BRAND IDENTITY
QUICK REFERENCE GUIDE

Last updated February 10, 2026.

AUBURN

AUBURN BLUE

100%
75%
50%
30%
13%

AUBURN ORANGE

100%
75%
50%
30%
13%

AUBURN

Horizontal

AUBURN

Vertical

SWEET SANS PRO

- When in doubt, **Sweet Sans Pro** is the font to choose! **Sweet Sans Pro is the main font for Auburn's Brand.**
- When body copy does not fit in the allotted space, substitute **Sweet Sans Pro** with ***Davis Sans.***

UTOPIA

- **Utopia** will be the font for accents, highlights, captions, call-outs and quotes in conjunction with **Sweet Sans Pro.** *View the* ***Magazine Font Collection Chart*** *to see guidelines that apply to the font* ***Utopia.***

KAZIMIR TEXT

- **Kazimir Text** is meant for **body copy of magazines.**
- When designing magazines, pair **Sweet Sans Pro** with ***Kazimir Text or Utopia.***

DAVIS

- If something requires a more collegiate feel or style, replace ***Sweet Sans Pro*** with **Davis.**

DAVIS SANS

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COMMUNICATING A STRONG BRAND

Auburn's brand is one of the university's most valuable assets. As Auburn communicators, it is our responsibility to uphold and strengthen that brand through consistent messaging and high-quality creative execution.

By following established brand standards and using shared resources and processes, we ensure Auburn is represented clearly and consistently across all channels and touchpoints. A unified Auburn brand builds trust, strengthens recognition, and supports the university's strategic goals—including recruitment, engagement, and advancement.

Brand stewardship requires long-term commitment, attention to detail, and consistency in every communication. ommitment to excellence. marketing strategy, guided by Auburn's strategic priorities.

OBJECTIVE

Elevate and protect the value of the Auburn University brand by ensuring:

/// Consistent and cohesive brand application across all colleges, units and platforms

/// Unified, integrated communications that strengthen Auburn's voice and story

/// Strategic use of resources and data to maximize reach, effectiveness and impact

LOGO BASICS

The brand equity represented by the Auburn logo is extremely valuable. Correct and consistent use of our brand marks builds and maintains brand equity, helping Auburn to become instantly recognizable anywhere in the world. Over time, misuse of brand marks can dilute the brand's value, causing confusion to the target audiences we want to connect with and lessening our credibility. Go by this guide to ensure correct use of Auburn's marks. If you have questions, we're here to help at: brandsupport@auburn.edu.

Both informal and formal logo formats are available for the university and colleges/units to use. Informal logos do not include the word "university" and use a shortened college/unit name, where appropriate. Note: colleges/units with longer names that can't fit within the informal format guideline don't have informal versions. There are situations in which informal logos may not be appropriate, such as communications outside the region or more formal communication.

INTERLOCKING AU

The AU is paired with the AUBURN wordmark to create Auburn's official logo in vertical and horizontal formats. The AU can also be used separate from the wordmark within a communication that already contains the full logo, as well as for internal university communications or community projects where the audience is familiar with the AU symbol.

AUBURN

AUBURN WORDMARK

The AUBURN wordmark is specially created art, owned by Auburn University. It is not a typeface and should never be recreated using fonts. The wordmark is to be used in combination with the Interlocking AU to make up the Auburn logo and should never appear without the Interlocking AU on any application. The following pages show the approved logo lockup formats, including college and unit formats which introduce typefaces for the college and department levels. Always use the original and approved logo artwork available in the Brand Center; never recreate or alter.

Click here for information on logo file types: Logo File Types Guide

MAIN LOGO LOCKUPS

This version of the logo would typically be used in more formal communications or in cases where the audience may not be as familiar with Auburn University, for example, in communications outside the Southeastern United States and especially on websites, accessible from anywhere in the world.

AUBURN UNIVERSITY

Horizontal

AUBURN
UNIVERSITY

Vertical

AUBURN UNIVERSITY

Wide

MAIN LOGO LOCKUPS

This simplified version of the logo, which uses only "Auburn" may be preferred for standard use in most communications that are not overly formal and when the audience is most likely to have awareness of Auburn as a university. Don't use this version on the main pages of websites.

AUBURN

Horizontal

AUBURN

Vertical

NOTE: **Department/subunit level logos and special-use logos will be made by the Office of Communications & Marketing upon request. Click here to request logos.**

COLLEGE/UNIT LOGO LOCKUPS: Formal

AUBURN UNIVERSITY
College of Human Sciences

Horizontal

AUBURN
UNIVERSITY
College of
Human Sciences

Vertical

AUBURN UNIVERSITY
College of Human Sciences

Wide

COLLEGE/UNIT LOGO LOCKUPS: Formal Simplified

AUBURN
College of Human Sciences

Horizontal

AUBURN
College of Human Sciences

Vertical

NOTE: **Department/subunit level logos and special-use logos will be made by the Office of Communications & Marketing upon request. Click here to request logos.**

COLLEGE/UNIT LOGO LOCKUPS: Informal

AUBURN
HUMAN SCIENCES

Horizontal

AUBURN
HUMAN SCIENCES

Vertical

COLLEGE/UNIT LOGO LOCKUPS: AU Informal

Special-use only. Approval required.

For use in small spaces where full logo can't fit, e.g. pens and other small promotional products, or specific use to improve visibility of the college/unit name where the AUBURN wordmark is not a necessity, such as on-campus banners and posters. This logo is not to be used in standard printed materials or off campus except in specific situations to be reviewed on a case-by-case basis and with written approval from OCM.

HUMAN SCIENCES

Horizontal

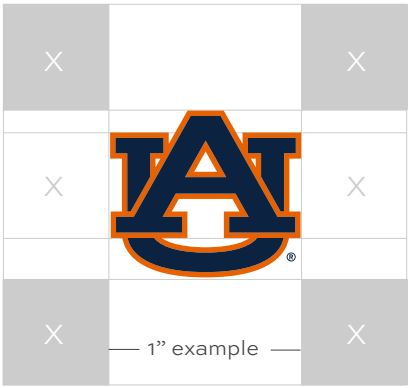
HUMAN
SCIENCES

Vertical

NOTE: Department/subunit level logos and special-use logos will be made by the Office of Communications & Marketing upon request. Click here to request logos.

LOGO SIZE AND PLACEMENT

INTERLOCKING AU



MINIMUM SIZE

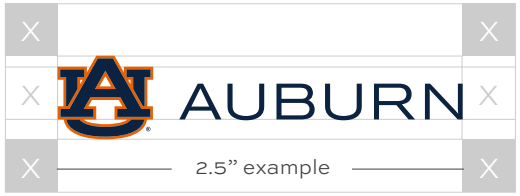
When the Interlocking AU is used on its own (ensuring requirements for such usage are met) the minimum acceptable size for the AU is .25 inches wide for print materials, or 20 pixels for digital formats. The AU should not be made overly large, but sized appropriately based on the design aesthetic of the piece and ensuring proper clearspace.

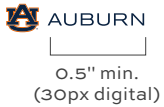
CLEARSPACE

To maintain the integrity of the logo, it is important that nothing infringes on its space. The surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace is equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU (see "X" in diagram).

VERTICAL LOGO

HORIZONTAL LOGO





MINIMUM SIZE

The minimum acceptable logo size is 0.5 inches wide for both the vertical logo and the horizontal logo. The logo should not be made overly large, but sized appropriately based on the design aesthetic of the piece. The typical size of a standard logo for an 8.5 x 11 ad, for example, would be 1.5 to 2 inches wide, measured by the width of the AUBURN wordmark.

CLEARSPACE

In order to maintain the integrity of the logo, it is important that nothing infringes on its space. The absolute minimum amount of clearspace is equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU (see "X" in diagram).

Click to view and download logo files from the Brand Center: Logos (University, College, Units)

GENERAL USE

Below are general guidelines for placement of the Auburn logo. There may be exceptions based on photography composition, template restrictions or environmental limitations. Exceptions are subject to brand review.

The distance of the logo from all edges (top, bottom and sides) of the layout should be at least .5 inches. This is based on typical, standard-sized pieces. When .5 inches from edges is not possible, such as in certain digital communications/ channels, include as much distance as the space allows. Follow clearspace guidelines for distance between the logo and any graphics or copy on the page. Only include one logo per visual plane. Do not lock up the AU or the full Auburn logo with any other logo or graphic. Do not crop the AU.

INCORRECT LOGO USAGE

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

Do not add copy or graphics to the logo.

Do not rotate.

Do not use logo colors outside the ones shown on the right.

Do not adjust the logo format.

Do not place on busy backgrounds or objects in images.

Do not skew or distort.

Do not use wordmark alone.

Do not place logo on low contrast colors or photos.

Do not add shadows or gradients.

CORRECT LOGO USAGE

Auburn has established brand equity and recognition through consistent use of the orange and blue. So our full-color logo is the default version. The background color of your piece will determine when alternative logo colors are used, as well as any requirements such as a black and white document or a project requiring a one-color logo application.

Full color logo preferred.
Use on white/light backgrounds.

One color available when needed.
Use on white/light backgrounds.

One color available when needed.
Use on white/light backgrounds.

Black logo available for black and white documents.

White logo available for use on dark backgrounds.

Orange with white outline/text for use on blue or dark gray backgrounds.

Blue with white outline/text for use on orange backgrounds.

Option for photo backgrounds: white logo on ~80% opacity blue bar.

Option for photo backgrounds: full color or blue logo on ~80% opacity white bar.

(Horizontal logos used for samples; same applies to vertical versions.)

COLOR PALETTE & USAGE

Deliberate, consistent use of color that holds true meaning, inspired by the iconic visuals that represent Auburn, creates a powerful connection to the brand across all communication touch-points.

Use this color palette to guide your designs and layouts. There are differences in color application between print, digital and web applications. Download color charts for print and digital via the Brand Center.

Color composition of a piece should consist of Auburn Blue as the primary color. Auburn Orange should be used mostly for graphic and/or text accents. Flexibility is provided based on the composition of the piece, including the imagery.

While Auburn Blue can work well as a background color, use of White is strongly encouraged for backgrounds to provide a clean, crisp base for application of Auburn Blue (primary) and Auburn Orange (accents/highlights/call-outs). This also allows imagery to pop. Ensure photo composition brings in primary and/or secondary colors. Do not use photos that clash with brand colors.

Pantone 172 (not shown) is the orange recommended for color matching of materials used in merchandise such as fabrics, plastics or metal and the printing of orange on these items. It is important to understand whether the orange will be applied directly to plastic/metal or to a paper-based substrate that will be applied to the plastic or metal. In the latter case, Pantone 158 may work best. Always require physical proofs to check color matching to the brand color spec sheets. If you do not have color spec sheets contact Brand Support. The use of Auburn branding on merchandise is managed by the *Office of Trademark Management & Licensing.*

PRIMARY PALETTE

Auburn Blue should be the main color for Auburn communications because it easily connects back to our primary identity. Only use tints of the brand colors in illustrated elements.

AUBURN BLUE

100%
75%
50%
30%
13%

Pantone 289C
CMYK 100/66/0/76
RGB 11/35/65
HEX #0b2341

AUBURN ORANGE

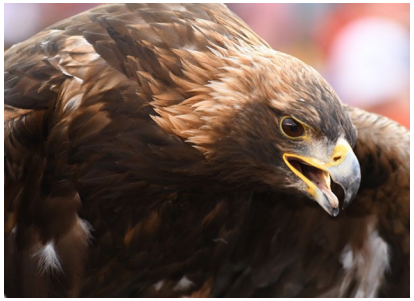
100%
75%
50%
30%
13%

Pantone 158C
CMYK 0/66/99/0
RGB 232/97/0
HEX #e86100

WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff

AUBURN EXPERIENCE COLOR INSPIRATION



Click to view detailed color charts and codes in the Brand Center: Color Palette

SUPPORTING PALETTE

Each supporting color family includes five vibrant and unique hues inspired by the Auburn Experience. Always use primary colors dominantly for consistency of brand with supporting color families available for accents, charts, graphs or illustrations that require color variation beyond the primary palette. Font color for type placed on a secondary color background will change based on the design aesthetic, readability and accessibility requirements. Download full color code charts from the Brand Center.

BODDA GETTA BLUE

CMYK 93/11/0/0
RGB 0/147/210
HEX #0093d2

Click here for all color codes.

SAMFORD BRICK ORANGE

CMYK 0/74/100/16
RGB 204/78/11
HEX #cc4e0b

Click here for all color codes.

CAMPUS GREEN

CMYK 58/0/100/38
RGB 78/128/32
HEX #4e8020

Click here for all color codes.

SUN-KISSED YELLOW

CMYK 0/22/83/0
RGB 255/192/68
HEX #ffc044a

Click here for all color codes.

NOVA BROWN

CMYK 37/44/56/31
RGB 122/104/91
HEX #7a685b

Click here for all color codes.

NEVER TO YIELD TEAL

CMYK 99/0/52/0
RGB 0/165/151
HEX #00a597

Click here for all color codes.

GRAYSCALE

100%
90%
80%
BODY COPY GRAY 75%
70%
60%
50%
40%
30%
20%
10%

CMYK 0/0/0/75
RGB 99/100/102
HEX #636466

WHITE

CMYK 0/0/0/0
RGB 255/255/255
HEX #ffffff

For white backgrounds, Body Copy Gray may be used for large bodies of copy. For small copy blocks and call-outs, Auburn Blue may also be used. Auburn Orange should be reserved for call-outs and accents/highlights rather than blocks of copy. On dark backgrounds choose White. For other background colors, choose the percentage of black that is easiest to read and follows accessibility requirements.

Click here for accessibility contrast checker: webaim.org contrast checker

TYPOGRAPHY & USAGE

PRIMARY FONT COLLECTION

SWEET SANS PRO

- When in doubt, **Sweet Sans Pro** is the font to choose! **Sweet Sans Pro is the main font for Auburn's Brand.**
- When body copy does not fit in the allotted space, substitute **Sweet Sans Pro** with ***Davis Sans.***

UTOPIA

- **Utopia** will be the font for accents, highlights, captions, call-outs and quotes in conjunction with **Sweet Sans Pro.**

MAGAZINE FONT

KAZIMIR TEXT

- **Kazimir Text** is meant for **body copy of magazines.**
- When designing magazines, pair **Sweet Sans Pro** with ***Kazimir Text or Utopia.***

COLLEGIATE FONTS

DAVIS

- If something requires a more collegiate feel or style, replace ***Sweet Sans Pro*** with **Davis.**

DAVIS SANS

- **Davis Sans** may substitute ***Sweet Sans Pro*** body copy when the allotted space is too constricted.

SCRIPT FONTS

RELATION & RELATION TWO

- For informal script purposes.

SWEET FANCY SCRIPT

- For formal script purposes.

NOTE: All of these fonts can be activated in Adobe CC software by visiting fonts.adobe.com

Click to view detailed typography usage guides in the Brand Center: Fonts and Typography Usage Guide

SWEET SANS PRO SUBSTITUTE

Below are the ***substitute fonts*** to use for programs that don't allow Adobe Cloud fonts (like Sweet Sans Pro). These are based on a readily available default system font for Microsoft Outlook and a Microsoft Cloud font for Microsoft Apps (PowerPoint, Word and Excel) that activates upon opening the program. These substitute fonts were selected for their similarities to Sweet Sans Pro, compared to other available default system or Microsoft Cloud fonts.

OUTLOOK

ARIAL

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Regular - For body copy.
Bold - For subheads.
Black - For headers.

MICROSOFT APPS:
Powerpoint, Word and Excel

AVENIR NEXT LT PRO

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9

Light - For detailed information.
Regular - For body copy.
Demi - For subheads and headers.

Please note: For body copy of formal letters, Book Antiqua can be used instead of Avenir Next LT Pro if a more formal look is desired.

GRAPHIC ELEMENTS

Auburn University's branding includes two core visual identity elements inspired by the arrow within the interlocking AU. This arrow symbolizes who we are and where we're going; representing Auburn's forward momentum in higher education. The pillars graphic is derived from the arrow, with its triangle shape deconstructed into three lines representing Auburn's purpose: instruction, research, and extension. These flexible elements support consistent application across all communications, from print and signage to digital, web, and video.

GRAPHIC ELEMENT 1: ARROW

The Arrow Peak can be applied to any piece either with the full graphic showing or with various levels of cropping. The preferred use of the arrow peak is in gray shade for subtle incorporation into materials; however, it can also be used in white or blue depending on the context of the piece. The inner arrow shape can also serve as a container for imagery. Bring in from the bottom or left side, pointing upward or forward. Do not point the arrow downward or backward. The size can be changed, but never stretch or adjust proportions, which should always match the arrow shape in the AU logo.

GRAPHIC ELEMENT 2: 3 PILLARS

The Three Pillars element works best when applied at the top of a page/piece as a header element but can work in other ways as well. The graphic can be used on its own or paired with the Bar element (see Graphic Element 3).

GRAPHIC ELEMENT 3: BAR+ 3 PILLARS

The Bar+Three Pillars element works best when applied at the top of a piece as a header element but can work in other ways as well. See template samples in Brand Center. When working with this element, the 3 lines must stay stationary but the left side of the bar can be extended as far as needed.

GRAPHIC ELEMENT 4: BAR

Remove the "3 Pillars" from the "Bar and 3 Pillars" and that leaves the "Bar." The "Bar" can act as a text container for titles and lines of text.

GRAPHIC ELEMENT 5: ARROW TIP

To be used as a pointer to a call-out of some key information.

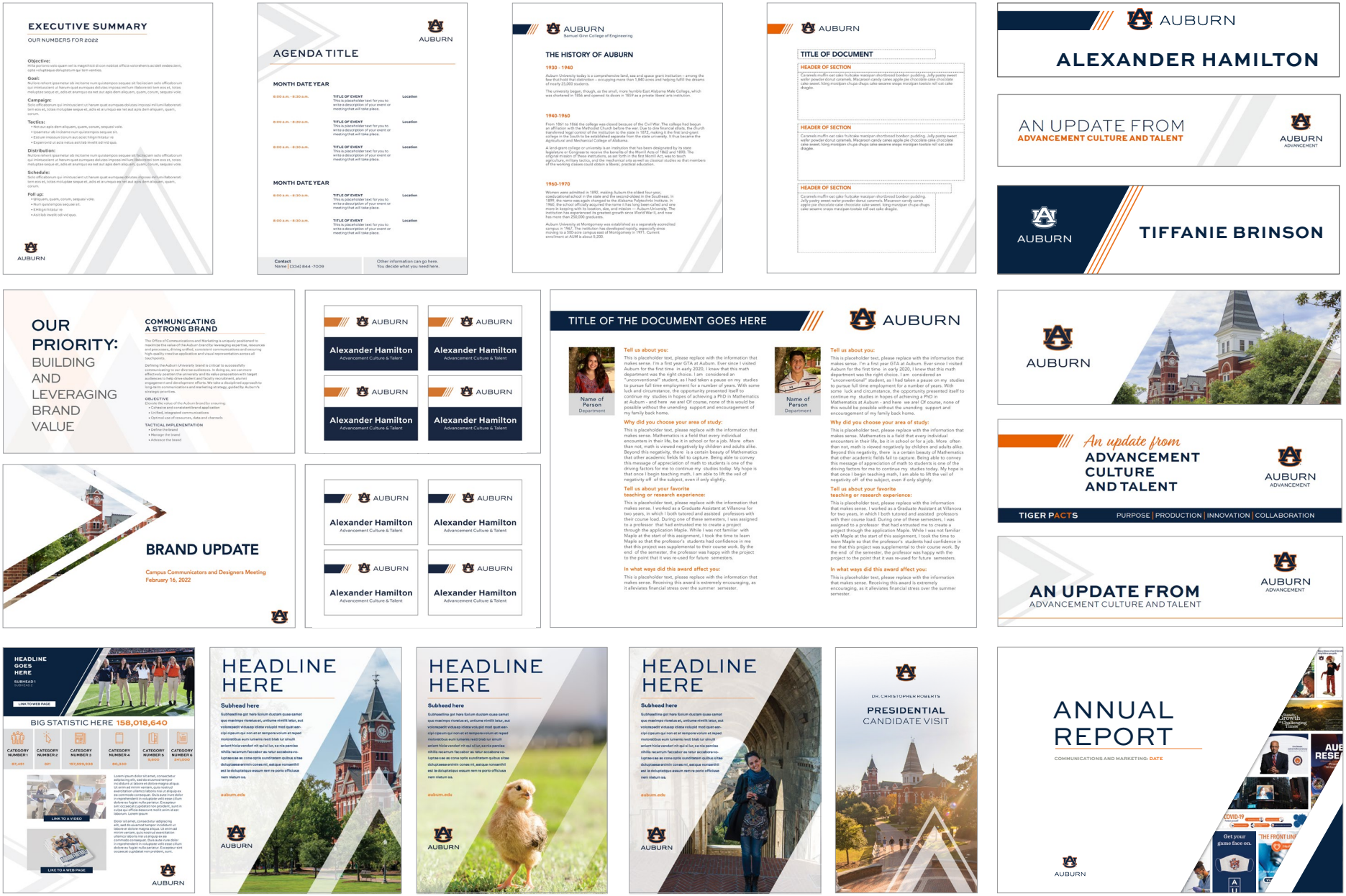
GRAPHIC ELEMENT 6: ARROW PEAK

To be used as a pointer to a call-out of some key information.

Click to view detailed graphic elements usage guidelines in the Brand Center: Graphic Elements Usage Guide

GRAPHIC ELEMENT APPLICATION:

Templates are available for download in the Brand Center and integrated directly within Microsoft PowerPoint and Word for easy access.



Click to view all available templates: ***Brand Templates***

PHOTOGRAPHY CREATION & SELECTION

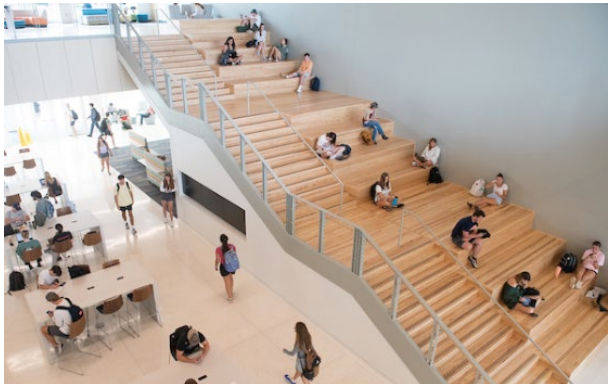
LIGHTING:
Images should be well-lit, taking advantage of natural light whenever possible. An off-camera flash can be used to fill in shadows or for darker situations.

FOCUS:
The main subject of the photograph should be in focus. A strong focal point draws the viewer's eye into the photo and allows them to connect with the subject of the image.

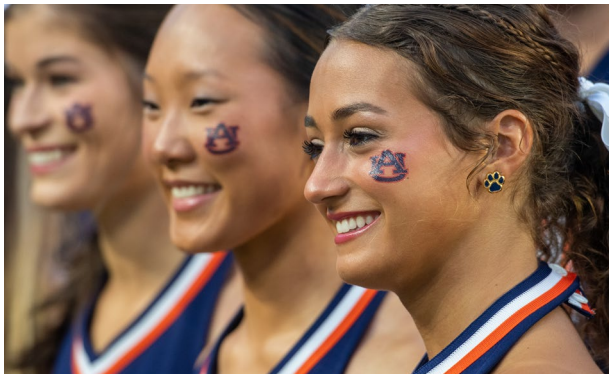
BACKGROUND:
Photo backgrounds should be clutter-free. Out-of-focus backgrounds can be used to separate the subject from the background.

COLOR:
We use full-color unless the photo is hisotorical. It is usually possible to ensure photos blend well with our approved color palette (primary or secondary) as our palette was selected based on meaningful icons, traditions and campus scenery. This creates interest and impact while representing the brand and ensuring well-designed communications in which the photo doesn't clash with the look of the piece.

CREATIVITY:
We test different angles, camera and lighting techniques, lenses, and vantage points to see common scenes in new ways. However, it is important to ensure the photo's natural content is distinguishable and doesn't feel inauthentic or over-stylized.



LONGEVITY:
Because photos may be used in materials that are distributed for many years to come and may especially have a long digital life, we pay careful attention to a subject's clothing, hand gestures, body position and facial expressions. Except in special cases, we ensure no large logos and branding from other institutions.



PHOTOGRAPHY APPLICATION

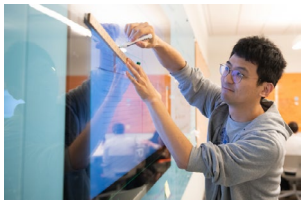
PHOTOGRAPHY HELPS TELL THE BRAND STORY

Use authentic photography to create connection, reflect the Auburn spirit, and show what it means to be part of the Auburn Family.
The AU Image Library includes a curated “Best of Auburn” gallery available to anyone with Campus Communicator access. Explore the sample photography styles below and use the gallery to ensure your creative aligns with the brand.

Access the library through the Brand Center by going to Resources → Photographic Services → Image Library → Campus Communicator Login → Galleries → Invited Galleries → Best of Auburn.

For access issues, email auphoto.auburn.edu. New photos are added throughout the year.

ACADEMICS



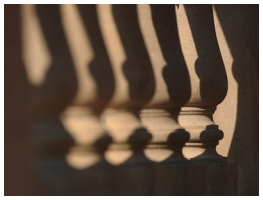
RESEARCH

EXTENSION/OUTREACH

STUDENT EXPERIENCE

CAMPUS

CAMPUS-AS-ART



PLACES

ICONS, TRADITIONS & SPIRIT

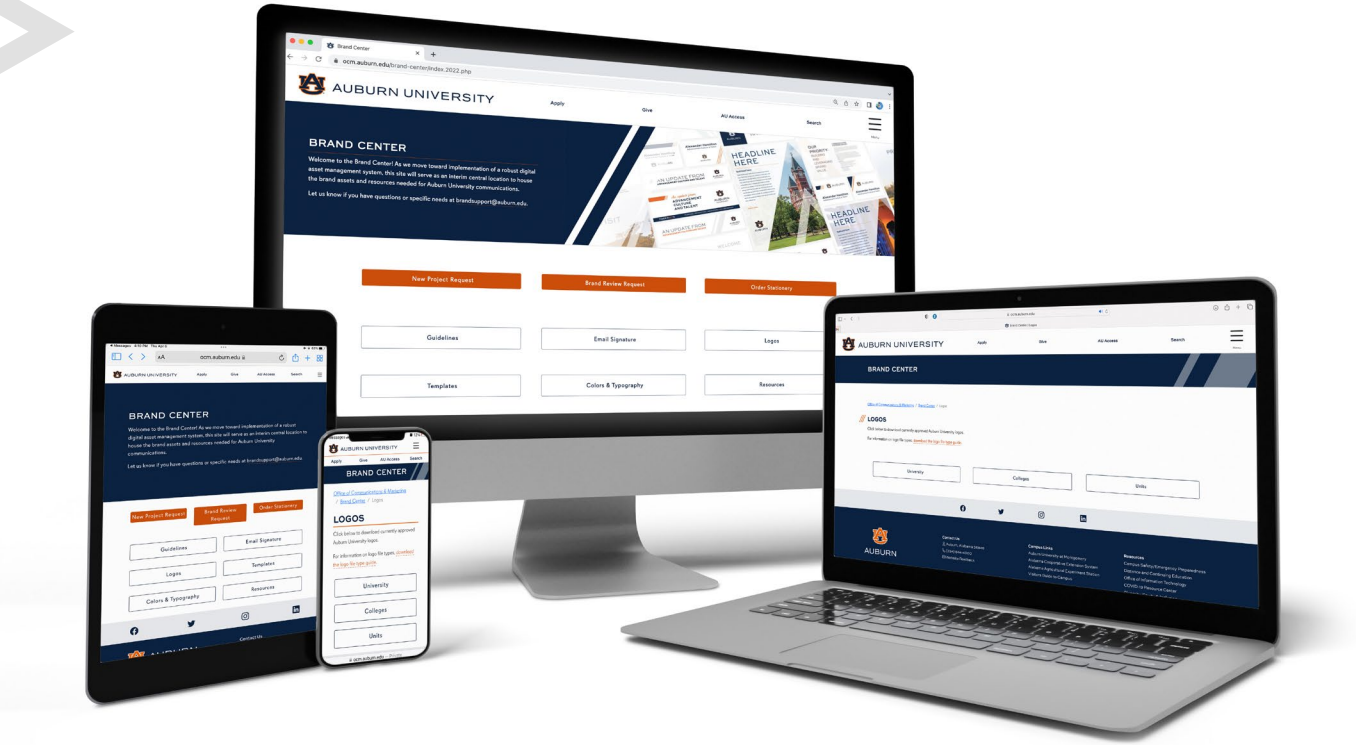
VISIT THE BRAND CENTER

ocm.auburn.edu/brand-center

A ONE-STOP SHOP

for brand tools and resources

- Logos (University, College, Units)
- Logo File Types Guide
- Brand Guidelines
- Graphic Assets
- Graphic Elements Usage Guide
- Fonts and Typography Usage Guide
- Color Palette and Color Accessibility Chart
- Templates
- Email Signature Generator
- Resources (tutorials, presentations, videos)
- Link to Photography Library
- New Project Request Submission
- Brand Review Submission
- Link to Stationery Ordering Portal
- Link to University Print Procedures and Print Vendors
- Link to Trademark Management & Licensing Resources



NEED HELP OR HAVE FEEDBACK? CONTACT BRANDSUPPORT@AUBURN.EDU

USEFUL LINKS

SUBMIT FOR BRAND REVIEW >

CREATIVE PROJECT REQUESTS >

ESTIMATES AND UNIVERSITY PRINT PROCEDURES >

PREFERRED PRINT VENDORS >

TRADEMARK MANAGEMENT & LICENSING >

AUBURN

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