



AUBURN

BRAND TRANSITION GUIDE

STATIONERY AND EMBROIDERY

As we prepare for the transition to an updated Auburn wordmark and fonts, one of the first steps you can take is to check stock levels for business cards, letterhead, envelopes (and note cards if applicable) to be aware of what you have on hand.

Continue depleting current stock and take note of when you anticipate running out. No specific transition date has been set as we are near the end of the current contract period with Allegra. The process of awarding the stationery contract will begin soon, but we anticipate it could take up to six weeks to receive, evaluate and select the vendor. It could take an additional two to three weeks to set up the new templates and the online ordering portal.

Also, please note that due to supply chain issues beyond Allegra's control, there is a shortage of the bonded letterhead paper which is not expected to be resolved until March at the earliest.

With these factors in mind regarding stationery, below provides guidance for this interim period prior to being able to set specific transition timing.

BUSINESS CARDS

- If you anticipate running out of business cards before the end of March, and your role requires that you have business cards on hand at all times, we recommend ordering the minimum quantity of the current business cards. Use the same ordering process you normally would, via Allegra.
- A very reasonable transition deadline will be established and communicated (based on above factors) along with full information for ordering updated cards.
- If you have current business cards remaining as the transition deadline approaches, you can recycle those and move forward with ordering the updated cards.

LETTERHEAD (PAPER)

- Letterhead and envelopes will be under same vendor contract as the business cards, so the same instruction as provided for the business cards applies.

- Once we have completed the contract process and have the stationery ordering site set up, you will be able to order updated letterhead/envelopes along with updated business cards.
- If you need letterhead/envelopes prior to the updated version being available, order the minimum quantity and recycle if you still have any left as the transition deadline approaches.
- Please note, due to uncertainty around the date the bonded sheet will be back in stock, any letterhead orders may consist of the substitute unbonded paper.

LETTERHEAD (DIGITAL)

- We will provide digital versions of updated letterhead at the time of the February communicators/designers meeting. If you would like to use this version in email correspondence, you can download the template from the Brand Center at that time.

NOTE CARDS

- We will be adding templated note cards to the stationery ordering site so you no longer have to create/produce these ad hoc. They will be available when the ordering site is live.
- If you need note cards prior to that time, we will provide templates at the February communicators/designers meeting.

EMBROIDERY

- We are working with Auburn's approved vendors to develop the most ideal embroidery logo format, which will involve slight adjustments to the typeface to accommodate the additional sizing and letter spacing needs specific to embroidery.
- We are testing embroidery samples and expect to have this process completed in the coming weeks. Should you have an urgent need to order embroidered items, contact brandsupport@auburn.edu so that we can assist you on a case-by-case basis.