BRAND IDENTITY

QUICK REFERENCE GUIDE

AUBURN

LOGO & USAGE

LOGO BASICS

Our logo is the cornerstone of our brand and one of our most valuable assets. When our audiences see the Auburn logo, they're reminded of the relationships we have built with them. Proper use of the logo helps build and maintain brand equity. The Auburn logo works across all media.

Preferred Logo

AUBURN

AUBURN

Alternative Version (formal use only)

AUBURN UNIVERSITY

AUBURN UNIVERSITY

Typical examples of colleges and departments

AUBURN
SCHOOL OF FORESTRY & WILDLIFE SCIENCES

AUBURN
SCHOOL OF FORESTRY & WILDLIFE SCIENCES

CLEARSPACE

In order to maintain the integrity of the logo, it is important that nothing infringes on its space. The clearspace is measured by the height of the "A" within the Auburn logo.

0.25" min.
(20px digital)

0.5" min.
(30px digital)

0.5" min.
(30px digital)

LOGO COLOR PALETTE

Pantone 289C
CMYK 100/64/0/60
RGB 3/736/77
HEX 004B87

Pantone 158C
CMYK 0/61/97/0
RGB 232/104/35
HEX FF8200

STANDARD LOGO

Outside of a few exceptions, our horizontal, full-color logo is the default version. The background color of your piece will determine whether a color or reversed (white) version is used.

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ACCEPTABLE LOGO USE

AUBURN

AUBURN

AUBURN

UNACCEPTABLE LOGO USE

Alteration of the logo in any way is not permitted. Below are some examples of unacceptable usage.

AUBURN
WINNING TOGETHER

Do not add copy or graphics to the logo.

AUBURN

Do not change color.

AUBURN

Do not skew or distort.

AUBURN

Do not rotate.

AUBURN

Do not place over low contrast colors or photos.

AUBURN

Do not use the logo icon separate from the logo wordmark.

COLOR PALETTE & USAGE

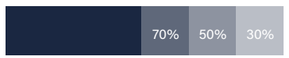
COLOR

Color is a powerful visual identity tool and plays an essential role in ensuring brand consistency. Use these colors to guide your designs and layouts for print. There are some differences in color application when used in a digital format. Digital guidelines will soon be available; contact Brand Support for questions in the meantime.

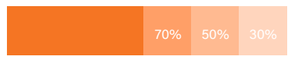
Color composition of a piece should consist of Auburn blue (Pantone 289C) as the primary color. Auburn orange (Pantone 289 C) should be used as graphical and/or text accents. Flexibility is provided based on the composition of the piece, including the image. Pantone 172 is recommended for color matching of materials used in merchandise such as fabrics and plastics and the printing of color on these items.

PRIMARY PALETTE

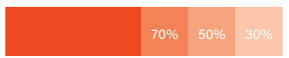
Auburn blue (Pantone 3289C) should be the main color for all Auburn communications because it easily connects back to our logo and identity. Tints of the brand colors should only be used in illustrated elements.



Pantone 289C
CMYK 100/64/0/60
RGB 3/736/77
HEX 004B87



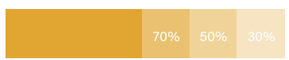
Pantone 158C
CMYK 0/61/97/0
RGB 232/104/35
HEX FF8200



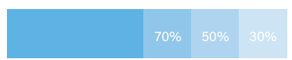
Pantone 172C
CMYK 0/86/98/0
RGB 255/130/0
HEX FF8200

SECONDARY PALETTE

Secondary colors can be used as accents only or in cases where additional colors beyond the primary colors are needed. Pantone Cool Gray 10C is used for copy (use white on dark backgrounds).



Pantone 130C
CMYK 2/38/100/0
RGB 232/157/38
HEX 006938



Pantone 2915C
CMYK 58/14/0/0
RGB 99/173/232
HEX 63ade8

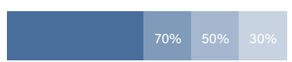
Pantone Cool Gray 10C
CMYK 62/52/48/19
K 74%
RGB 99/101/106
HEX 63656A

Pantone Cool Gray 3C
CMYK 21/16/17/0
K 25%
RGB 200/200/200
HEX C8C8C8

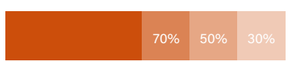
WEB PALETTE

Below you will find 5 available themes. Every row or column can have these themes applied to them. Font color will change accordingly. Themes are not necessary.

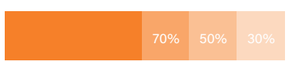
Theme - Blue Primary
HEX 03244d



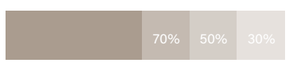
Theme - Blue Primary
HEX 496e9C



Theme - Orange Secondary
HEX cc4e0b



Theme - Orange Secondary
HEX F68029



Theme - Neutral
HEX aa9c8f

TYPOGRAPHY & USAGE

TYPOGRAPHY

Slate Pro is our primary typeface for all external communication materials. Slate Pro can be purchased at **fonts.adobe.com/fonts**.
For internal documents (PowerPoint, Word, Excel, etc.), please use Arial font.

SWEET SANS PRO

Sweet Pro Light
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

Sweet Pro Regular
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

Sweet Pro Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

Sweet Pro Medium
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

Sweet Pro Medium Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

Slate Pro Bold
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

ARIAL

Arial Regular
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

Arial Regular Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

Arial Bold
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ?&$%

AUBURN

Auburn University is an equal opportunity educational institution/employer.
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