

THIS IS AUBURN.



AUBURN
UNIVERSITY

CONSISTENT LOGO USAGE

- Protects our federally registered trademarks
- Builds our reputation and recognition through visual repetition
- Creates a professional appearance for the university and those representing Auburn
- Eliminates confusion about the legitimacy of information

Visit auburn.edu/ocm for resources.



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Office of Communications & Marketing

HOME

TOOLKIT

OCM PORTFOLIO

THE NEWSROOM

DOWNLOADS

STAFF

This Is Auburn.

Campaign

Brand Inspiration

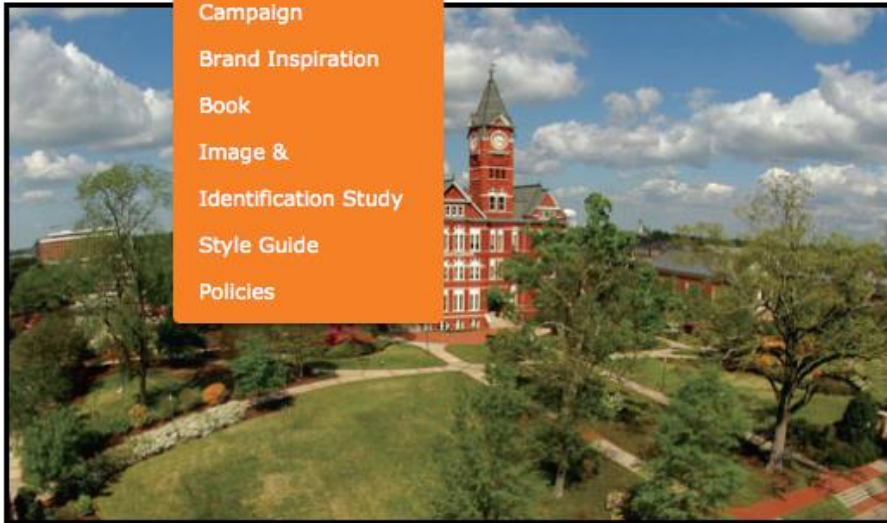
Book

Image &

Identification Study

Style Guide

Policies



Quick Links

- » Submit News
- » Auburn Templates
- » Faculty Resources
- » Business Cards & Stationery
- » Media Resources
- » Samford Collection

Social Media



STAY CONNECTED WITH AUBURN

The Office of Communications & Marketing...

is responsible for the integrity, implementation and management of the Auburn University brand. Our office supports Auburn's mission and strategic goals and is committed to creatively aligning functions to provide more needed resources for colleges and schools, with an overarching goal of establishing a central, full-service, in-house professional agency resource model and integrated, unified messaging.

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[Auburn University Style Guide](#)

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Minimal Design Standards for Publications*

This *Auburn University Style Guide and Identification Standards Manual* contains examples and further descriptions of these standards:

1. The Auburn University logo should appear clearly and prominently on the front and back (see #5, right) of publications to advance the image of Auburn, create an element of consistency and unity, establish a connection between areas and the university, and identify the publication as official, sanctioned Auburn information. Examples of varying ways it might appear are outlined in the Style Guide. It can appear alone or in combination with the name of the area or department, also used in appropriate logo format. As a general rule of thumb, the wordmark portion of the logo should be no smaller than one half an inch high on a standard 4" x 9" brochure, and proportionately larger for bigger publications.

2. To protect trademark licensing agreements and promote a consistent visual identity, Auburn University logos and marks may vary in size, but cannot be altered, tampered with, modified, or overprinted, as described in further detail in this manual. No independent or conflicting logos should be used.

3. In a four-color publication, the full color version of the Auburn logos/marks/symbols is preferable, in official, approved Auburn orange and blue colors (see section on color in the Style Guide). In one- or two-color publications, only approved two-color or single-color — orange, blue, black, or reverse white — should be used. OCM can help answer questions regarding alternatives.

4. The university seal should be used for formal or ceremonial documents only, and only in approved single- or full-color versions. It should not be used in marketing or promotional publications or on promotional merchandise (except for high-end merchandise approved by the Office of Trademark Management and Licensing).

5. The back of publications should contain:

- an Auburn University logo combined appropriately with the college, school, or area name (OCM can prepare varying formats of approved logos for your area for maximum flexibility)
- the equal opportunity statement: **Auburn University is an equal opportunity educational institution/employer.** On occasion, the equal opportunity statement is utilized inside a publication rather than on the back cover
- the university website (www.auburn.edu) and other applicable websites
- the name of the department designing the publication and date (month/year) in small print, for archival and accuracy purposes

6. In textual content, the Auburn University name must be used in full on first reference, and can be shortened to Auburn on second reference; the use of the university name is preferred in academic material, rather than the informal AU initials.

7. Appropriate printing procedures must be followed, and can be found in the printing procedures section of the Style Guide. Procedures include a printing approval form or exemption from OCM before a piece can be printed. Procurement and Payment Services will not pay for items printed without this form. In most cases, OCM strives to approve items meeting minimum design standards the same day they are received, although up to three business days may be needed in certain situations.

8. For more information about appropriate use of Auburn's federally registered trademarks, visit <http://www.auburn.edu/trademarks>

Printing Procedures

These procedures, and the adherence to the graphic standards outlined in this manual and online, should be followed by all Auburn University employees for the procurement of printed material designed and/or initiated by the Auburn community. Following them helps ensure good stewardship of state funds in the area of publications and print material, and timely production and delivery of the material.

All printing jobs on campus fall into one of three categories:

- A. Printing
- B. Stationery
- C. Photocopying/duplicating

Photocopying/duplicating done on campus and stationery items ordered through our online service do not require approval by OCM. Please see the sections on the next page on purchasing these items.

Any type of print order produced off campus — regardless of job size, quantity, or monetary value — requires OCM approval.

A hardcopy or pdf file of the job intended for printing must be submitted to OCM to ensure correct use of university marks and graphic standards. Expect approval or, if needed, a request for changes to be returned within three working days or less. Following approval of graphic standards, the print job will take one of several paths outlined below, based on the type of item.

Page 34

Under \$2,500

When your estimate is under \$2,500:

- Send a hardcopy of the item to OCM; OR, you can email a pdf to Pam Kirby at sanfopa@auburn.edu.
- OCM will provide you a graphic standards approval form within three working days (assuming appropriate graphic standards are followed), which you must deliver with the job to the selected printer.

\$2,500 – \$7,500

- Complete a Banner requisition and submit estimates to PPS. Send the requisition number to Pam Kirby at OCM. Expect to receive an email from PPS with the P.O. number for the vendor, following receipt of a purchase requisition.
- Send a hardcopy of the item to OCM; OR, you can email a pdf to Pam Kirby at sanfopa@auburn.edu.
- OCM will provide you a graphic standards approval form within three working days (assuming appropriate graphic standards are followed), and will copy PPS.
- Deliver the job to the printer with the OCM approval and the P.O. number.

Pam Kirby sanfopa@auburn.edu

Over \$7,500

- Complete a Banner requisition to initiate the sealed bid process required by state law for jobs costing \$7,500 and above. The process for sealed bids requires approximately 10 to 20 working days, following



COLLEGE COMMUNICATORS

Agriculture – Josh Woods
CADC – Colleen Boudreau
Business – Troy Johnson
Education – George Littleton
Engineering – Jim Killian
Forestry – Jessica Nelson
Grad School – Chris Anthony

Honors – Wade Berry
Human Sci – Jayne Kucera
Liberal Arts – Vicky Santos
Nursing – contact OCM
Pharmacy – Matt Crouch
COSAM – Candis Birchfield
Vet Med – Janet McCoy

Auburn University Stationery and Business Card Ordering

All university stationery and business cards must be ordered through Office Max.

<http://www.officemaxworkplace.com>

Todd Miller

toddmiller@officemax.com

(502) 500-7355

If there are any other questions, contact Procurement and Payment Services at 844-7771.

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LICENSEES

RETAILERS

RESOURCES

About Auburn
Athletics
Auburn Spirit
Campus Calendar
Newsletter
Retailer List
Auburn Logos
College Vault Logos
FAQ

LICENSEES LISTS

All Licensees
Auburn Oaks Licensees
Iron Bowl
Licensees by Product Category
NCAA
SEC
Vault

Quick Links...



Mission

- » To ensure proper use and application of Auburn University trademarks.
- » To strengthen the Auburn brand through relationships with retailers, licensees, campus departments, student organizations, alumni, and friends.
- » To generate revenue that funds academic and athletic scholarships.

[more info](#)



SPECIAL EVENTS

Saturday True Blue game - vs. South Carolina
November 8 Military Appreciation at Texas A&M Game

[more info](#)
















[www.auburn.edu/
trademarks](http://www.auburn.edu/trademarks)

Click
CAMPUS DEPTS
for policies,
resources
and lists of AU
licensed vendors

TRADEMARK LICENSING

- Protects AU's federally registered trademarks

- Protects AU's valuable brand through consistent use of marks and colors

AUBURN UNIVERSITY TIGERS																															
APRIL 23, 2014																															
PRIMARY MARKS																															
 1  2  3  4				<p>Can be used on all dark backgrounds</p>																											
SECONDARY MARKS																															
 5  6  7  8				 9  10  11  12																											
WORD MARKS																															
 13  14  15				 16  17  18				 19  20  21																							
HELMET MARK																															
 22												 23																			
COLOR INFORMATION																															
<p>You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.</p>																															
SCHOOL COLORS								PANTONE COLORS								THREAD COLORS															
ORANGE								PANTONE 172								MADEIRA 1078								RA 2467							
BLUE								PANTONE 289								MADEIRA 1243								RA 2647							
YELLOW (TIGER EYES ONLY)								PANTONE 108																							
WHITE								WHITE								WHITE								WHITE							
ORANGE								BLUE								YELLOW															
<p>NOTE: The marks of Auburn University are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.</p>																															
VERBIAGE																															
<p>Auburn University is: Auburn Tigers is: Tigers is: AU is: We: I believe in Auburn And Love It! All Auburn is Orange is (if necessary use only) A spirit that is not afraid South the sea wind say Deep South's Oldest Rivalry War Eagle War Darn Eagle WDI</p>																															
GENERAL INFORMATION																															
<p>LOCATION: AUBURN, AL MASCOT: TIGERS MASCOT NICKNAME: BATTLE CITY WAR EAGLE (Live soon in a Golden Eagle named Nemo) ESTABLISHED DATE: 1886 CONFERENCE: SOUTHEASTERN CONFERENCE</p>																															
MASCOT MARKS																															
 24  25  26  27  28  29  30  31  32  33																															
TOWER MARKS																															
 26  27  28  29  30  31  32  33																															
AUBURN ARENA MARKS																															
 29  30  31  32  33																															
SCHOOL SEALS																															
 31  32  33  34  35																															
ADDITIONAL PERTINENT INFORMATION																															
<p>Yes No Restrictions</p> <p>• University seal permitted on products for resale: <input checked="" type="checkbox"/> <input type="checkbox"/> We show some possible merchandise for approval, submit artwork and picture of product.</p> <p>• Alterations to seal permitted: <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>• Overlaying / intersecting graphics permitted with seal: <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>• University licenses consumables: <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>• University licenses health & beauty products: <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>• University permits numbers on products for resale: <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>• Mascot caricatures permitted: <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>• Cross licensing with other marks permitted: <input checked="" type="checkbox"/> <input type="checkbox"/></p> <p>• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.</p> <p>• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.</p> <p>• Only golden eagles allowed, no bald eagles.</p> <p>• NO USE of "UA," "War Eagles," or "University of Auburn" allowed.</p> <p>• No fashion colors, tackle twill, or felt appliques are allowed to be sold at the mass channel of distribution.</p> <p>• VERY LIMITED USE of red or crimson depending on design.</p> <p>• UNIVERSITY REQUIRES A FINISHED SAMPLE OF ALL NEW PRODUCTS.</p>																															

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LICENSED VENDORS

- Familiar with AU Trademark policies
- Aware of what can be approved
- Responsible for obtaining design approval
- Required to carry product liability insurance naming Auburn University as an additional insured



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Questions:

Camille Barkley

barklnc@auburn.edu

Susan Smith smithso@auburn.edu



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