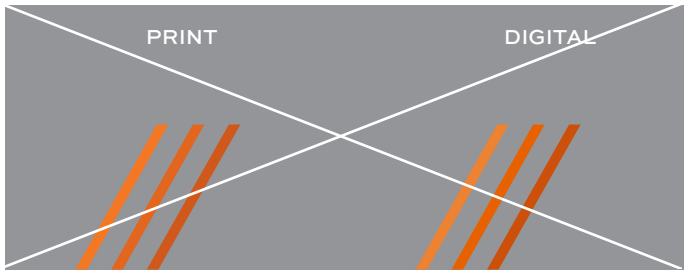


On white backgrounds always use correct Print or Digital colors indicated on the "Color Codes of 3 Pillars: Shades of Auburn Orange" page.

On Auburn Orange backgrounds use 100% White.

On light backgrounds always use correct Print or Digital colors indicated on the "Color Codes of 3 Pillars: Shades of Auburn Orange" page.

On Auburn Blue backgrounds always use correct Print or Digital colors indicated on the "Color Codes of 3 Pillars: Shades of Auburn Orange" page.



Don't ever place the 3 Pillars on a mid-range background because there is not enough contrast. Use 100% White in this case.

On light photographic backgrounds always use correct Print or Digital colors indicated on the "Color Codes of 3 Pillars: Shades of Auburn Orange" page.

On dark backgrounds always use correct Print or Digital colors indicated on the "Color Codes of 3 Pillars: Shades of Auburn Orange" page.

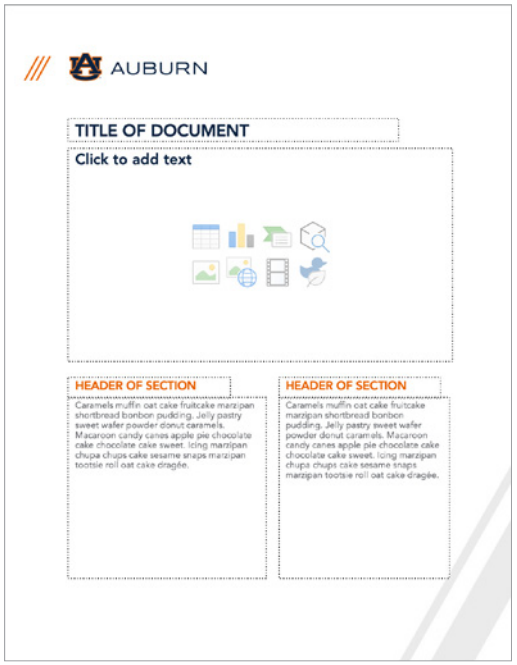
Don't ever place the 3 Pillars on a dark photographic background because there is not enough contrast. Use White in this case.

Never change the opacity of the 3 Pillars Graphic Element. The opacity should always be 100%.

USAGE: GRAPHIC ELEMENT

Use the 3 Pillars to add visual interest to a communication piece, at the top of a page/piece as a header element. See “Color Options” page for proper usage of color.

Allow the 3 pillars to be an anchor for text in a header.



Allow the 3 pillars to be an anchor for the AU Logo as a header.

Allow the 3 pillars to be an anchor for the AU Logo as a header.

USAGE: CONCEPT

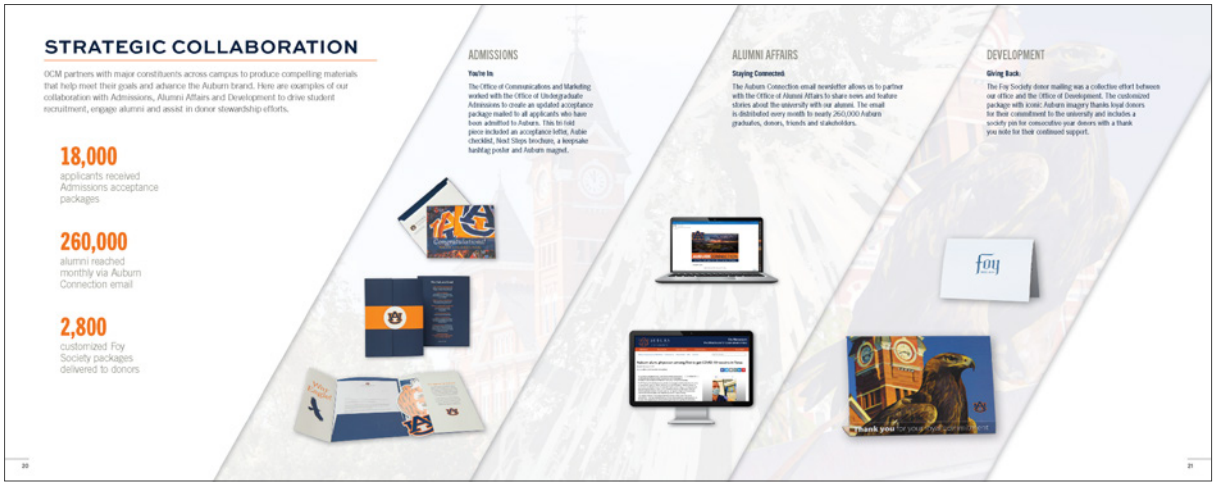
Use the 3 Pillars to add visual interest to a communication piece as a visual concept.

While keeping the proper angle of 60.5 degrees, create three angled lines in the layout of the page. Incorporating the 3 Pillars element ties back to core of Auburn's brand identity.

Allow the 3 pillars to be containers for imagery.

Allow the 3 pillars to be a visual element in video and print, with a word on each pillar describing a core category of Auburn University.

Allow the 3 pillars to be a visual element in video and print, with a word on each pillar describing a core category of Auburn University.



Allow the 3 pillars to be a visual divider in the background of the page.

Allow the 3 pillars to be a visual divider in the background of the page.

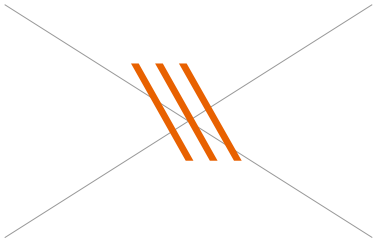
HOW TO ROTATE

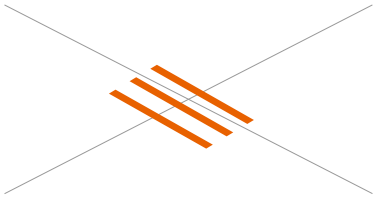
DO'S

UPRIGHT

The 3 Pillars should always appear Upright.

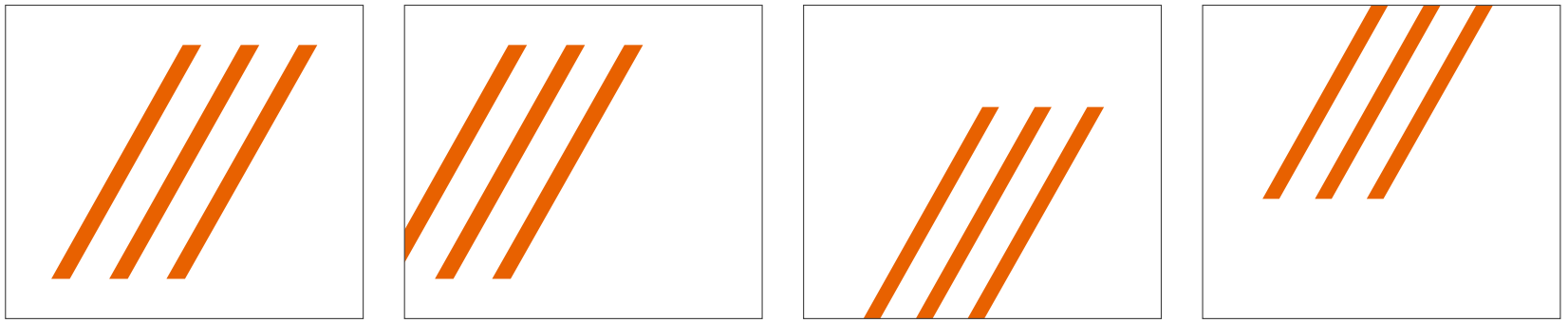
DON'TS



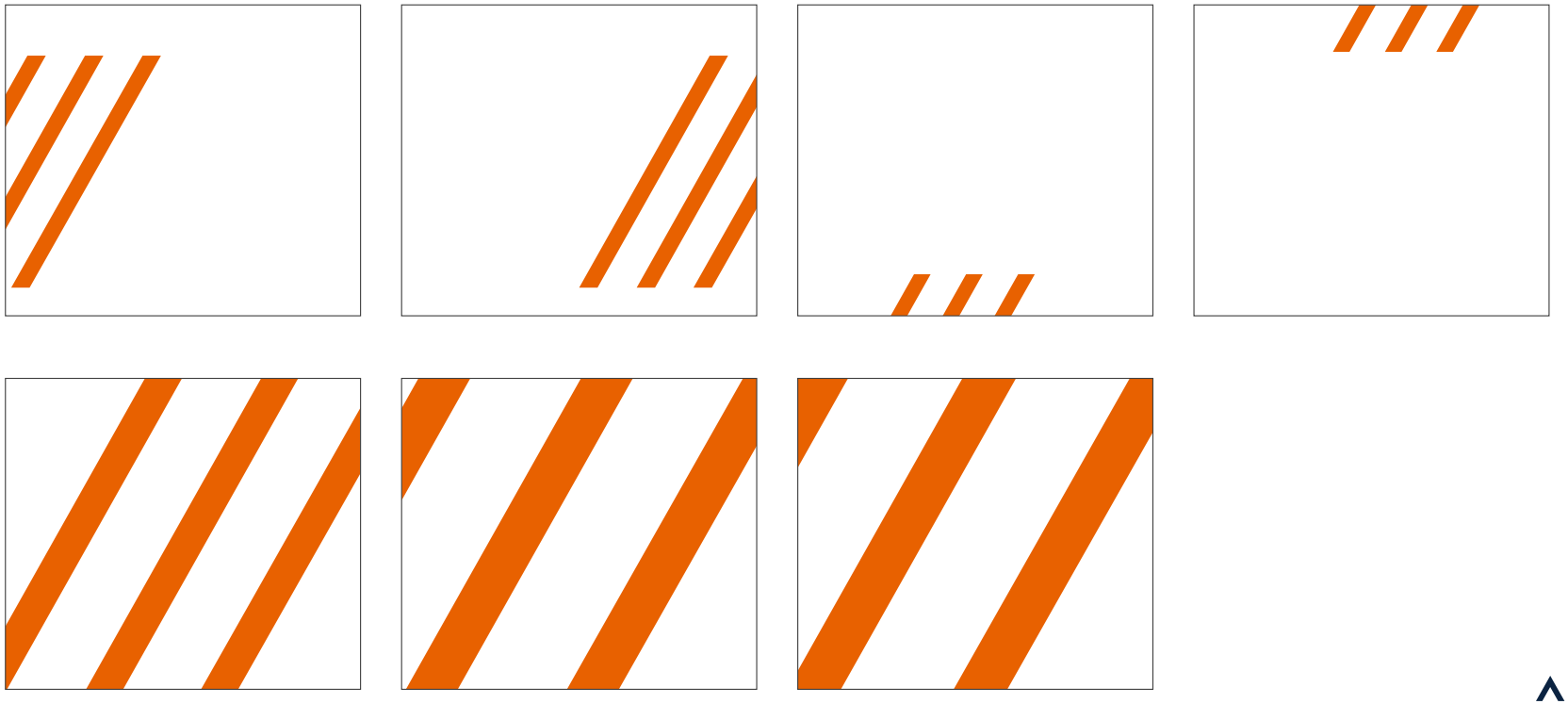


HOW TO CROP: 3 PILLARS

DO'S

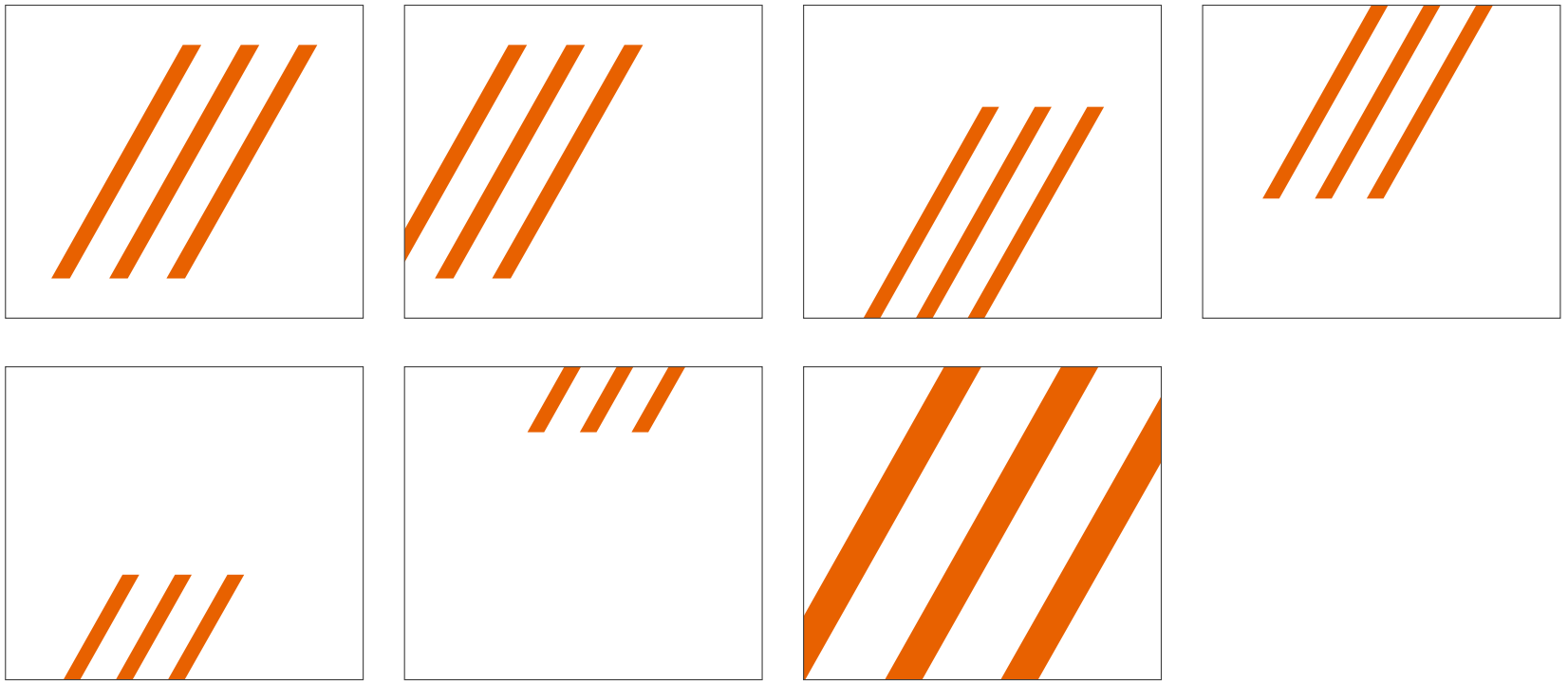


DON'TS

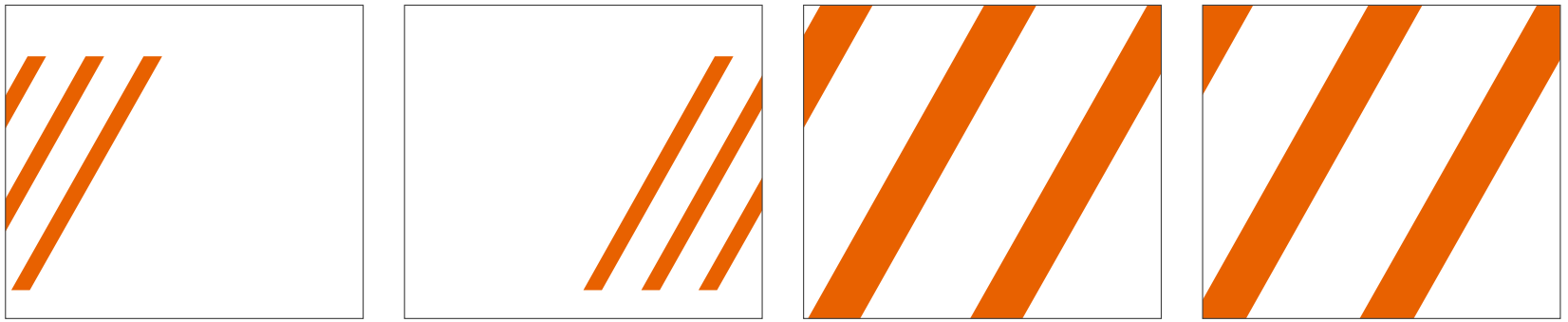


HOW TO CROP: 3 PILLARS AS A CONCEPT

DO'S



DON'TS



HOW TO SCALE

DO

DO KEEP THE PROPORTION OF THE 3 PILLARS THE SAME.

In most Adobe Cloud software **hold down shift and drag** to keep the same proportions.

In Photoshop **just drag** the bounding box of the 3 Pillars **without holding down shift,** this has recently changed.

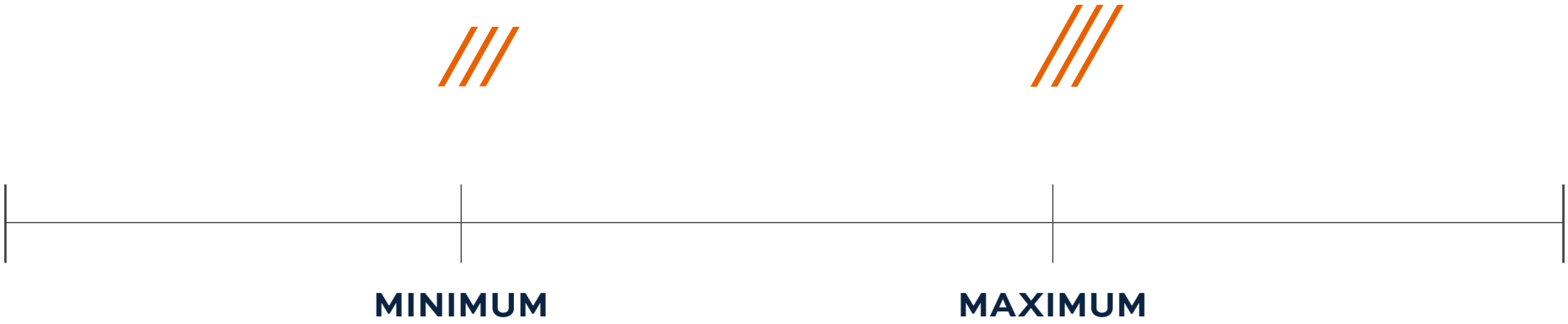
In Word and PowerPoint **drag the corners while holding shift.**

DON'T

DON'T ADJUST THE PROPORTION OF THE 3 PILLARS.

Don't manipulate the shape in any way.

SIZES



There are two different sizes of the 3 Pillars: Minimum, Medium, and Maximum.
Select the size that relates the best to your header, and other objects on the page.

THE HEIGHT 3 PILLARS RELATES TO SIZE OF THE AU LOGO:

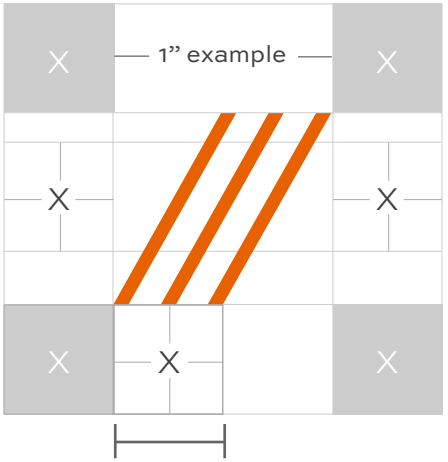
To determine the height of the 3 Pillars in relation to the AU Logo on the page, measure the AU logo based on the guidelines below. Minimum and Maximum sizes each have their own measurements in relation to the AU logo. **These guidelines were created to prevent the 3 Pillars graphic element from becoming too large when it aligns or appears close to the Auburn Logo.**

MINIMUM: From the top of the "U" to the bottom of the "A" in the AU.

MAXIMUM: From the top of the "U" to the bottom of the "U" in the AU.

GENERAL CLEARSPACE

0.15" min.
(11px digital)



Width of the
3 Pillars =
Clearspace for
all sides

MINIMUM SIZE

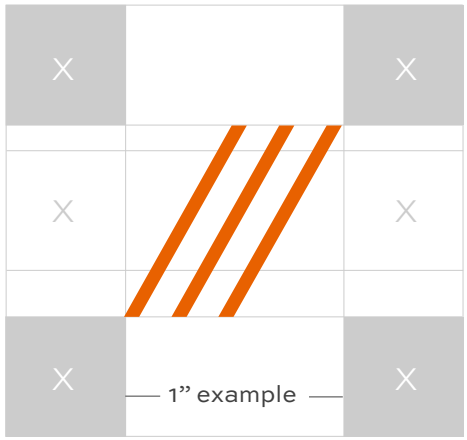
The minimum acceptable size for the 3 Pillars is .15 inches wide for print materials, or 11 pixels for digital formats. The 3 Pillars should not be made overly large, but sized appropriately based on the design aesthetic of the piece and ensuring proper clearspace.

CLEARSPACE

To maintain the integrity of the 3 Pillars, it is important that nothing infringes on its space. The surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace is the same as the **width of the 3 Pillars.**

CLEARSPACE IN RELATION TO AU LOGO

0.25" min.
(20px digital)



0.15" min.
(11px digital)

MINIMUM SIZE

The minimum acceptable size for the 3 Pillars is .15 inches wide for print materials, or 11 pixels for digital formats. The 3 Pillars should not be made overly large, but sized appropriately based on the design aesthetic of the piece and ensuring proper clearspace.

CLEARSPACE

To maintain the integrity of the 3 Pillars, it is important that nothing infringes on its space. The surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace is the same clearspace as the AU logo. The clearspace of the AU logo is equal to the space between the top of the “U” slab serif and the bottom of the “A” slab serif in the AU (see diagram).

Therefore measure the size of the top of the “U” slab serif and the bottom of the “A” slab serif in the AU logo on the same page as the 3 Pillars to determine the clearspace of the 3 Pillars on the same page.

BAR + 3 PILLARS DIRECTORY

BAR + 3 PILLARS >

ORIGIN >

COLORS >

USAGE/EXAMPLES >

ROTATION >

CROP >

SCALE >

SIZE/HEIGHT >

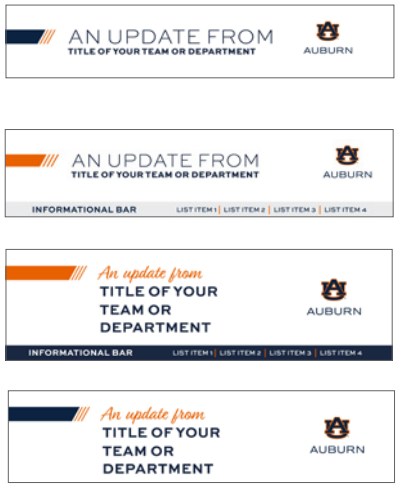
CLEARSPACE >

BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 3: BAR + 3 PILLARS

The Bar + 3 Pillars element works best when applied at the top of a piece as a header element. The Bar + 3 Pillars element can be used to encompass a title, up to two lines of text. See the examples to follow. When working with this element, the 3 lines must stay stationary but the left side of the bar can be extended as far as needed. See the pages to follow for color, size, and clearspace guidelines.

USAGE EXAMPLES:



WHERE THE BAR + 3 PILLARS COMES FROM:

60.5 °
ANGLED BAR

3 PILLARS
GRAPHIC ELEMENT

In order to create a border element/header specifier element, the 3 Pillars Graphic Element was combined with a 60.5° Angled Bar. Therefore it is a graphic element that represents three core pillars of Auburn: Instruction, Research, and Outreach. It is an extension of the 3 Pillars Graphic Element.

WHAT DOES THE BAR + 3 PILLARS SYMBOLIZE:

MOVING
FORWARD

3 CORE PILLARS
OF AUBURN

Just like the 3 Pillars, the Bar + 3 Pillars represent the three core pillars of Auburn: Instruction, Research, and Outreach. When designing they can represent the 3 core pillars of any college, program, or department. With the Bar added to the pillars it represents the three core pillars of Auburn moving Forward!

COLOR CODES OF BAR + 3 PILLARS: AUBURN BLUE + AUBURN ORANGE

The primary color combination of the “Bar + 3 Pillars” is Auburn Blue + Auburn Orange. The other color options “Full Auburn Orange”, “ White”, and “Auburn Blue + Shades of Auburn Orange” are alternatives that may be used based on design preference but should match the guidelines for proper background color.

PRINT

BAR:
Pantone 289 C
100/66/0/76

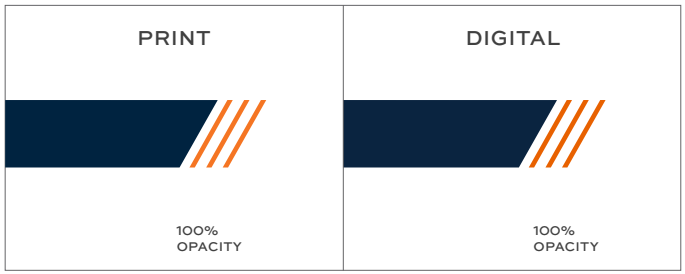
3 PILLARS:
Pantone 158 C
0/66/99/0

DIGITAL

BAR:
#0b2341
11/35/65

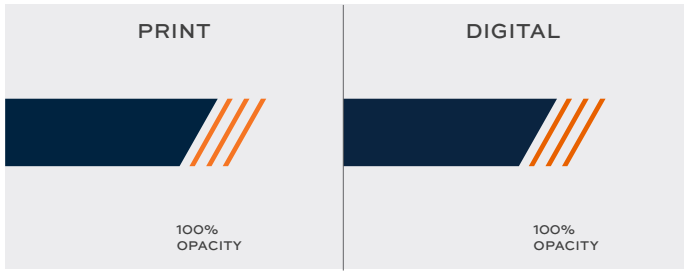
3 PILLARS:
#e86100
232/97/0

COLOR USAGE - AUBURN BLUE + AUBURN ORANGE

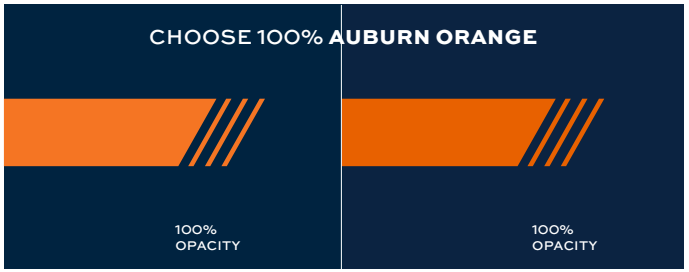


On white backgrounds the preferred color is "Auburn Blue + Auburn Orange." Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn Blue + Auburn Orange."

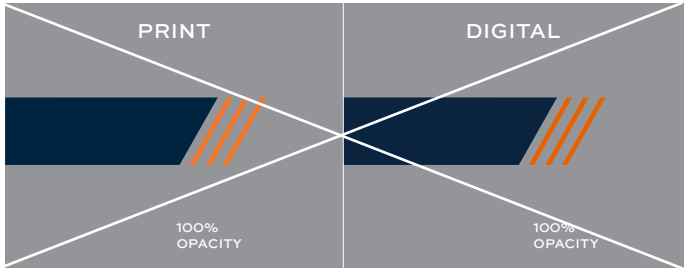
On Auburn Orange backgrounds always use 100% White.



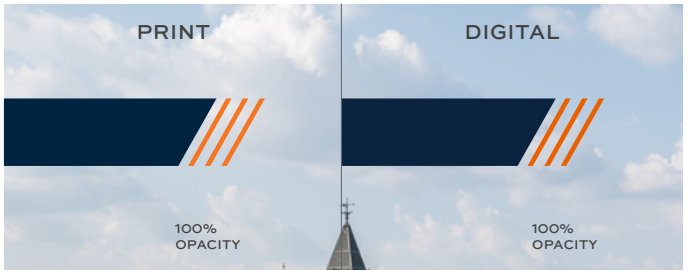
On light backgrounds the preferred color is "Auburn Blue + Auburn Orange." Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn Blue + Auburn Orange."



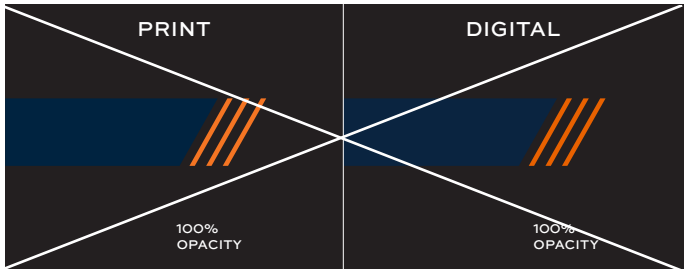
On Auburn Blue backgrounds always use 100% Auburn Orange.



Don't ever place the Auburn Blue + Auburn Orange Bar + 3 Pillars on a mid-range background because there is not enough contrast. Use 100% White in this case.



On light photographic backgrounds the preferred color is "Auburn Blue + Auburn Orange." Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn Blue + Auburn Orange."



Don't ever place the Auburn Blue + Auburn Orange Bar + 3 Pillars on a dark background because there is not enough contrast. Use 100% Auburn Orange in this case.

Don't ever place the Bar + 3 Pillars on a dark photographic background because there is not enough contrast. Use 100% White in this case.

OPACITY NOTES

Never adjust the opacity of "Auburn Blue + Auburn Orange "Bar + 3 Pillars"". Always keep the graphic element at 100% opacity.

COLOR CODES OF BAR + 3 PILLARS: AUBURN BLUE + SHADES OF AUBURN ORANGE

"Auburn Blue + Shades of Auburn Orange" is an alternative to the "Auburn Blue + Auburn Orange" option depending on design preference. The color variation in the shades of Auburn Orange can some flare to a design.

PRINT

BAR:
Pantone 289 C
100/66/0/76

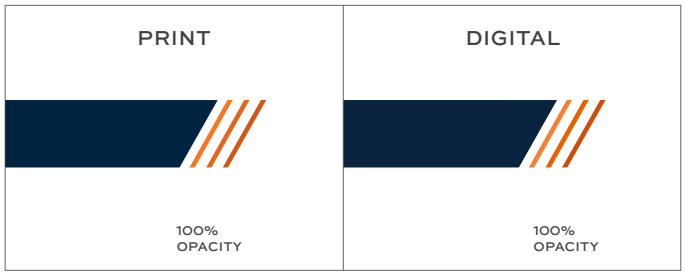
3 PILLARS:
Line 1 = 0/66/99/0
Line 2 = 0/70/100/8
Line 3 = 0/74/100/16

DIGITAL

BAR:
#0b2341
11/35/65

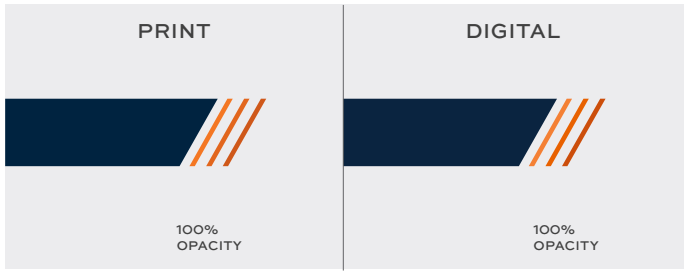
3 PILLARS:
Line 1 = 237/129/51
Line 2 = 232/97/0
Line 3 = 204/78/11

COLOR USAGE - AUBURN BLUE + SHADES OF AUBURN ORANGE

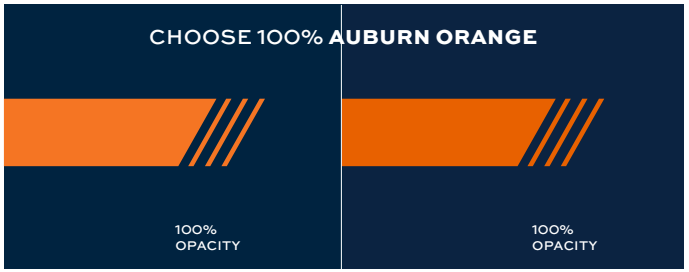


On white backgrounds the preferred color is "Auburn Blue + Shades of Auburn Orange." Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn Blue + Shades of Auburn Orange."

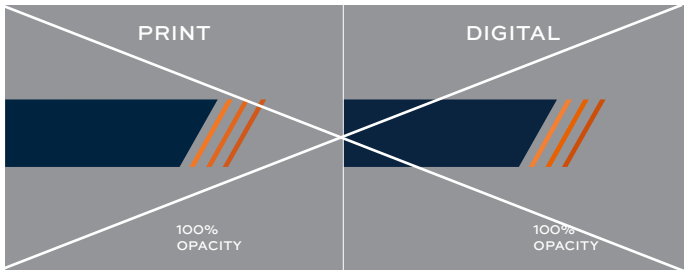
On Auburn Orange backgrounds always use 100% White.



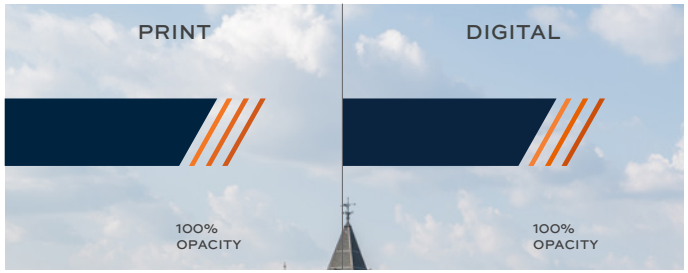
On light backgrounds the preferred color is "Auburn Blue + Shades of Auburn Orange." Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn Blue + Shades of Auburn Orange."



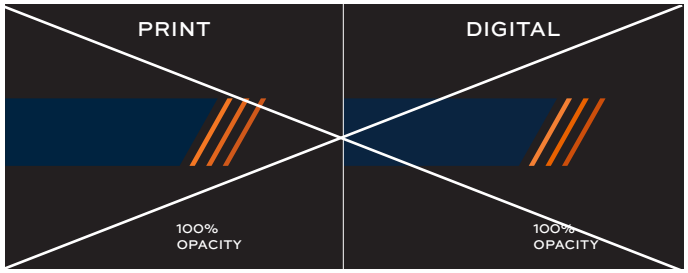
On Auburn Blue backgrounds always use 100% Auburn Orange.



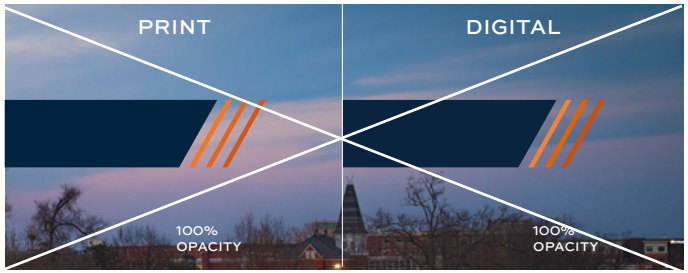
Don't ever place the Auburn Blue + Shades of Auburn Orange "Bar + 3 Pillars" on a mid-range background because there is not enough contrast. Use 100% White in this case.



On light photographic backgrounds the preferred color is "Auburn Blue + Shades of Auburn Orange." Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn Blue + Shades of Auburn Orange."



Don't ever place the Auburn Blue + Shades of Auburn Orange "Bar + 3 Pillars" on a dark background because there is not enough contrast. Use 100% Auburn Orange in this case.



Don't ever place the Auburn Blue + Shades of Auburn Orange "Bar + 3 Pillars" on a dark photographic background because there is not enough contrast. Use 100% White in this case.

OPACITY NOTES

Never adjust the opacity of "Auburn Blue + Shades of Auburn Orange "Bar + 3 Pillars"". Always keep the graphic element at 100% opacity.

COLOR CODES OF BAR + 3 PILLARS: FULL AUBURN ORANGE

The primary color combination of the “Bar + 3 Pillars” is Auburn Blue + Auburn Orange. Full Auburn Orange is an alternate option depending on design preference. The Full Auburn Orange Bar + 3 Pillars looks great on the Auburn Blue background. Make sure to follow the guidelines for which background the Full Auburn Orange may appear.

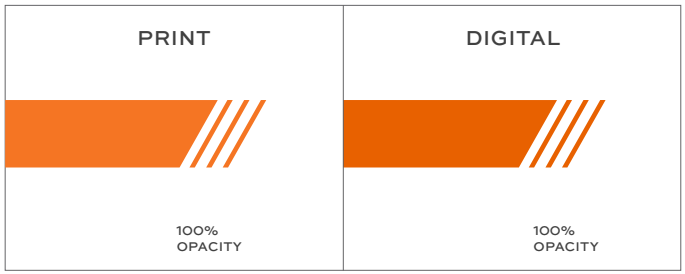
PRINT

Pantone 158 C
0/66/99/0

DIGITAL

#e86100
232/97/0

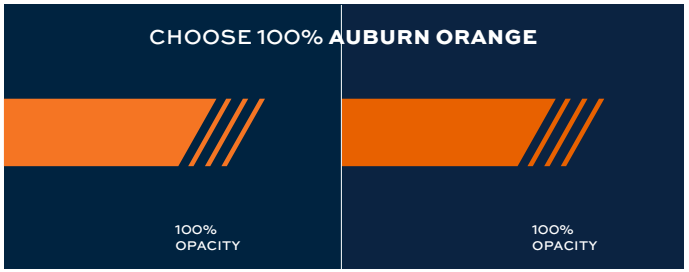
COLOR USAGE - FULL AUBURN ORANGE



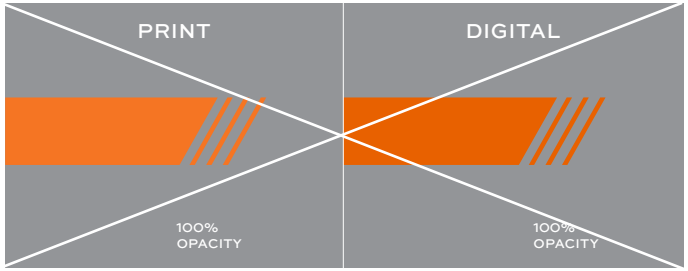
On white backgrounds the preferred color is "Auburn Blue + Auburn Orange." But in some instances you may use Full Auburn Orange, as seen here. Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Full Auburn Orange."

On Auburn Orange backgrounds always use 100% White.

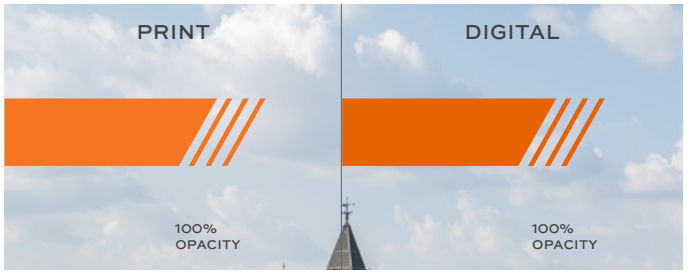
On light backgrounds the preferred color is "Auburn Blue + Auburn Orange." But in some instances you may use Full Auburn Orange as seen here. Follow the color codes on the page, "Color Codes Bar + 3 Pillars: Full Auburn Orange."



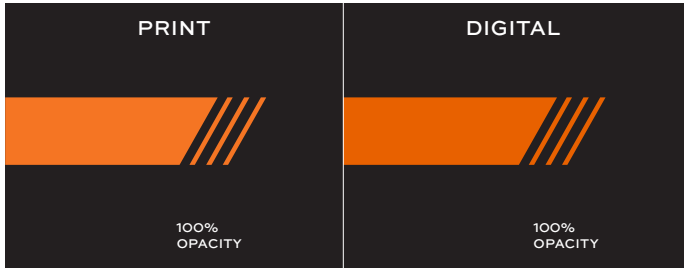
On Auburn Blue backgrounds always use 100% Auburn Orange.



Don't ever place the Full Auburn Orange "Bar + 3 Pillars" on a mid-range background because there is not enough contrast. Use 100% White in this case.



On light photographic backgrounds the preferred color is "Auburn Blue + Auburn Orange." But in some instances you may use Full Auburn Orange as seen here. Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Full Auburn Orange."



On dark backgrounds the preferred color is Full Auburn Orange. Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Full Auburn Orange."

Don't ever place Auburn Orange "Bar + 3 Pillars" on a dark photographic background because there is not enough contrast. Use 100% White in this case.

OPACITY NOTES

Never adjust the opacity of "Full Auburn Orange "Bar + 3 Pillars"". Always keep the graphic element at 100% opacity.

COLOR CODES OF BAR + 3 PILLARS: WHITE

White is an alternate option depending on design preference. White looks best on top of an Auburn Orange or Blue Background. For all other colored backgrounds choose the “Auburn Blue + Auburn Orange” before choosing White.

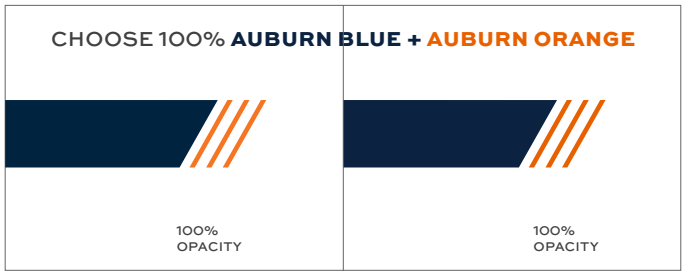
PRINT

100% White/Paper
0/0/0/0

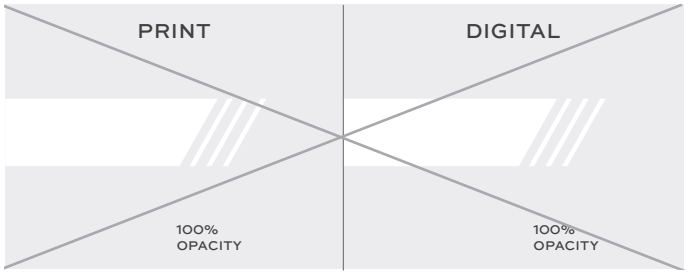
DIGITAL

100% White/Paper
#ffffff
255/255/255

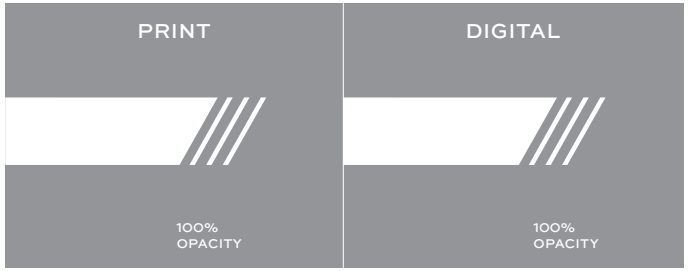
COLOR USAGE - WHITE



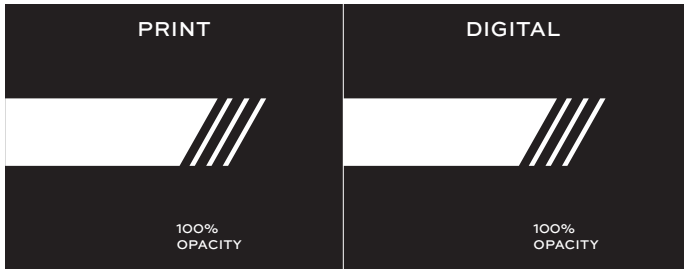
On white backgrounds the preferred color is “Auburn Blue + Auburn Orange.” Follow the color codes on the page, “Color Codes Bar + 3 Pillars: Auburn Blue + Auburn Orange.”



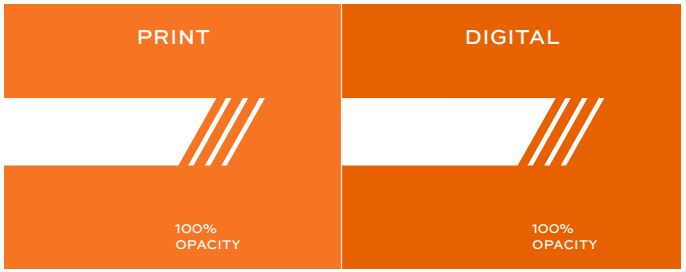
Don’t ever place White Bar + 3 Pillars on a light background. The preferred color is “Auburn Blue + Auburn Orange.” Follow the color codes on the page, “Color Codes Bar + 3 Pillars: Auburn Blue + Auburn Orange.”



On mid-range backgrounds the preferred color is White. Follow the color codes on the page, “Color Codes Bar + 3 Pillars: White.”



On mid-range backgrounds the preferred color is Full Auburn Orange. In some instances White may be used, as seen here. Follow the color codes on the page, “Color Codes Bar + 3 Pillars: White.”



On Auburn Orange backgrounds always use 100% White. Follow the color codes on the page, “Color Codes Bar + 3 Pillars: White.”

On Auburn Blue backgrounds the preferred color is Full Auburn Orange. In some instances White may be used, as seen here. Follow the color codes on the page, “Color Codes Bar + 3 Pillars: White.”

On light photographic backgrounds the preferred color is “Auburn Blue + Auburn Orange.” But in some instances you may use 100% White, as seen here. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: White.”

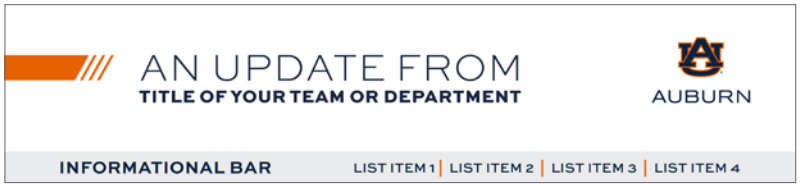
On dark photographic backgrounds the preferred color is White. Follow the color codes on the page, “Color Codes Bar + 3 Pillars: White.”

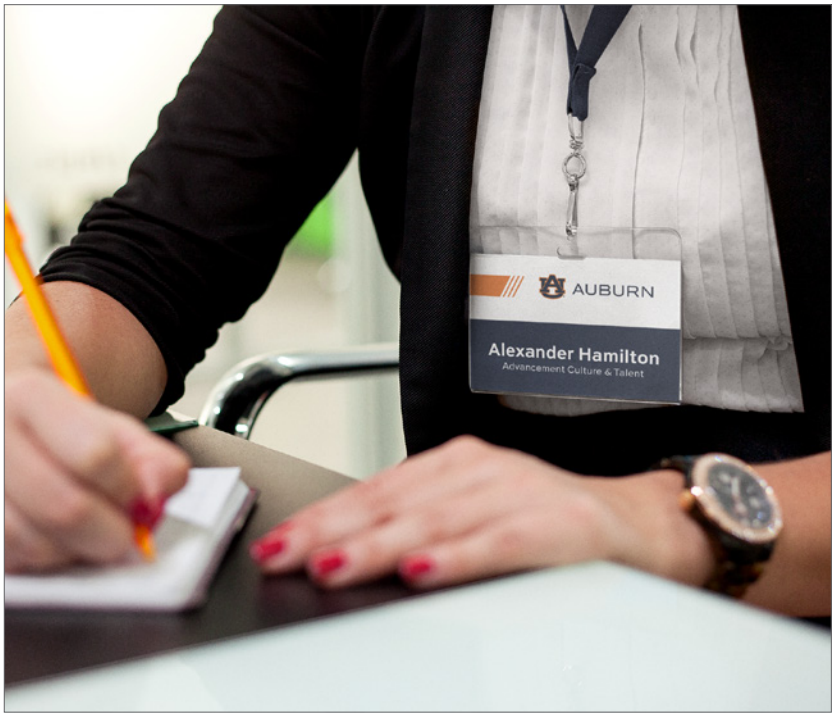
OPACITY NOTES

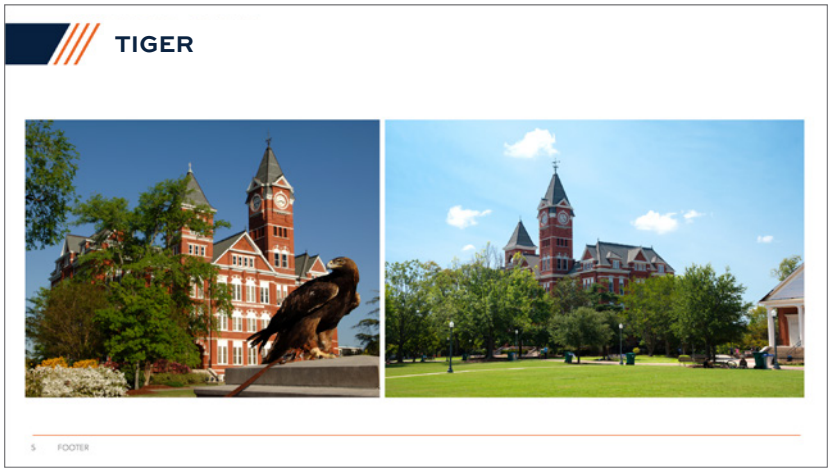
Never adjust the opacity of “White “Bar + 3 Pillars””. Always keep the graphic element at 100% opacity.

USAGE: EMPHASIZED HEADER

Use the Bar + 3 Pillars to add visual interest to a communication piece, at the top of a page/piece as a header element. Let the Bar + 3 Pillars emphasize a title or a logo. Make sure to follow the clearspace and size guidelines on the following pages. See “Color Options” pages for proper usage of colors.



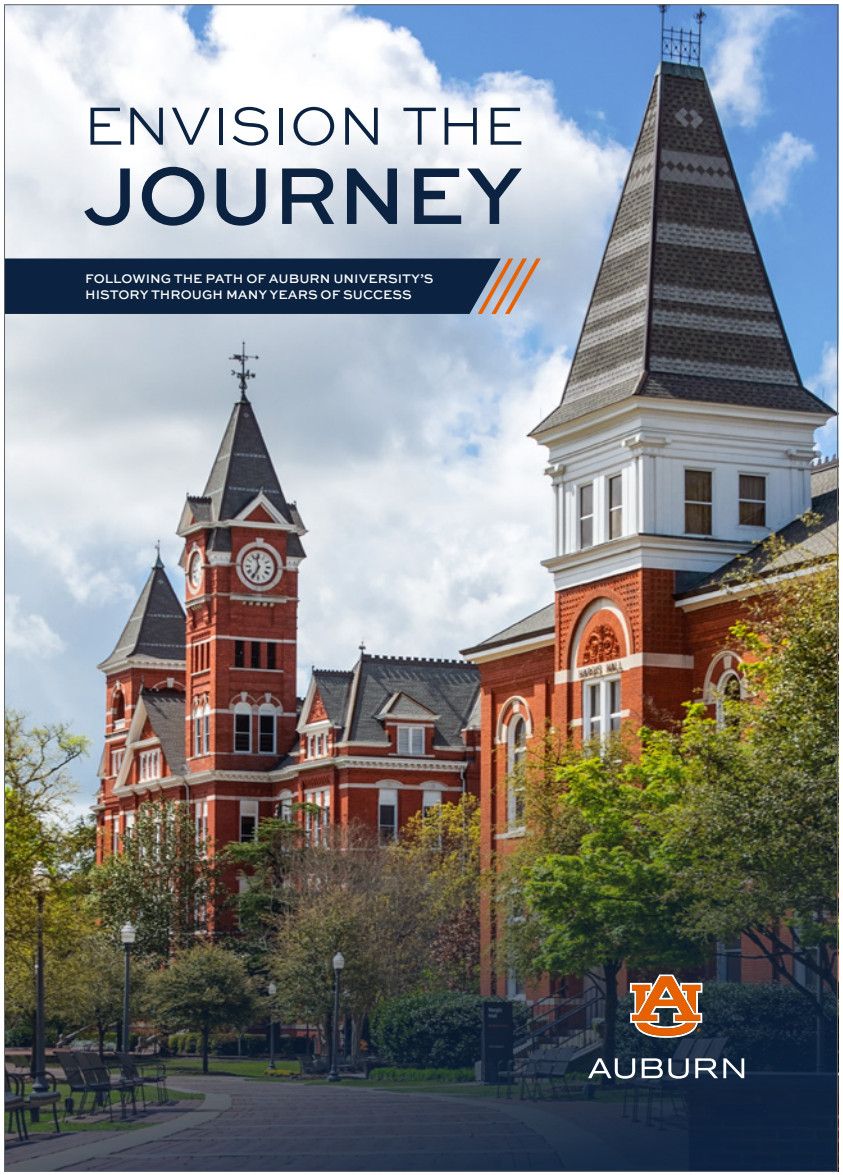




USAGE: FRAME FOR TITLE

Use the Bar + 3 Pillars to add visual interest to a communication piece, at the top of a page/piece as a header element that encompasses a title. The Bar + 3 Pillars can only encompass up to two lines of text. Make sure to follow the clearspace and size guidelines on the following pages. See “Color Options” pages for proper usage of colors. Make sure to leave proper clearspace around the text in the graphic element. See the page called “Clearspace of text inside the Bar + 3 Pillars” for clearspace rules for this usage example.

USAGE: FRAME FOR TITLE *continued*



USAGE: SOCIAL MEDIA ICON FRAME

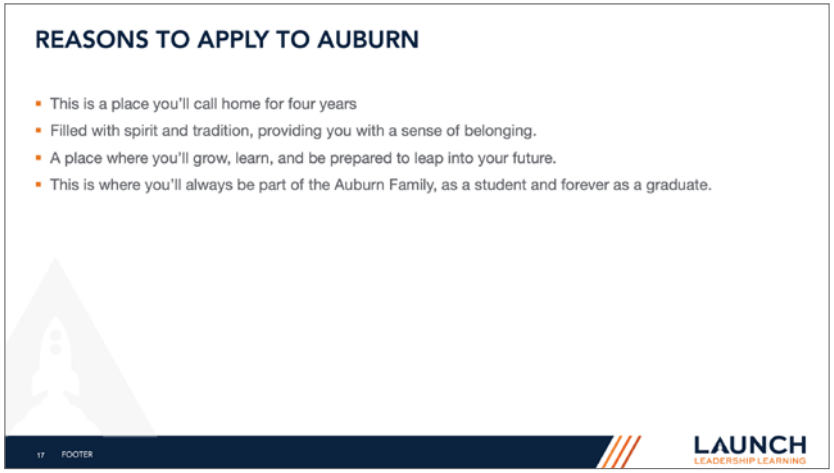
Use the Bar + 3 Pillars as a frame for social media icons. The Bar + 3 Pillars can only encompass one to two lines of text. Make sure to leave proper clearspace around the text inside the Bar. See the page called “Clearspace inside the Bar + 3 Pillars” for clearspace rules for this usage example.

USAGE: SOCIAL MEDIA ICON FRAME *continued*

USAGE: TOP/BOTTOM BORDER

Use the Bar + 3 Pillars to add visual interest to a communication piece, at the top/bottom of a page as a border. Make sure to follow the clearspace and size guidelines on the following pages. See “Color Options” pages for proper usage of colors.

In some cases you may allow the Bars + 3 Pillars to emphasize a graphic. Make sure to have the proper clearspace when emphasizing a graphic.



USAGE: DIVIDER

Use the Bar + 3 Pillars to add visual interest to a communication piece, by being a divider between two objects. Make sure to follow the clearspace and size guidelines on the following pages. See “Color Options” pages for proper usage of colors.

HOW TO ROTATE

DO'S

Upright

The 3 Pillars should always appear upright.

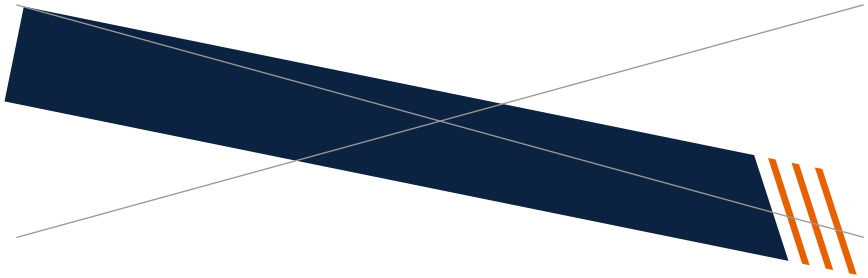
Horizontally + Vertically Reflected

Reflect the bar horizontally and then vertically, this allows the 3 Pillars to remain Upright/in an Upward position. Then bar will appear on the right side of the 3 Pillars.

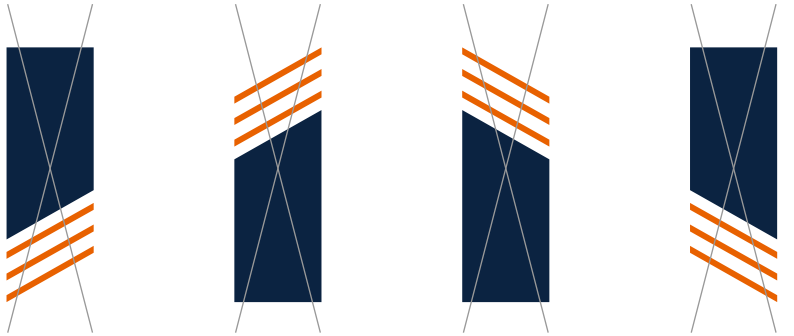
DON'TS

Horizontally Reflected Alone

Vertically Reflected Alone



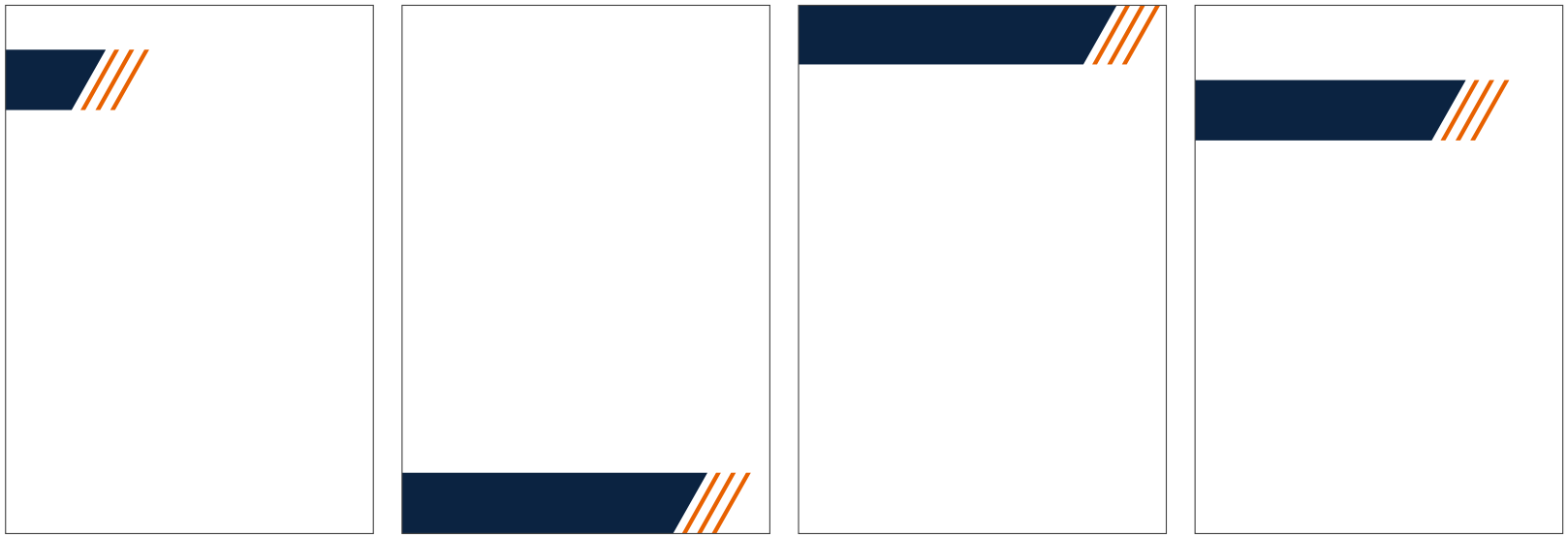
Rotated at Random Angles



Rotated 90 Degrees

HOW TO CROP

DO'S



DON'TS

HOW TO SCALE

DO

1 DO KEEP THE PROPORTION OF THE BAR + 3 PILLARS THE SAME.

In most Adobe Cloud software **hold down shift and drag** to keep the same proportions.

In Photoshop **just drag** the bounding box of the Bar + 3 Pillars **without holding down shift.** *(This has recently changed.)*

In Word and PowerPoint **drag the corners while holding shift.**

---

2 DO EXTEND THE BAR + 3 PILLARS WHILE MAINTAINING PROPORTIONS OF 3 PILLARS.

In most Adobe Cloud software use the Direct Selection Tool (A) while holding SHIFT to select only the anchor points at the left end of the Bar. Click the left arrow key on the computer until the bar is extended to the desired length.

Create the desired length of bar in Adobe Illustrator before dropping into PowerPoint or Word. Once you have dropped the Bar + 3 Pillars in PowerPoint or Word, you can crop the bar to the desired length.

HOW TO SCALE

DON’T

1. DON’T STRETCH THE PILLARS, ALWAYS KEEP THE PROPER PROPORTION OF THE 3 PILLARS.

2. DON’T STRETCH THE PILLARS, ALWAYS KEEP THE PROPER PROPORTION OF THE 3 PILLARS.

3. DON’T ADJUST THE 3 PILLARS IN ANY WAY, ALWAYS KEEP THE PROPER PROPORTION OF THE 3 PILLARS.

SIZES

There are two different sizes of the Bar + 3 Pillars: Minimum and Maximum.
Select the size that relates the best to your header, and other objects on the page.

THE HEIGHT OF BAR + 3 PILLARS IN RELATION TO AU LOGO:

To determine the height of the Bar + 3 Pillars in relation to the AU Logo on the page, measure the AU logo based on the guidelines below. Minimum and Maximum sizes each have their own measurements in relation to the AU logo. **These guidelines were created to prevent the Bar + 3 Pillars graphic element from becoming too large when it aligns or appears close to the Auburn Logo.**

MINIMUM: From the top of the "U" to the bottom of the "A" in the AU.

MAXIMUM: From the top of the "U" to the bottom of the "U" in the AU.

CLEARSPACE

ORIGINAL CLEARSPACE GUIDELINES

MINIMUM SIZE

The minimum acceptable size for the Bar + 3 Pillars is determined by measuring the 3 Pillars. The 3 Pillars minimum acceptable size .25 inches wide for print materials, or 20 pixels for digital formats. The Bar + 3 Pillars should not be made overly large, but sized appropriately based on the height guidelines on the previous page.

CLEARSPACE

To maintain the integrity of the Bar + 3 Pillars, it is important that nothing infringes on its space. The surrounding area should be kept clear of competing text, images and graphics. **For the right side, the absolute minimum amount of clearspace is the same clearspace as the AU logo.** The clearspace of the AU logo is equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU (see diagram).

For the left side, the bar should always completely bleed off the page.

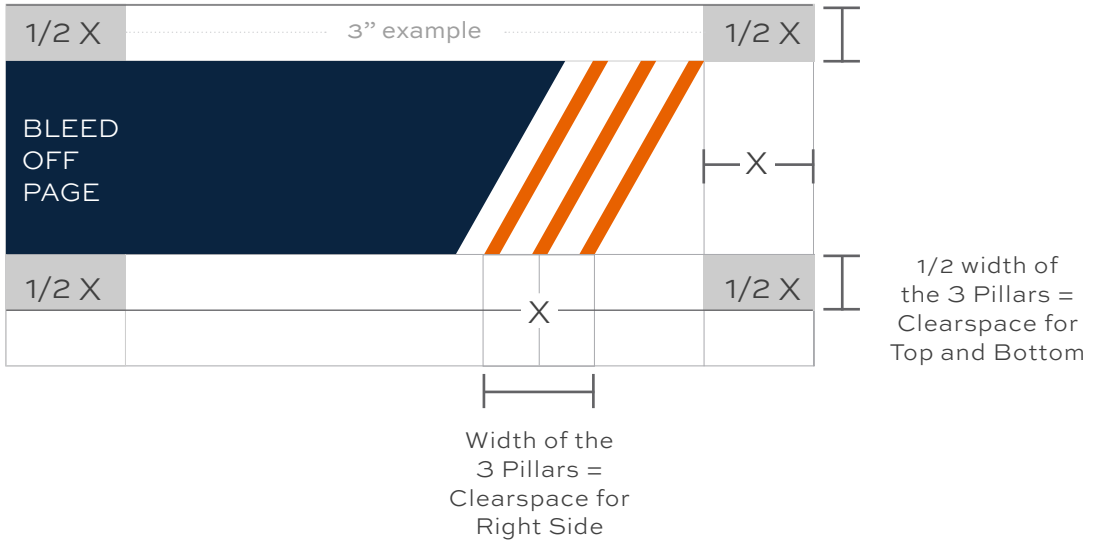
For the top and bottom sides, the absolute minimum amount of clearspace is a half of the same clearspace as the AU logo.

Place an AU logo on the page, and make sure it is properly sized to the page. Then measure the distance of the top of the U slab serif to the bottom of the A slab serif in the AU logo on the page. Use that distance to determine the clearspace of the Bar + 3 Pillars.

CLEARSPACE

IDEA TO MEASURE FROM 3 PILLARS

0.25" min.
(20px digital)



MINIMUM SIZE

The minimum acceptable size for the Bar + 3 Pillars is determined by measuring the 3 Pillars. The 3 Pillars minimum acceptable size .25 inches wide for print materials, or 20 pixels for digital formats. The Bar + 3 Pillars should not be made overly large, but sized appropriately based on the height guidelines on the previous page.

CLEARSPACE

To maintain the integrity of the Bar + 3 Pillars, it is important that nothing infringes on its space. The surrounding area should be kept clear of competing text, images and graphics. **For the right side, the absolute minimum amount of clearspace is the width of the 3 Pillars.**

For the left side, the bar should always completely bleed off the page.

For the top and bottom, the absolute minimum amount of clearspace is 1/2 the width of the 3 Pillars.

CLEARSPACE INSIDE THE BAR + 3 PILLARS

For a title in the Bar + 3 Pillars, make sure there is plenty of breathing room between the text and the edge of the graphic element. Center the text vertically in the graphic element.

DO’S

This is correct usage of text in the Bar + 3 Pillars as a title.

DON’TS

This example falls too far to the right, and is too close to the right edge of the bar.

This example falls too far to the left, and is too close to the left edge of the bar.

This example is too close to all the edges of the bar, and needs to decrease in font size.

CLEARSPACE AND TITLES

Follow the clearspace rules from the page above. The clearspace between text in a title and the “Bar + 3 Pillars” is equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU logo. See the example below.

CLEARSPACE AND LOGOS

Follow the clearspace rules from the clearspace page. The clearspace between a logo and the Bar + 3 Pillars is equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU logo. See the example below.

0.25" min.
(20px digital)

0.25" min.
(20px digital)

BAR DIRECTORY

BAR >

ORIGIN >

COLORS >

USAGE/EXAMPLES >

ROTATION >

CROP >

SCALE >

SIZE/HEIGHT >

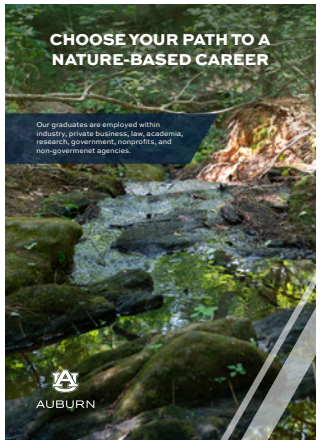
CLEARSPACE >

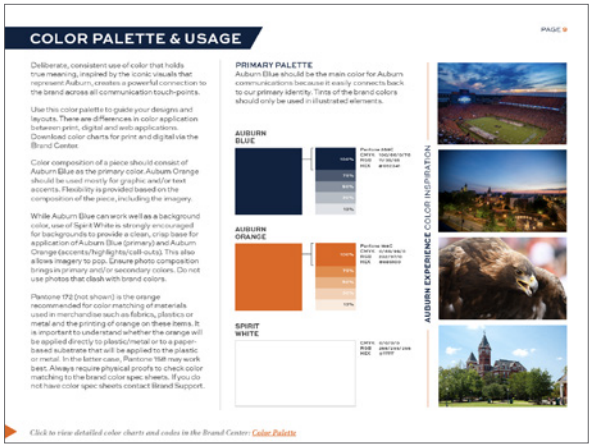
BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 4: BAR

Remove the “3 Pillars” from the “Bar and 3 Pillars” and that leaves the “Bar” alone. The “Bar” can act as a text container for titles and up to 4 lines of text. See the pages to follow for color, size, and clearspace guidelines.

USAGE EXAMPLES:





WHAT DOES THE BAR SYMBOLIZE:

MOVING
FORWARD

60.5 °
ANGLED BAR

Since the angle of the bar is 60.5 degrees, the Bar represents Auburn moving forward!

COLOR CODES OF THE BAR: AUBURN BLUE

The primary color of the Bar is Auburn Blue. Auburn Orange and White are alternatives that may be used based on design preference but should match the guidelines for proper background color.

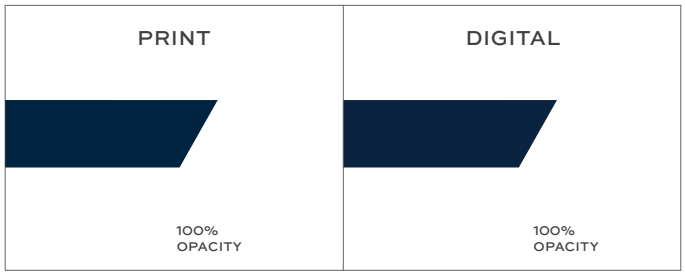
PRINT

BAR:
Pantone 289 C
100/66/0/76

DIGITAL

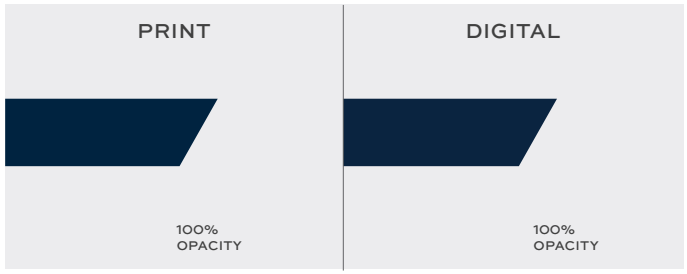
BAR:
#0b2341
11/35/65

COLOR USAGE - AUBURN BLUE

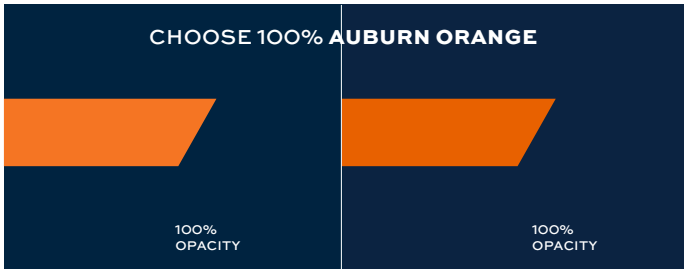


On white backgrounds the preferred color is “Auburn Blue.” Follow the color codes on the previous page, “Color Codes of the Bar: Auburn Blue.”

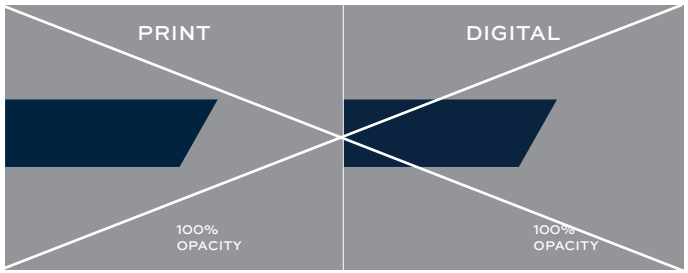
On Auburn Orange background use 100% White.



On light backgrounds the preferred color is “Auburn Blue.” Follow the color codes on the previous page, “Color Codes of the Bar: Auburn Blue.”

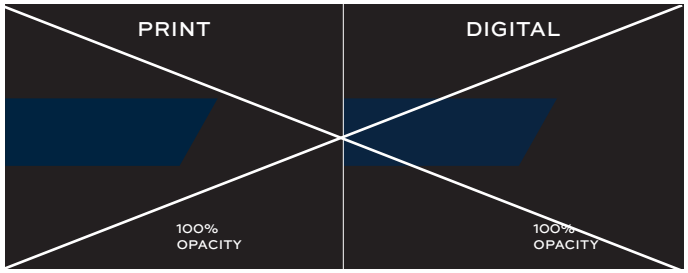


On Auburn Blue backgrounds use 100% Auburn Orange.



Don’t ever place the Auburn Blue Bar on a mid-range background because there is not enough contrast. Use 100% White in this case.

On light photographic backgrounds the preferred color is “Auburn Blue.” The bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text. The opacity can be 100-20% based on the desired look.



Don’t ever place the Auburn Blue Bar on a dark background because there is not enough contrast. Use 100% Auburn Orange in this case.

If the Auburn Blue Bar is visible on a dark photographic background it can be placed there. The bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text. The opacity can be 100-20% based on the desired look.

OPACITY NOTES

Only adjust the opacity of “Auburn Blue Bar” when it falls on top of a photographic background. Otherwise the bar should be 100% opacity.

COLOR CODES OF THE BAR: AUBURN ORANGE

Auburn Orange is an alternate color option, depending on design preference. The Auburn Orange Bar looks great on the Auburn Blue background. Make sure to follow the guidelines for which background the Auburn Orange Bar may appear.

PRINT

Pantone 158 C
0/66/99/0

DIGITAL

#e86100
232/97/0

COLOR CODES OF THE BAR: WHITE

White is an alternate option depending on design preference. White looks best on top of an Auburn Orange or Blue Background. For all other colored backgrounds choose the Auburn Blue or Auburn Orange colors before choosing White.

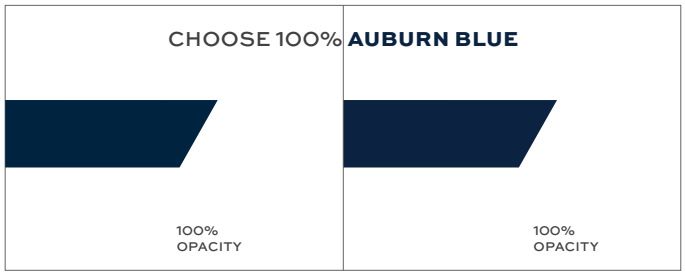
PRINT

100% White/Paper
0/0/0/0

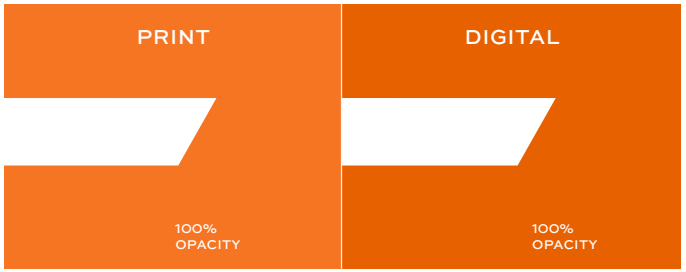
DIGITAL

100% White/Paper
#ffffff
255/255/255

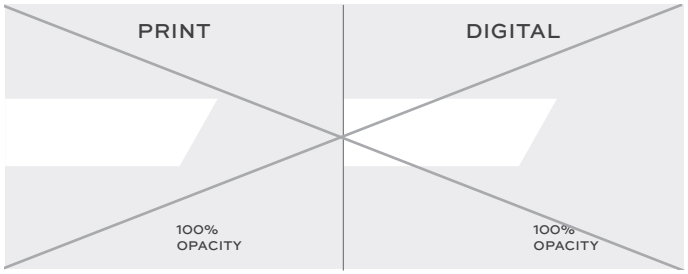
COLOR USAGE - WHITE



On white backgrounds the preferred color is “Auburn Blue.” Follow the color codes on the page, “Color Codes of the Bar: Auburn Blue.”

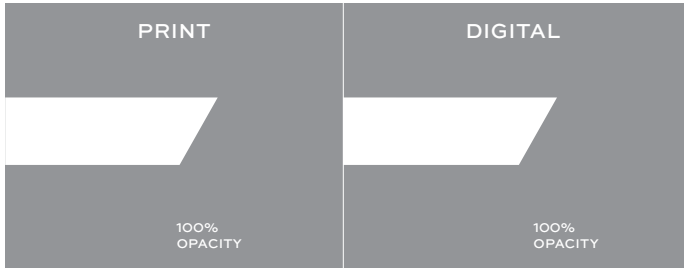


On Auburn Orange backgrounds always use 100% White. Follow the color codes on the page, “Color Codes of the Bar: White.”



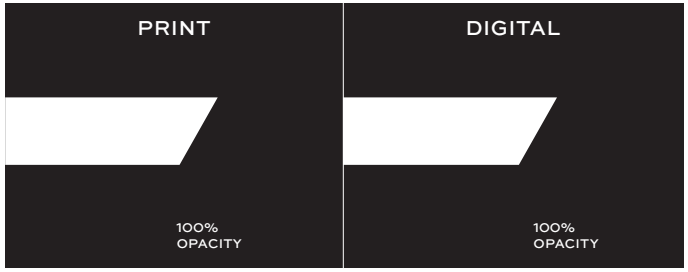
Don’t ever place White Bar a light background. The preferred color is “Auburn Blue.” Follow the color codes on the page, “Color Codes of the Bar: Auburn Blue”

On Auburn Blue backgrounds the preferred color is Auburn Orange. In some instances White may be used, as seen here. Follow the color codes on the page, “Color Codes of the Bar: White.”



On mid-range backgrounds the preferred color is White. Follow the color codes on the page, “Color Codes of the Bar: White.”

On light photographic backgrounds the preferred color is “Auburn Blue” But in some instances you may use 100-45% White, as seen here. The bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text.



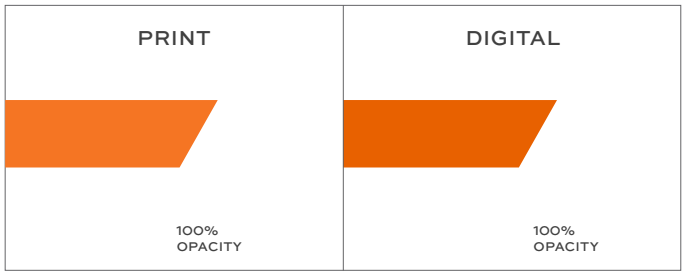
On mid-range backgrounds the preferred color is Auburn Orange. In some instances White may be used, as seen here. Follow the color codes on the page, “Color Codes of the Bar: White”

On dark photographic backgrounds the preferred color is White. The bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text. The opacity can be 100-30% based on the desired look.

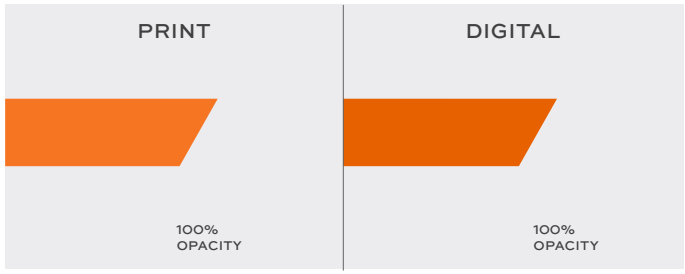
OPACITY NOTES

Only adjust the opacity of “White Bar” when it falls on top of a photographic background. Otherwise the bar should be 100% opacity.

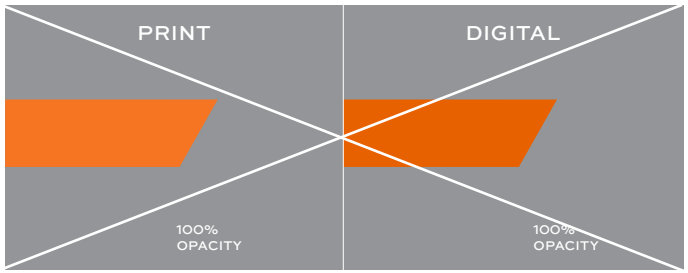
COLOR USAGE - AUBURN ORANGE



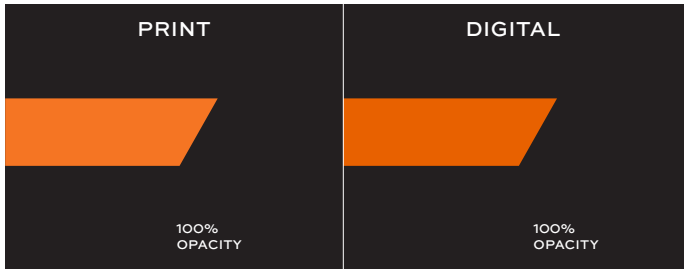
On white backgrounds the you can use “Auburn Orange.” Follow the color codes on the page, “Color Codes of the Bar: Auburn Orange.”



On light backgrounds you may use “Auburn Orange.” Follow the color codes on the page, “Color Codes of the Bar: Auburn Orange.”

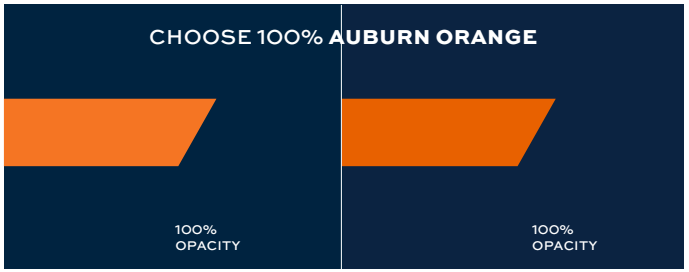


Don’t ever place the Auburn Orange Bar on a mid-range background because there is not enough contrast. Use 100% White in this case.



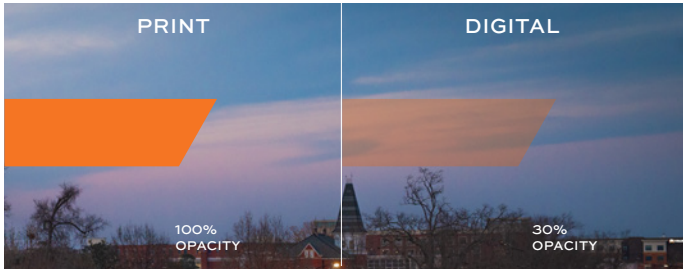
On dark backgrounds you may use Auburn Orange. Follow the color codes on the page, “Color Codes of the Bar: Auburn Orange.”

On Auburn Orange backgrounds use 100% White.



On Auburn Blue backgrounds use 100% Auburn Orange.

On light photographic backgrounds the preferred color is “Auburn Orange.” The bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text. The opacity can be 100-20% based on the desired look.



If the Auburn Orange Bar is visible on a dark photographic background it can be placed there. The bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text. The opacity can be 100-20% based on the desired look.

OPACITY NOTES

Only adjust the opacity of “Auburn Orange Bar” when it falls on top of a photographic background. Otherwise the bar should be 100% opacity.

USAGE: AS A HEADER

Use the Bar alone at the top of a page as a header. Place the Bar at the top of the page. Allow the Bar to encompass a Single line of text for the title. The text can be in all caps or title case. See clearspace guide on the pages to follow.

USAGE: TEXT CONTAINER

The Bar is meant to be used as a text container for a sentence/paragraph of text. Do not exceed more than 4 lines of text. Scale up the bar porportionally to fit the sentence/paragraph of text. Leave proper clearspace for the text inside the bar. Follow color usage guides on the previous pages. Follow clearspace guidelines on the page labeled: “Clearspace of Text Inside the Bar.”

USAGE: TEXT CONTAINER *continued*

HOW TO ROTATE

DO'S

Upright

The Bar should always appear upright.

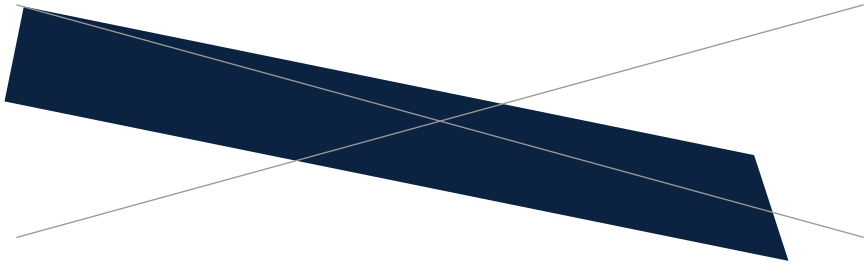
Horizontally + Vertically Reflected

Reflect the bar horizontally and then vertically, this allows the Bar to appear moving in the upward direction.

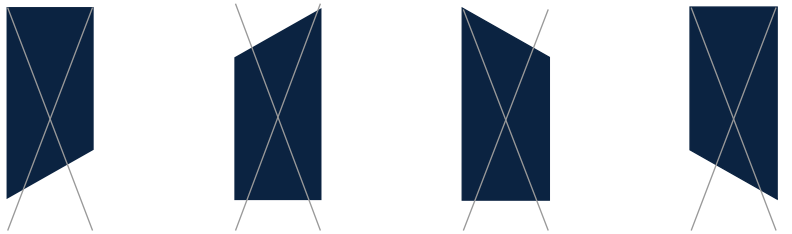
DON'TS

Horizontally Reflected Alone

Vertically Reflected Alone



Rotated at Random Angles



Rotated 90 Degrees

HOW TO CROP

DO'S

DON'TS

HOW TO SCALE

DO

1 DO KEEP THE PROPORTION OF THE BAR THE SAME.

In most Adobe Cloud software **hold down shift and drag** to keep the same proportions.

In Photoshop **just drag** the bounding box of the Bar **without holding down shift.**
(This has recently changed.)

In Word and PowerPoint **drag the corners while holding shift.**

DON'T

2 DON'T ADJUST THE PROPORTION OF THE BAR.

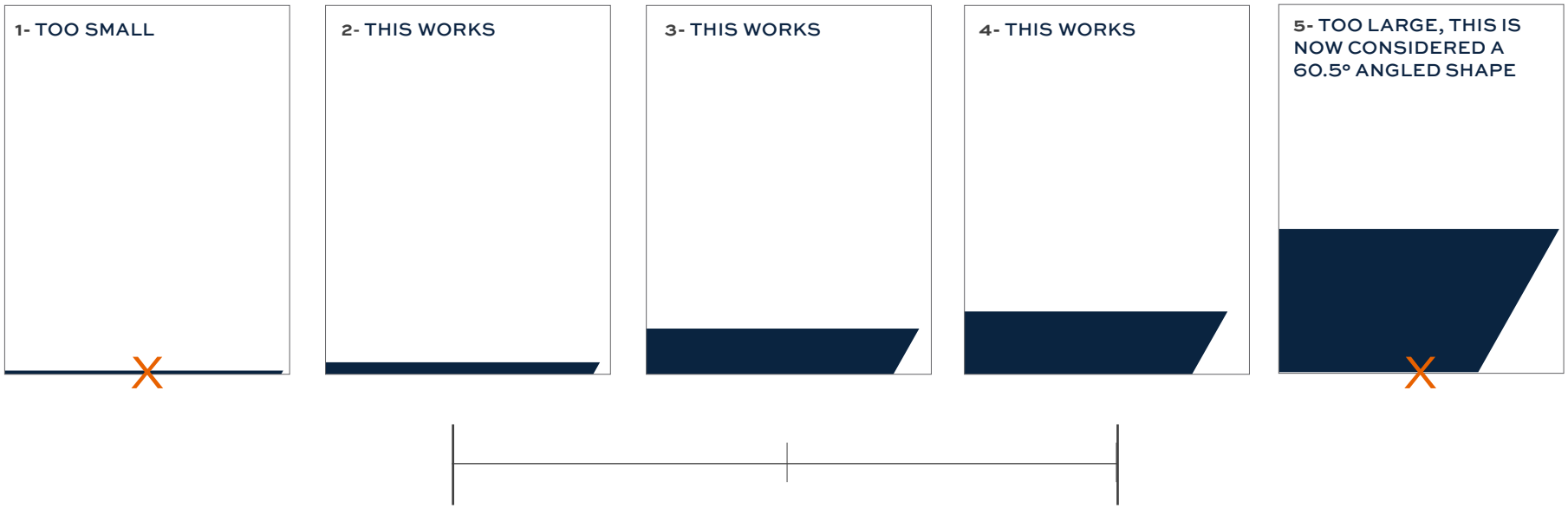
Don't manipulate the Bar in any way.

Don't stretch the Bar in any way, always scale it porportionally.

SIZE

The minimum height of the bar on an 8.5” x 11” page is 0.36 inches tall. Maximum height of the bar on an 8.5” x 11” page is 1.83 inches tall. Any height after 1.83 inches tall, the “bar” is considered the “60.5 degree angled shape” and should follow the guidelines for 60.5 degree angled shape.

all of these boxes are 8.5” x 11” examples



BAR MINIMUM
1/30 of page
or
3.3% of page

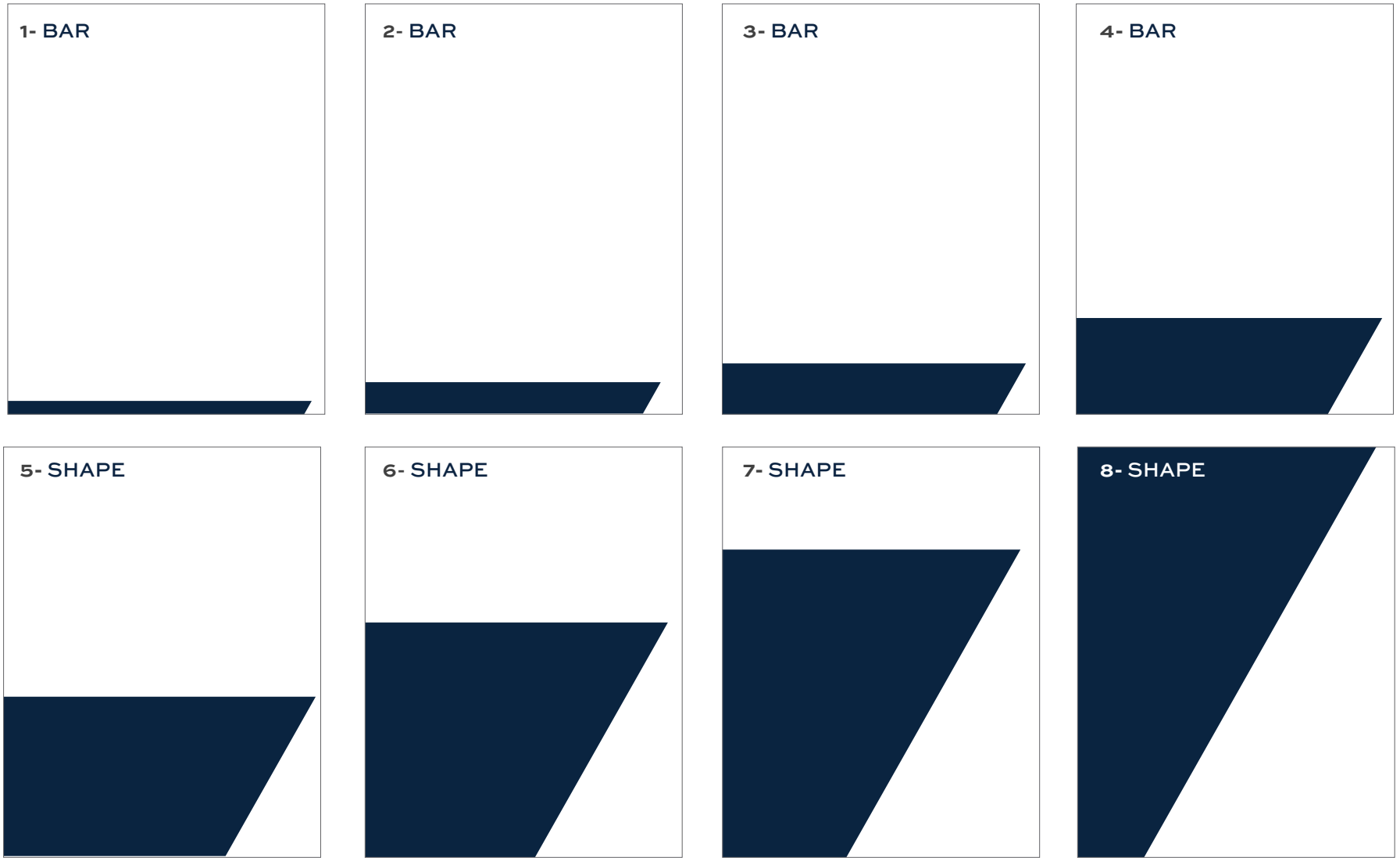
.36” measurement
for 8.5” x 11” example

BAR MAXIMUM
1/6 of page
or
16.66% of page

1.83” measurement
for 8.5” x 11” example

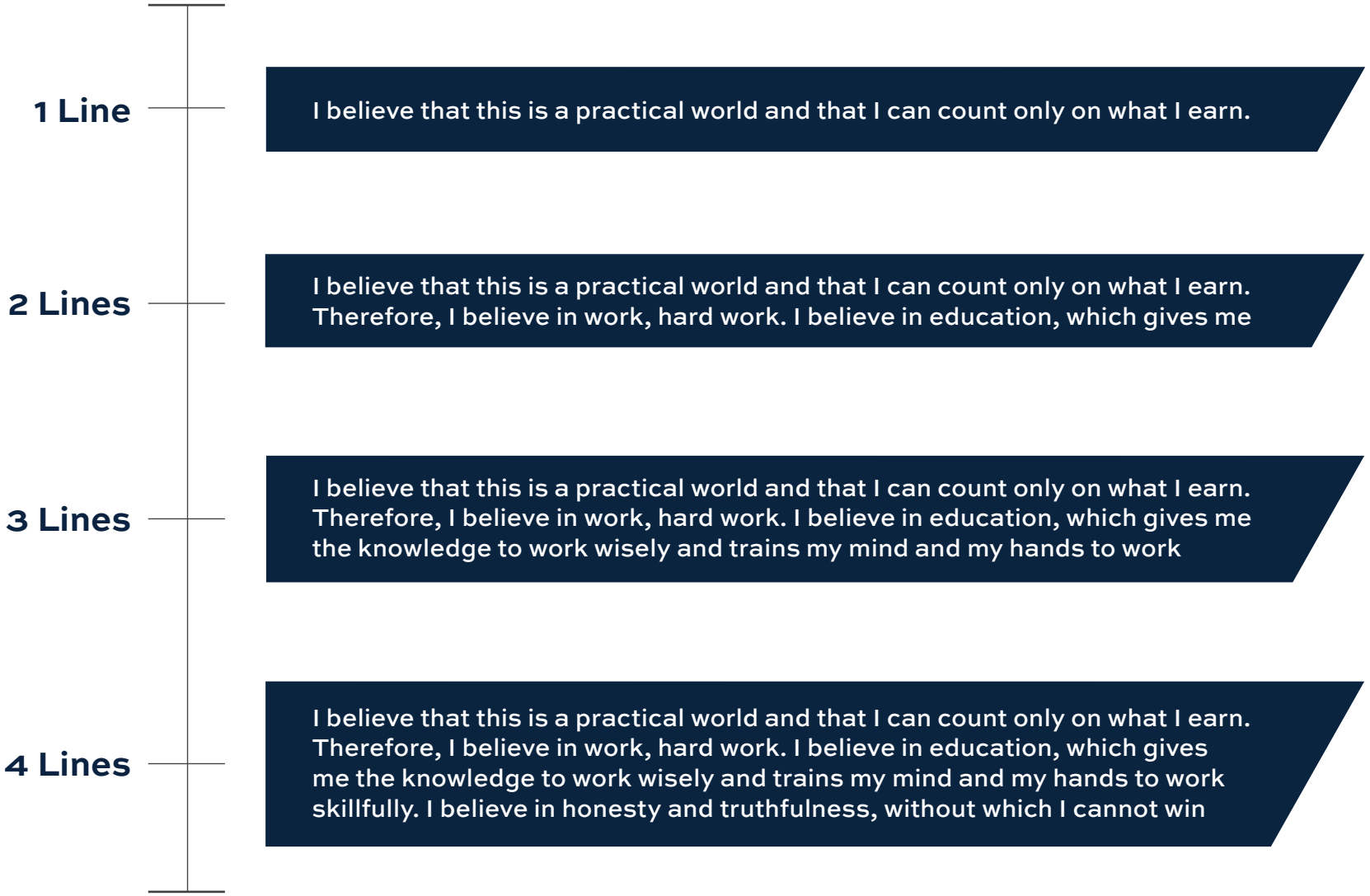
THE BAR BECOMES A 60.5° ANGLED SHAPE

At a certain size the “Bar” graphic element is no longer considered the “Bar”, it is considered a 60.5 degree angled shape. Once the “Bar” stops looking like a long thin bar, the bar is considered a graphical shape. Around example number 4 is when the Bar turns into the 60.5 degree angled shape and should be treated as a graphical shape. This means you can create the shape using the pen tool at about example 5 through 8.



all of these boxes are 8.5” x 11” examples

SCALE DEPENDS ON LINES OF TEXT



Scale of the bar increases as more lines of text are added, creating room for the lines of text. Always make sure the angle of the bar is still the same angle as the original of 60.5 degrees.

CLEARSPACE

0.25" min.
(20px digital)

0.25" min height.
(20px digital)

MINIMUM SIZE

The minimum acceptable size for the Bar is determined by measuring the height of the Bar. The Bar’s minimum acceptable size .25 inches tall for print materials, or 20 pixels for digital formats. The Bar should not be made overly large, but sized appropriately based on the lines of text guidelines on the previous page.

CLEARSPACE

To maintain the integrity of the Bar, it is important that nothing infringes on its space. The surrounding area should be kept clear of competing text, images and graphics. **For the right side, the absolute minimum amount of clearspace is the same clearspace as the AU logo.** The clearspace of the AU logo is equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU (see diagram).

For the left side, the bar should always completely bleed off the page.

For the top and bottom sides, the absolute minimum amount of clearspace is a half of the same clearspace as the AU logo.

Place an AU logo on the page, and make sure it is properly sized to the page. Then measure the distance of the top of the U slab serif to the bottom of the A slab serif in the AU logo on the page. Use that distance to determine the clearspace of the Bar.

CLEARSPACE OF TEXT INSIDE THE BAR

For text in the Bar, make sure there is plenty of breathing room between the text and the edge of the graphic element. Center the text vertically in the graphic element.

DO'S

EMBRACING TECHNOLOGY AND INNOVATION

This is correct usage of text in the Bar + 3 Pillars as a title.

DON'TS

EMBRACING TECHNOLOGY AND INNOVATION

This example falls too far to the right, and is too close to the right edge of the bar.

EMBRACING TECHNOLOGY AND INNOVATION

This example falls too far to the left, and is too close to the left edge of the bar.

EMBRACING TECHNOLOGY

This example is too close to all the edges of the bar, and needs to decrease in font size.

ARROW TIP DIRECTORY

ARROW TIP >

ORIGIN >

COLORS >

USAGE/EXAMPLES >

ROTATION >

CROP >

SCALE >

SIZE >

CLEARSPACE >

BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 5: ARROW TIP

Derived from the tip of the Arrow, this graphic element is meant to be used sparingly as a pointer to a call-out of some key information. For example use the Arrow Tip to point to a website url link.

USAGE EXAMPLE:

ORIGIN OF ARROW TIP ELEMENT:

The Arrow Tip element comes from slicing the top the Arrow.

COLOR CODES OF ARROW TIP: AUBURN ORANGE

Select Auburn Orange or Blue for most backgrounds,
when the contrast is too low select White.

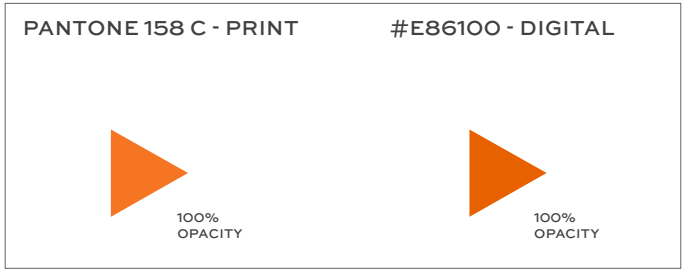
PRINT

Pantone 158 C
0/66/99/0

DIGITAL

#e86100
232/97/0

COLOR USAGE - AUBURN ORANGE

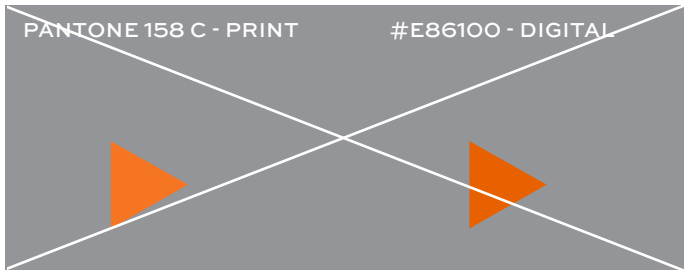


On white backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

Use 100% White for the Arrow Peak when located on an Auburn Orange Background.

On light backgrounds always use Pantone 158 C for printed materials or #e86100 digital screens.

On Auburn Blue backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.



Don't ever place the Auburn Orange Arrow Tip on a mid-range background because there is not enough contrast. Use 100% White in this case.

On light photographic backgrounds always use Pantone 158 C for printed materials or #e86100 digital screens.

On dark backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

Don't ever place the Auburn Orange Arrow Peak on a dark photographic background because there is not enough contrast. Use 100% White in

OPACITY NOTES

The opacity of the "Arrow Tip should always be 100%.

COLOR CODES OF ARROW TIP: AUBURN BLUE

Select Auburn Blue or Orange for most backgrounds,
when the contrast is too low select White.

PRINT

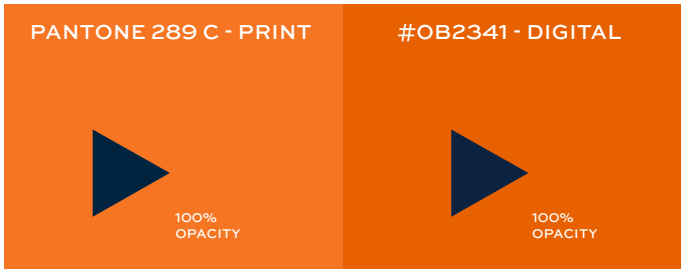
Pantone 289 C
100/66/0/76

DIGITAL

#0b2341
11/35/65

COLOR USAGE - AUBURN BLUE

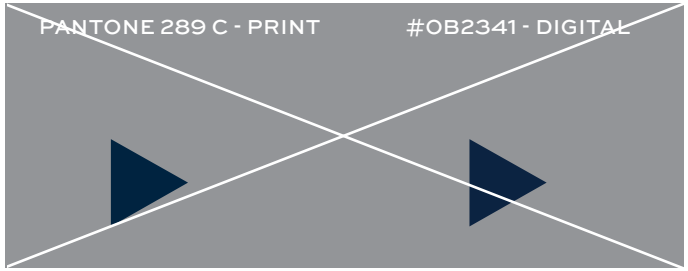
On white backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.



On Auburn Orange backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.

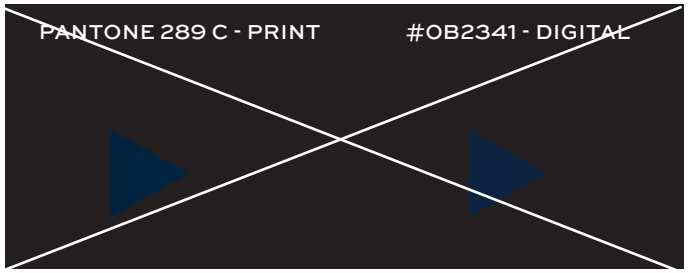
On light backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.

Use 100% White for the Arrow Tip when located on an Auburn Blue Background.

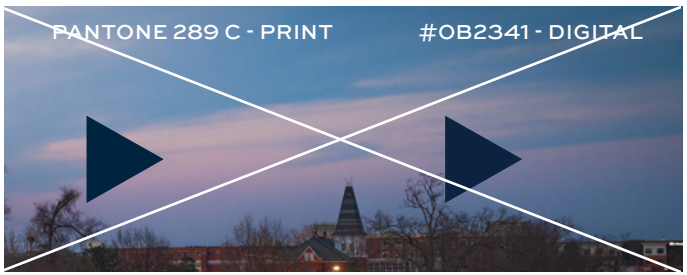


Don't ever place the Auburn Blue Arrow Tip on a mid-range background because there is not enough contrast. Use 100% White in this case.

On light photographic backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.



Don't ever place the Auburn Blue Arrow Tip on a dark background because there is not enough contrast. Use 100% White in this case.



Don't ever place the Auburn Blue Arrow Tip on a dark photographic background because there is not enough contrast. Use 100% White in this case.

OPACITY NOTES

The opacity of the "Arrow Tip should always be 100%.

COLOR CODES OF ARROW TIP: WHITE

When the contrast is low select White. Otherwise select Auburn Orange or Blue first.

PRINT

100% White/Paper
0/0/0/0

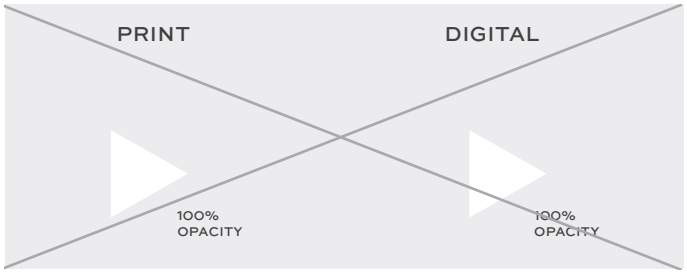
DIGITAL

100% White/Paper
#ffffff
255/255/255

COLOR USAGE - WHITE

On white backgrounds use Auburn Blue or Auburn Orange, make sure to select the correct codes for print vs. digital.

For Auburn Orange backgrounds use 100% White.



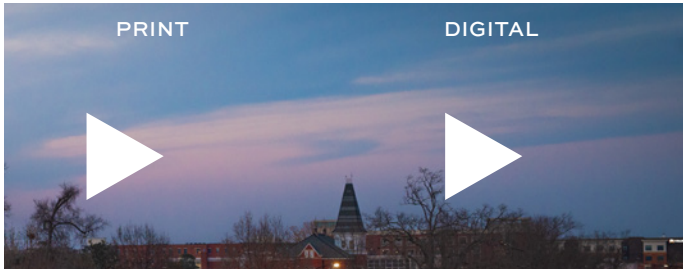
Don't ever place a White Arrow Peak on a light background because there is not enough contrast. Use 100% Auburn Blue in this case.

For Auburn Blue backgrounds use 100% White.

For mid-range backgrounds use 100% White.

Don't ever place a White Arrow Peak on a light photographic background because there is not enough contrast. Use 100% Auburn Blue in this case.

For dark backgrounds use 100% White.



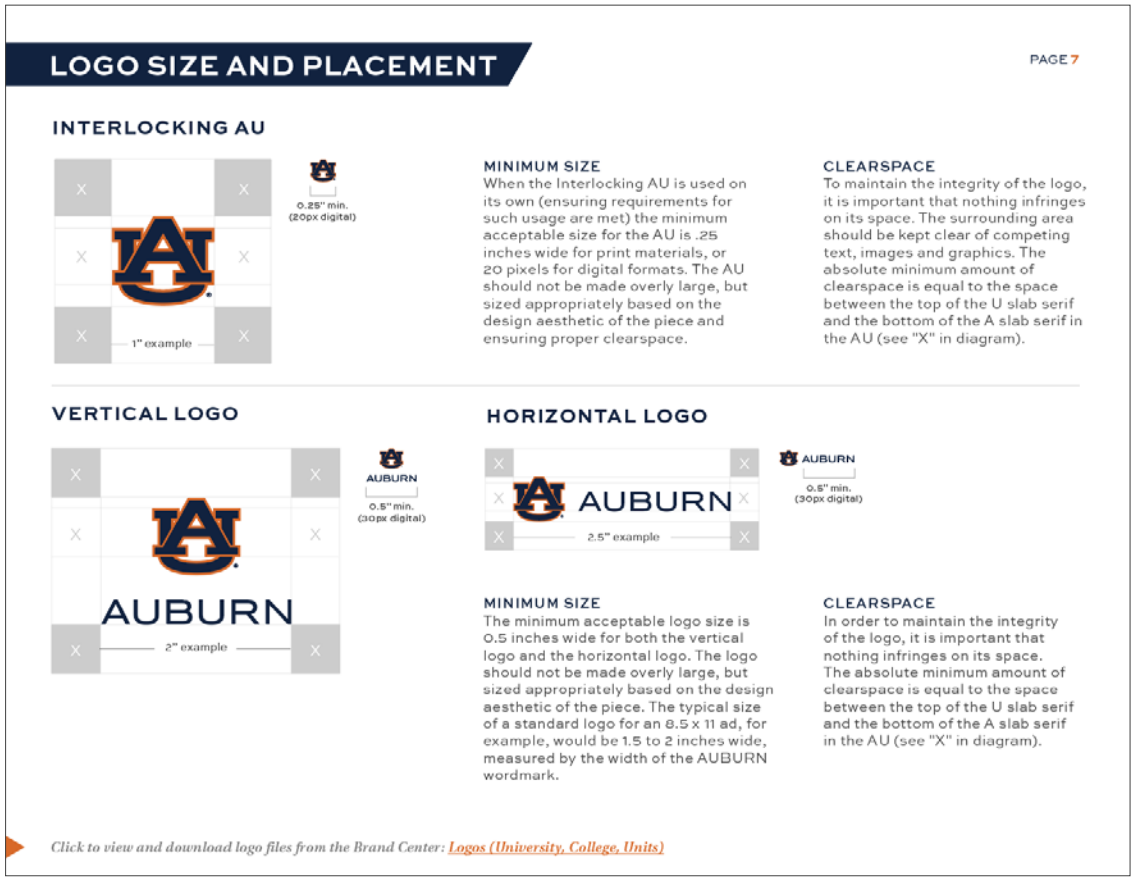
For dark photographic backgrounds use 100% White.

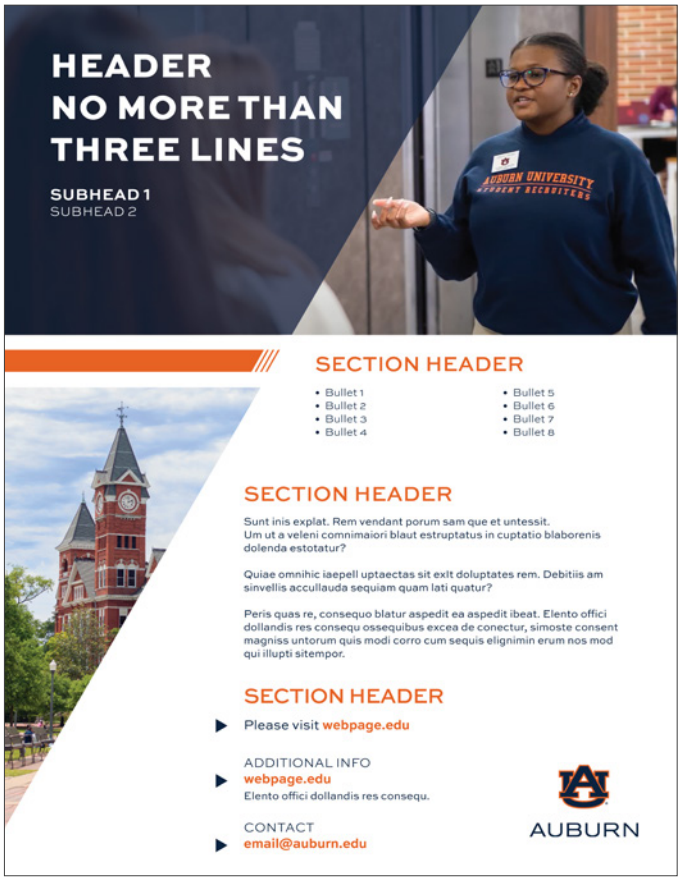
OPACITY NOTES

The opacity of the "Arrow Tip should always be 100%.

USAGE: WEBSITE URL LINK

Use the Arrow Tip to point to a website url link.



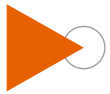


HOW TO ROTATE

DO'S

90 Degrees to Right

The Arrow Tip should normally appear rotated to the right at a 90 degree angle, to point out information. This is to represent **moving forward!**

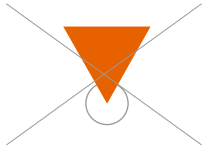


Upright

In rare instances the Arrow Tip can appear upright, to point out info, and represent **moving upward!**

DON'TS

90 Degrees to Left



Downward

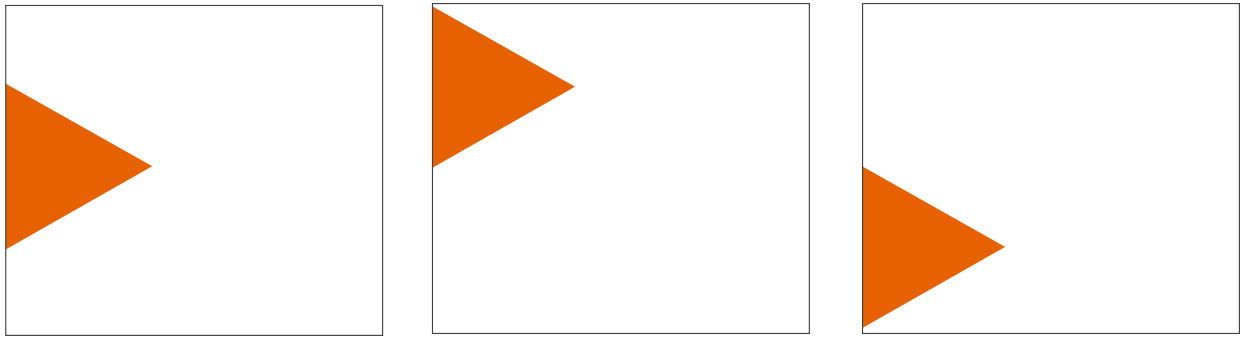
30 Degrees to Left

150 Degrees to Left

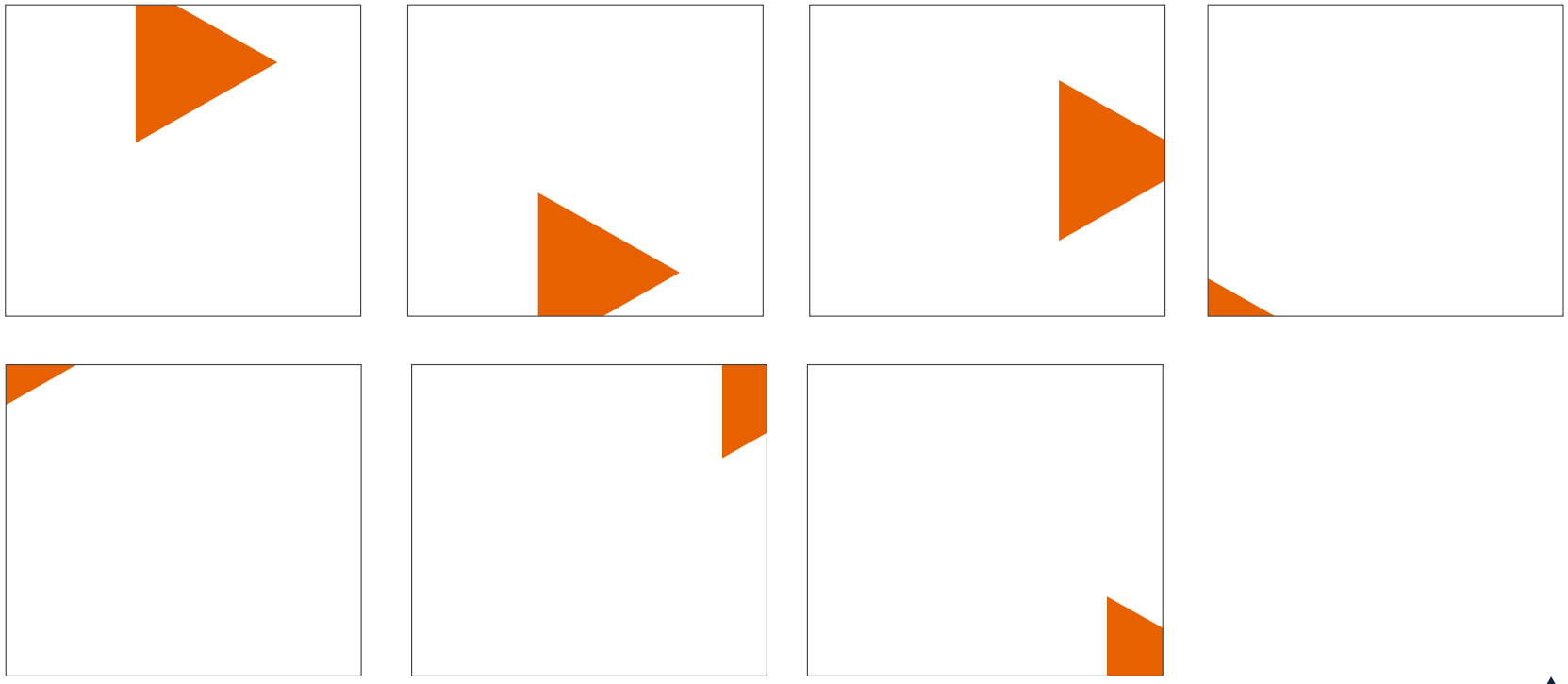
30 Degrees to Right

HOW TO CROP: ARROW TIP

DO'S



DON'TS



HOW TO SCALE

DO

DO KEEP THE PROPORTION OF THE ARROW TIP THE SAME.

In most Adobe Cloud software **hold down shift and drag** to keep the same proportions.

In Photoshop **just drag** the bounding box of the Arrow Tip **without holding down shift,** this has recently changed.

In Word and PowerPoint **drag the corners while holding shift.**

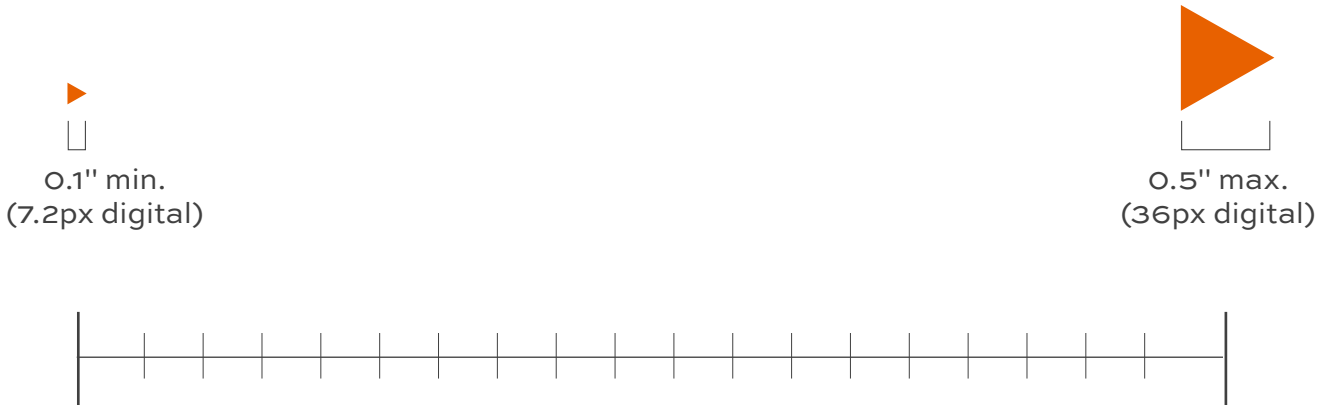
DON'T

DON'T ADJUST THE PROPORTION OF THE ARROW TIP.

Don't manipulate the shape in any way.

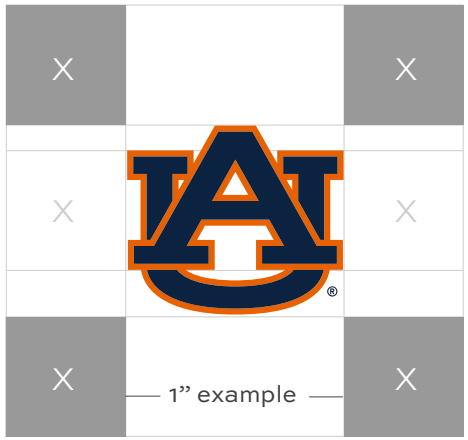
Don't stretch the shape.

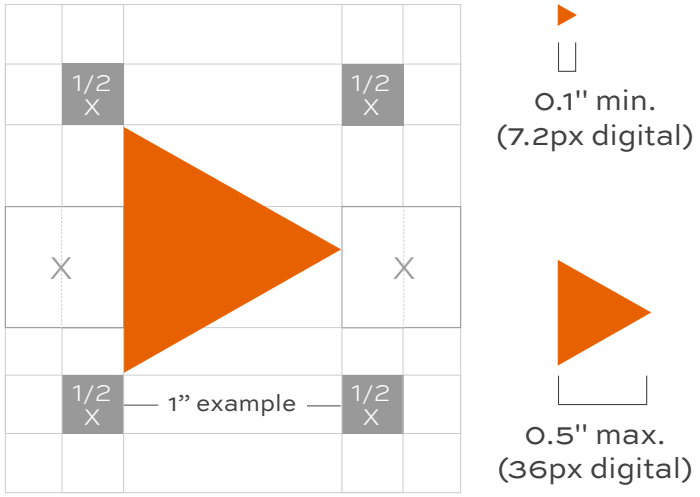
SIZE



The minimum acceptable size for the Arrow Tip is .1 inches wide for print materials, or 7.2 pixels for digital formats. The Arrow Tip should be made pretty small because it functions as a pointer for information or links. It should be sized appropriately based on the design aesthetic of the piece and ensuring proper clearspace.

CLEARSPACE





MINIMUM SIZE

The minimum acceptable size for the Arrow Tip is .1 inches wide for print materials, or 7.2 pixels for digital formats. The Arrow Tip should be made pretty small because it functions as a pointer for information or links. It should be sized appropriately based on the design aesthetic of the piece and ensuring proper clearspace.

CLEARSPACE

To maintain the integrity of the Arrow Tip, it is important that nothing infringes on its space. The surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace is **half the clearspace of the AU logo.** The clearspace of the AU logo is equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU (see diagram).

Therefore measure the distance of the “top of the U slab serif and the bottom of the A slab serif in the AU logo” on the same page as the Arrow Tip to determine the clearspace of the Arrow Tip on the same page. Once you have that distance, divide by 2 and you have the clearspace distance for the Arrow Tip.

ARROW PEAK DIRECTORY

ARROW PEAK >

ORIGIN >

COLORS >

USAGE/EXAMPLES >

ROTATION >

CROP >

SCALE >

SIZE >

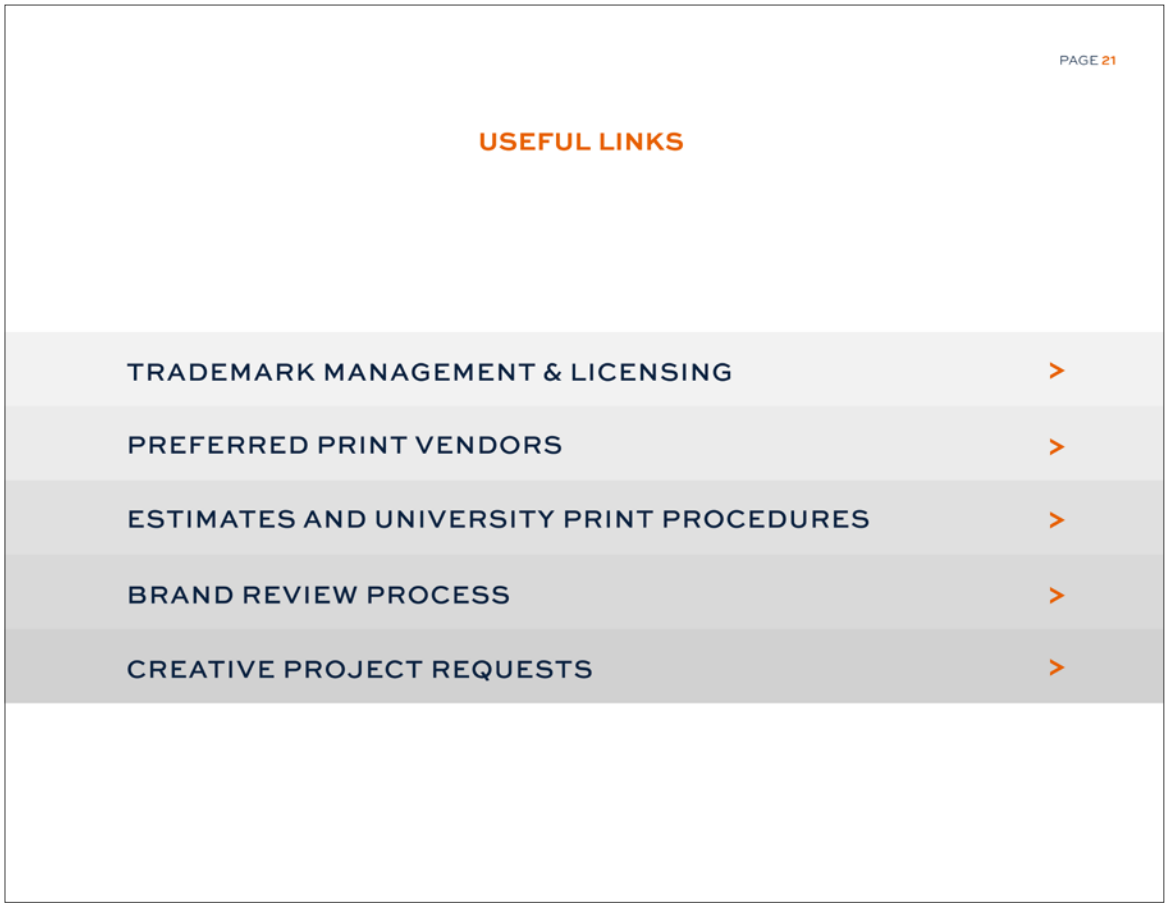
CLEARSPACE >

BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 6: ARROW PEAK

Derived from the Arrow, this graphic element is meant to be used sparingly as a button for navigation, creating a link to web page.

USAGE EXAMPLE:



ORIGIN OF ARROW PEAK ELEMENT:

The Arrow Peak element derives from taking a piece of the inside of the Arrow.

COLOR CODES OF ARROW PEAK: AUBURN ORANGE

Select Auburn Orange or Blue for most backgrounds,
when the contrast is too low select White.

PRINT

Pantone 158 C
0/66/99/0

DIGITAL

#e86100
232/97/0

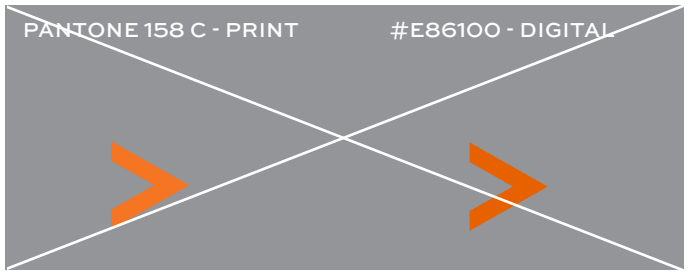
COLOR USAGE - AUBURN ORANGE

On white backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

Use 100% White for the Arrow Peak when located on an Auburn Orange Background.

On light backgrounds always use Pantone 158 C for printed materials or #e86100 digital screens.

On Auburn Blue backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.



Don't ever place the Auburn Orange Arrow Peak on a mid-range background because there is not enough contrast. Use 100% White in this case.

On light photographic backgrounds always use Pantone 158 C for printed materials or #e86100 digital screens.

On dark backgrounds use Pantone 158 C for printed materials or #e86100 digital screens.

Don't ever place the Auburn Orange Arrow Peak on a dark photographic background because there is not enough contrast. Use 100% White in

OPACITY NOTES

The opacity of the "Arrow Peak should always be 100%.

COLOR CODES OF ARROW PEAK: AUBURN BLUE

Select Auburn Blue or Orange for most backgrounds,
when the contrast is too low select White.

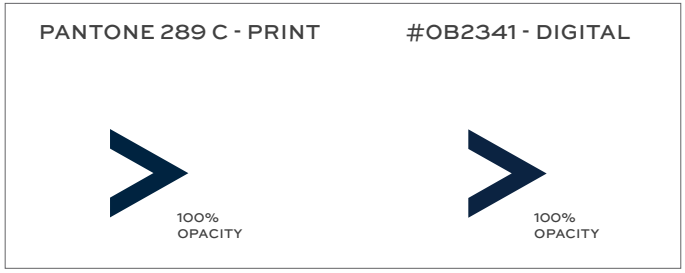
PRINT

Pantone 289 C
100/66/0/76

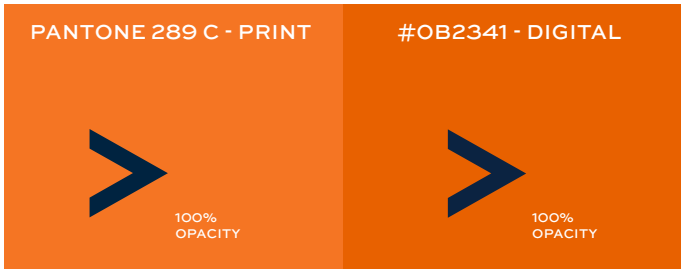
DIGITAL

#0b2341
11/35/65

COLOR USAGE - AUBURN BLUE



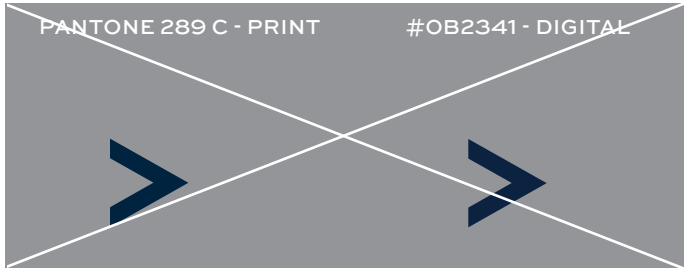
On white backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.



On Auburn Orange backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.

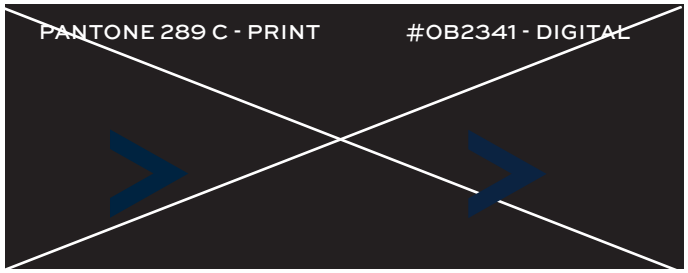
On light backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.

Use 100% White for the Arrow Peak when located on an Auburn Blue Background.

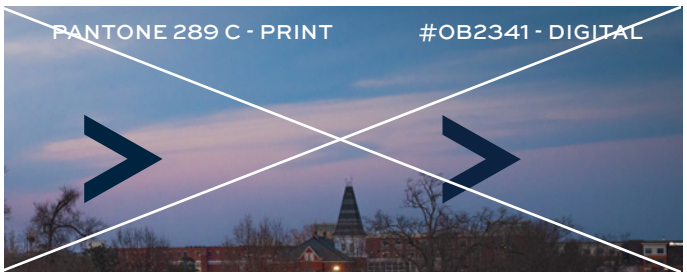


Don't ever place the Auburn Blue Arrow Peak on a mid-range background because there is not enough contrast. Use 100% White in this case.

On light photographic backgrounds use Pantone 289 C for printed materials or #0b2341 digital screens.



Don't ever place the Auburn Blue Arrow Peak on a dark background because there is not enough contrast. Use 100% White in this case.



Don't ever place the Auburn Blue Arrow Peak on a dark photographic background because there is not enough contrast. Use 100% White in this case.

OPACITY NOTES

The opacity of the "Arrow Tip should always be 100%.

COLOR CODES OF ARROW PEAK: WHITE

When the contrast is low select White. Otherwise select Auburn Orange or Blue first.

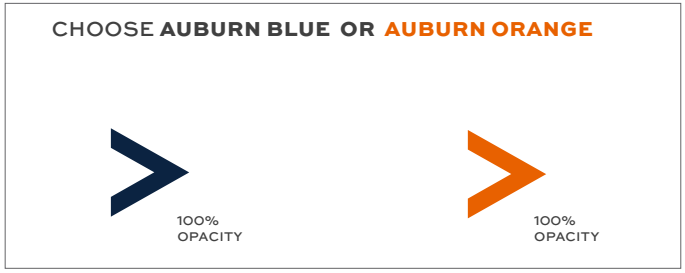
PRINT

100% White/Paper
0/0/0/0

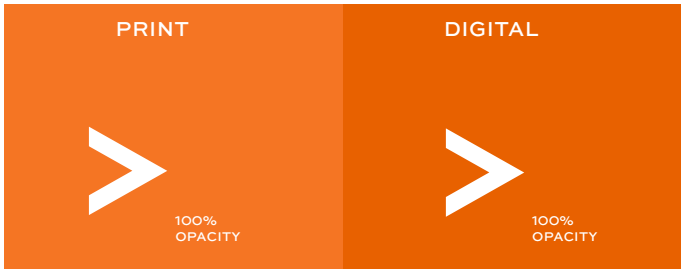
DIGITAL

100% White/Paper
#ffffff
255/255/255

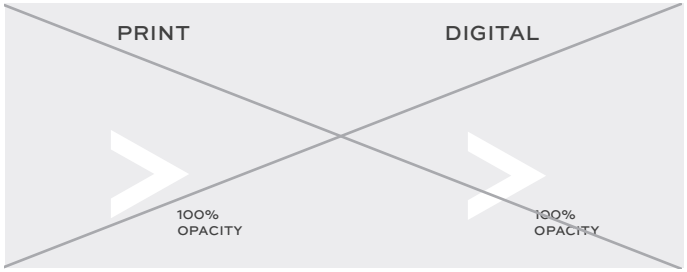
COLOR USAGE - WHITE



On white backgrounds use Auburn Blue or Auburn Orange, make sure to select the correct codes for print vs. digital.



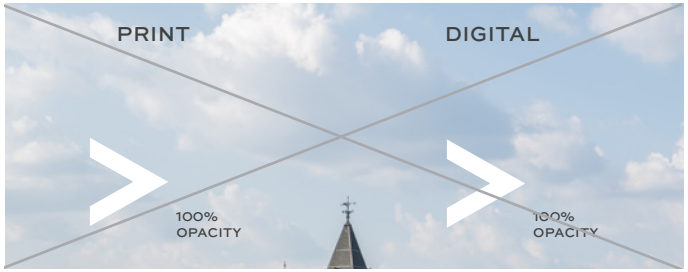
For Auburn Orange backgrounds use 100% White.



Don't ever place a White Arrow Peak on a light background because there is not enough contrast. Use 100% Auburn Blue in this case.

For Auburn Blue backgrounds use 100% White.

For mid-range backgrounds use 100% White.



Don't ever place a White Arrow Peak on a light photographic background because there is not enough contrast. Use 100% Auburn Blue in this case.

For dark backgrounds use 100% White.

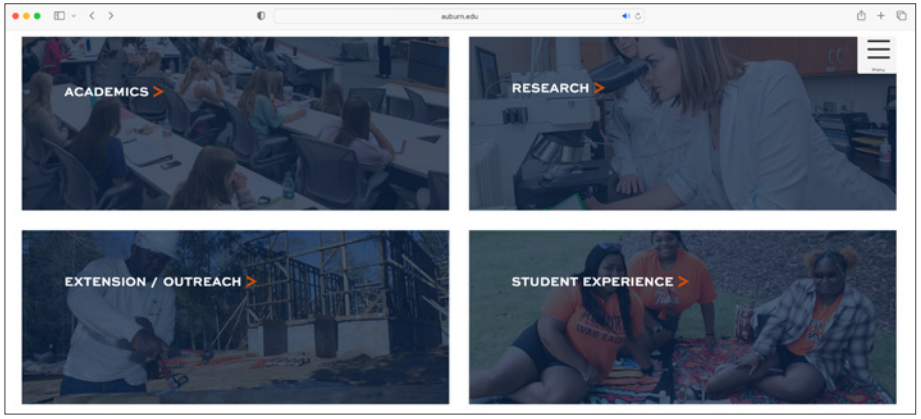
For dark photographic backgrounds use 100% White.

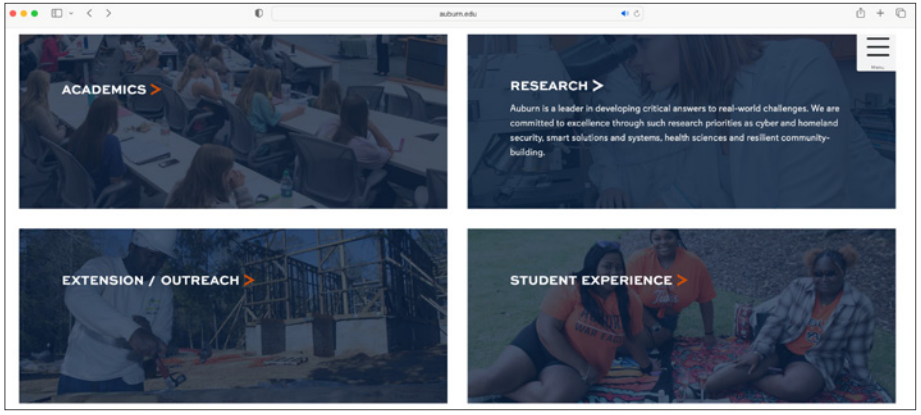
OPACITY NOTES

The opacity of the "Arrow Peak should always be 100%.

USAGE: NAVIGATION BUTTON

Use the Arrow Peak as navigation button to a web page.





HOW TO ROTATE

DO'S

90 Degrees to Right

The Arrow Peak usually will appear rotated to the right at a 90 degree angle, to point out information as a bullet. This is to represent **moving forward!**

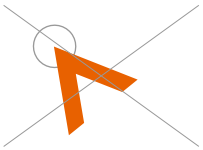
Upright

In rare instances the Arrow Peak can appear upright, to point out info, and represent **moving upward!**

DON'TS

90 Degrees to Left

Downward



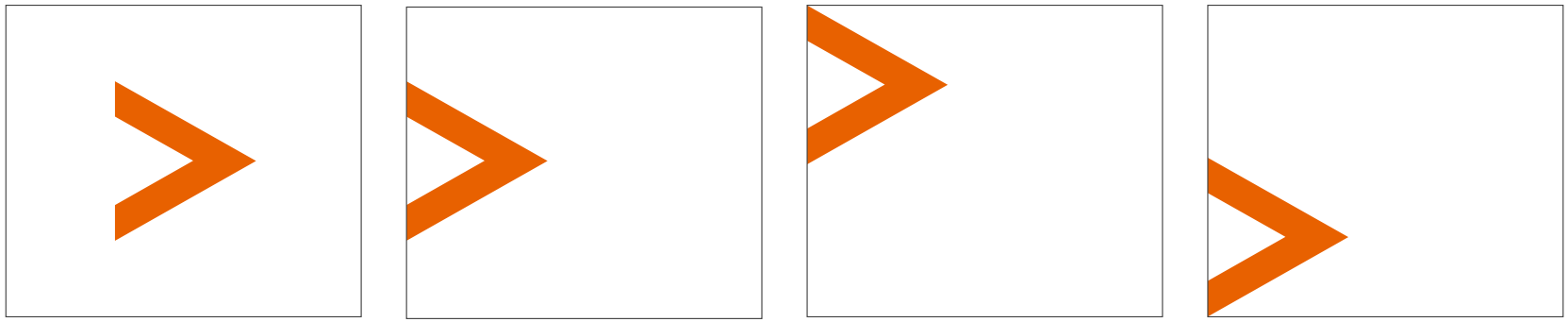
30 Degrees to Left

150 Degrees to Left

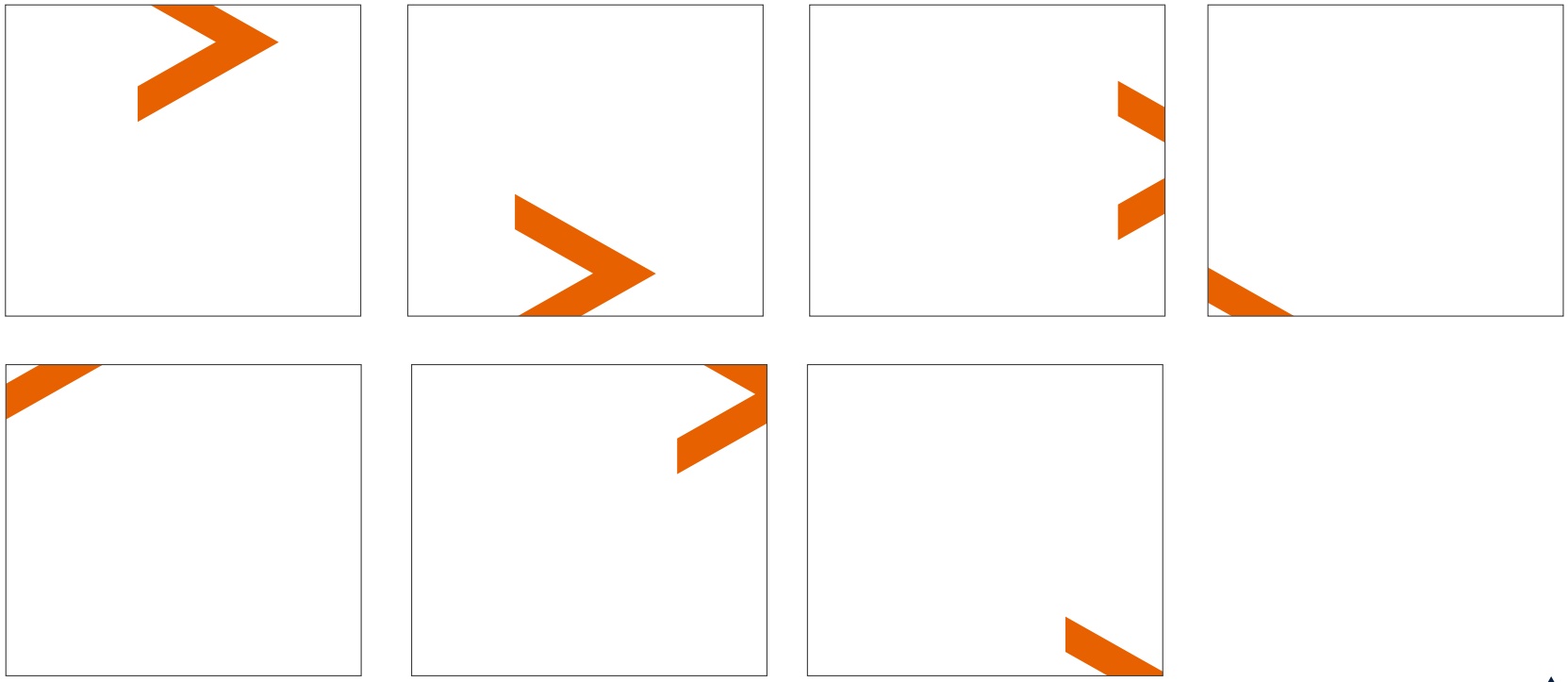
30 Degrees to Right

HOW TO CROP: ARROW TIP

DO'S



DON'TS



HOW TO SCALE

DO

DO KEEP THE PROPORTION OF THE ARROW PEAK THE SAME.

In most Adobe Cloud software **hold down shift and drag** to keep the same proportions.

In Photoshop **just drag** the bounding box of the Arrow Peak **without holding down shift,** this has recently changed.

In Word and PowerPoint **drag the corners while holding shift.**

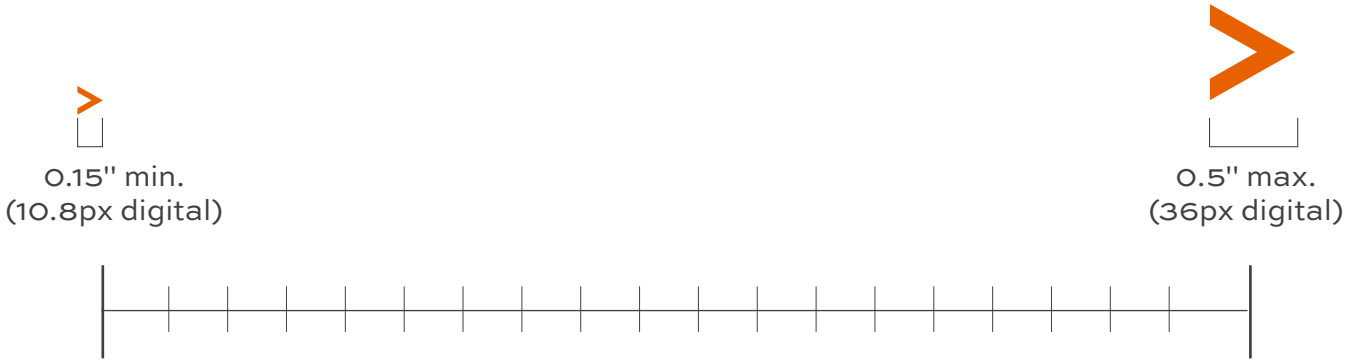
DON'T

DON'T ADJUST THE PROPORTION OF THE ARROW PEAK.

Don't manipulate the shape in any way.

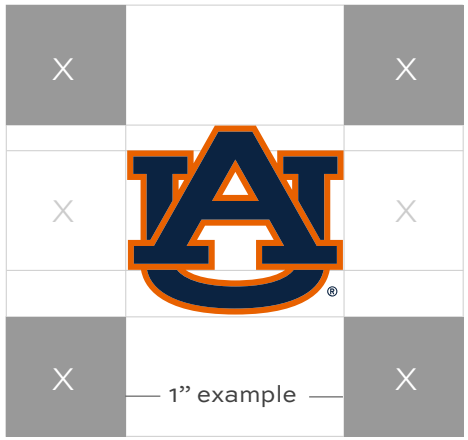
Don't stretch the shape.

SIZE/HEIGHT

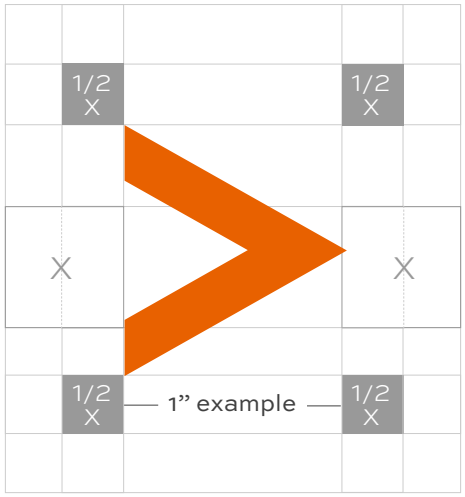


The minimum acceptable size for the Arrow Peak is .15 inches wide for print materials, or 10.8 pixels for digital formats. The Arrow Peak should be made pretty small because it functions as a navigation button to link to a web page. It should be sized appropriately based on the design aesthetic of the piece and ensuring proper clearspace.

CLEARSPACE



0.25" min.
(20px digital)



0.15" min.
(10.8px digital)

0.5" max.
(36px digital)

MINIMUM SIZE

The minimum acceptable size for the Arrow Peak is .15 inches wide for print materials, or 10.8 pixels for digital formats. The Arrow Peak should be made pretty small because it functions as a navigation button to link to a web page. It should be sized appropriately based on the design aesthetic of the piece and ensuring proper clearspace.

CLEARSPACE

To maintain the integrity of the Arrow Peak, it is important that nothing infringes on its space. The surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace is **half the clearspace of the AU logo.** The clearspace of the AU logo is equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU (see diagram).

Therefore measure the distance of the “top of the U slab serif and the bottom of the A slab serif in the AU logo” on the same page as the Arrow Peak to determine the clearspace of the Arrow Peak on the same page. Once you have that distance, divide by 2 and you have the clearspace distance for the Arrow Peak.