

BRAND IDENTITY

QUICK REFERENCE GUIDE

Last updated January 2023.

AUBURN
BLUE

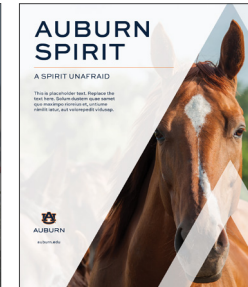


100%
75%
50%
30%
13%

AUBURN
ORANGE



100%
75%
50%
30%
13%



Horizontal



Vertical



AUBURN

SWEET SANS PRO

- When in doubt, **Sweet Sans Pro** is the font to choose! **Sweet Sans Pro** is the main font for Auburn's Brand.
- When body copy does not fit in the allotted space, substitute **Sweet Sans Pro** with **Davis Sans**.

UTOPIA

- **Utopia** will be the font for accents, highlights, captions, call-outs and quotes in conjunction with **Sweet Sans Pro**. View the **Magazine Font Collection Chart** to see guidelines that apply to the font **Utopia**.

KAZIMIR TEXT

- **Kazimir Text** is meant for **body copy of magazines**.
- When designing magazines, pair **Sweet Sans Pro** with **Kazimir Text** or **Utopia**.

DAVIS

- If something requires a more collegiate feel or style, replace **Sweet Sans Pro** with **Davis**.

DAVIS SANS

- **Davis Sans** may substitute **Sweet Sans Pro** body copy when allotted space

RELATIVE RELATIVE

- For in purp

*"Auburn is one of the few universities
in the world with a soul."*

— John Morris

OUR PRIORITY:

BUILDING AND LEVERAGING BRAND VALUE



Define the brand

- **Assess** current situation; **identify** key needs.
- Review and refine **logo systems**.
- Review and refine **fonts and color systems**.
- Design **cohesive visual branding elements**.
- Develop the most useful **phase 1 templates**.
- Update/create **brand guidelines**.
- Establish/refine **brand review process**.
- Continuous **stakeholder communications**.

COMMUNICATING A STRONG BRAND

As communicators we are uniquely positioned to maximize the value of our beloved Auburn brand by leveraging expertise, resources and processes, driving unified, consistent communications and ensuring high-quality creative application and visual representation across all touch-points.

Defining the Auburn University brand is critical to successfully connecting with our diverse audiences. In doing so, we can more effectively position the university and its value proposition to help drive student and faculty recruitment, alumni engagement and development efforts.

Brand building requires a disciplined approach to long-term communications and marketing strategy, guided by Auburn's strategic priorities.

OBJECTIVE:

Elevate the value of the Auburn brand by ensuring:

- 1 Cohesive and consistent brand application
- 2 Unified, integrated communications
- 3 Optimal use of resources, data and channels



Manage the brand

- Create a **Brand Center** to house guidelines, assets and resources.
 - Interim: Brand Center on current platform.
 - Long-term: Digital Asset Management (DAM) system.
- **Create templates and workflow system** (via DAM) for brand consistency.
- Create **educational tools**, train users.
- Create efficiencies and **empowerment via brand champions** within colleges/units.



Advance the brand

- Commission a **brand health study**.
- Define **target personas, brand values, positioning, voice**.
- Input from stakeholders; **messaging/content strategy sessions**.
- Develop **creative concepts**.
- **Testing, refining** (aligned to strategic priorities, vision, values, positioning).
- Develop **communication strategies**.

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.

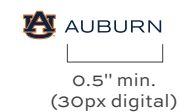
CLEARSPACE

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.)

COLOR PALETTE & USAGE

Deliberate, consistent use of color that holds true meaning, inspired by the iconic visuals that represent Auburn, creates a powerful connection to the brand across all communication touch-points.

Use this color palette to guide your designs and layouts. There are differences in color application between print, digital and web applications. Download color charts for print and digital via the Brand Center.

Color composition of a piece should consist of Auburn Blue as the primary color. Auburn Orange should be used mostly for graphic and/or text accents. Flexibility is provided based on the composition of the piece, including the imagery.

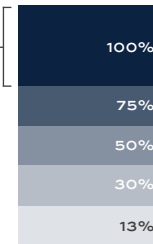
While Auburn Blue can work well as a background color, use of Spirit White is strongly encouraged for backgrounds to provide a clean, crisp base for application of Auburn Blue (primary) and Auburn Orange (accents/highlights/call-outs). This also allows imagery to pop. Ensure photo composition brings in primary and/or secondary colors. Do not use photos that clash with brand colors.

Pantone 172 (not shown) is the orange recommended for color matching of materials used in merchandise such as fabrics, plastics or metal and the printing of orange on these items. It is important to understand whether the orange will be applied directly to plastic/metal or to a paper-based substrate that will be applied to the plastic or metal. In the latter case, Pantone 158 may work best. Always require physical proofs to check color matching to the brand color spec sheets. If you do not have color spec sheets contact Brand Support. The use of Auburn branding on merchandise is managed by the [Office of Trademark Management & Licensing](#).

PRIMARY PALETTE

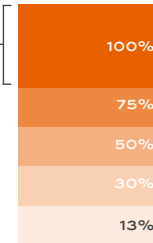
Auburn Blue should be the main color for Auburn communications because it easily connects back to our primary identity. Only use tints of the brand colors in illustrated elements.

AUBURN BLUE



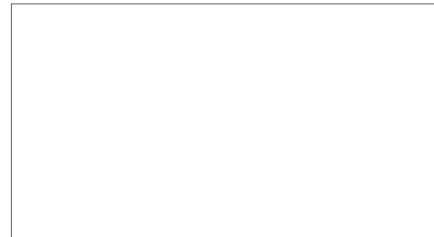
Pantone 289C
CMYK 100/66/0/76
RGB 11/35/65
HEX #0b2341

AUBURN ORANGE



Pantone 158C
CMYK 0/66/99/0
RGB 232/97/0
HEX #e86100

SPIRIT WHITE



CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff

AUBURN EXPERIENCE COLOR INSPIRATION



SUPPORTING PALETTE

Each supporting color family includes five vibrant and unique hues inspired by the Auburn Experience. Always use primary colors dominantly for consistency of brand with supporting color families available for accents, charts, graphs or illustrations that require color variation beyond the primary palette. Font color for type placed on a secondary color background will change based on the design aesthetic, readability and accessibility requirements.

[Download full color code charts from the Brand Center.](#)

BODDA GETTA BLUE



CMYK 93/11/0/0
RGB 0/147/210
HEX #0093d2

[Click here](#) for all color codes.

SAMFORD BRICK ORANGE



CMYK 0/74/100/16
RGB 204/78/11
HEX #cc4e0b

[Click here](#) for all color codes.

CAMPUS GREEN



CMYK 58/0/100/38
RGB 78/128/32
HEX #4e8020

[Click here](#) for all color codes.

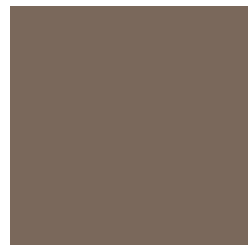
SUN-KISSED YELLOW



CMYK 0/22/83/0
RGB 255/192/68
HEX #ffc044a

[Click here](#) for all color codes.

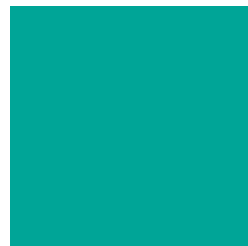
NOVA BROWN



CMYK 37/44/56/31
RGB 122/104/91
HEX #7a685b

[Click here](#) for all color codes.

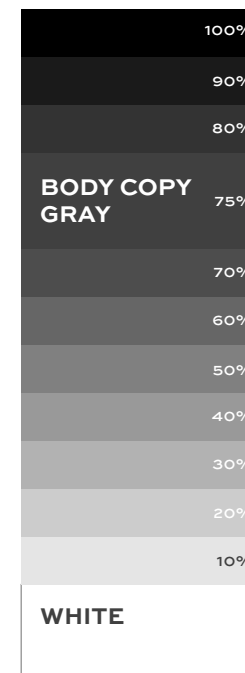
NEVER TO YIELD TEAL



CMYK 99/0/52/0
RGB 0/165/151
HEX #00a597

[Click here](#) for all color codes.

GRAYSCALE



CMYK 0/0/0/75
RGB 99/100/102
HEX #636466

CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff

For white backgrounds, Body Copy Gray may be used for large bodies of copy. For small copy blocks and call-outs, Auburn Blue may also be used. Auburn Orange should be reserved for call-outs and accents/highlights rather than blocks of copy. Certain exceptions may apply. On dark backgrounds choose Spirit White. For other background colors, choose the percentage of black that is easiest to read and follows accessibility requirements.

PRIMARY FONT COLLECTION

MAGAZINE FONT

COLLEGIATE FONTS

SCRIPT FONTS

SWEET SANS PRO

- When in doubt, **Sweet Sans Pro** is the font to choose! **Sweet Sans Pro is the main font for Auburn's Brand.**
- When body copy does not fit in the allotted space, substitute **Sweet Sans Pro** with **Davis Sans.**

UTOPIA

- **Utopia** will be the font for accents, highlights, captions, call-outs and quotes in conjunction with **Sweet Sans Pro.**

KAZIMIR TEXT

- **Kazimir Text** is meant for **body copy of magazines.**
- When designing magazines, pair **Sweet Sans Pro** with **Kazimir Text or Utopia.**

DAVIS

- If something requires a more collegiate feel or style, replace **Sweet Sans Pro** with **Davis.**

DAVIS SANS

- **Davis Sans** may substitute **Sweet Sans Pro** body copy when the allotted space is too constricted.

RELATION & RELATION TWO

- For informal script purposes.

SWEET FANCY SCRIPT

- For formal script purposes.

NOTE: All of these fonts can be activated in Adobe CC software by visiting fonts.adobe.com

Click to view detailed typography usage guides in the Brand Center: [Fonts and Typography Usage Guide](#)

When using **Microsoft 365 apps (Outlook, PowerPoint, Word, Excel, etc.)** default system fonts have been selected to serve as ***substitutes for Sweet Sans***, which is an Adobe font. Adobe fonts are only accessible to users with Adobe Creative Cloud and are not available across all Microsoft apps. **To ensure consistency within Microsoft apps, use the substitute fonts below.**

MICROSOFT APPS*

(PowerPoint, Word, Excel, etc.)

AVENIR

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

*** For body copy of formal letters only:**

Minion Pro may be used in place of Avenir.

OUTLOOK/ EMAILS

ARIAL

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

NOTE: Fonts for Outlook/Email programs are limited to basic fonts. Avenir is not offered and Arial is the closest match within the available

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."](#)



Please note the slanted bar can be used alone when the composition of the page/piece would make inclusion of the "Bar + 3 Pillars" too much.

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."](#)

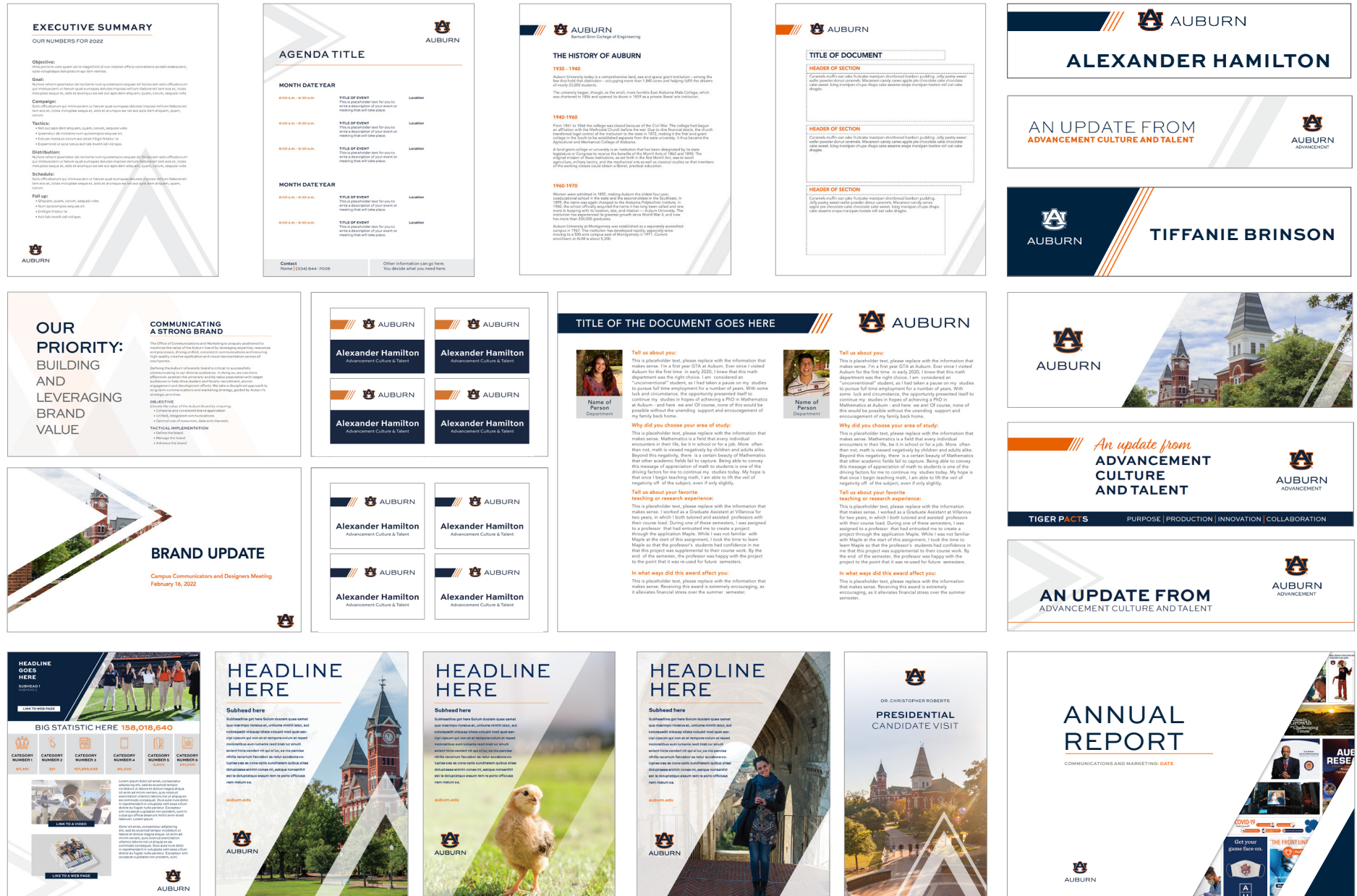


GRAPHIC ELEMENT 6: ARROW PEAK

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](#)



Photography is an essential part of telling the story of Auburn and advancing Auburn's brand. The Auburn University Photography style reflects the university's dedication to academics, our people, our traditions, and our diversity of experience. Photography should show hands-on, interactive, or in-the-field experiences that evoke a feeling or a sense of action. Campus events should be captured in a natural, authentic way. When situations arise for posed photography, subjects should be well-lit, in focus, with appropriate clothing and expressions and backgrounds should be free of clutter.

EMOTION:

candid and authentic. Authentic moments of joy create connection with our viewers. They showcase the Auburn spirit and what it means to be part of the Auburn family. We do not drastically alter the content or meaning of our photos.



LIGHTING:

images should be well-lit. Natural light where possible. Off-camera flash to fill-in shadows or for darker situations.



FOCUS:

the main subject of the photograph should be in focus. A strong focal point draws the viewer's eye into the photo and allows the viewer to connect with the subject of the image.

**BACKGROUNDS:**

should be clutter free. Out-of-focus backgrounds can be used to separate the subject from the background.

**COLOR:**

full-color unless it's historical. We encourage the use of color to create impactful, visual interest for our viewers.



CREATIVITY:

We test different angles, camera and lighting techniques, lenses, and vantage points to see common scenes in new ways.

**BRANDING:**

Because of the longevity of online photography, we pay careful attention to a subject's clothing, hand gestures, body position and facial expressions. We limit large logos and branding from other institutions.



Our photographers fulfill requests that support AU's visual brand. We better serve advancement and the mission of Auburn by capturing creative, authentic photography that is focused on communications, marketing and branding initiatives that have a broad, external audience. To that end, our two OCM photographers fulfill requests for still photography for:

- The Office of the President/Board of Trustees
- Auburn News stories requested by the Office of Communications and Marketing
- University marketing and branding/campaigns
- Use on Auburn's primary social media accounts
- Top level admissions recruitment efforts
- Auburn Magazine and Auburn Research
- Stock photography for general university use
- Photos for the auburn.edu home page and slider
- Studio headshots for faculty and staff

University events that fall outside the scope listed above are booked first-come, first-served and based on the availability of our student photographers. **They are billed at \$125/hr on weekdays between 8am-5pm & at \$150/hr on weekends and weekdays after 5pm.** We can also provide a list of approved freelancers when requested.

Due to the volume of university-wide requests we receive, OCM photographers are unable to provide services for:

- Departmental ceremonies, awards, speakers, dinners, receptions, conferences, retirements
- Student headshots
- Group photos
- Passport photos
- Non-university requests

VISIT THE BRAND CENTER

ocm.auburn.edu/brand-center

A ONE-STOP SHOP for brand tools and resources

- Logos (University, College, Units)
- Logo File Types Guide
- Brand Guidelines
- Graphic Elements Usage Guide
- Fonts and Typography Usage Guide
- Color Palette
- Graphic Elements
- Templates
- Email Signature Generator
- Resources (tutorials, presentations, videos)
- Link to Stationery Ordering Portal
- Link to Photography Library
- Brand Review Submission
- Apparel/Promotional Product/Merchandise Licensing



NEED HELP OR HAVE FEEDBACK? CONTACT BRANDSUPPORT@AUBURN.EDU

BRAND REVIEW PROCESS

Edia dolora quo odi ut alias pa et alit rentotatur rat explam, volenia quis aut voluptiunt fugiate vendestendae eatios saerati asperit qui od ut odicien ihicimus es elent eturitatem quodi occuscimosae voluptate veniento officip sunture peribus reptatio mo intet fugiandignat officiis simet asint qui rehenis andendit harciuntem ullaut maximet fugiatiore ipsantiis arumet, si dolorrum rat.

Volut aut idipsunt liti doluptatet quidusam exero dolorem et hil evendae dita que velit ullaut andest, ium cum evelest aut eossequi consed ex es eaquam libusan dandigene minimus nobis prae voluptatiam conem int omniet quistinveles et ratem eum deserit remolum qui num harum in porias accum reserum quisci dolumquatem reriorpore volor sum ex eumquia speribe ribus.

Ipsae. Et lit, sint hilluptat eos non res volorum ex exeresti ut aciasse quisqui iumquas sunture peditin veleculab inveratumqui ipsum dolenis modigentibus dolorem et

USEFUL LINKS

BRAND REVIEW PROCESS



CREATIVE PROJECT REQUESTS



ESTIMATES AND UNIVERSITY PRINT PROCEDURES



PREFERRED PRINT VENDORS



TRADEMARK MANAGEMENT & LICENSING





AUBURN