

# AUBURN ADVANCEMENT

## LOGO QUICK REFERENCE GUIDE

VERTICAL:  
preferred format



AUBURN  
ADVANCEMENT

HORIZONTAL:  
for use when vertical  
format is not possible



AUBURN  
ADVANCEMENT

Use logo file types based on medium:  
print or digital.

Print: CMYK color mode, JPG or EPS file  
type. For files being sent to a professional  
printer always provide an EPS file.

Digital: RGB color mode, PNG file type.

Website: HEX color, SVG file type.

### MINIMUM SIZE

Minimum size for standard piece, e.g. brochure:



AUBURN  
ADVANCEMENT

.25 inch  
minimum  
height of  
wordmark  
"AUBURN"

Absolute minimum size for small item:



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.15 inch  
minimum  
height of  
wordmark  
"AUBURN"

### CLEAR SPACE



Ensure no other graphic  
or text encroaches on the  
logo within a minimum  
distance of X on all sides.

X = the height of the  
AUBURN word mark

### COLOR CODES

AUBURN ORANGE  
Pantone 158C

C 0 R 232  
M 66 G 97  
Y 99 B 0  
K 0

HEX #e86100

AUBURN BLUE  
Pantone 289C

C 100 R 11  
M 66 G 35  
Y 0 B 65  
K 76

HEX #0B2341

### COLOR COMBINATIONS



Only use the  
blue and orange  
logo on a white  
background or on  
a light/solid area  
of photographic  
background.

Use blue logo  
on "Auburn Orange"  
or white background.

Use orange logo  
on "Auburn Blue"  
background.

Use white logo on dark  
backgrounds. White  
logo can also be used  
on "Auburn Blue" or  
on a dark/solid area of  
photographic background.  
Limit use on orange  
backgrounds.