

The brand equity represented by the Auburn logo is extremely valuable. Correct and consistent use of our brand marks builds and maintains brand equity, helping Auburn to become instantly recognizable anywhere in the world. Over time, misuse of brand marks can dilute the brand's value, causing confusion to the target audiences we want to connect with and lessening our credibility. Go by this guide to ensure correct use of Auburn's marks. If you have questions, we're here to help at: brandsupport@auburn.edu.

Both informal and formal logo formats are available for the university and colleges/units to use. Informal logos do not include the word "university" and use a shortened college/unit name, where appropriate. Note: colleges/units with longer names that can't fit within the informal format guideline don't have informal versions. There are situations in which informal logos may not be appropriate, such as communications outside the region to audiences with lower awareness levels of Auburn University, placements on websites since they can be accessed from anywhere in the world and formal style communications.



INTERLOCKING AU

The AU is paired with the AUBURN wordmark to create Auburn's official logo in vertical and horizontal formats. The AU can also be used separate from the wordmark within a communication that already contains the full logo, as well as for internal university communications or community projects where the audience is familiar with the AU symbol.

AUBURN

AUBURN WORDMARK

The AUBURN wordmark is specially created art, owned by Auburn University. It is not a typeface and should never be recreated using fonts. The wordmark is to be used in combination with the Interlocking AU to make up the Auburn logo and should never appear without the Interlocking AU on any application. The following pages show the approved logo lockup formats, including college and unit formats which introduce typefaces for the college and department levels. Always use the original and approved logo artwork available in the Brand Center; never recreate or alter.

MAIN LOGO LOCKUPS

This version of the logo would typically be used in more formal communications or in cases where the audience may not be as familiar with Auburn University, for example, in communications outside the Southeastern United States and especially on websites, accessible from anywhere in the world.



Horizontal



Vertical



Wide

MAIN LOGO LOCKUPS

This simplified version of the logo, which uses only "Auburn" may be preferred for standard use in most communications that are not overly formal and when the audience is most likely to have awareness of Auburn as a university. Don't use this version on the main pages of websites.



Horizontal



Vertical



Horizontal



Vertical



Wide

COLLEGE/UNIT LOGO LOCKUPS: Formal Simplified



Horizontal



Vertical



Horizontal



Vertical

COLLEGE/UNIT LOGO LOCKUPS: AU Informal
Special-use only. Approval required.

For use in small spaces where full logo can't fit, e.g. pens and other small promotional products, or specific use to improve visibility of the college/unit name where the AUBURN wordmark is not a necessity, such as on-campus banners and posters. This logo is not to be used in standard printed materials or off campus except in specific situations to be reviewed on a case-by-case basis and with written approval from OCM.

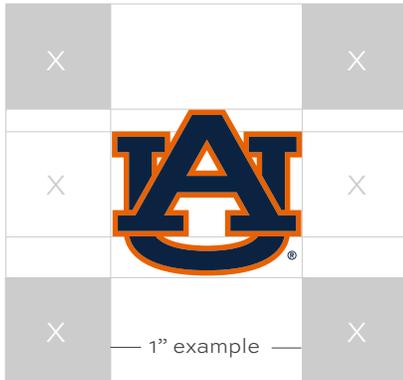


Horizontal



Vertical

INTERLOCKING AU



MINIMUM SIZE

When the Interlocking AU is used on its own (ensuring requirements for such usage are met) the minimum acceptable size for the AU is .25 inches wide for print materials, or 20 pixels for digital formats. The AU should not be made overly large, but sized appropriately based on the design aesthetic of the piece and ensuring proper clearspace.

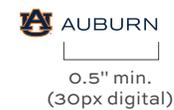
CLEARSPACE

To maintain the integrity of the logo, 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 equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU (see "X" in diagram).

VERTICAL LOGO



HORIZONTAL LOGO



MINIMUM SIZE

The minimum acceptable logo size is 0.5 inches wide for both the vertical logo and the horizontal logo. The logo should not be made overly large, but sized appropriately based on the design aesthetic of the piece. The typical size of a standard logo for an 8.5 x 11 ad, for example, would be 1.5 to 2 inches wide, measured by the width of the AUBURN wordmark.

CLEARSPACE

In order to maintain the integrity of the logo, it is important that nothing infringes on its space. The absolute minimum amount of clearspace 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 "X" in diagram).

GENERAL USE

Below are general guidelines for placement of the Auburn logo. There may be exceptions based on photography composition, template restrictions or environmental limitations. Exceptions are subject to brand review.

The distance of the logo from all edges (top, bottom and sides) of the layout should be at least .5 inches. This is based on typical, standard-sized pieces. When .5 inches from edges is not possible, such as in certain digital communications/channels, include as much distance as the space allows. Follow clearspace guidelines for distance between the logo and any graphics or copy on the page. Only include one logo per visual plane. Do not lock up the AU or the full Auburn logo with any other logo or graphic. Do not crop the AU.

INCORRECT LOGO USAGE

Alteration of the logo in any way is not permitted.

Below are examples of unacceptable usage to avoid.



Do not add copy or graphics to the logo.



Do not rotate.



Do not use logo colors outside the ones shown on the right.



Do not adjust the logo format.



Do not place on busy backgrounds or objects in images.



Do not skew or distort.



Do not use wordmark alone.



Do not place logo on low contrast colors or photos.



Do not add shadows or gradients.

CORRECT LOGO USAGE

Auburn has established brand equity and recognition through consistent use of the orange and blue. So our full-color logo is the default version. The background color of your piece will determine when alternative logo colors are used, as well as any requirements such as a black and white document or a project requiring a one-color logo application.



Full color logo preferred. Use on white/light backgrounds.



One color available when needed. Use on white/light backgrounds.



One color available when needed. Use on white/light backgrounds.



Black logo available for black and white documents.



White logo available for use on dark backgrounds.



Orange with white outline/text for use on blue or dark gray backgrounds.



Blue with white outline/text for use on orange backgrounds.



Option for photo backgrounds: white logo on ~80% opacity blue bar.



Option for photo backgrounds: full color or blue logo on ~80% opacity white bar.

(Horizontal logos used for samples; same applies to vertical versions.)