AUBURN ADVANCEMENT

LOGO QUICK REFERENCE GUIDE

VERTICAL: preferred format



HORIZONTAL: for use when vertical format is not possible



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:



Absolute minimum size for small item:



CLEAR SPACE

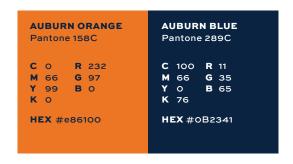




Ensure no other graphic or text encroaches on the logo within a minimum distance of X on all sides.

X = the height of the AUBURN word mark

COLOR CODES



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.