GRAPHIC ELEMENTS

Auburn University's updated branding includes two core visual identity elements based on the arrow present within the interlocking AU of the Auburn logo. The **arrow** embedded in the AU is a symbol of "what we're made of and where we're going." This symbol has always been at the core of who we are. It represents Auburn's upward and forward momentum in the realm of higher education. The **pillars** graphic element comes from the arrow. The triangle shape in the upper arrow "deconstructs" to become three lines which represent the three pillars of Auburn's purpose: **instruction, research and extension**. These flexible graphic elements are able to accommodate wide application across communications — from stationery, collateral, presentations and signage to email, ads, social media, web and video. **Watch the Brand Launch Video.**

GRAPHIC ELEMENT 1: ARROW

The Arrow Peak can be applied to any piece either with the full graphic showing or with various levels of cropping. See template samples in Brand Center. The preferred use of the arrow peak is in gray shade for subtle incorporation into materials; however, it can also be used in white or blue depending on the context of the piece. The inner arrow shape can also serve as a container for imagery. Bring in from the bottom or left side, pointing upward or forward. Do not point the arrow downward or backward. The size can be changed, but never stretch or adjust proportions, which should always match the arrow shape in the AU logo. Refer to samples provided and download templates from the Brand Center. For color, size and clearspace usage see the **"Graphic Elements Usage Guide."**

GRAPHIC ELEMENT 2: 3 PILLARS

The Three Pillars element works best when applied at the top of a page/piece as a header element but can work in other ways as well. See template samples in Brand Center. The graphic can be used on its own or paired with the Bar element (see Graphic Element 3). For color, size and clearspace usage see the **"Graphic Elements Usage Guide."**

GRAPHIC ELEMENT 3: BAR+ 3 PILLARS

The Bar+Three Pillars element works best when applied at the top of a piece as a header element but can work in other ways as well. See template samples in Brand Center. 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. For color, size and clearspace usage see the **"Graphic Elements Usage Guide."**

GRAPHIC ELEMENT 4: BAR

Remove the "3 Pillars" from the "Bar and 3 Pillars" and that leaves the "Bar." The "Bar" can act as a text container for titles and lines of text. For color, size and clearspace usage see the **"Graphic Elements Usage Guide."**

GRAPHIC ELEMENT 5: ARROW TIP

To be used sparingly as a pointer to a call-out of some key information. For color, size and clearspace usage see the **"Graphic Elements Usage Guide."**

GRAPHIC ELEMENT 6: ARROW PEAK

To be used sparingly as a button for navigation. For color, size and clearspace usage see the **"Graphic Elements Usage Guide."**
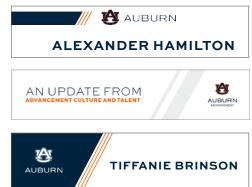
Click to view detailed graphic elements usage guidelines in the Brand Center: Graphic Elements Usage Guide

GRAPHIC ELEMENT APPLICATION: templates are available in the Brand Center.

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Click to view all available templates: **Brand Templates**