

GRAPHIC ELEMENTS GUIDE

ARROW



3 PILLARS



BAR + 3 PILLARS



BAR



ARROW TIP



ARROW PEAK



ARROW DIRECTORY

ARROW



ORIGIN



COLORS



USAGE SAMPLES



ROTATION



CROP



SCALE



SIZE



CLEARSPACE



BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 1: ARROW



The Arrow can be applied to any piece either with the graphic showing or with various levels of cropping (see samples on page to follow). It can also serve as a container for imagery. In some instances the Arrow can peek in from the bottom or the left side, pointing upward or forward.

The preferred use of the Arrow is as a subtle element in a shade of gray; however, white, Auburn orange and Auburn blue are also permitted in certain instances, explained further in this guide. See “Color Usage” guidelines below.

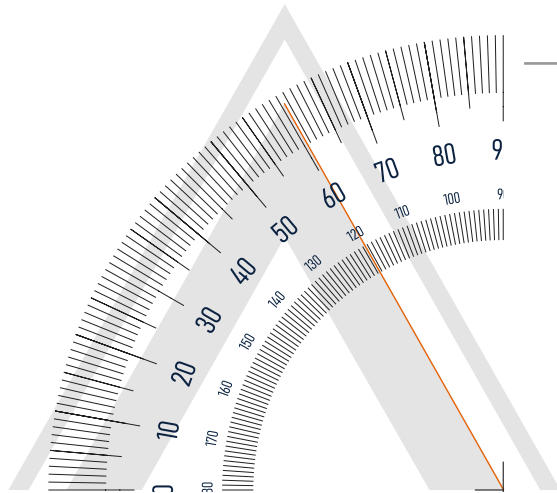
USAGE EXAMPLES:



ORIGIN OF **THE ARROW** ELEMENT:



The Arrow element comes from the core of the Interlocking AU. The angle of the Arrow peak from the center of the apex is 60.5 degrees. This measurement must remain consistent when incorporating the Arrow element into designs.



60.5°

THE ANGLE OF THE
ARROW FROM THE CENTER
OF THE APEX.

WHAT **THE ARROW** SYMBOLIZES:

UPWARD



FORWARD



COLOR CODES OF **THE ARROW:** WHITE

The primary color of the Arrow is gray or white. Auburn orange and blue are secondary options only for special cases.



PRINT

100% white/paper
0/0/0/0



DIGITAL

100% white/paper
#ffffff
255/255/255

COLOR CODES OF **THE ARROW:** GRAY

The primary color of the Arrow is gray or white. Auburn orange and blue are secondary options only for special cases.



PRINT

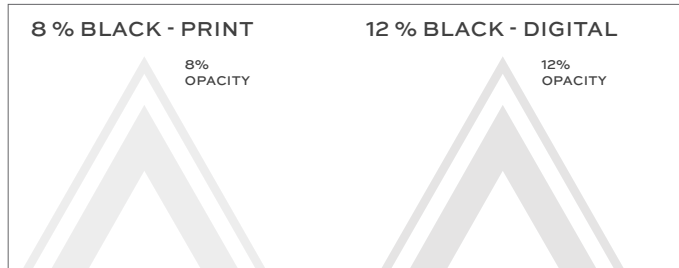
8% black



DIGITAL

12% black

COLOR USAGE - GRAY/WHITE



On white backgrounds, use 8% black tint for printed materials or 12% black tint for digital screens.



Don't place a white Arrow on a light background because there is not enough contrast. Use 100% Auburn blue in this case.



For mid-range backgrounds, use any opacity from 100%-25% of white. Anything lower than 25% does not have enough contrast.



For dark backgrounds, use any opacity from 100%-30% of white. Anything lower than 30% does not have enough contrast.



For Auburn orange backgrounds, use any opacity from 100%-30% of white. Anything lower than 30% does not have enough contrast.



For Auburn blue backgrounds, use any opacity from 100%-15% of white. Anything lower than 15% does not have enough contrast.



For light photographic backgrounds, use any opacity from 100%-60% of white. Anything lower than 60% does not have enough contrast.



For dark photographic backgrounds, use any opacity from 100%-30% of white. Anything lower than 30% does not have enough contrast.

OPACITY NOTES

The opacity of the white Arrow may be adjusted when needed, but never below 15% opacity.

The gray Arrow should only appear on white backgrounds, with the opacity specified at the top of the page: 8% black for print and 12% black for digital.



COLOR CODES OF **THE ARROW:** AUBURN BLUE

The primary color of the Arrow should be gray or white. Auburn orange and blue are secondary options for special cases.



PRINT

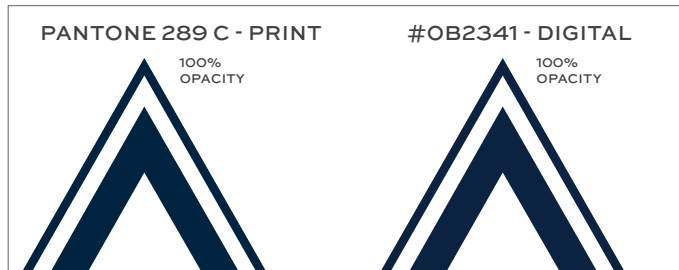
Pantone 289 C
100/66/0/76



DIGITAL

#0b2341
11/35/65

COLOR USAGE - AUBURN BLUE



On white backgrounds, the preferred color is gray as specified in "Color Usage; gray/white." In certain scenarios use Pantone 289 C for printed materials or #Ob2341 for digital screens.



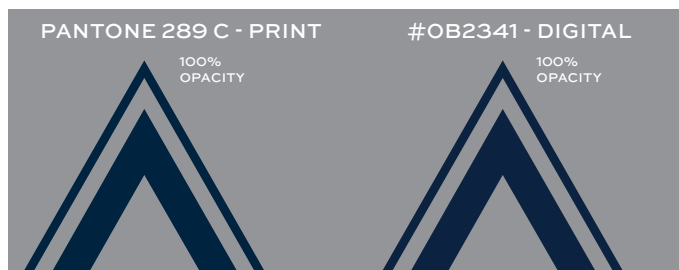
On Auburn orange backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



On light backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



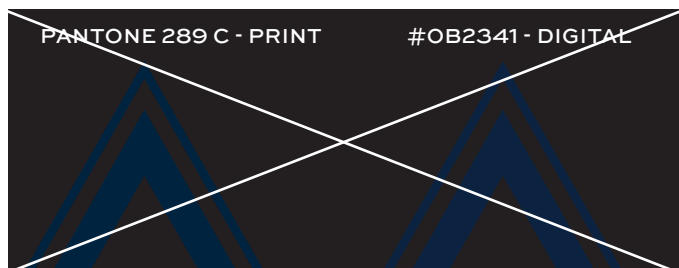
Use a shade of white for the Arrow when located on an Auburn blue background. Use any opacity from 100%-15% of white. Anything lower than 15% does not have enough contrast.



On mid-range backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



On light photographic backgrounds, use 100%-30% opacity of Auburn blue. Any opacity less than 30% does not have enough contrast.



Don't place the Auburn blue Arrow on a dark background because there is not enough contrast. Use 100% white in this case.



Don't place the Auburn blue Arrow on a dark photographic background because there is not enough contrast. Use any opacity from 100%-30% of white in this case. Anything lower than 30% does not have enough contrast.

OPACITY NOTES

Only adjust the opacity of the Auburn blue Arrow on a light photographic background; on solid backgrounds, the opacity must be 100%.

The opacity of the white Arrow may be adjusted when needed. See "Color Usage: gray/white" for more info.



COLOR CODES OF **THE ARROW:** AUBURN ORANGE

The primary color of the Arrow should be gray or white. Auburn orange and blue are secondary options for special cases.



PRINT

Pantone 158 C
0/66/99/0

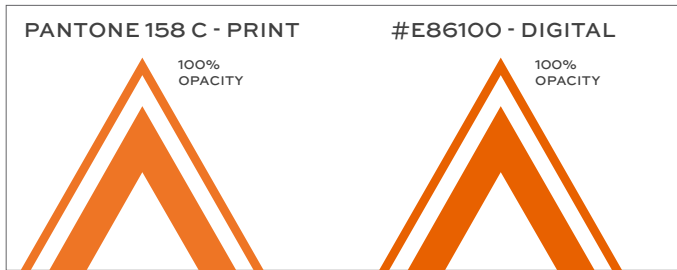


DIGITAL

#e86100
232/97/0



COLOR USAGE - AUBURN ORANGE



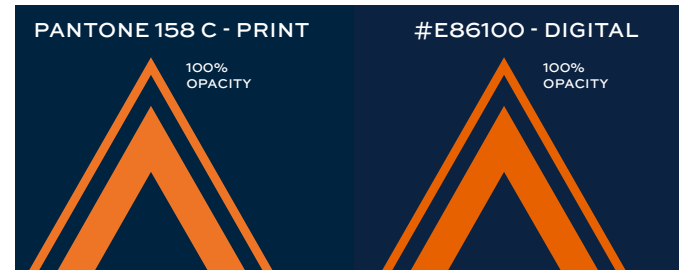
On white backgrounds, the preferred color is gray as specified in "Color Usage; gray/white." In certain scenarios use Pantone 158 C for printed materials or #e86100 for digital screens.



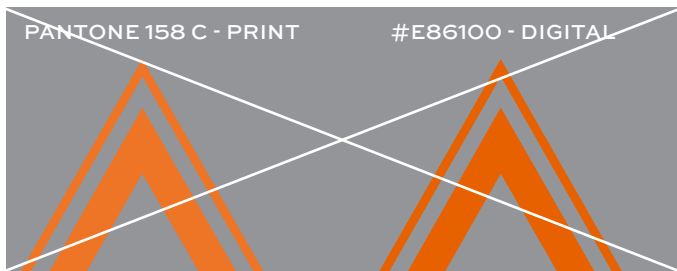
Use a shade of white for the Arrow on an Auburn orange background.



On light backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



On Auburn blue backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



Don't place the Auburn orange Arrow on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, use 100%-40% opacity of Auburn orange. Any opacity less than 40% does not have enough contrast.



On dark backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



Don't place the Auburn orange Arrow on a dark photographic background because there is not enough contrast. Use 100% white in this case.

OPACITY NOTES

Only adjust the opacity of the Auburn orange Arrow on a light photographic background; on solid backgrounds, the opacity must be 100%.

The opacity of the white Arrow may be adjusted when needed. See "Color Usage; gray/white" for more info.



USAGE: GRAPHIC ELEMENT

Use the Arrow as an overlay foreground element to add visual interest. Select the opacity based on the “Color Options” chart on the previous page.

The Arrow is meant to be a subtle design element that is derived from the AU logo. The Arrow symbolizes moving upward and forward.



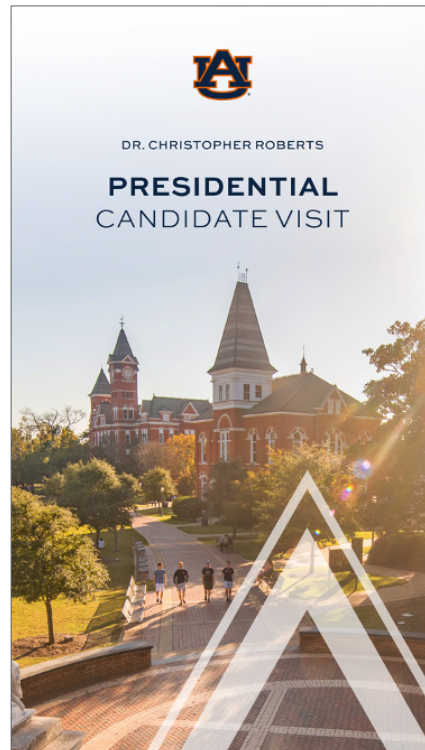
Have the Arrow come in from the left side as an overlay, then use the angle of 60.5 degrees to create a background for the Auburn logo.



Have the Arrow come in from the side as an overlay element. The Arrow can be cropped in different ways, as seen here.



Rotate the Arrow 90 degrees and have it come in from the left side as an overlay element.



Have the Arrow come in from the bottom as an overlay element. The Arrow can be cropped in different ways, as seen here.



Crop the Arrow to look like two angled lines.



USAGE: GRAPHIC ELEMENT

Use the Arrow to add visual interest to a communication piece as a gray mid-ground element on a white background. On white backgrounds, use 8% black tint for printed materials or 12% black tint for digital screens. See “Color Options” for more info.

The Arrow is meant to be subtle design element that is derived from the AU logo. The Arrow symbolizes moving upward and forward.



Rotate the Arrow 90 degrees and have it come in from the left side of the page.



Cropped Arrow.



Rotate the Arrow 90 degrees, and have it come in from the left side of the page.



Scale up the Arrow and have it come in from the bottom as a background element.



Cropped Arrow.



USAGE: IMAGE CONTAINER

Use the Arrow as an image container to add visual interest. Make sure you can see a significant portion of the subject of the photograph inside the Arrow image container.



Position the Arrow to come in from the bottom with an image inside.



Rotate the Arrow 90 degrees and have it come in from the left side of the page with an image inside.



Make an image container out of the inner triangle of the Arrow, allow the outer thin line to be filled with Auburn blue, Auburn orange or 8% gray solid fill.



Make an image container out of the inner triangle of the Arrow, allow the outer thin line to become an image container as well but filled with a photographic texture that pairs well with the inner image.



USAGE: IMAGE CONTAINER *continued*



This is a variation of the Arrow with an image inside, but the background is transparent to allow a hint of the image underneath to be shown.



This is a variation of the Arrow with an image inside. Create by extending the angled lines of the Arrow Peak while keeping the same angle of 60.5 degrees.



USAGE: OVERLAY

Emulate the Arrow graphic by creating an angled overlay. Using the angle of 60.5 degrees, create a white overlay on the left corner of the graphic. Then, create a thinner line overlay of 60.5 degrees that will be on the far right corner of the graphic.

Adjust the thinner line's position left to right to allow the imagery underneath to breath. Make sure you can see the subject of the imagery clearly and easily.

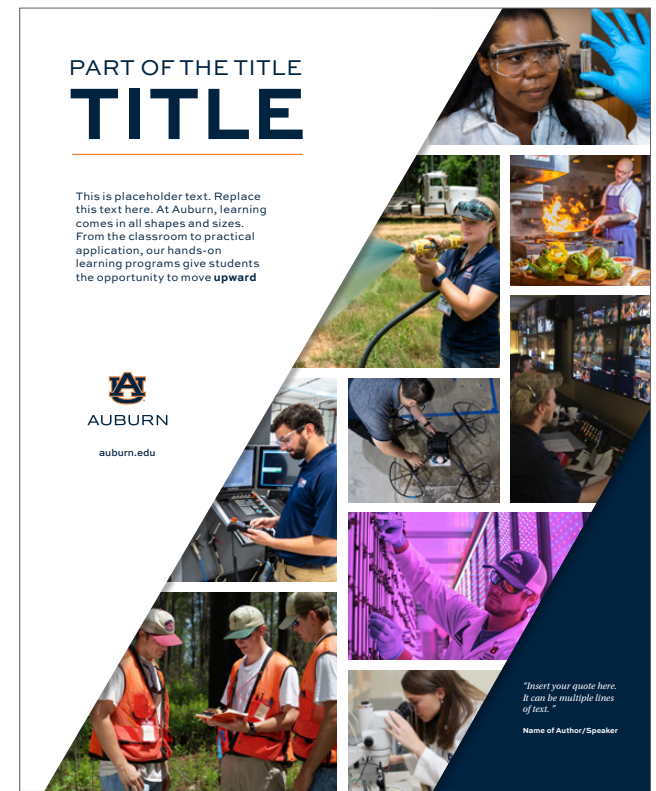
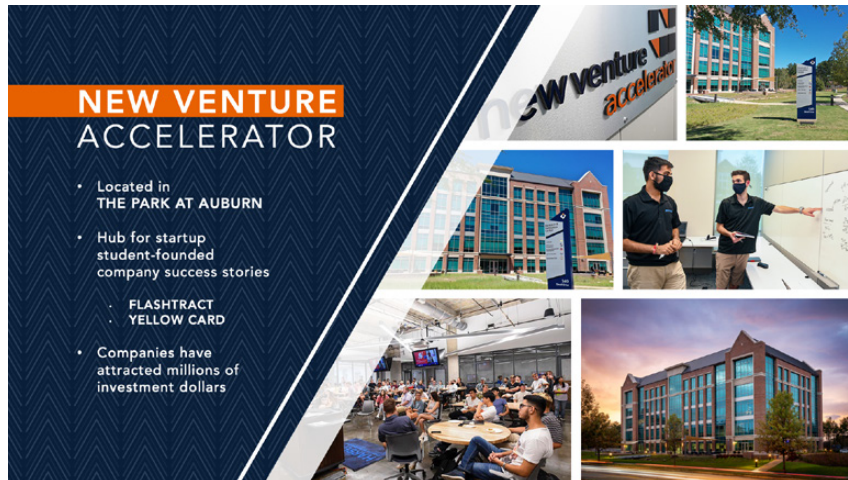
These two angled lines create the overall feeling of the Arrow graphic.



USAGE: COLLAGE

Place a collage of images inside 60.5 degree angled lines based on the Arrow.

Keep in mind to use high quality and clean images. Too many busy images can look cluttered. Ensure there is appropriate and equidistant spacing between the images.

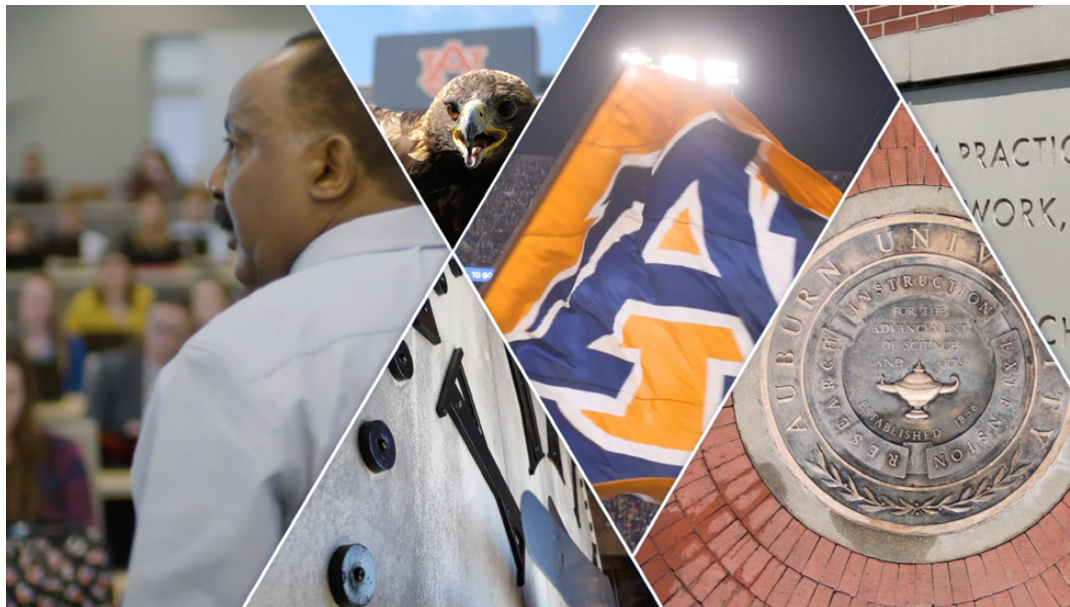


USAGE: UPWARD COLLAGE FORMED BY ANGLE

Make a collage with frames created by the intersection of thin white lines at the 60.5 degrees.

Make sure the angled lines form an upward peak somewhere on the page that is easy to recognize. This is meant to reflect the look of the Arrow.

Keep in mind to use high quality and clean images. Too many busy images can look cluttered. Ensure there is appropriate and equidistant spacing between the images.



TITLE OF AD
PART OF TITLE OR SUBHEAD



This is placeholder text. Replace the text here. That's why Forbes named us to its 2021 America's Best-In-State Employers list. People with purpose move us upward and forward every day. We believe in what we do. We believe in Auburn.

auburn.edu

HOW TO ROTATE

DOs

UPWARD

Keep the Arrow pointing upward.



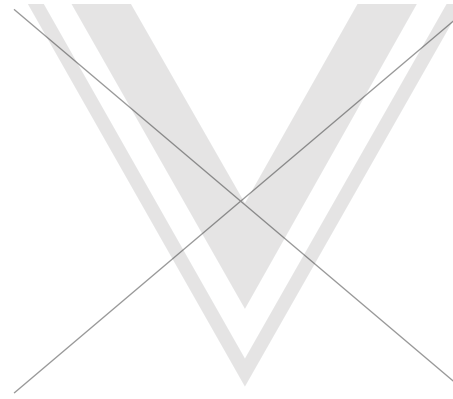
FORWARD

Rotate the Arrow 90 degrees to the right.



DON'Ts

DOWNWARD

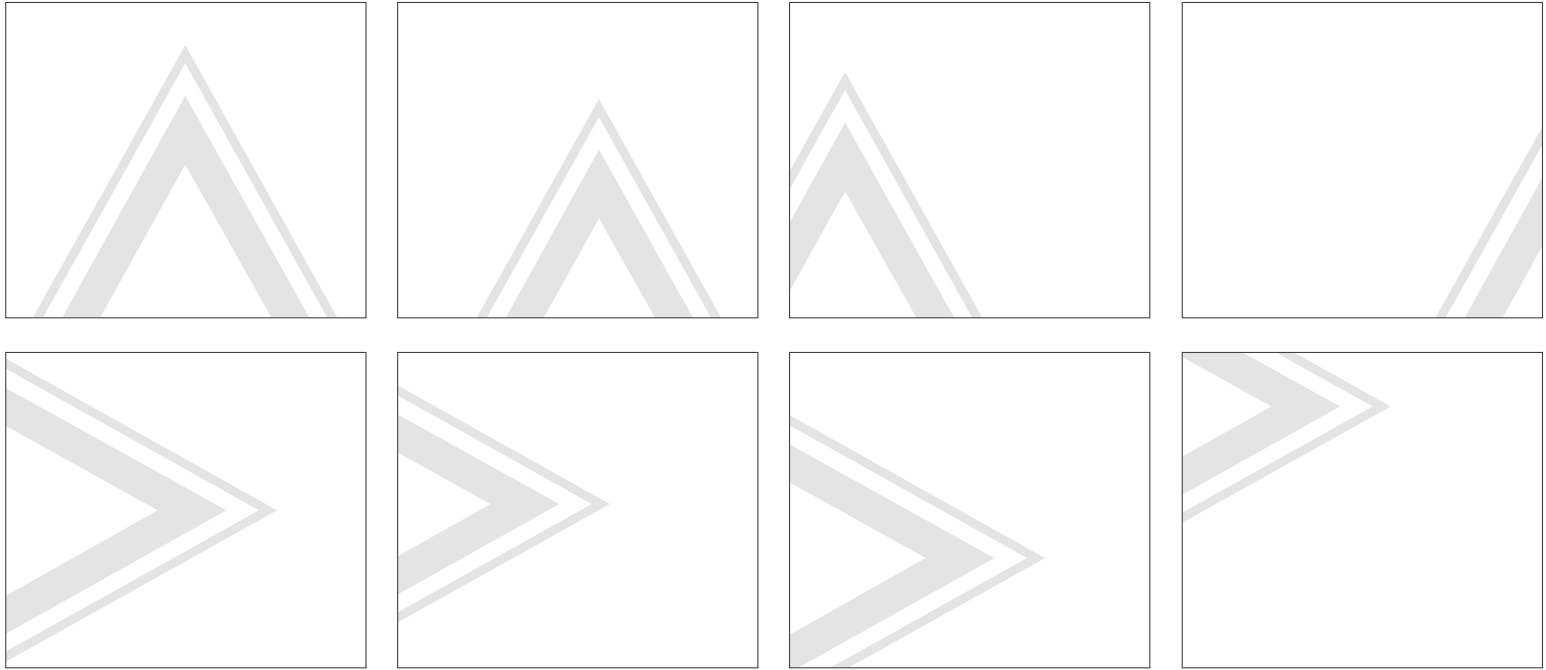


BACKWARD



HOW TO CROP

DOs



DON'Ts



HOW TO SCALE

DO



DO KEEP THE PROPORTION OF THE ARROW THE SAME.

In most Adobe Cloud software, **hold down shift and drag** to keep the same proportions.

In Photoshop, **drag** the bounding box of the Arrow **without holding down shift**. (This has recently changed.)

In Word and PowerPoint, **drag the corners while holding shift**.

DON'T



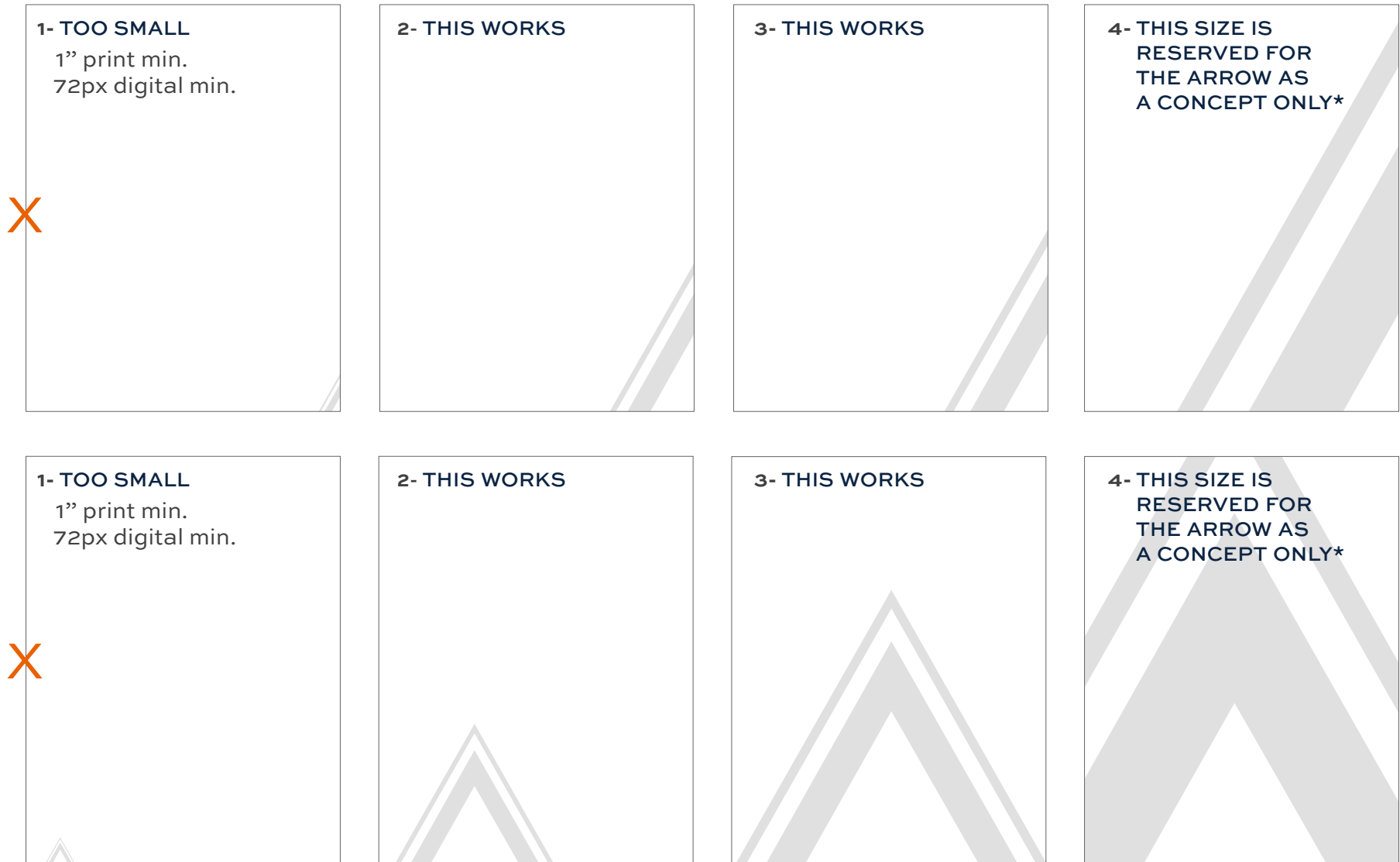
DON'T ADJUST THE PROPORTION OF THE ARROW.

Don't manipulate the shape in any way.

Don't stretch the Arrow in any way.

SIZE

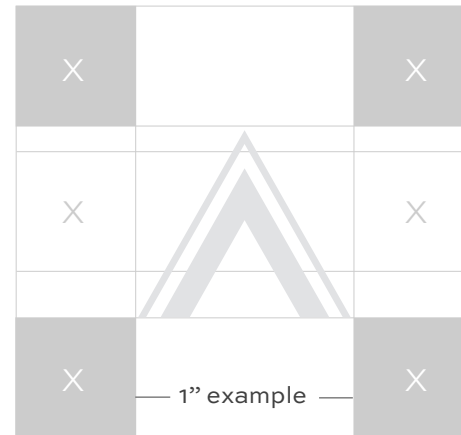
As shown below, the Arrow is best used at a medium to large size. Avoid a giant or oversized Arrow, unless used as a concept. *See Usage pages above labeled **Image Container, Overlay, Collage and Upward Collage Formed by Angle for the “Arrow as a Concept.”**



All of these examples are based on 8.5" x 11" sizing.



CLEARSPACE



MINIMUM SIZE

The minimum acceptable size for the Arrow is 1 inch wide for print materials or 72 pixels for digital formats. The Arrow should not be made overly large, but sized appropriately based on the design aesthetic of the piece and proper clearspace.

CLEARSPACE

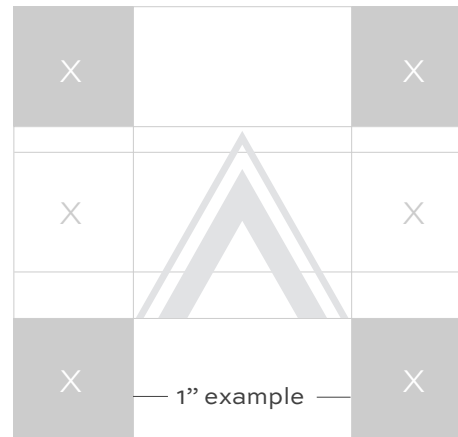
It is important to follow clearspace guidelines for the Arrow. The surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace for the Arrow is the same clearspace as the AU logo. The clearspace of the AU logo is equal to the space between the top of the “U” slab serif and the bottom of the “A” slab serif in the AU (see diagram).

To determine the Arrow clearspace, measure the size of the top of the “U” slab serif and the bottom of the “A” slab serif in the AU logo on the same page as the Arrow.



AN EXCEPTION TO THE CLEARSPACE RULE

Follow the clearspace rule from the page above. In some cases, text or imagery can overlap the Arrow. Text should only overlap the Arrow with one line in a title or a couple lines of body text. If the Arrow is covered by an image, make sure the point of the Arrow is visible. See the examples below.



EXECUTIVE SUMMARY

CAMPAIGN UPDATE FOR 2022

CAMPAIGN OVERVIEW
Solo officaborum qui imintuscient ut harum quat eumquas dolutas impossi millum ilaborerati tem eos et, totas moluptae seque et, adis et arumquo ea net aut apis dem aliquam, quam, corum.

OBJECTIVE
Hilla poriorro volo quam vel is magnihicti di con nobitat officia volorehenis acidell endescient, opta voluptaque doluptatum qui tem ventios.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt.

AUBURN



3 PILLARS DIRECTORY

3 PILLARS



ORIGIN



COLORS



USAGE SAMPLES



ROTATION



CROP



SCALE



SIZE/HEIGHT



CLEARSPACE



BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 2: 3 PILLARS



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

The only approved colors for the 3 Pillars are Auburn orange, three specific shades of orange or white. See the Color Usage charts on the following pages for all color guidelines.

USAGE EXAMPLES:

WELCOME

TITLE OF AGENDA

MONTH DATE YEAR	TITLE OF EVENT	Location
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	

MONTH DATE YEAR

MONTH DATE YEAR	TITLE OF EVENT	Location
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	

Contact Name | (334) 844-7009 Candidate Name
Candidate Position Title

AUBURN

TITLE OF THE AD HERE

This is placeholder text. Replace the text here. The worst of times can bring out the best in people. This has been proven especially true for Auburn nurses during the COVID-19 pandemic. From those working at the epicenter to those leading groundbreaking medical research treatments, our nursing alumni have seen it all — heroism, perseverance and the very best of humanity.

AUBURN
auburn.edu

Name: Title of subject. Insert your identification here. Auburn University alumni, please do not be seen on the front line in New York City.

CORTNEY
AUBURN

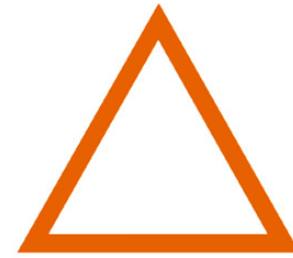
AN UPDATE FROM

TITLE OF YOUR TEAM OR DEPARTMENT

INFORMATIONAL BAR LIST ITEM 1 | LIST ITEM 2 | LIST ITEM 3 | LIST ITEM 4



ORIGIN OF THE 3 PILLARS:



The 3 Pillars are derived from the Arrow located inside the AU Logo. The Arrow forms a triangle containing three sides. Each side of the triangle is one of the pillars in the 3 Pillars graphic element. The 3 Pillars represent Auburn University's three pillars: instruction, research and outreach.





WHAT THE 3 PILLARS SYMBOLIZE:



Though the 3 Pillars represent Auburn University's pillars, the element can represent the three pillars of any college, program or department.



COLOR CODES OF **THE 3 PILLARS:** WHITE

The primary color of the 3 Pillars is Auburn orange or shades of Auburn orange. White is a secondary option that works well on Auburn orange and Auburn blue backgrounds.



PRINT

100% white/paper
0/0/0/0



DIGITAL

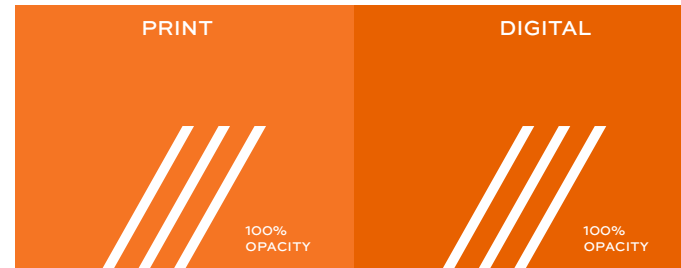
100% white/paper
#ffffff
255/255/255



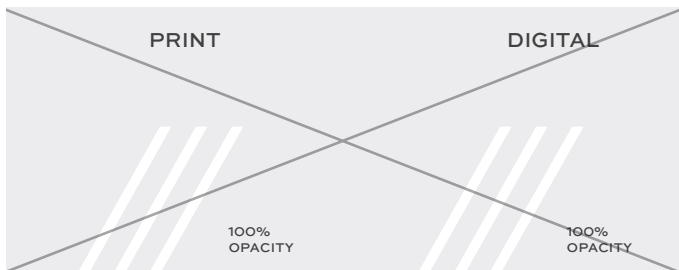
COLOR OPTIONS: WHITE



On white backgrounds, select Auburn orange 3 Pillars. Use correct print or digital colors indicated on the “Color Codes of 3 Pillars: Auburn orange” page.



On Auburn orange backgrounds, use 100% white.



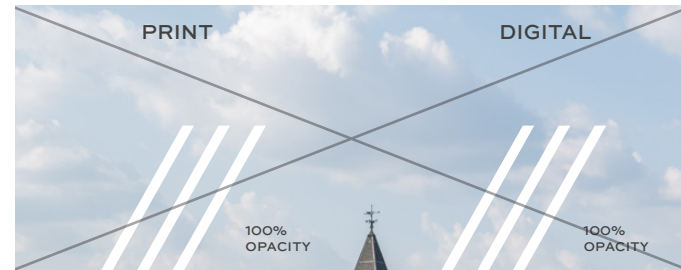
Don't place the white 3 Pillars on a light background because there is not enough contrast. Use 100% Auburn orange in this case.



On Auburn blue backgrounds, you can use 100% white, but the preferred color is 100% Auburn orange.



On mid-range backgrounds, use 100% white.



Don't place the white 3 Pillars on light photographic backgrounds, because there is not enough contrast. Use 100% Auburn orange in this case.



On dark backgrounds, use 100% white.



On dark photographic backgrounds, use 100% white.

OPACITY NOTES

The opacity of the 3 Pillars should be 100%.



COLOR CODES OF **THE 3 PILLARS:** AUBURN ORANGE

The primary color of the 3 Pillars is Auburn orange or shades of Auburn orange. White should be a secondary option.



PRINT

Pantone 158 C
0/66/99/0

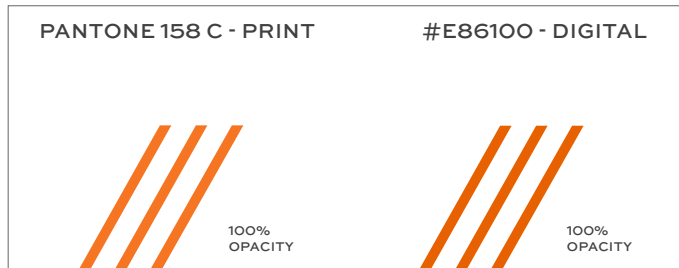


DIGITAL

#e86100
232/97/0



COLOR OPTIONS: AUBURN ORANGE



On white backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



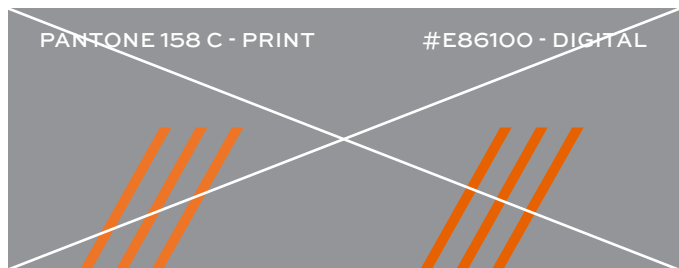
On Auburn orange backgrounds, use 100% white.



On light backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



On Auburn blue backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



Don't place the 3 Pillars on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



On dark backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



Don't place the 3 Pillars on a dark photographic background because there is not enough contrast. Use 100% white in this case.

OPACITY NOTES

The opacity of the 3 Pillars should be 100%.



COLOR CODES OF **3 PILLARS**: SHADES OF AUBURN ORANGE

The primary color of the 3 Pillars is shades of Auburn orange or Auburn orange, depending on design preference. White should be a secondary option.



PRINT

CMYK:

Line 1 = 0/66/99/0

Line 2 = 0/70/100/8

Line 3 = 0/74/100/16



DIGITAL

RGB:

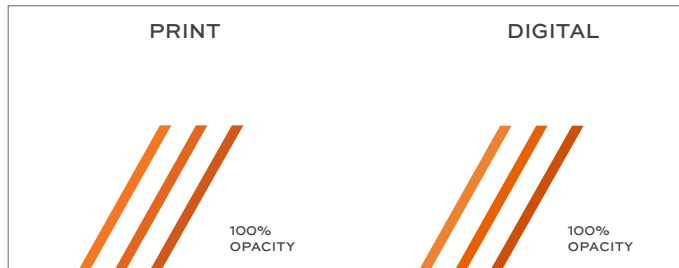
Line 1 = 237/129/51

Line 2 = 232/97/0

Line 3 = 204/78/11



COLOR OPTIONS: SHADES OF AUBURN ORANGE



On white backgrounds, use correct print or digital colors indicated on the “Color Codes of 3 Pillars: shades of Auburn orange” page.



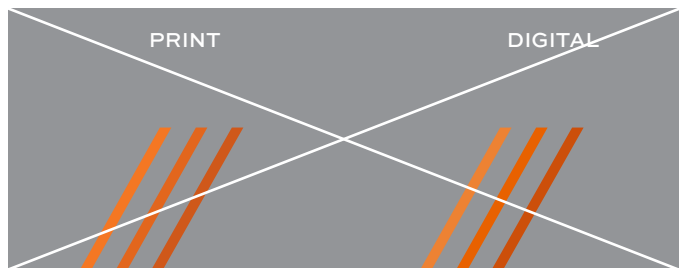
On Auburn orange backgrounds, use 100% white.



On light backgrounds, use correct print or digital colors indicated on the “Color Codes of 3 Pillars: shades of Auburn orange” page.



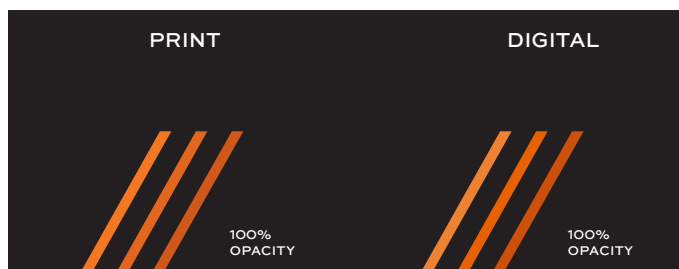
On Auburn blue backgrounds, use correct print or digital colors indicated on the “Color Codes of 3 Pillars: shades of Auburn orange” page.



Don't place the 3 Pillars on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, use correct print or digital colors indicated on the “Color Codes of 3 Pillars: shades of Auburn orange” page.



On dark backgrounds, use correct print or digital colors indicated on the “Color Codes of 3 Pillars: shades of Auburn orange” page.



Don't place the 3 Pillars on a dark photographic background because there is not enough contrast. Use white in this case.

OPACITY NOTES

The opacity of the 3 Pillars should be 100%.



USAGE: GRAPHIC ELEMENT

Use the 3 Pillars as a header element at the top of a page/piece to add visual interest. See “Color Options” page for proper usage of color.

/// STUDENT RESEARCH SYMPOSIUM

Room 2225

8:30 a.m. – 9:30 a.m.	Biomedical Science in Veterinary Medicine
10:00 a.m. – 11:00 a.m.	Computer Science and Software Engineering
11:30 a.m. – 12:30 p.m.	Biological Sciences
1:00 p.m. – 2:00 p.m.	Biomedical Sciences in Veterinary Medicine
2:30 p.m. – 3:30 p.m.	Nutrition, Dietetics and Biology

Allow the 3 pillars to be an anchor for text in a header of signage.

/// AN UPDATE FROM
TITLE OF YOUR TEAM OR DEPARTMENT

AUBURN

INFORMATIONAL BAR LIST ITEM 1 | LIST ITEM 2 | LIST ITEM 3 | LIST ITEM 4

Allow the 3 pillars to be an anchor for text in a header.

/// TITLE OF THE AD HERE

This is placeholder text. Replace the text here. The worst of times can bring out the best in people. This has been proven especially true for Auburn nurses during the COVID-19 pandemic. From those working at the epicenter to those leading groundbreaking medical research treatments, our nursing alumni have seen it all —heroism, perseverance and the very best of humanity.

AUBURN

auburn.edu

Name/Title of Subject. Insert your description here. Auburn University alumna, answers the call to serve on the front line in New York City.

Allow the 3 pillars to be an anchor for text in a header of a magazine advertisement.

/// AUBURN WELCOME

TITLE OF AGENDA

MONTH DATE YEAR	TITLE OF EVENT	Location
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	
8:00 a.m. - 8:30 a.m.	TITLE OF EVENT	Location
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	
8:00 a.m. - 8:30 a.m.	TITLE OF EVENT	Location
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	
MONTH DATE YEAR	TITLE OF EVENT	Location
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	
8:00 a.m. - 8:30 a.m.	TITLE OF EVENT	Location
8:00 a.m. - 8:30 a.m.	This is placeholder text for you to write a description of your event or meeting that will take place.	

Contact Name | (334) 844-7009 Candidate Name Candidate Position Title

Allow the 3 pillars to be an anchor for the AU Logo as a header.



USAGE: CONCEPT

Use the 3 Pillars as a visual concept to organize images or information on a communication piece.

While keeping the proper angle of 60.5 degrees, create three angled lines in the layout of the page.



Allow the 3 Pillars to be a visual element in video and print with a word on each pillar.



STRATEGIC COLLABORATION

OCM partners with major constituents across campus to produce compelling materials that help meet their goals and advance the Auburn brand. Here are examples of our collaboration with Admissions, Alumni Affairs and Development to drive student recruitment, engage alumni and assist in donor stewardship efforts.

- 18,000** applicants received Admissions acceptance packages
- 260,000** alumni reached monthly via Auburn Connection email
- 2,800** customized Foy Society packages delivered to donors

ADMISSIONS

You're In
The Office of Communications and Marketing worked with the Office of Undergraduate Admissions to create an optional acceptance package mailed to all applicants who have been admitted to Auburn. This 100-page package included an acceptance letter, Auburn checklist, Next Steps brochure, a welcome booklet, Next Steps brochures, a welcome booklet, and Auburn swag.

ALUMNI AFFAIRS

Staying Connected
The Auburn Connection email newsletter allows us to partner with the Office of Alumni Affairs to share news and feature stories about the university with our alumni. The email is distributed every month to nearly 260,000 Auburn graduates, donors, trustees and stakeholders.

DEVELOPMENT

Being Back
The Foy Society donor mailing was a collective effort between our office and the Office of Development. The customized package with email, Auburn Connection email, and a letter for their commitment to the university and includes a society pin for consecutive year donors with a Thank you note for their continued support.

Allow the 3 Pillars to be a visual divider in the background of the page.

TITLE OF THE AD GOES HERE

This is placeholder text. Replace the text here. The Auburn Detection Canine, Sciences, Innovation, Technology and Education (DCSITE) program is funded through the single largest research grant ever given to Auburn. The \$-M million contract, awarded to the College of Veterinary Medicine, will advance detection science and improve canine training to mitigate threats. **Man's best friend, indeed.**

AUBURN
auburn.edu

Allow the 3 Pillars to be containers for imagery.

OFFICE OF COMMUNICATIONS AND MARKETING

2020 ANNUAL REPORT

The Office of Communications and Marketing brings the Auburn story to life. We proudly serve as the hub for the creative, digital and marketing presence seen around campus, the community and the nation. Our brand is our identity—and we don't take our responsibility to protect, enhance and grow it lightly. Every day our news stories, digital presence, marketing materials and visual elements illustrate the authenticity that is Auburn.

2020 was an unprecedented year, but it challenged us and gave us the opportunity to explore new ways to communicate and promote Auburn. Our team continued to strategically engage stakeholders across campus to develop important COVID-19 messaging, keeping Auburn in the national conversation. Our collaborative efforts allowed students, faculty and staff to continue operations with minimal interruption.

You'll discover in the following pages that our award-winning team continues to build and grow the Auburn brand through our integrated approach, news expertise, social media platforms, creative projects and branded services. This year may have challenged us, but by all campus units working together, we demonstrated the true definition of the Auburn spirit.

War Eagle!

Mike Clardy
Mike Clardy
Assistant Vice President

Allow the 3 Pillars to be a visual divider in the background of the page.



HOW TO ROTATE

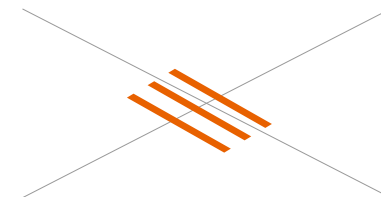
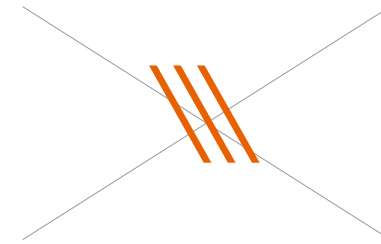
DOs

UPRIGHT

The 3 Pillars should appear upright.

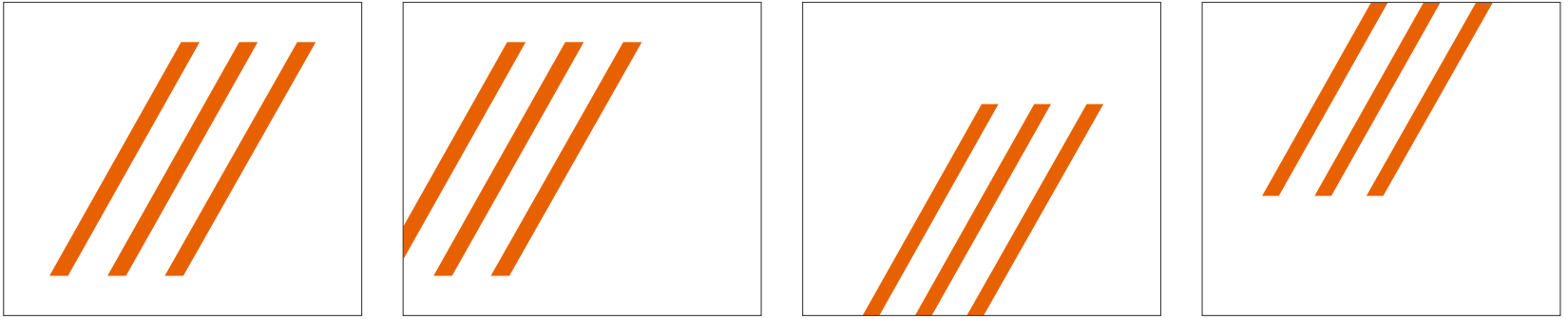


DON'Ts

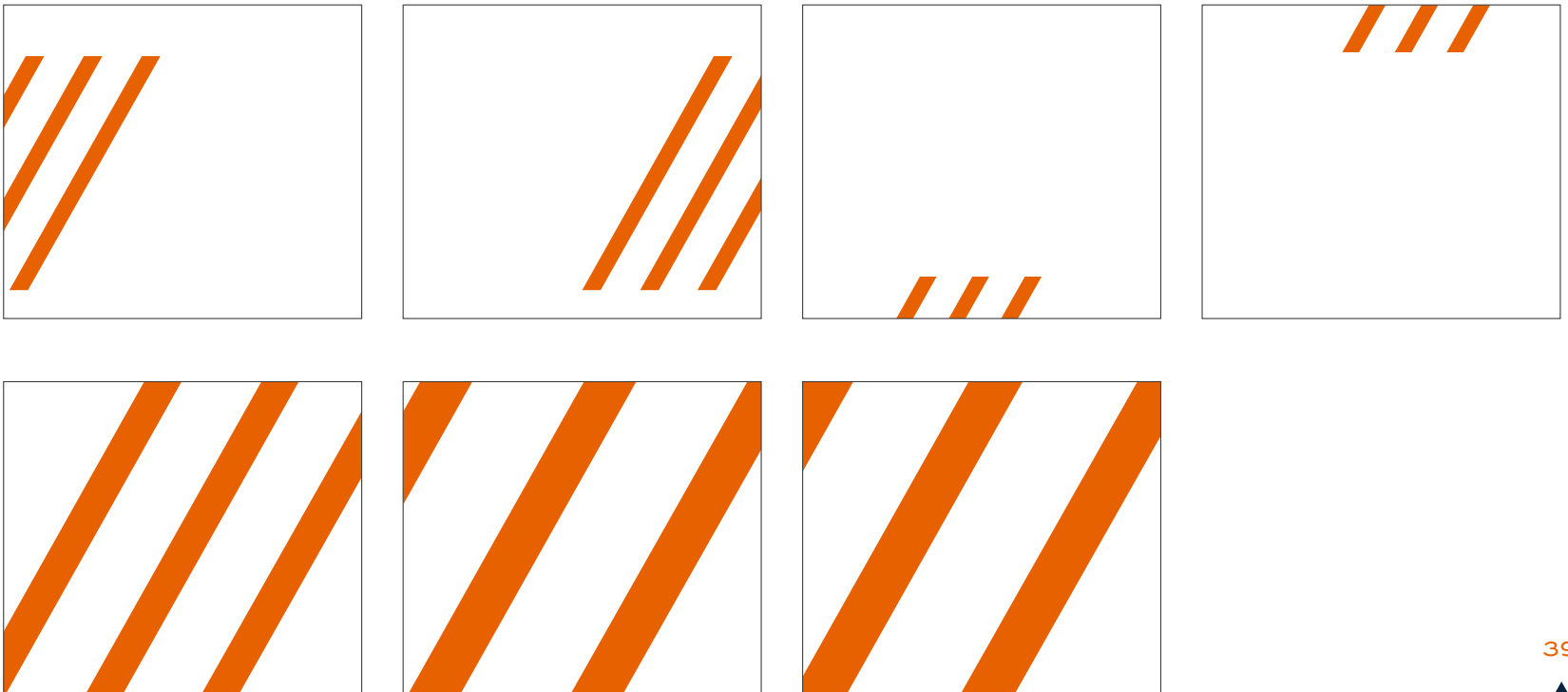


HOW TO CROP: 3 PILLARS

DOs

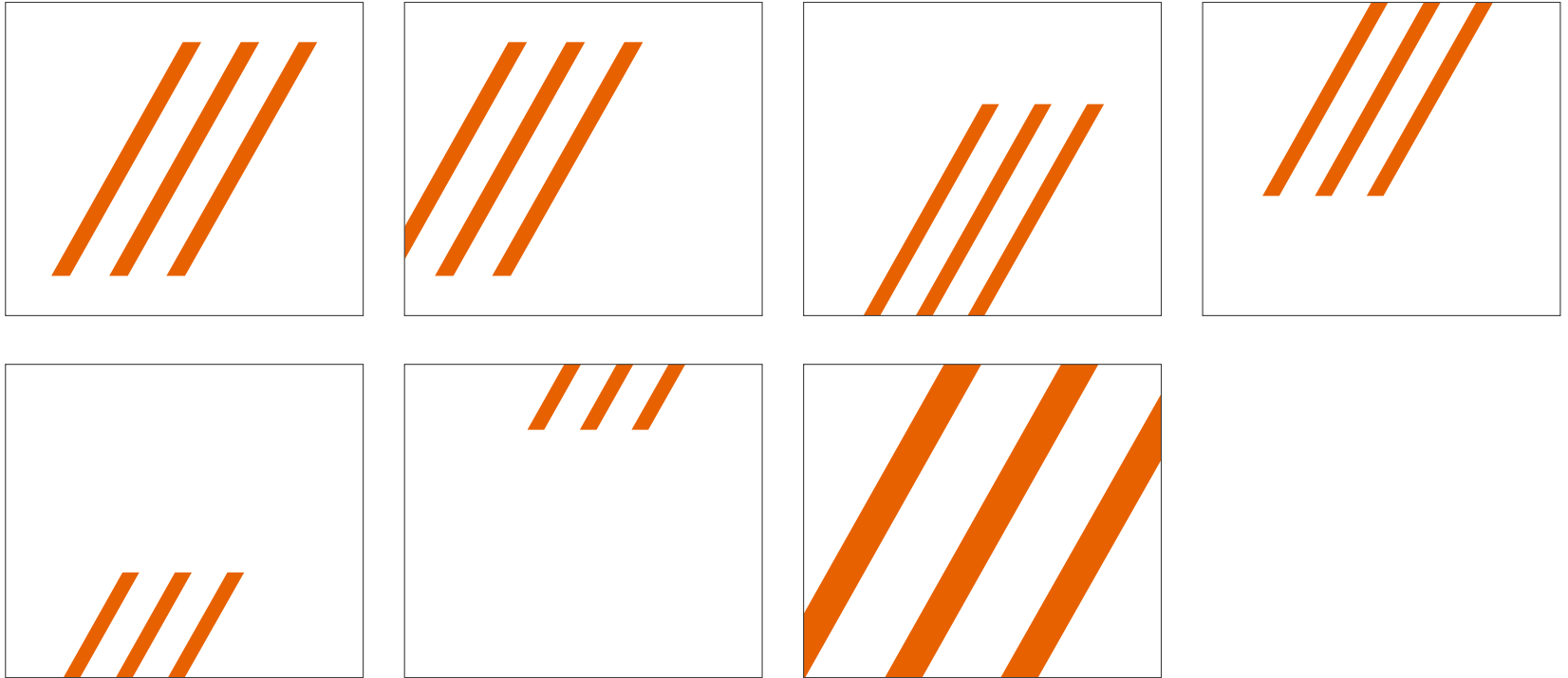


DON'Ts



HOW TO CROP: 3 PILLARS AS A CONCEPT

DOs



DON'Ts



HOW TO SCALE

DO



DO KEEP THE PROPORTION OF THE 3 PILLARS THE SAME.

In most Adobe Cloud software, **hold down shift and drag** to keep the same proportions.

In Photoshop, **drag** the bounding box of the 3 Pillars **without holding down shift**. (This has recently changed.)

In Word and PowerPoint, **drag the corners while holding shift**.

DON'T



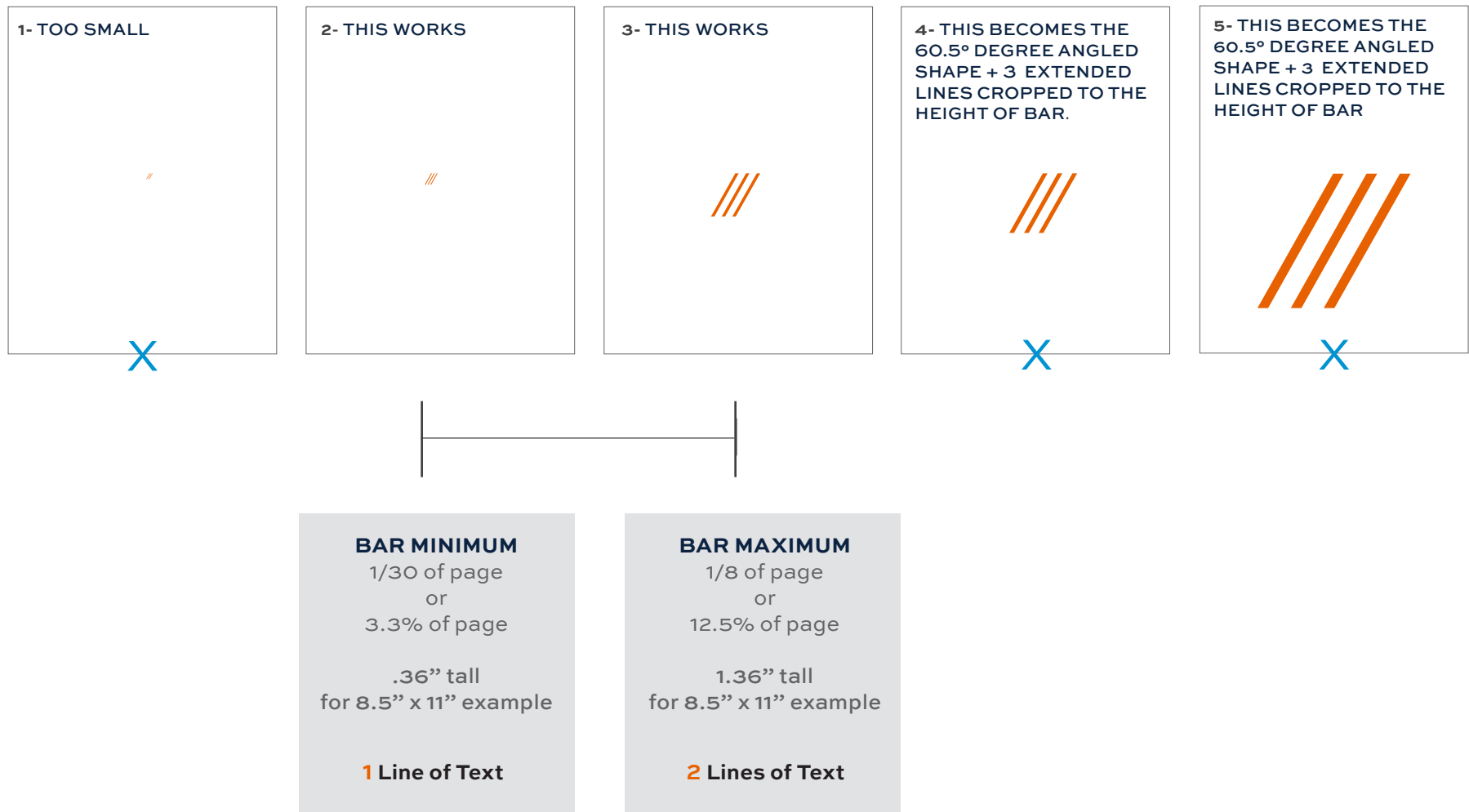
DON'T ADJUST THE PROPORTION OF THE 3 PILLARS.

Don't manipulate the shape in any way.

SIZE

The minimum height of the 3 Pillars on an 8.5" x 11" page is 0.36 inches tall or 1/30 of the page. Maximum height of the 3 Pillars on an 8.5" x 11" page is 1.36 inches tall or 1/8 of the page. Any height after 1/8 of the page the 3 Pillars is considered the "3 Extended Lines Cropped."

All of these examples are based on 8.5" x 11" sizing.



SIZES



There are two different sizes of the 3 Pillars: small and large.
Select the size that relates the best to your header and other objects on the page.

THE HEIGHT OF THE 3 PILLARS RELATES TO SIZE OF THE AU LOGO:

To determine the height of the 3 Pillars in relation to the AU Logo on the page, measure the AU logo based on the guidelines below. Minimum and maximum sizes each have their own measurements in relation to the AU logo. **These guidelines were created to prevent the 3 Pillars graphic element from becoming too large when it aligns with or appears close to the Auburn logo.**

SMALL: From the top of the “U” to the bottom of the “A” in the AU.



LARGE: From the top of the “U” to the bottom of the “U” in the AU.



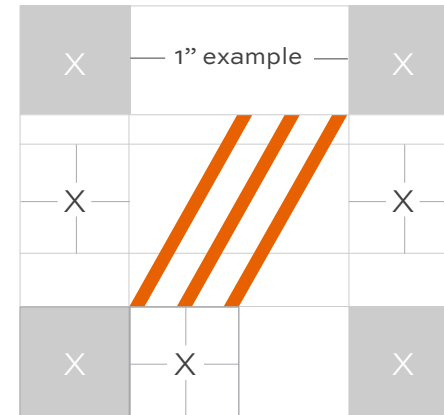
GENERAL CLEARSPACE



0.15" min.
(11px digital)

MINIMUM SIZE

The minimum acceptable size for the 3 Pillars is .15 inches wide for print materials or 11 pixels for digital formats. The 3 Pillars should not be made overly large, but sized appropriately based on the design aesthetic of the piece and proper clearspace.



Width of the
3 Pillars =
Clearspace for
all sides

CLEARSPACE

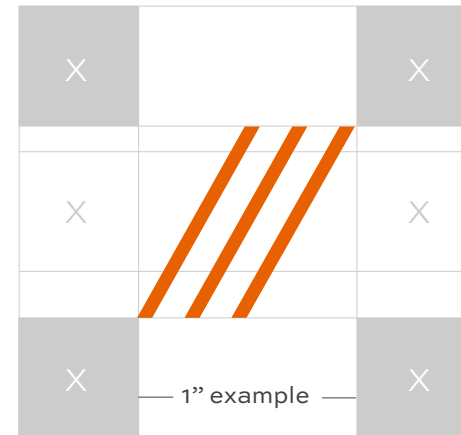
It is important to follow clearspace guidelines for the 3 Pillars. The surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace is the same as the **width of the 3 Pillars**.



CLEARSPACE IN RELATION TO AU LOGO




0.25" min.
(20px digital)




0.15" min.
(11px digital)

MINIMUM SIZE

The minimum acceptable size for the 3 Pillars is .15 inches wide for print materials or 11 pixels for digital formats. The 3 Pillars should not be made overly large, but sized appropriately based on the design aesthetic of the piece and proper clearspace.

CLEARSPACE

It is important to follow clearspace guidelines for the 3 Pillars. The surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace is the same clearspace as the AU logo. The clearspace of the AU logo 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 diagram).

BAR + 3 PILLARS DIRECTORY

BAR + 3 PILLARS



ORIGIN



COLORS



USAGE SAMPLES



ROTATION



CROP



SCALE



SIZE/HEIGHT



CLEARSPACE



BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 3: BAR + 3 PILLARS

The Bar + 3 Pillars element works best when applied at the top of a piece as a header element. The Bar + 3 Pillars element can contain a title with up to two lines of text. See the examples below. 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. See the pages to follow for color, size and clearspace guidelines.

USAGE EXAMPLES:



ORIGIN OF **THE BAR + 3 PILLARS**:

60.5°
ANGLED BAR



+

3 PILLARS
GRAPHIC ELEMENT



In order to create a border element/header element, the 3 Pillars graphic element was combined with a 60.5° Angled Bar. It is an extension of the 3 Pillars graphic element representing Auburn's three pillars of instruction, research and outreach.

WHAT **THE BAR + 3 PILLARS** SYMBOLIZE:

MOVING
FORWARD



+

AUBURN'S
THREE PILLARS

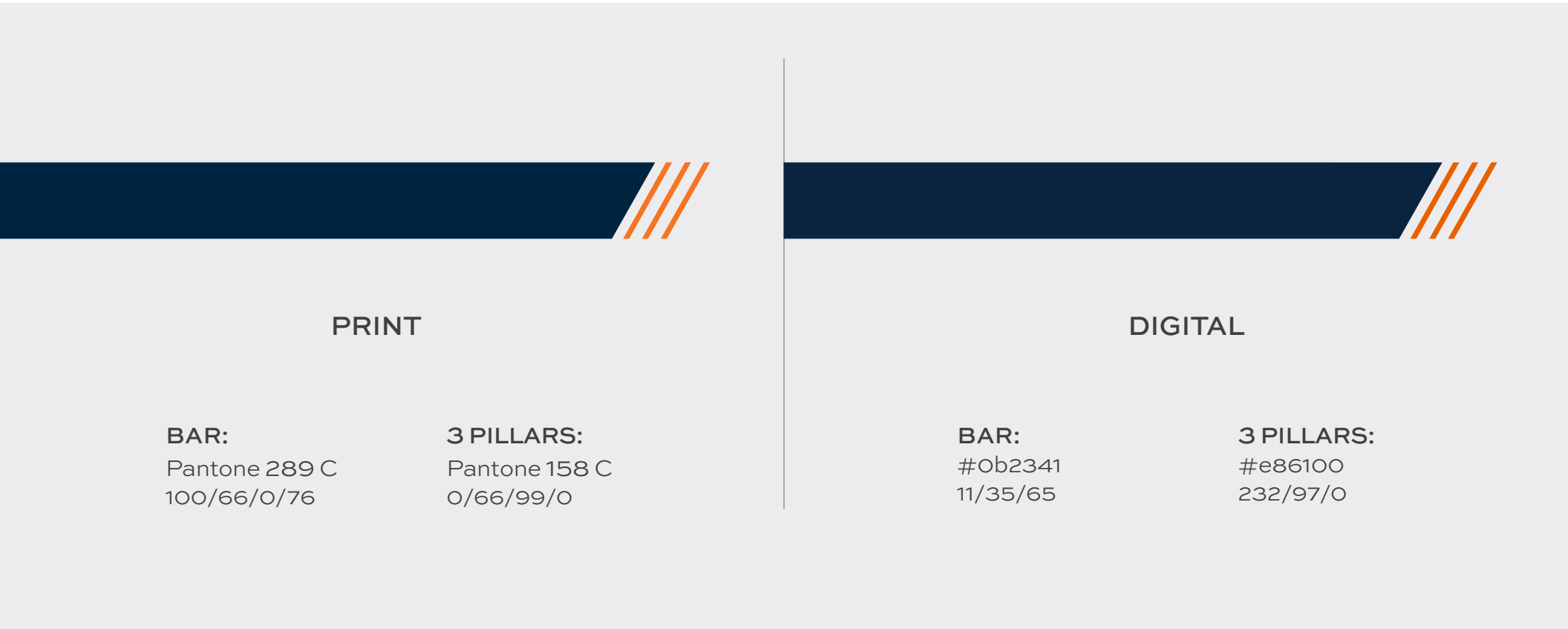


Just like the 3 Pillars, the Bar + 3 Pillars represents Auburn's three pillars and moving forward.

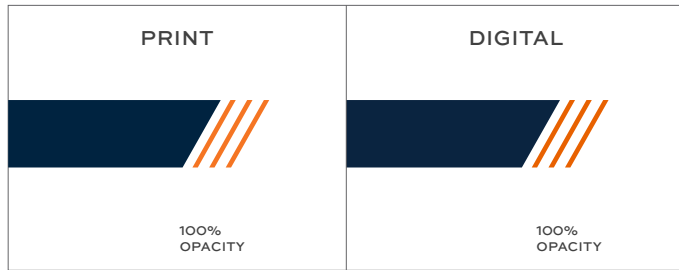


COLOR CODES OF THE BAR + 3 PILLARS: AUBURN BLUE + AUBURN ORANGE

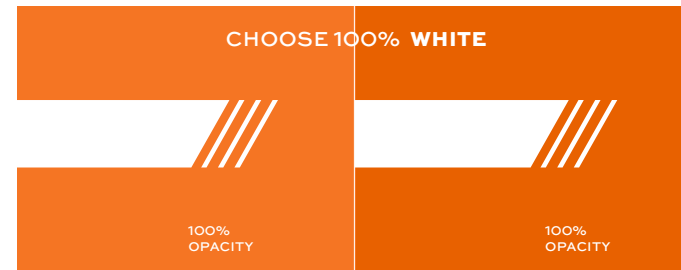
The primary color combination of the Bar + 3 Pillars is Auburn blue + Auburn orange. The other color options — Auburn orange, white, and Auburn blue + shades of Auburn orange — are alternatives that may be used based on design preference, but should match the guidelines for proper background color. **The color combination of a white bar + orange pillars is not permitted, please use the all Auburn orange or all white Bar + 3 Pillars.**



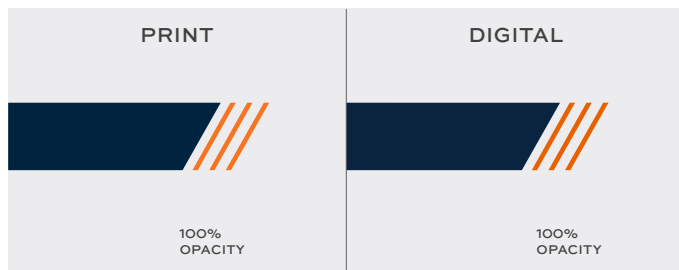
COLOR USAGE - AUBURN BLUE + AUBURN ORANGE



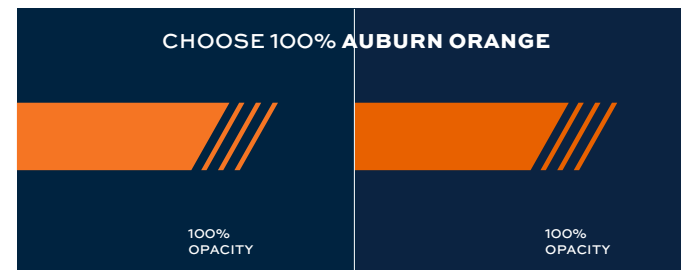
On white backgrounds, the preferred color is Auburn blue + Auburn orange. Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn blue + Auburn orange."



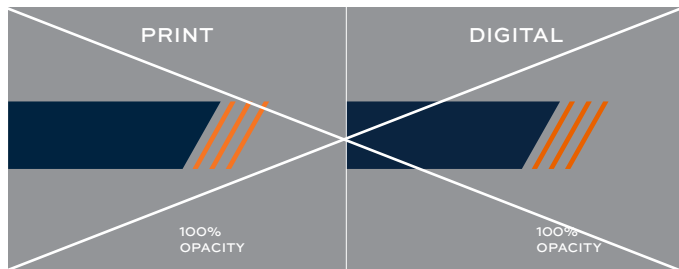
On Auburn orange backgrounds, use 100% white.



On light backgrounds, the preferred color is Auburn blue + Auburn orange. Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn blue + Auburn orange."



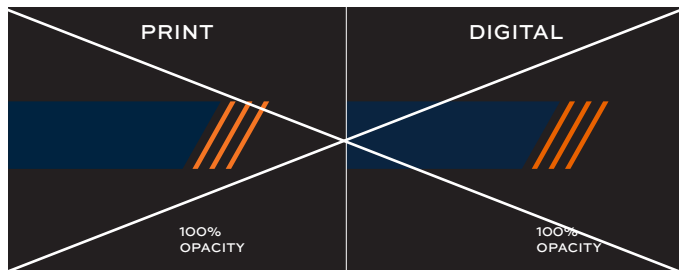
On Auburn blue backgrounds, use 100% Auburn orange.



Don't place the Auburn blue + Auburn orange Bar + 3 Pillars on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, the preferred color is Auburn blue + Auburn orange. Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn blue + Auburn orange."



Don't place the Auburn blue + Auburn orange Bar + 3 Pillars on a dark background because there is not enough contrast. Use 100% Auburn orange in this case.



Don't place the Bar + 3 Pillars on a dark photographic background because there is not enough contrast. Use 100% white in this case.

OPACITY NOTES

Always keep the Bar + 3 Pillars at 100% opacity.



COLOR CODES OF **THE BAR + 3 PILLARS**: AUBURN BLUE + SHADES OF AUBURN

Auburn blue + shades of Auburn orange is an alternative to the Auburn blue + Auburn orange option, depending on design preference. The color variation in the shades of Auburn orange can enhance a design.



PRINT

BAR:

Pantone 289 C
100/66/0/76

3 PILLARS:

Line 1 = 0/66/99/0
Line 2 = 0/70/100/8
Line 3 = 0/74/100/16

DIGITAL

BAR:

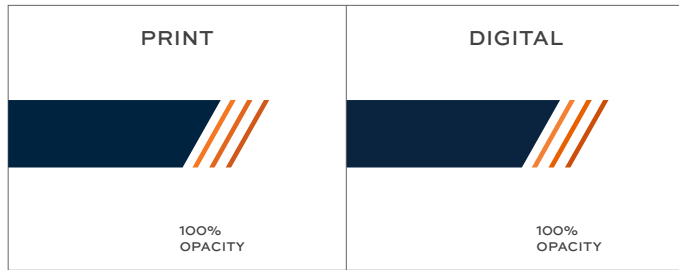
#0b2341
11/35/65

3 PILLARS:

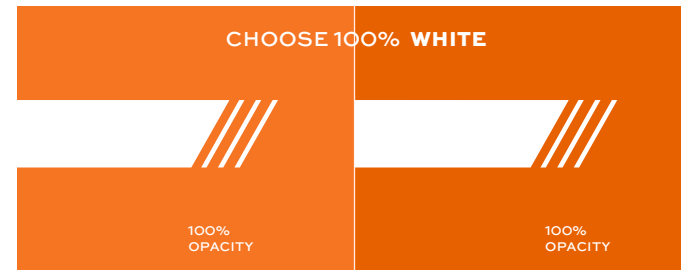
Line 1 = 237/129/51
Line 2 = 232/97/0
Line 3 = 204/78/11



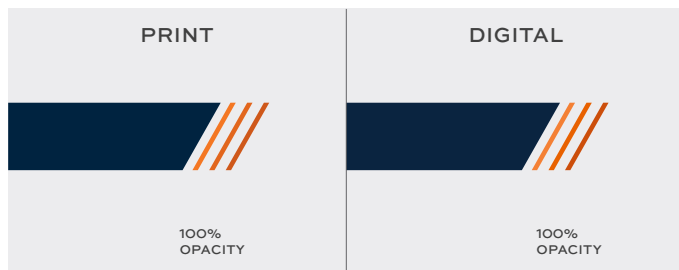
COLOR USAGE - AUBURN BLUE + SHADES OF AUBURN ORANGE



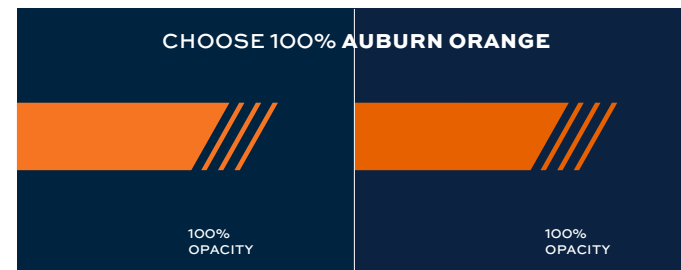
On white backgrounds, the preferred color is Auburn blue + shades of Auburn orange. Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn blue + shades of Auburn orange."



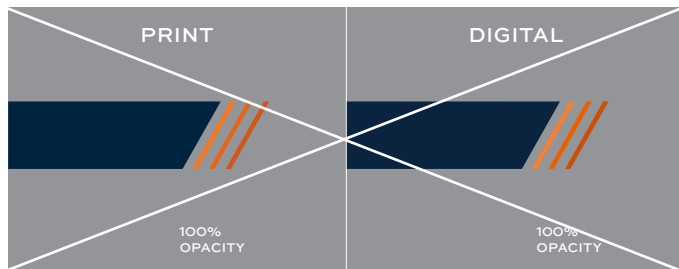
On Auburn orange backgrounds, use 100% white.



On light backgrounds, the preferred color is Auburn blue + shades of Auburn orange. Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn blue + shades of Auburn orange."



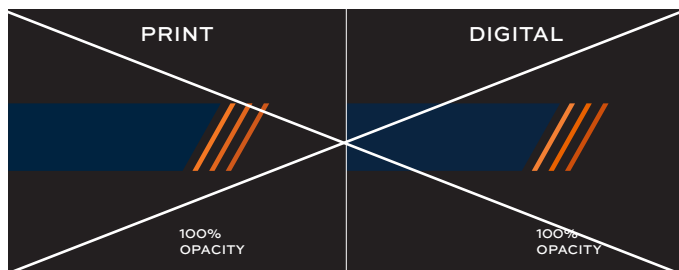
On Auburn blue backgrounds, use 100% Auburn orange.



Don't place the Auburn blue + shades of Auburn orange Bar + 3 Pillars on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, the preferred color is Auburn blue + shades of Auburn orange. Follow the color codes on the previous page, "Color Codes Bar + 3 Pillars: Auburn blue + shades of Auburn orange."



Don't place the Auburn blue + shades of Auburn orange Bar + 3 Pillars on a dark background because there is not enough contrast. Use 100% Auburn orange in this case.



Don't place the Auburn blue + shades of Auburn orange Bar + 3 Pillars on a dark photographic background because there is not enough contrast. Use 100% white in this case.

OPACITY NOTES

Always keep the Bar + 3 Pillars at 100% opacity.



COLOR CODES OF **THE BAR + 3 PILLARS**: FULL AUBURN ORANGE

The primary color combination of the Bar + 3 Pillars is Auburn blue + Auburn orange. Full Auburn orange is an alternate option, depending on design preference. The Auburn orange Bar + 3 Pillars looks great on the Auburn blue background.



PRINT

Pantone 158 C
0/66/99/0

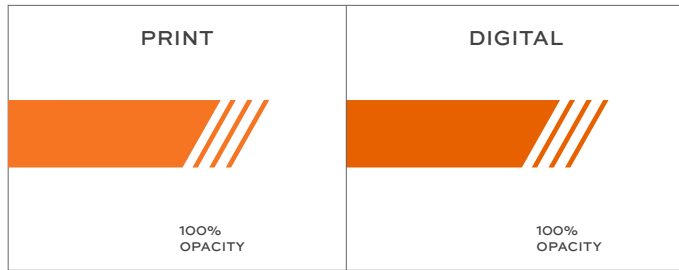


DIGITAL

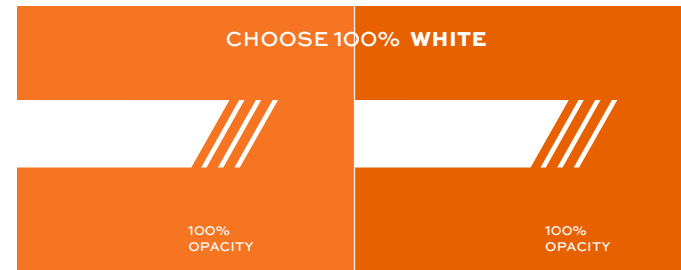
#e86100
232/97/0



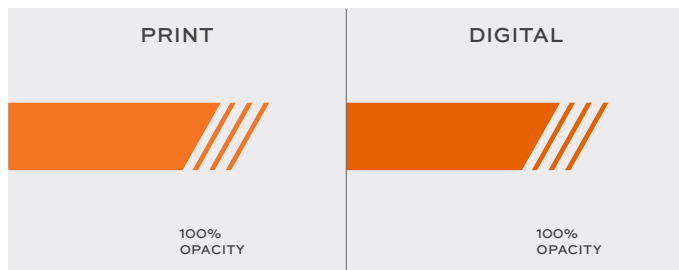
COLOR USAGE - FULL AUBURN ORANGE



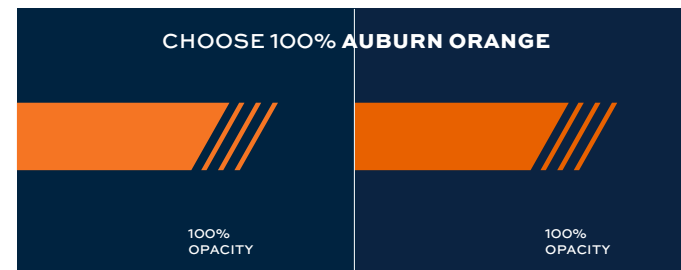
On white backgrounds, the preferred color is Auburn blue + Auburn orange. But in some instances you may use Auburn orange, as seen here. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: Auburn orange.”



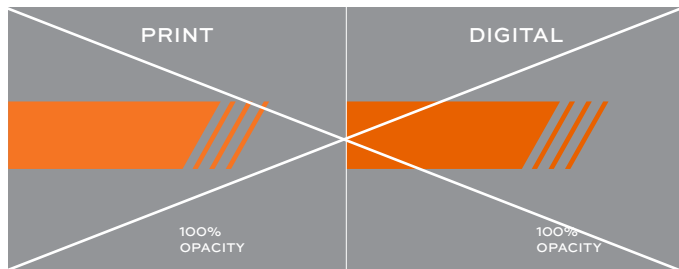
On Auburn orange backgrounds, use 100% white.



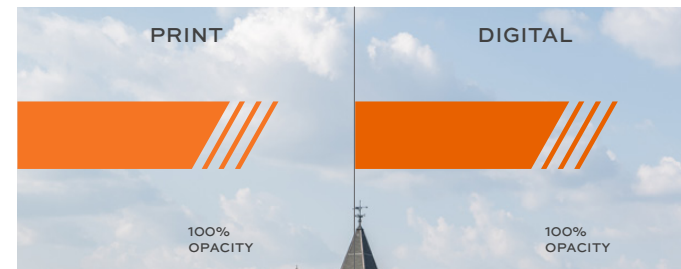
On light backgrounds, the preferred color is Auburn blue + Auburn orange. But in some instances you may use Auburn orange, as seen here. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: Auburn orange.”



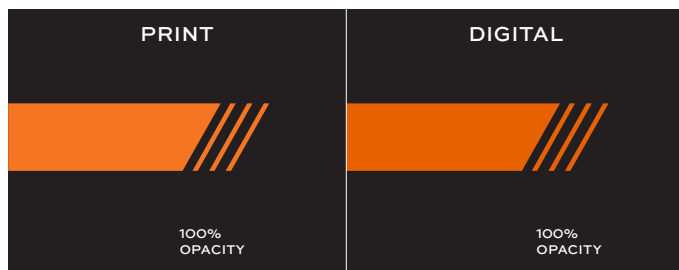
On Auburn blue backgrounds, use 100% Auburn orange.



Don't place the Auburn orange Bar + 3 Pillars on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, the preferred color is Auburn blue + Auburn orange. But in some instances you may use Auburn orange, as seen here. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: Auburn orange.”



On dark backgrounds, the preferred color is Auburn orange. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: Auburn orange.”



Don't place the Auburn orange Bar + 3 Pillars on a dark photographic background because there is not enough contrast. Use 100% white in this case.

OPACITY NOTES

Always keep the Bar + 3 Pillars at 100% opacity.



COLOR CODES OF THE BAR + 3 PILLARS: WHITE

White is an alternate option, depending on design preference. White looks best on top of an Auburn orange or blue background. For all other colored backgrounds, choose Auburn blue + Auburn orange before choosing white.



PRINT

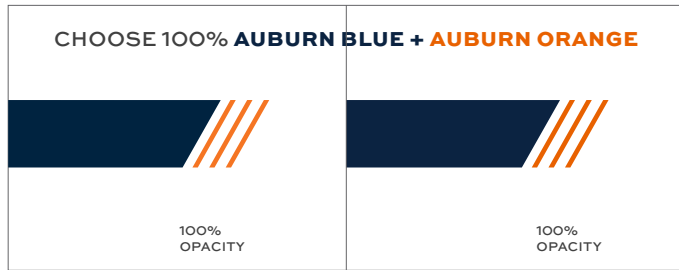
100% white/paper
0/0/0/0

DIGITAL

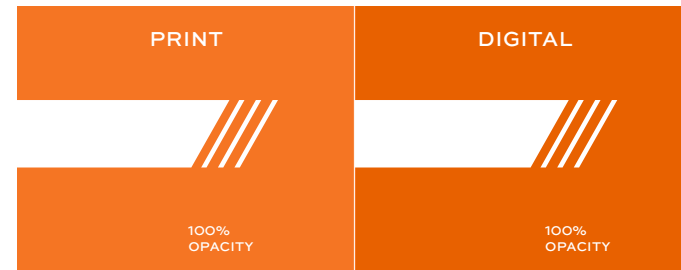
100% white/paper
#ffffff
255/255/255



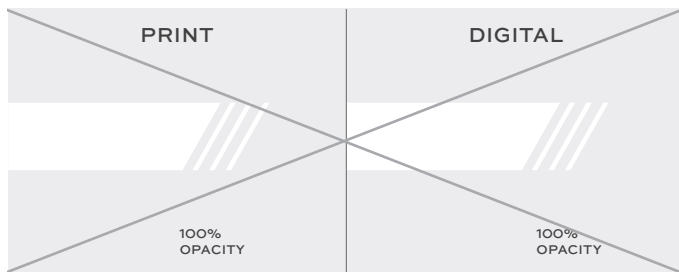
COLOR USAGE - WHITE



On white backgrounds, the preferred color is Auburn blue + Auburn orange. Follow the color codes on the page “Color Codes Bar + 3 Pillars: Auburn blue + Auburn orange.”



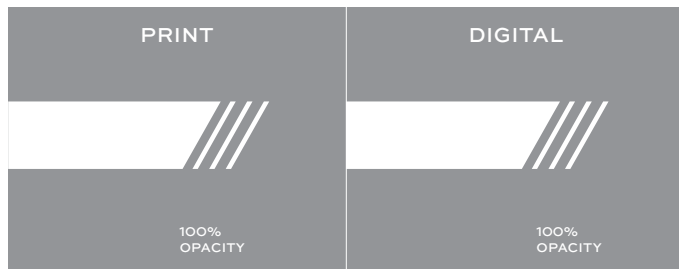
On Auburn orange backgrounds, use 100% white. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: white.”



Don't place white Bar + 3 Pillars on a light background. The preferred color is Auburn blue + Auburn orange. Follow the color codes on the page “Color Codes Bar + 3 Pillars: Auburn blue + Auburn orange.”



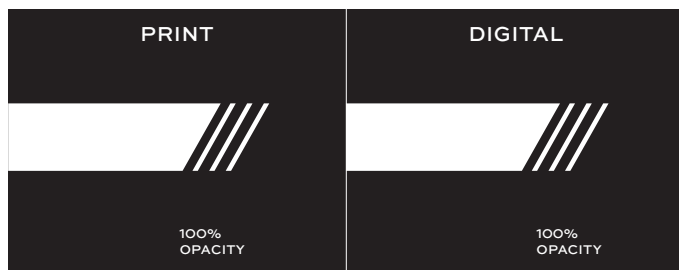
On Auburn blue backgrounds, the preferred color is Auburn orange. In some instances white may be used, as seen here. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: white.”



On mid-range backgrounds, the preferred color is white. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: white.”



On light photographic backgrounds, the preferred color is Auburn blue + Auburn orange. In some instances you may use 100% white, as seen here. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: white.”



On mid-range backgrounds, the preferred color is Auburn orange. In some instances white may be used, as seen here. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: white.”



On dark photographic backgrounds, the preferred color is white. Follow the color codes on the previous page, “Color Codes Bar + 3 Pillars: white.”

OPACITY NOTES

Always keep the Bar + 3 Pillars at 100% opacity.



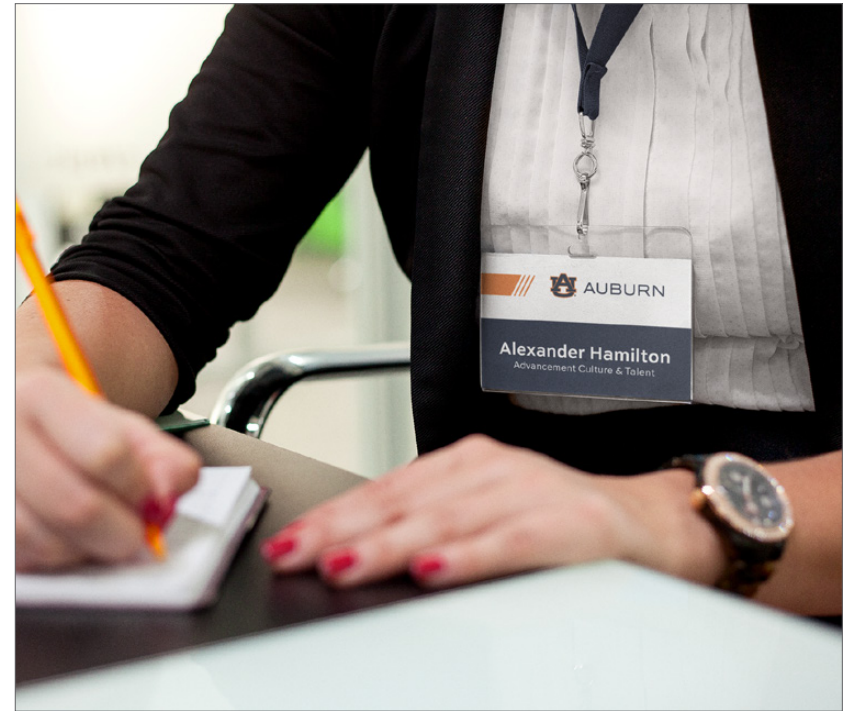
USAGE: EMPHASIZED HEADER

Use the Bar + 3 Pillars as a header at the top of a page to add visual interest. Let the Bar + 3 Pillars emphasize a title or a logo. Make sure to follow the clearspace and size guidelines on the following pages. See “Color Options” pages for proper usage of colors.

AN UPDATE FROM
TITLE OF YOUR TEAM OR DEPARTMENT

AUBURN

INFORMATIONAL BAR LIST ITEM 1 | LIST ITEM 2 | LIST ITEM 3 | LIST ITEM 4



AUBURN WELCOME

TITLE OF AGENDA

MONTH DATE YEAR

8:00 a.m. - 8:30 a.m. **TITLE OF EVENT** Location
This is placeholder text for you to write a description of your event or meeting that will take place.

8:00 a.m. - 8:30 a.m. **TITLE OF EVENT** Location
This is placeholder text for you to write a description of your event or meeting that will take place.

Location 8:00 a.m. - 8:30 a.m. **TITLE OF EVENT**
This is placeholder text for you to write a description of your event or meeting that will take place.

MONTH DATE YEAR

Location 8:00 a.m. - 8:30 a.m. **TITLE OF EVENT**
This is placeholder text for you to write a description of your event or meeting that will take place.

Location 8:00 a.m. - 8:30 a.m. **TITLE OF EVENT**
This is placeholder text for you to write a description of your event or meeting that will take place.

Contact Name | (334) 844-7009 Candidate Name
Candidate Position Title

TIGER

5 FOOTER

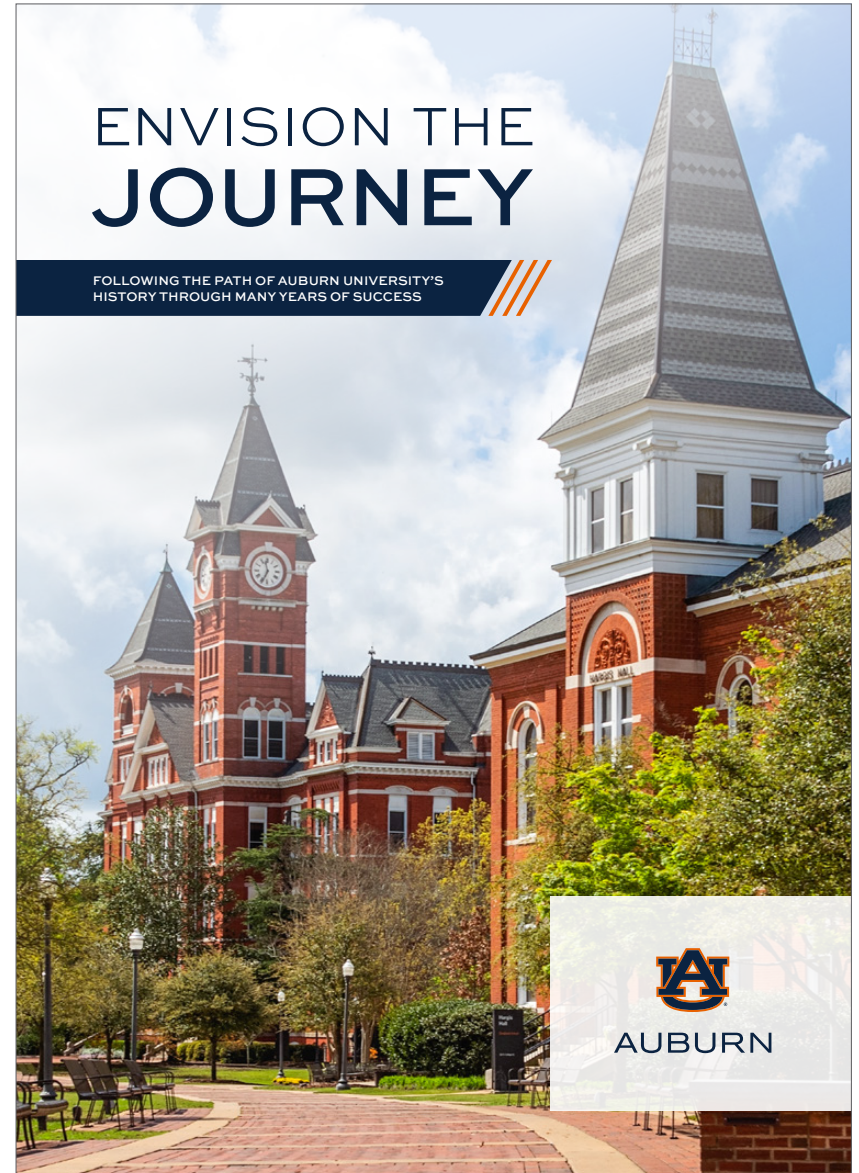


USAGE: FRAME FOR TITLE

Use the Bar + 3 Pillars as a header element that contains a title. The Bar + 3 Pillars can only contain up to two lines of text. Make sure to follow the clearspace and size guidelines on the following pages. See “Color Options” pages for proper usage of colors. Make sure to leave proper clearspace around the text in the graphic element. See the page “Clearspace of text inside the Bar + 3 Pillars” for clearspace rules for this usage example.



USAGE: FRAME FOR TITLE *continued*



USAGE: SOCIAL MEDIA ICON FRAME

Use the Bar + 3 Pillars as a frame for social media icons. The Bar + 3 Pillars can only contain one or two lines of text. Make sure to leave proper clearspace around the text inside the Bar. See the page “Clearspace inside the Bar + 3 Pillars” for clearspace rules for this usage example.




 AUBURN

A NEW BEGINNING STARTS TODAY

MEET WITH AN ADVISOR

On pro beaquam dunti od et volupta sedi volupta quidem ipiendi tiatus di tecuscipsum voluptur siminimet pelitati ut re et, te num into to essedi aut quatum quati aspel inti tempos dolupta sum vent faceribeat vit qui duciliquatia nonse vel es asi dios simet eosant faccus aln eatur sequam, se soloribuste sequisc ienecti sitiore asimint lautem veliten isquam quos voluptio.

Totati omnitauqua quidundant reuitem as deribeatem velesequas ut od qui conseriae doluptatis atiisci enietur, que oditempel est estiis earuntur, sum ea viditas estis sum, nos alicia soloressit asi tem cus exerupta nimin commit.

MAJORS

- Agriculture
- Architecture
- Industrial Design
- Graphic Design
- Landscape Architecture
- Business Analytics
- Finance
- Marketing
- Supply Chain Management
- Education
- Engineering

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**SUMMER PROGRAMS
2023**

FOLLOW @AUPROGRAM
ON SOCIAL MEDIA




 AUBURN



USAGE: SOCIAL MEDIA ICON FRAME *continued*

SAVE THE DATE

March 20, 2023

ADMITTED STUDENT DAY

YOUR HEADER GOES HERE.

This would be basic information supporting your headline or event. Entiusda nditenis ut occaeptat pore natibusa veles as estiis etur, tem earum et iscia sit eatquam nonsed que et aut re nissecest, etur? Pudaenonsenis renis andanda dolorporeium faciducia eatibus es vel et dolo volum endit parum

/// AGENDA

Registration	8:00 AM
Morning Sesstion	9:00 AM
Lunch Provided	12:00 PM

Office of Undergraduate Admissions
The Quad Center
1161 W. Samford Ave., Building 8
Auburn, AL 36849-0001

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U.S. POSTAGE
PAID
AUBURN, AL
PERMIT NO. 9

Need more information?
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f i t v



USAGE: TOP/BOTTOM BORDER

Use the Bar + 3 Pillars at the top/bottom of a page as a border. Make sure to follow the clearspace and size guidelines on the following pages. See “Color Options” pages for proper usage of colors.

In some cases, you may allow the Bars + 3 Pillars to emphasize a graphic. Make sure to have the proper clearspace when emphasizing a graphic.



Candidate Name
Candidate position title


AUBURN

Contact
Insert Name
(334) 844-8987

TITLE OF AGENDA

MONTH DATE YEAR

8:00 a.m. - 8:30 a.m.	TITLE OF EVENT This is placeholder text for you to write a description of your event or meeting that will take place.	Location
8:00 a.m. - 8:30 a.m.	TITLE OF EVENT This is placeholder text for you to write a description of your event or meeting that will take place.	Location
8:00 a.m. - 8:30 a.m.	TITLE OF EVENT This is placeholder text for you to write a description of your event or meeting that will take place.	Location


MONTH DATE YEAR

8:00 a.m. - 8:30 a.m.	TITLE OF EVENT This is placeholder text for you to write a description of your event or meeting that will take place.	Location
8:00 a.m. - 8:30 a.m.	TITLE OF EVENT This is placeholder text for you to write a description of your event or meeting that will take place.	Location

REASONS TO APPLY TO AUBURN

- This is a place you'll call home for four years
- Filled with spirit and tradition, providing you with a sense of belonging.
- A place where you'll grow, learn, and be prepared to leap into your future.
- This is where you'll always be part of the Auburn Family, as a student and forever as a graduate.

17 FOOTER





USAGE: DIVIDER

Use the Bar + 3 Pillars as a divider between two elements of a design. Make sure to follow the clearspace and size guidelines on the following pages. See “Color Options” pages for proper usage of colors.

TITLE GOES HERE

SUBHEADER 1
SUBHEADER 2

TITLE OF INFO

- Bullet 1
- Bullet 2
- Bullet 3
- Bullet 4
- Bullet 5
- Bullet 6
- Bullet 7
- Bullet 8

TITLE OF INFO

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Quiae omnihic iaepell uptaectas sit exit doluptates rem. Debitis am sinvellis accullauda sequiam quam lati quatur? Peris quas re, consequo blatur aspedit ea aspedit ibeat. Elento officii dollandis res consequo ossequibus excea de conetur, simoste consent magniss untorum quis modi corro cum sequis elignimin erum nos mod qui illupti sitempor.

TITLE OF LINK

Please visit [insertyourwebpagehere.com](#)

HERE IS SOME MORE INFO
[anotherlink.com](#)
Instructions for the webpage.

Contact Info
[emailgoeshere@gmail.com](#)



HOW TO ROTATE

DOs



Upright

The 3 Pillars should appear upright.



Horizontally + Vertically Reflected

Reflect the bar horizontally and then vertically to allow the 3 Pillars to remain in an upright (upward) position. The Bar will appear on the right side of the 3 Pillars.

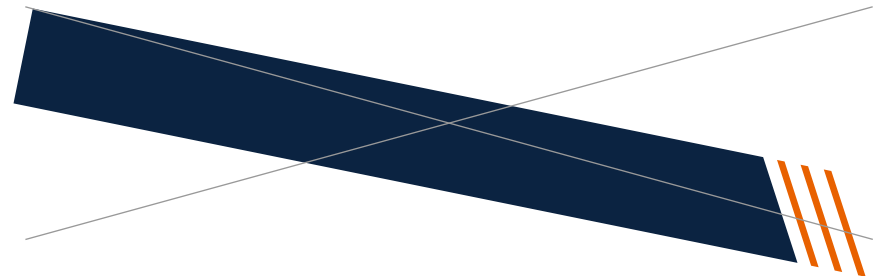
DON'Ts



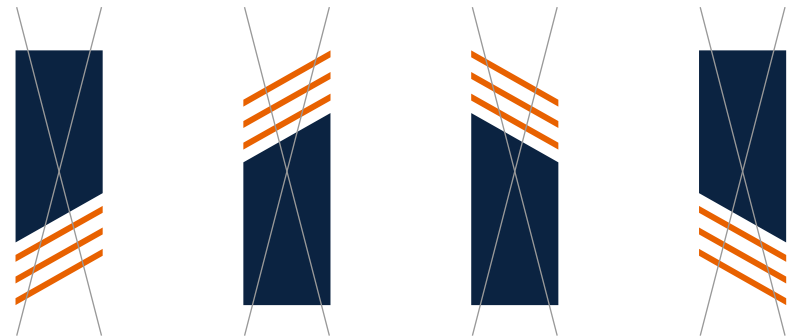
Horizontally Reflected Alone



Vertically Reflected Alone



Rotated at Random Angles

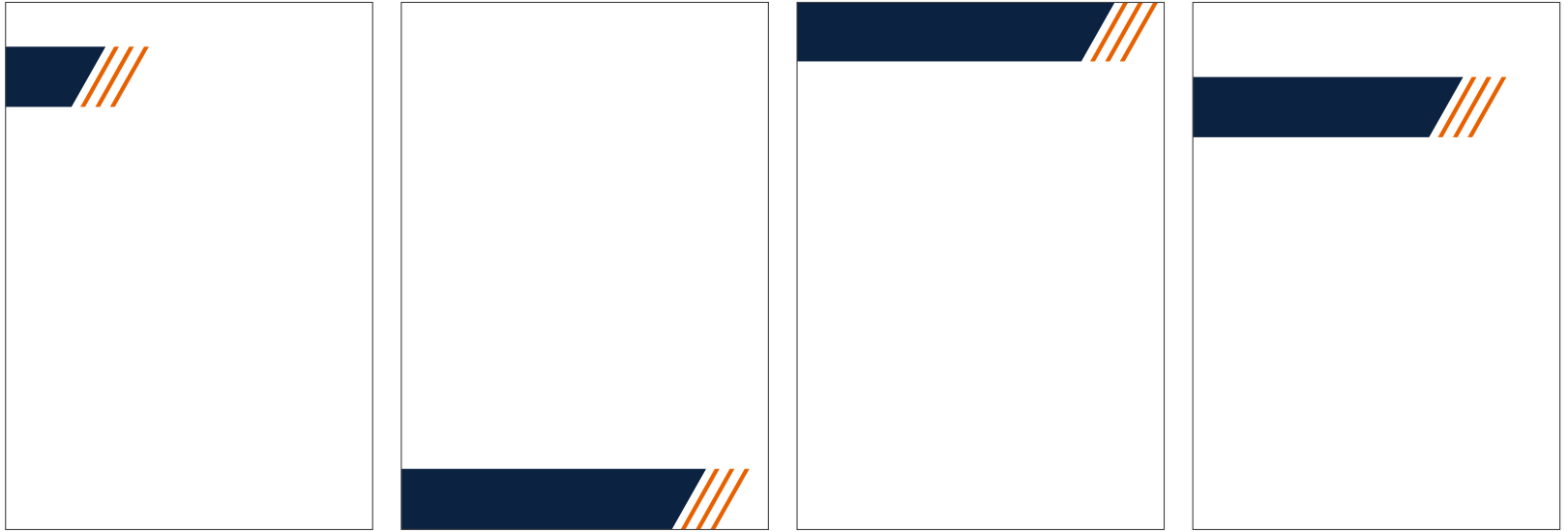


Rotated 90 Degrees



HOW TO CROP

DOs



DON'Ts



HOW TO SCALE

DO



1 DO KEEP THE PROPORTION OF THE BAR + 3 PILLARS THE SAME.

In most Adobe Cloud software, **hold down shift and drag** to keep the same proportions.

In Photoshop, **drag** the bounding box of the Bar + 3 Pillars **without holding down shift**. (This has recently changed.)

In Word and PowerPoint, **drag the corners while holding shift**.



2 DO EXTEND THE BAR + 3 PILLARS WHILE MAINTAINING PROPORTIONS OF 3 PILLARS.

In most Adobe Cloud software, use the Direct Selection Tool (A) while holding SHIFT to select only the anchor points at the left end of the Bar. Click the left Arrow key on the keyboard until the bar is extended to the desired length.

Create the desired length of the Bar in Adobe Illustrator before dropping into PowerPoint or Word. Once you have dropped the Bar + 3 Pillars into PowerPoint or Word, crop the Bar to the desired length.



HOW TO SCALE

DON'T



- 1 DON'T STRETCH THE PILLARS. ALWAYS KEEP THE PROPER PROPORTION OF THE 3 PILLARS.



- 2 DON'T STRETCH THE PILLARS. ALWAYS KEEP THE PROPER PROPORTION OF THE 3 PILLARS.



- 3 DON'T ADJUST THE 3 PILLARS IN ANY WAY. ALWAYS KEEP THE PROPER PROPORTION OF THE 3 PILLARS.

SCALE DEPENDS ON LINES OF TEXT

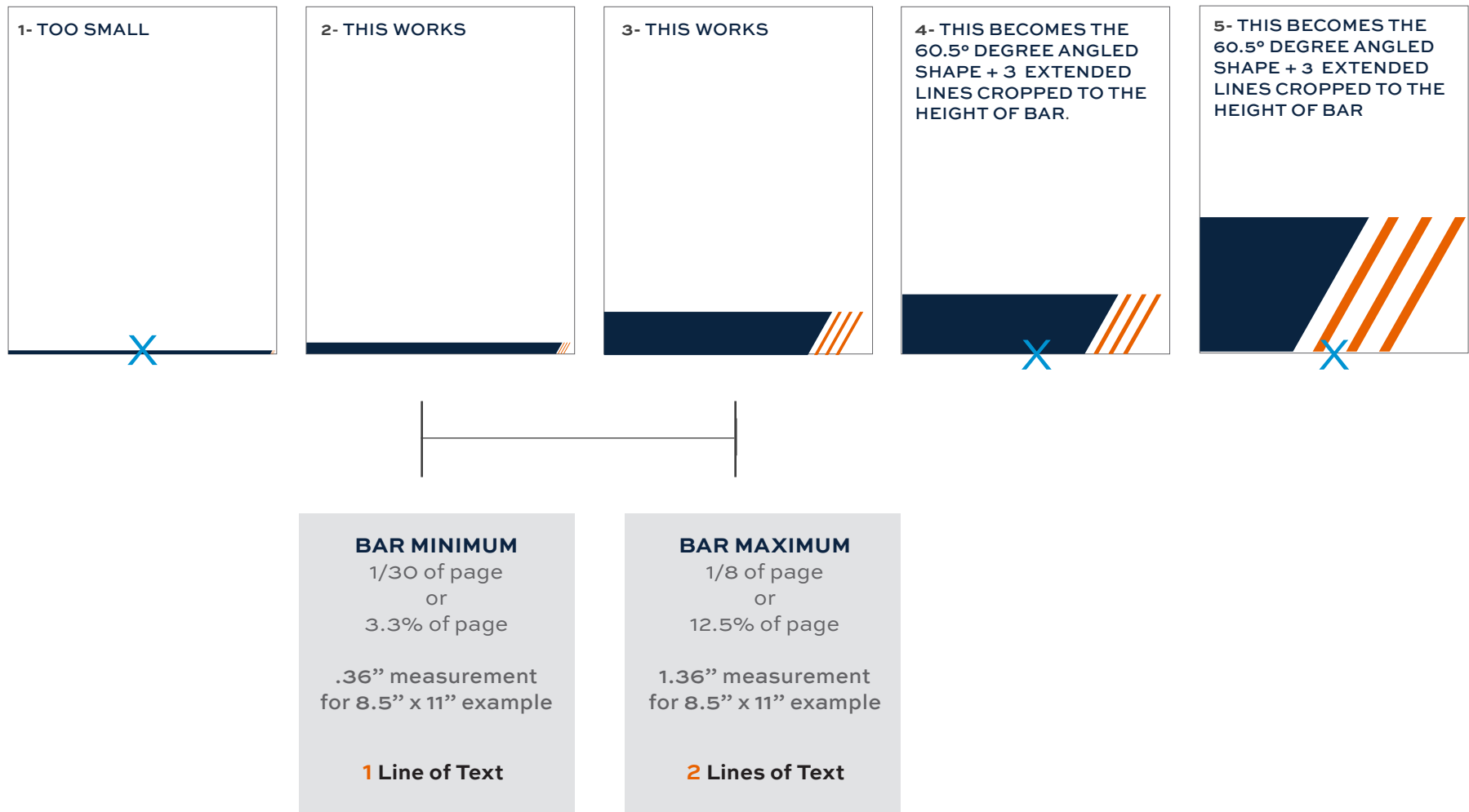


Scale of the bar increases as an additional line of text is added to create more space for the additional line of text. Always make sure the angle of the Bar is still the same angle as the original 60.5 degrees. *Please note* that after two lines of text the Bar + 3 Pillars becomes the “60.5 degree angled shape + 3 Extended Lines Cropped to the Height of the Bar,” and should follow guidelines accordingly. Reference the page “When Bar + 3 Pillars becomes 60.5 degree angled shape + 3 Extended Lines Cropped to the Height of the Bar” for more information.

SIZE

The minimum height of the Bar + 3 Pillars on an 8.5" x 11" page is 0.36 inches tall or 1/30 of the page. Maximum height of the Bar + 3 Pillars on an 8.5" x 11" page is 1.36 inches tall or 1/8 of the page. Any height after 1/8 of the page the Bar + 3 Pillars is considered the "60.5 degree angled shape + 3 Extended Lines Cropped to the Height of the Bar."

All of these examples are based on 8.5" x 11" sizing.



SIZES



There are two different sizes of the Bar + 3 Pillars: small and large.
Select the size that relates the best to your header and other objects on the page.



THE HEIGHT OF BAR + 3 PILLARS IN RELATION TO AU LOGO:

To determine the height of the Bar + 3 Pillars in relation to the AU Logo on the page, measure the AU logo based on the guidelines below. Minimum and maximum sizes each have their own measurements in relation to the AU logo. **These guidelines were created to prevent the Bar + 3 Pillars graphic element from becoming too large when it aligns to or appears close to the Auburn logo.**

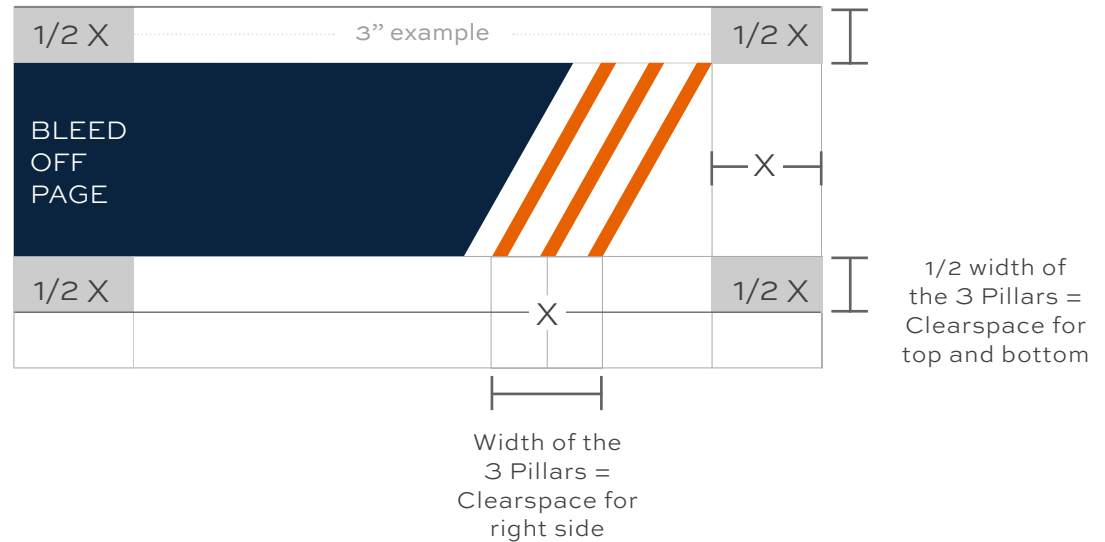
SMALL: From the top of the “U” to the bottom of the “A” in the AU.



LARGE: From the top of the “U” to the bottom of the “U” in the AU.



CLEARSPACE



MINIMUM SIZE

The 3 Pillars minimum acceptable size .25 inches wide for print materials or 20 pixels for digital formats. The Bar + 3 Pillars should not be made overly large, but sized appropriately based on the height guidelines on the previous page.

CLEARSPACE

It is important to follow clearspace guidelines for the Bar + 3 Pillars. The surrounding area should be kept clear of competing text, images and graphics.

For the right side, the absolute minimum amount of clearspace is the width of the 3 Pillars.

For the left side, the bar should completely bleed off the page.

For the top and bottom, the minimum amount of clearspace is 1/2 the width of the 3 Pillars.

CLEARSPACE **INSIDE THE BAR + 3 PILLARS**

For a title in the Bar + 3 Pillars, make sure there is plenty of breathing room between the text and the edge of the graphic element. Center the text vertically in the graphic element.



DOs



This is correct usage of text in the Bar + 3 Pillars as a title.

DON'Ts



This example falls too far to the right and is too close to the right edge of the bar.



This example falls too far to the left and is too close to the left edge of the bar.



This example is too close to all the edges of the bar and needs to decrease in font size.



CLEARSPACE AND TITLES

Follow the clearspace rules from the page above. The clearspace between text in a title and the Bar + 3 Pillars is equal to the space between the top of the "U" slab serif and the bottom of the "A" slab serif in the AU logo. See the example below.



CLEARSPACE AND LOGOS

Follow the clearspace rules from the clearspace page. The clearspace between a logo and the Bar + 3 Pillars is equal to the space between the top of the "U" slab serif and the bottom of the "A" slab serif in the AU logo. See the example below.



BAR DIRECTORY

BAR



ORIGIN



COLORS



USAGE SAMPLES



ROTATION



CROP



SCALE



SIZE/HEIGHT



CLEARSPACE

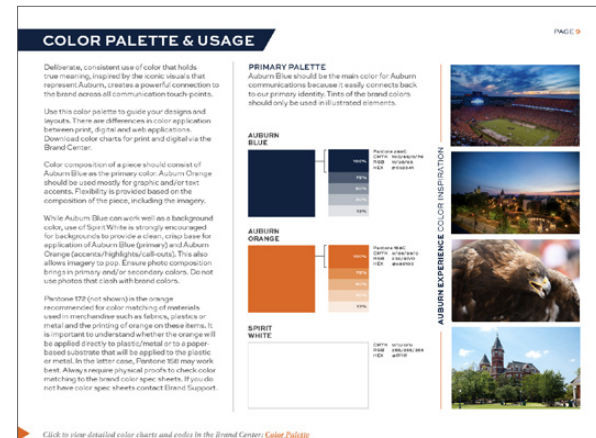
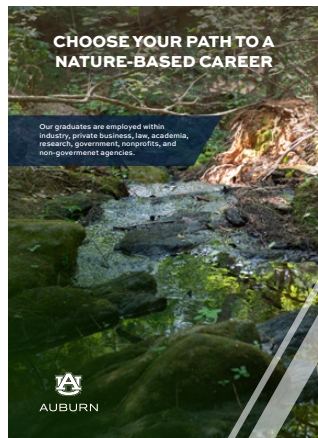


BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 4: BAR

Remove the 3 Pillars from the Bar and 3 Pillars and that leaves the Bar alone. The Bar can act as a text container for titles and up to four lines of text. See the pages to follow for color, size and clearspace guidelines.

USAGE EXAMPLES:



ORIGIN OF **THE BAR**:

MOVING
FORWARD

60.5°
ANGLED BAR

Since the angle of the bar is 60.5 degrees, the Bar represents Auburn moving forward.



COLOR CODES OF **THE BAR:** AUBURN BLUE

The primary color of the Bar is Auburn blue. Auburn orange and white are alternatives that may be used based on design preference.



PRINT

BAR:
Pantone 289 C
100/66/0/76

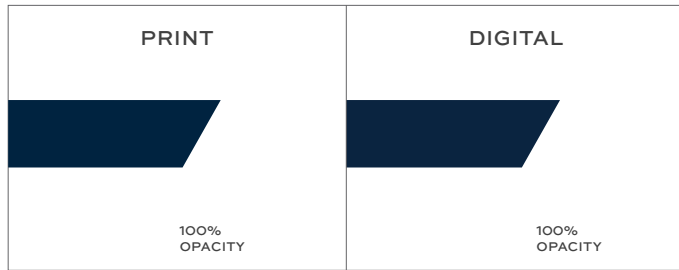


DIGITAL

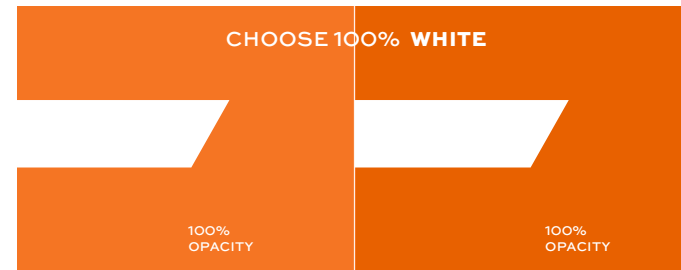
BAR:
#0b2341
11/35/65



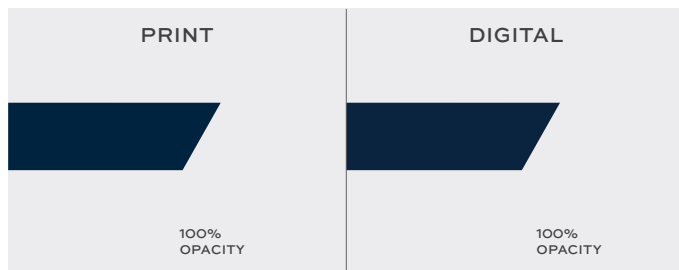
COLOR USAGE - AUBURN BLUE



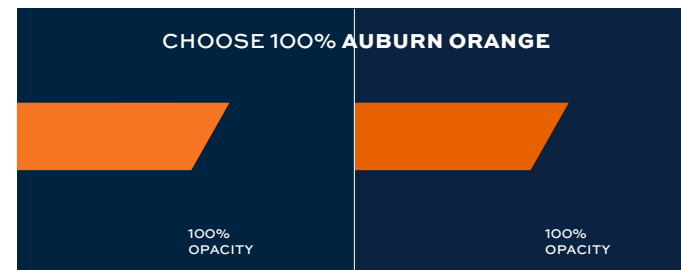
On white backgrounds, the preferred color is Auburn blue. Follow the color codes on the previous page, "Color Codes of the Bar: Auburn blue."



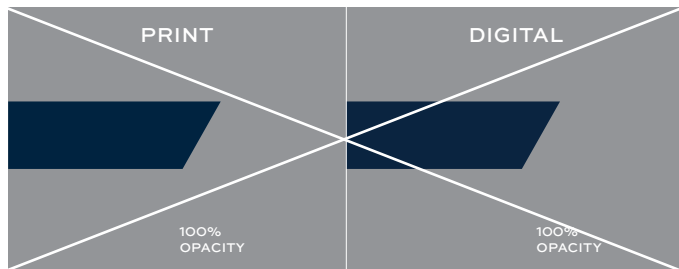
On Auburn orange backgrounds, use 100% white.



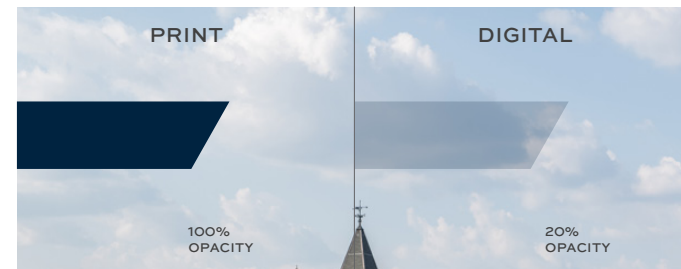
On light backgrounds, the preferred color is Auburn blue. Follow the color codes on the previous page, "Color Codes of the Bar: Auburn blue."



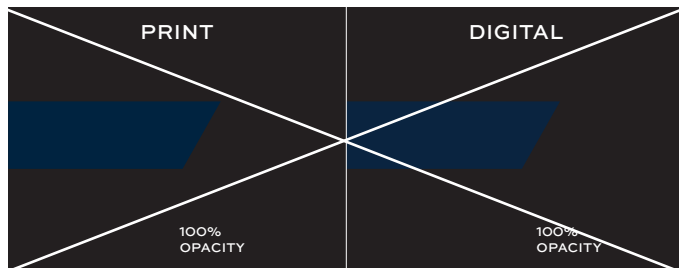
On Auburn blue backgrounds, use 100% Auburn orange.



Don't place the Auburn blue Bar on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, the preferred color is Auburn blue. The Bar is meant to be used as a text container. Adjust the opacity of the Bar to appear as a subtle element on the page highlighting text. The opacity can be 100%-20% based on the desired look.



Don't place the Auburn blue Bar on a dark background because there is not enough contrast. Use 100% Auburn orange in this case.



If the Auburn blue Bar is visible on a dark photographic background, it can be placed there. The bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text. The opacity can be 100%-20% based on the desired look.

OPACITY NOTES

Only adjust the opacity of Auburn blue Bar when it falls on top of a photographic background. Otherwise the Bar should be 100% opacity.



COLOR CODES OF **THE BAR:** AUBURN ORANGE

Auburn orange is an alternate color option, depending on design preference. The Auburn orange Bar looks great on the Auburn blue background.



PRINT

Pantone 158 C
0/66/99/0



DIGITAL

#e86100
232/97/0



COLOR CODES OF **THE BAR:** WHITE

White is an alternate option, depending on design preference. White looks best on top of an Auburn orange or blue background. For all other colored backgrounds, choose the Auburn blue or Auburn orange colors before choosing white.



PRINT

100% white/paper
0/0/0/0

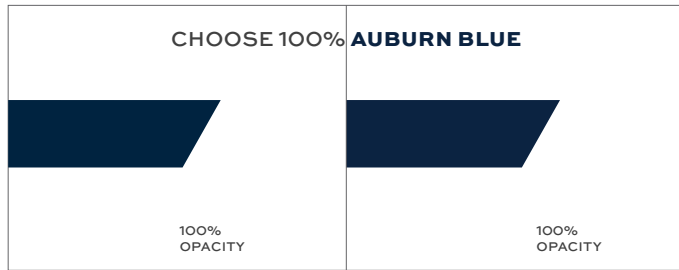


DIGITAL

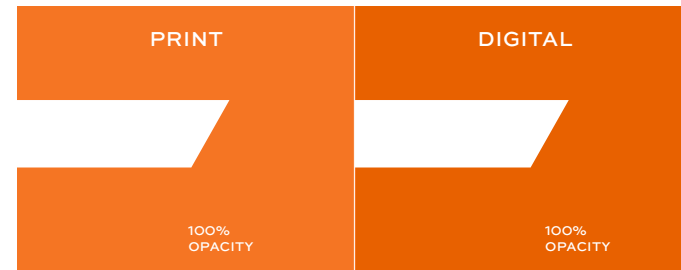
100% white/paper
#ffffff
255/255/255



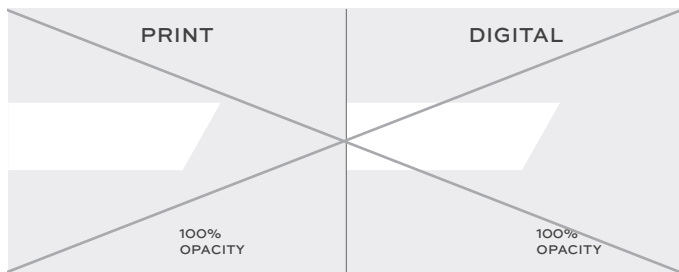
COLOR USAGE - WHITE



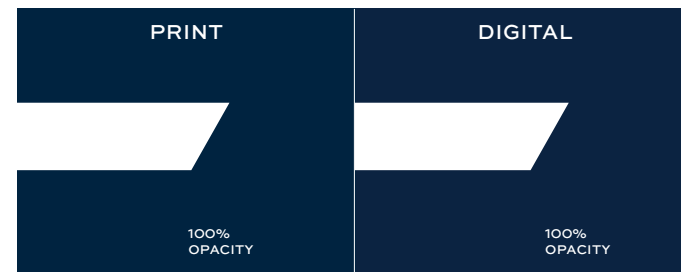
On white backgrounds, the preferred color is Auburn blue. Follow the color codes on the page “Color Codes of the Bar: Auburn blue.”



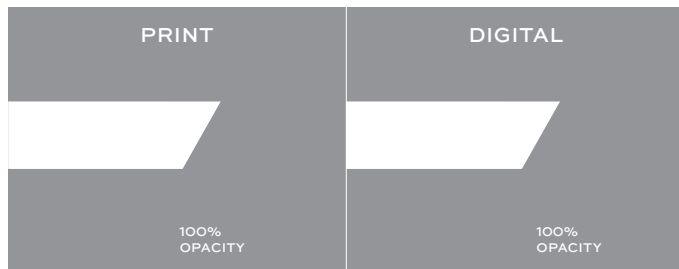
On Auburn orange backgrounds, use 100% white. Follow the color codes on the previous page, “Color Codes of the Bar: white.”



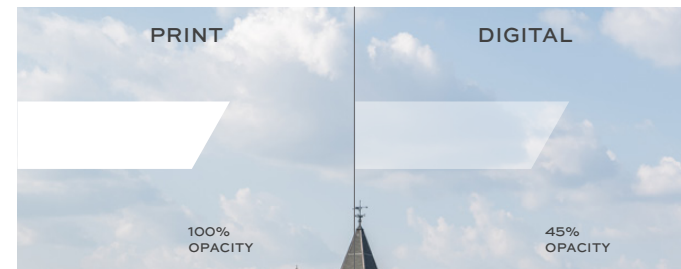
Don't place the white Bar on a light background. The preferred color is Auburn blue. Follow the color codes on the page “Color Codes of the Bar: Auburn blue.”



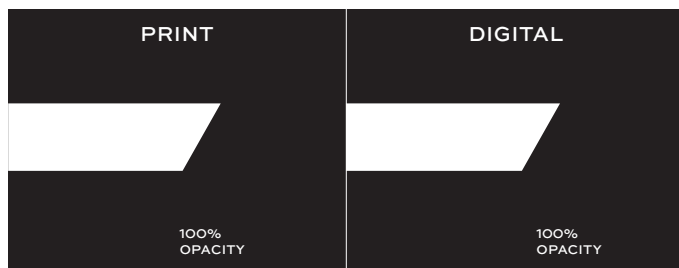
On Auburn blue backgrounds, the preferred color is Auburn orange. In some instances white may be used, as seen here. Follow the color codes on the previous page, “Color Codes of the Bar: white.”



On mid-range backgrounds, the preferred color is white. Follow the color codes on the previous page, “Color Codes of the Bar: white.”



On light photographic backgrounds, the preferred color is Auburn blue. In some instances you may use 100%-45% white, as seen here. The Bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text.



On mid-range backgrounds, the preferred color is Auburn orange. In some instances white may be used, as seen here. Follow the color codes on the previous page, “Color Codes of the Bar: white.”



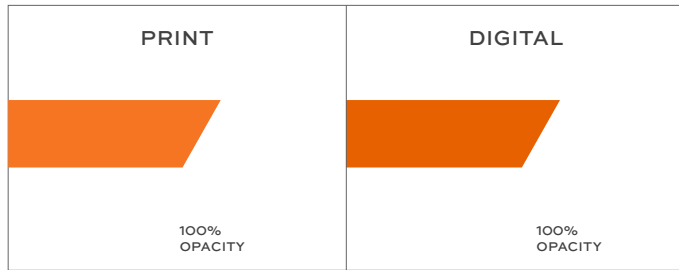
On dark photographic backgrounds, the preferred color is white. The Bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text. The opacity can be 100%-30% based on the desired look.

OPACITY NOTES

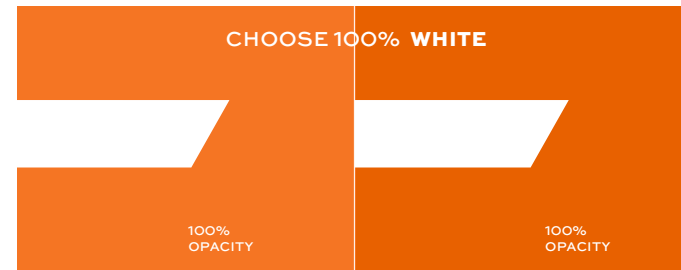
Only adjust the opacity of the white Bar when it falls on top of a photographic background. Otherwise the Bar should be 100% opacity.



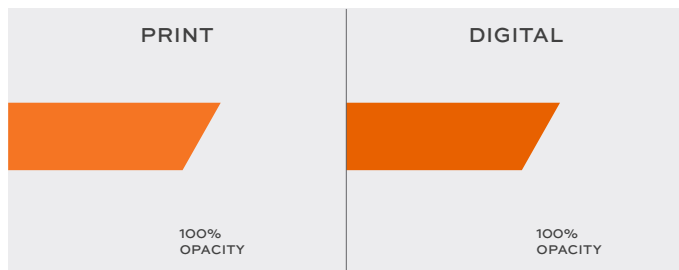
COLOR USAGE - AUBURN ORANGE



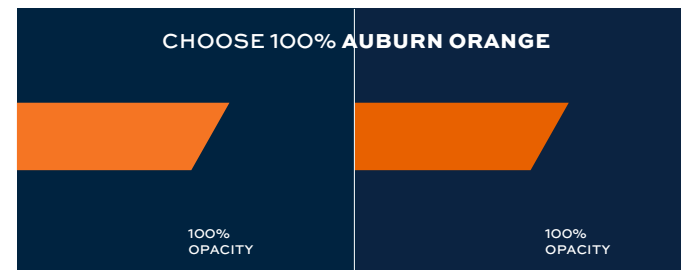
On white backgrounds, you may use Auburn orange. Follow the color codes on the page “Color Codes of the Bar: Auburn orange.”



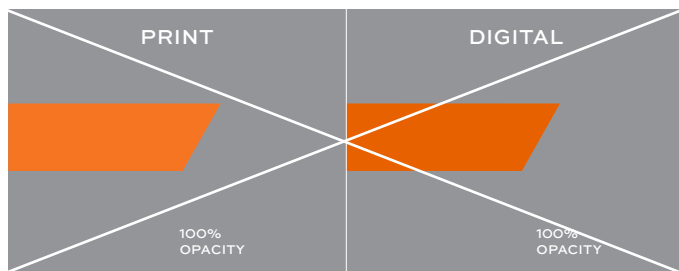
On Auburn orange backgrounds, use 100% white.



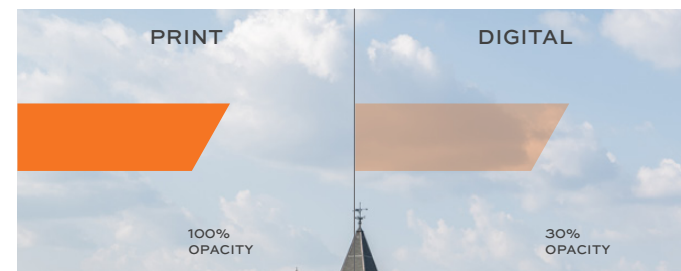
On light backgrounds, you may use Auburn orange. Follow the color codes on the page “Color Codes of the Bar: Auburn orange.”



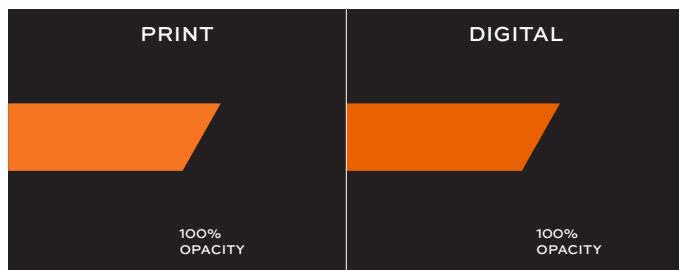
On Auburn blue backgrounds, use 100% Auburn orange.



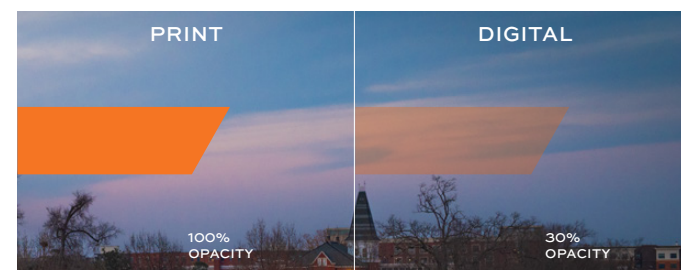
Don't place the Auburn orange Bar on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, the preferred color is Auburn orange. The Bar is meant to be used as a text container. Adjust the opacity of the Bar to appear as a subtle element on the page highlighting text. The opacity can be 100%-20% based on the desired look.



On dark backgrounds, you may use Auburn orange. Follow the color codes on the page “Color Codes of the Bar: Auburn orange.”



If the Auburn orange Bar is visible on a dark photographic background, it can be placed there. The Bar is meant to be used as a text container. Adjust the opacity of the bar to appear as a subtle element on the page highlighting text. The opacity can be 100%-20% based on the desired look.

OPACITY NOTES

Only adjust the opacity of the Auburn orange Bar when it falls on top of a photographic background. Otherwise the Bar should be 100% opacity.



USAGE: AS A HEADER

Use the Bar alone at the top of a page as a header. Allow the Bar to contain a single line of text as the title. The text can be in all caps or title case. See clearspace guide on the following pages.



ENROLL IN CLASSES TODAY

MEET WITH AN ADVISOR

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MAJORS

- Agriculture
- Architecture
- Industrial Design
- Graphic Design
- Landscape Architecture
- Business Analytics
- Finance
- Marketing
- Supply Chain Management
- Education
- Engineering




ENROLL FOR SPRING NOW

MEET WITH AN ADVISOR

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MAJORS

- Agriculture
- Architecture
- Industrial Design
- Graphic Design
- Landscape Architecture
- Business Analytics
- Finance
- Marketing
- Supply Chain Management
- Education
- Engineering




SIGN UP FOR AVIATION

AUBURN'S AVIATION PROGRAM

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JAMES WHITTE
 School of Aviation Director




USAGE: TEXT CONTAINER

The Bar is meant to be used as a text container for a sentence/paragraph of text. **Do not exceed more than four lines of text.** Scale up the bar proportionally to fit the sentence/paragraph of text. Leave proper clearspace for the text inside the bar. Follow color usage guides on the previous pages. Follow clearspace guidelines on the page “Clearspace of Text Inside the Bar.”



CHOOSE YOUR PATH TO A NATURE-BASED CAREER

Our graduates are employed within industry, private business, law, academia, research, government, nonprofits, and non-government agencies.



AUBURN

CHOOSE YOUR PATH TO A FORESTRY-BASED CAREER

Forestry

Our curriculum combines cutting-edge theory and field practice to prepare the next generation of professionals with the knowledge and hands-on experience to succeed in a wide range of career fields within this dynamic industry. Forestry majors are accredited by the Society of American Foresters (SAF). Graduation from such SAF-accredited programs is required of all applicants to obtain Registered Forester status in Alabama and several other states.

Choose your career

- Forester
- Conservationist
- Logistics and Operations Manager
- Land and Resource Manager
- Forestry Consultant
- Forest Finance and investments Manager
- Biomass Researcher and Product Developer

Our graduates are employed within industry, private business, law, academia, research, government, nonprofits.



AUBURN



USAGE: TEXT CONTAINER *continued*



A NEW
BEGINNING
**STARTS
TODAY**



AUBURN

Need a fresh start. Auburn University has opportunities for scholarship programs.



A NEW BEGINNING **STARTS TODAY**

Need a fresh start. Auburn University has opportunities for scholarship programs.

MEET WITH AN ADVISOR

On pro beaquam dunti od et volupta sedi volupta quidem ipiendi tiatus di tecuscipsum voluptur siminimet pelitati ut re et, te num into to essedi aut quatum quati aspel inti tempos dolupta sum vent faceribeat vit qui duciliquatia nonse vel es asi dios simet eosant faccus aln eatur sequam, se solorbuste sequisc ienecti sitiori asimint lautem veliten isquam quos voluptio.

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MAJORS

- Agriculture
- Architecture
- Industrial Design
- Graphic Design
- Landscape Architecture
- Business Analytics
- Finance
- Marketing
- Supply Chain Management
- Education
- Engineering



AUBURN

HOW TO ROTATE

DOs



Upright

The Bar should appear upright.



Horizontally + Vertically Reflected

Reflect the bar horizontally and then vertically to allow it to remain in an upright (upward) position.

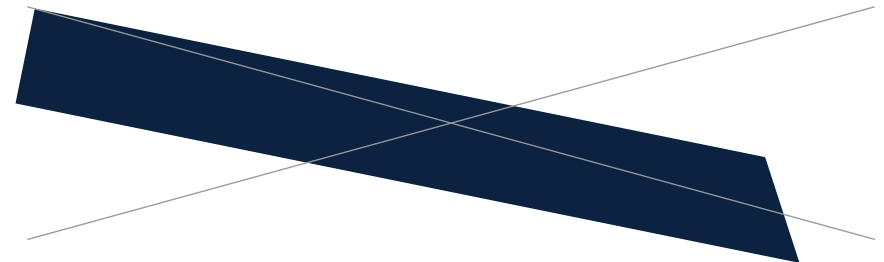
DON'Ts



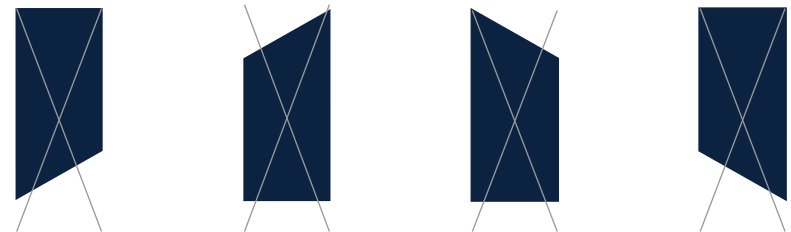
Horizontally Reflected Alone



Vertically Reflected Alone



Rotated at Random Angles



Rotated 90 Degrees



HOW TO CROP

DOs



DON'Ts



HOW TO SCALE

DO



① **DO KEEP THE PROPORTION OF THE BAR THE SAME.**

In most Adobe Cloud software, **hold down shift and drag** to keep the same proportions.

In Photoshop, **drag** the bounding box of the Bar **without holding down shift**.
(This has recently changed.)

In Word and PowerPoint, **drag the corners while holding shift**.

DON'T



Always keep the angle of the bar at **60.5 degrees**.

② **DON'T ADJUST THE PROPORTION OF THE BAR.**

Don't manipulate the Bar in any way.

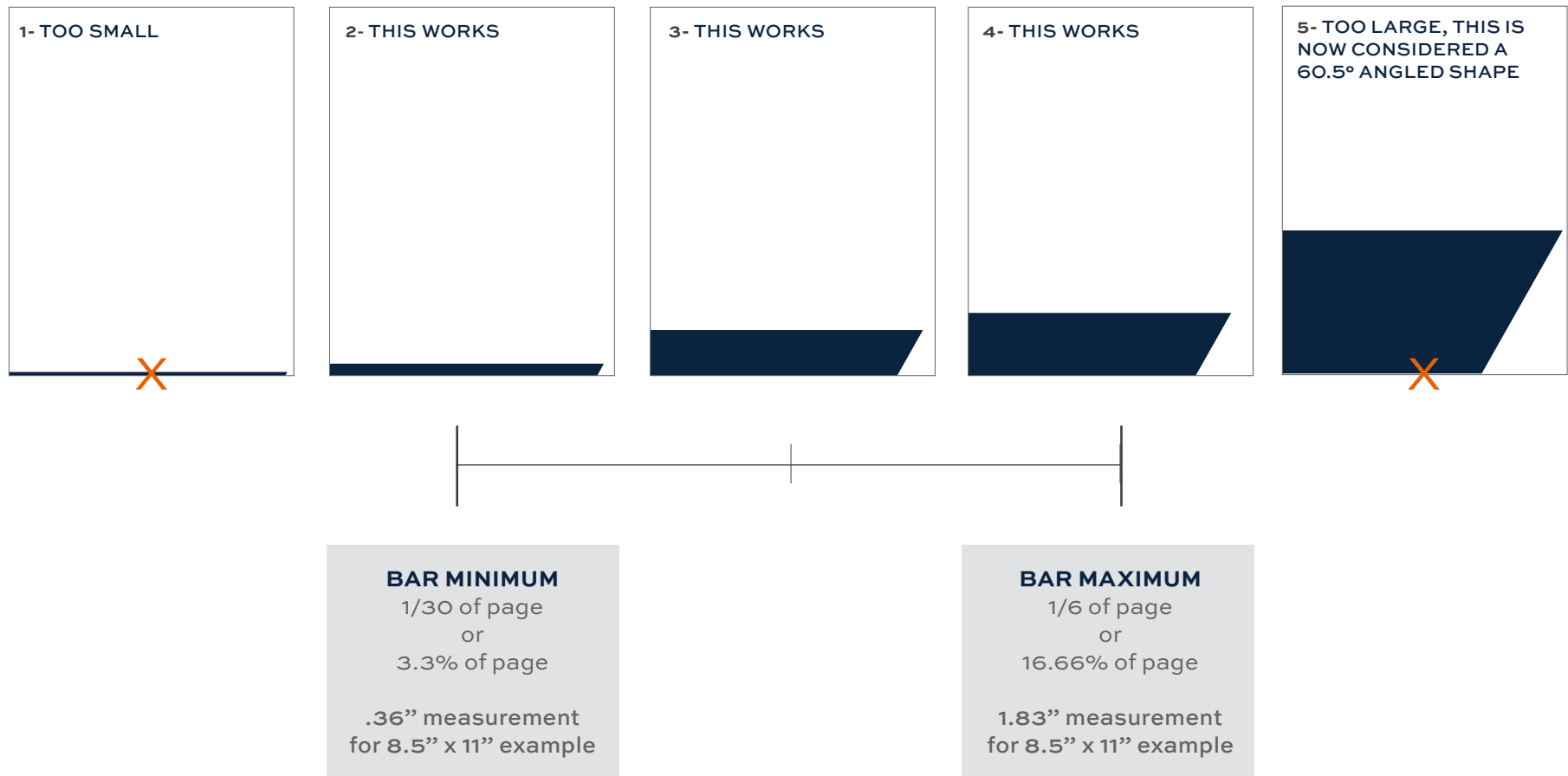
Don't stretch the Bar in any way, scale it proportionally.



SIZE

The minimum height of the bar on an 8.5" x 11" page is 0.36 inches tall. Maximum height of the bar on an 8.5" x 11" page is 1.83 inches tall. Any height after 1.83 inches tall, the Bar is considered the 60.5 degree angled shape.

All of these examples are based on 8.5" x 11" sizing.



WHEN THE BAR BECOMES 60.5° ANGLED SHAPE

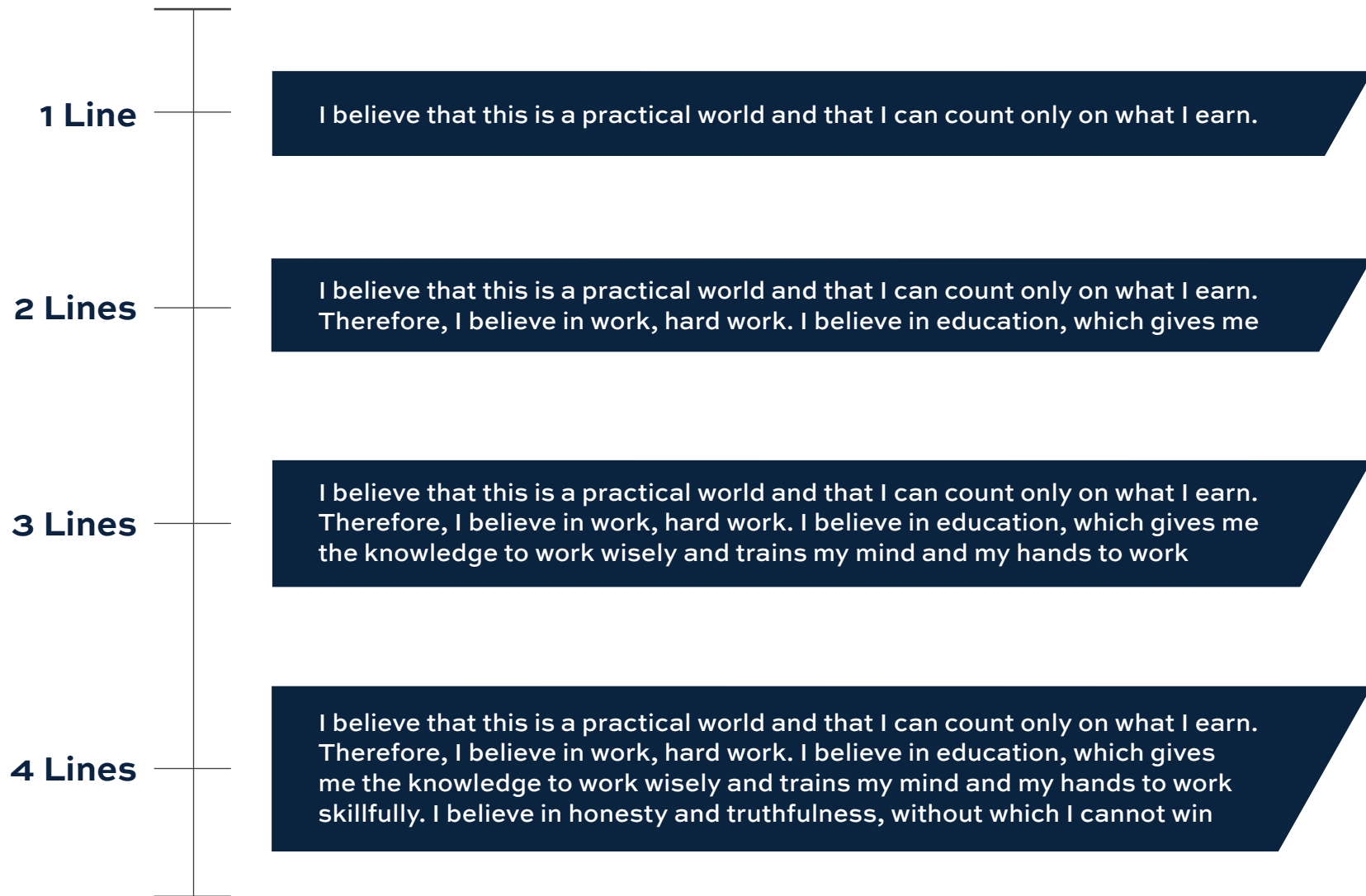
At a certain size the Bar graphic element is no longer considered the Bar, it is considered a 60.5° angled shape. Once the Bar stops looking like a long, thin bar, the Bar is considered the 60.5° angled shape. Example five is when the Bar turns into a 60.5° angled shape, which means you can create the 60.5° angled shape by using the pen or rectangle tool. The Bar should be considered the 60.5 degree angled shape when the height exceeds 1.83” tall on an 8.5” x11” page, or when the bar exceeds 1/6 of the page it sits on.



All of these examples are based on 8.5" x 11" sizing.



SCALE DEPENDS ON LINES OF TEXT



Scale of the Bar increases as more lines of text are added, creating room for the lines of text. Always make sure the angle of the Bar is still the same angle as the original 60.5 degrees. *Please note* that after four lines of text the Bar becomes the 60.5° angled shape and should follow guidelines accordingly. Reference the page “When the Bar becomes 60.5° angled shape” for more information.



CLEARSPACE



MINIMUM SIZE

The Bar's minimum acceptable size is .25 inches tall for print materials or 20 pixels for digital formats. The Bar should not be made overly large, but sized appropriately based on the lines of text guidelines on the previous page.

CLEARSPACE

It is important to follow clearspace guidelines for the Bar. The surrounding area should be kept clear of competing text, images and graphics. **For the right side, the absolute minimum amount of clearspace is the same clearspace as the AU logo.** The clearspace of the AU logo 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 diagram).

For the left side, the bar should completely bleed off the page.

For the top and bottom sides, the absolute minimum amount of clearspace is half of the same clearspace as the AU logo.

Place an AU logo on the page and make sure it is properly sized to the page. Then measure the distance of the top of the "U" slab serif to the bottom of the "A" slab serif in the AU logo on the page. Use that distance to determine the clearspace of the Bar.



CLEARSPACE OF TEXT INSIDE THE BAR

For text in the Bar, make sure there is plenty of breathing room between the text and the edge of the graphic element. Center the text vertically in the graphic element.



DOs

EMBRACING TECHNOLOGY AND INNOVATION

This is correct usage of text in the Bar + 3 Pillars as a title.

DON'Ts

EMBRACING TECHNOLOGY AND INNOVATION

This example falls too far to the right and is too close to the right edge of the bar.

EMBRACING TECHNOLOGY AND INNOVATION

This example falls too far to the left and is too close to the left edge of the bar.

EMBRACING TECHNOLOGY

This example is too close to all the edges of the bar and needs to decrease in font size.

ARROW TIP DIRECTORY

ARROW TIP



ORIGIN



COLORS



USAGE SAMPLES



ROTATION



CROP



SCALE



SIZE



CLEARSPACE



BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 5: ARROW TIP




Derived from the tip of the Arrow, this graphic element is meant to be used sparingly as a pointer to call out some key information. For example, use the Arrow Tip to point to a website url.

USAGE EXAMPLE:

LOGO SIZE AND PLACEMENT PAGE 7


INTERLOCKING AU



MINIMUM SIZE
When the Interlocking AU is used on its own, 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.

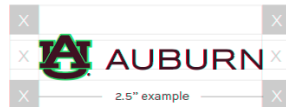
CLEARSPACE
To maintain the integrity of the logo, the surrounding area should be kept clear of competing text, images and graphics. The absolute minimum amount of clearspace is equal to the space between the top of the U slab serif and the bottom of the A slab serif in the AU (see "X" in diagram).

VERTICAL LOGO



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.

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 \(University, College, Units\)](#)



ORIGIN OF **THE ARROW TIP** ELEMENT:



The Arrow Tip element comes from slicing the top of the Arrow.

COLOR CODES OF **THE ARROW TIP:** AUBURN ORANGE

Select Auburn orange or blue for most backgrounds.
When the contrast is too low, select white.



PRINT

Pantone 158 C
0/66/99/0



DIGITAL

#e86100
232/97/0



COLOR USAGE - AUBURN ORANGE



On white backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



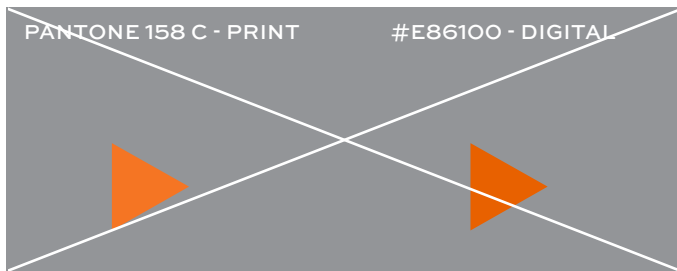
Use 100% white for the Arrow Tip when located on an Auburn orange background.



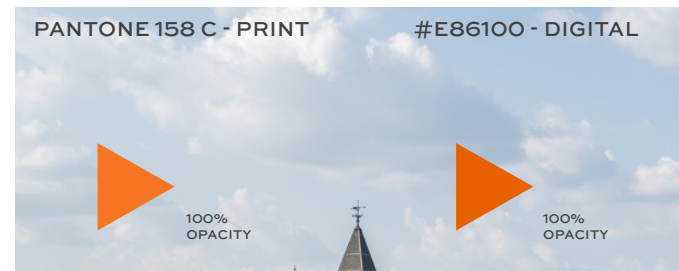
On light backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



On Auburn blue backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



Don't place the Auburn orange Arrow Tip on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



On dark backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



Don't place the Auburn orange Arrow Tip on a dark photographic background because there is not enough contrast. Use 100% white in this case.

OPACITY NOTES

The opacity of the Arrow Tip should be 100%.



COLOR CODES OF **THE ARROW TIP:** AUBURN BLUE

Select Auburn blue or orange for most backgrounds.
When the contrast is too low, select white.



PRINT

Pantone 289 C
100/66/0/76

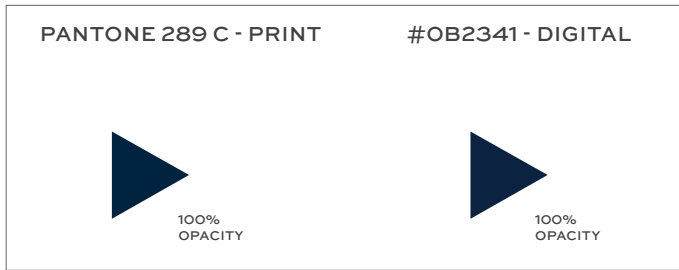


DIGITAL

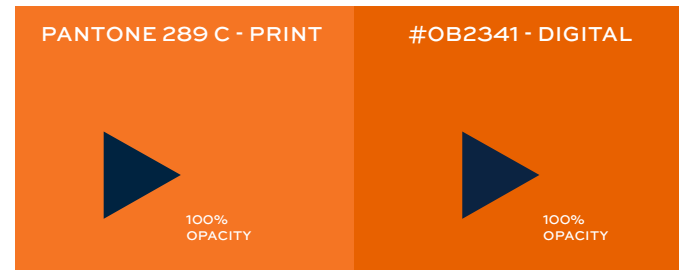
#0b2341
11/35/65



COLOR USAGE - AUBURN BLUE



On white backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



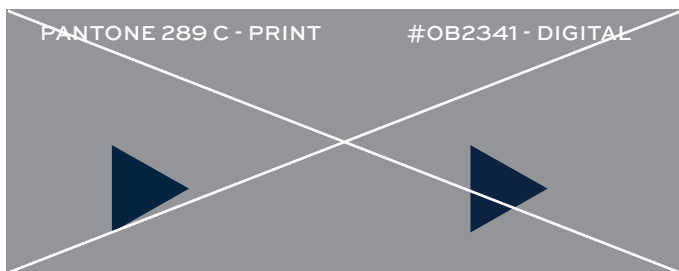
On Auburn orange backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



On light backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



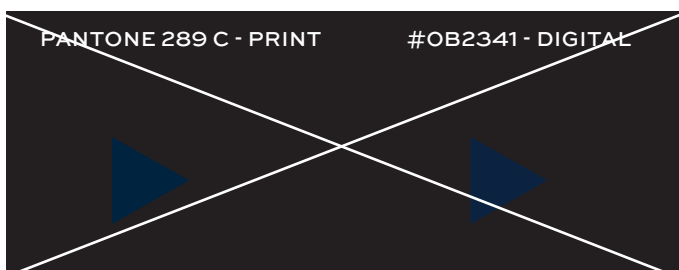
Use 100% white for the Arrow Tip when located on an Auburn blue background.



Don't place the Auburn blue Arrow Tip on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



Don't place the Auburn blue Arrow Tip on a dark background because there is not enough contrast. Use 100% white in this case.



Don't place the Auburn blue Arrow Tip on a dark photographic background because there is not enough contrast. Use 100% white in this case.

OPACITY NOTES

The opacity of the Arrow Tip should be 100%.



COLOR CODES OF **THE ARROW TIP:** WHITE

When the contrast is low, select white.
Otherwise select Auburn orange or blue first.



PRINT

100% white/paper
0/0/0/0



DIGITAL

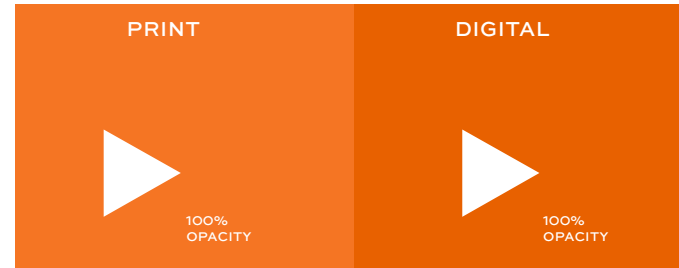
100% white/paper
#ffffff
255/255/255



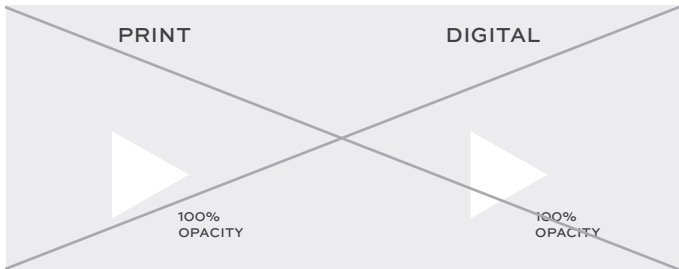
COLOR USAGE - WHITE



On white backgrounds, use Auburn blue or Auburn orange. Make sure to select the correct codes for print vs. digital.



For Auburn orange backgrounds, use 100% white.



Don't place a white Arrow Tip on a light background because there is not enough contrast. Use 100% Auburn blue in this case.



For Auburn blue backgrounds, use 100% white.



For mid-range backgrounds, use 100% white.



Don't place a white Arrow Tip on a light photographic background because there is not enough contrast. Use 100% Auburn blue in this case.



For dark backgrounds, use 100% white.



For dark photographic backgrounds, use 100% white.




USAGE: WEBSITE URL

Use the Arrow Tip to point to a website url.

LOGO SIZE AND PLACEMENT

PAGE 7


INTERLOCKING AU



MINIMUM SIZE
When the Interlocking AU is used on its own (such as on a sign or emblem), 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 to keep other elements 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



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.

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 \(University, College, Units\)](#)

HEADER NO MORE THAN THREE LINES

SUBHEAD 1
SUBHEAD 2



SECTION HEADER

- Bullet 1
- Bullet 2
- Bullet 3
- Bullet 4
- Bullet 5
- Bullet 6
- Bullet 7
- Bullet 8



SECTION HEADER

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SECTION HEADER

- ▶ Please visit [webpage.edu](#)

ADDITIONAL INFO

- ▶ [webpage.edu](#)
- ▶ Elento officii dollandis res conseqno.

CONTACT

- ▶ email@auburn.edu



AUBURN



HOW TO ROTATE

DOs

90 Degrees to Right

The Arrow Tip should normally appear rotated to the right at a 90 degree angle to point out information. This represents **moving forward**.



Upright

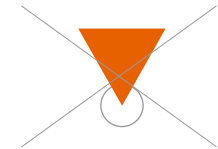
In rare instances, the Arrow Tip can appear upright to point out information, this represent **moving upward**.



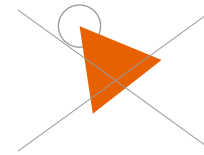
DON'Ts



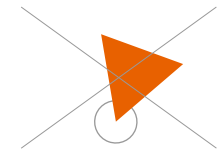
90 Degrees to Left



Downward



30 Degrees to Left



150 Degrees to Left

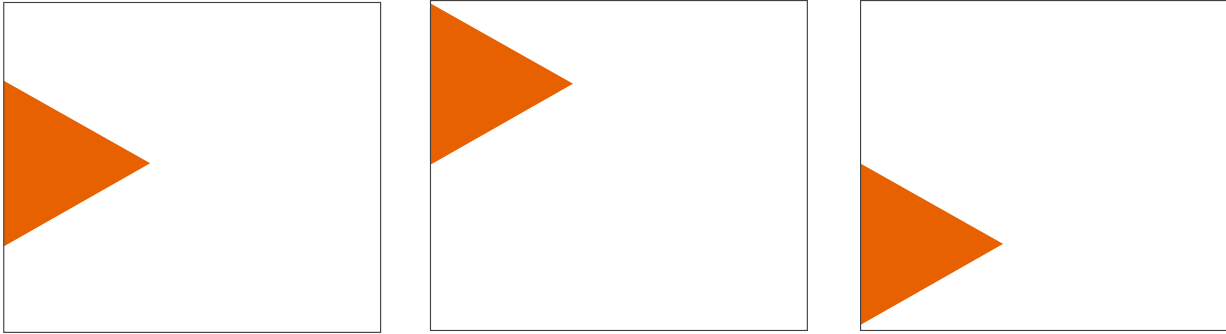


30 Degrees to Right

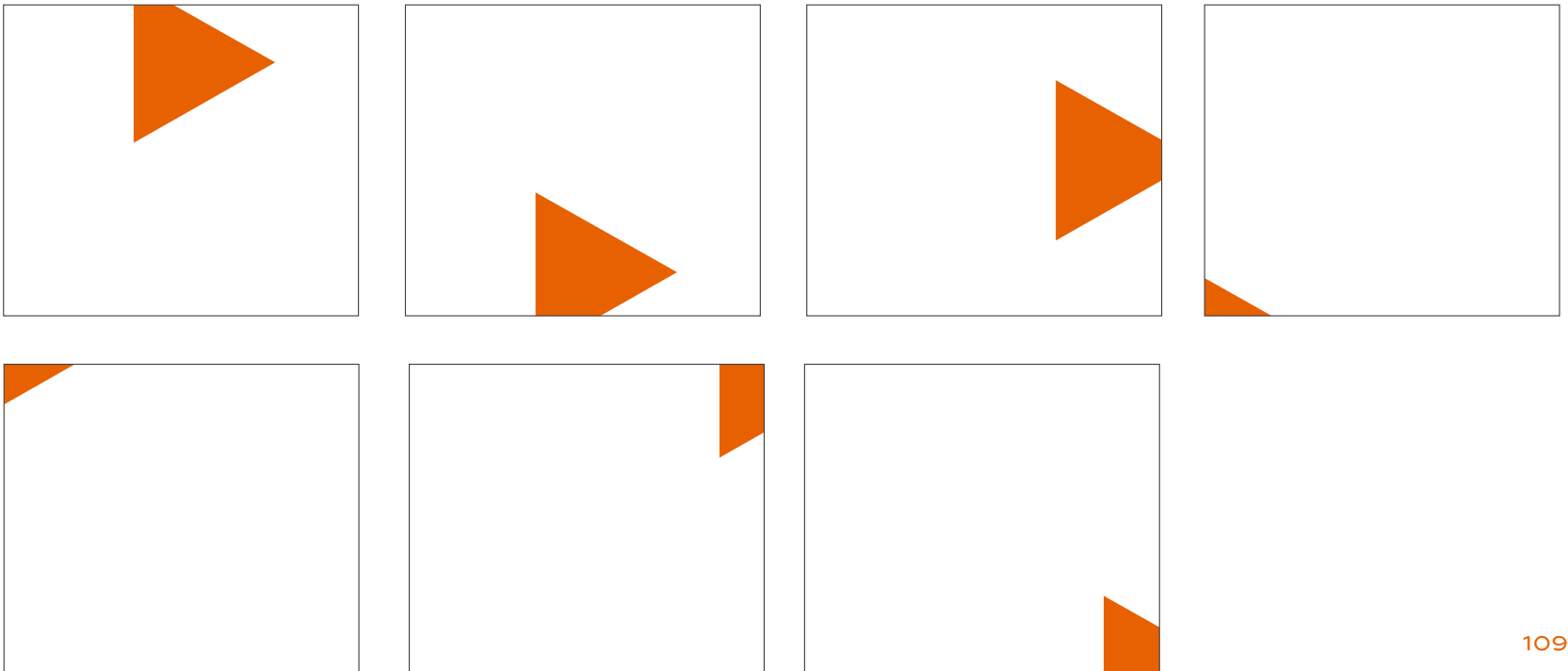


HOW TO CROP: **ARROW TIP**

DOs



DON'Ts



HOW TO SCALE

DO



DO KEEP THE PROPORTION OF THE ARROW TIP THE SAME.

In most Adobe Cloud software, **hold down shift and drag** to keep the same proportions.

In Photoshop, **drag** the bounding box of the Arrow Tip **without holding down shift**. (This has recently changed.)

In Word and PowerPoint, **drag the corners while holding shift**.

DON'T

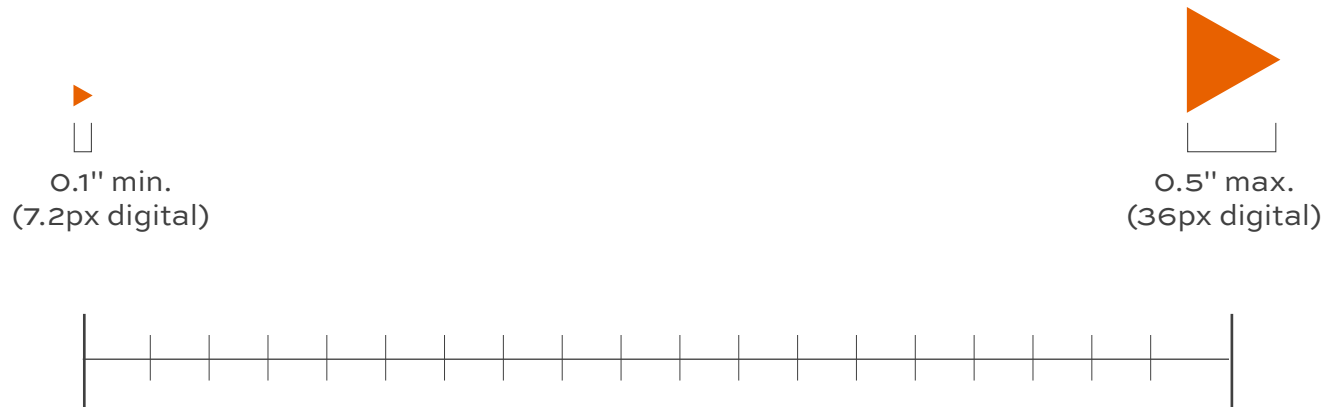


DON'T ADJUST THE PROPORTION OF THE ARROW TIP.

Don't manipulate the shape in any way.

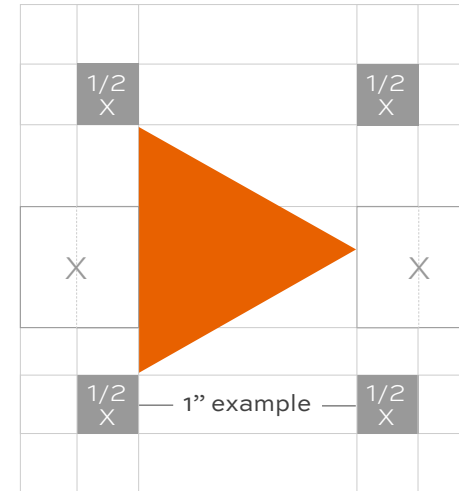
Don't stretch the shape.

SIZE



The minimum acceptable size for the Arrow Tip is .1 inches wide for print materials or 7.2 pixels for digital formats. The Arrow Tip should be small in comparison to the rest of a page because it functions as a pointer for information or links. Be sure to follow proper clearspace guidelines.

CLEARSPACE



MINIMUM SIZE

The minimum acceptable size for the Arrow Tip is .1 inches wide for print materials or 7.2 pixels for digital formats. The Arrow Tip should be small because it functions as a pointer for information or links. It should be sized appropriately based on the design aesthetic of the piece and proper clearspace.

CLEARSPACE

It is important to follow clearspace guidelines for the Arrow Tip. The surrounding area should be kept clear of competing text, images and graphics. The minimum amount of clearspace is **half the clearspace of the AU logo**. The clearspace of the AU logo 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 diagram).



ARROW PEAK DIRECTORY

ARROW PEAK



ORIGIN



COLORS



USAGE SAMPLES



ROTATION



CROP



SCALE



SIZE



CLEARSPACE



BACK TO MAIN DIRECTORY

GRAPHIC ELEMENT 6: ARROW PEAK



Derived from the Arrow, this graphic element is meant to be used sparingly as a button for navigation, creating a link to a web page.

USAGE EXAMPLE:

PAGE 21

USEFUL LINKS

TRADEMARK MANAGEMENT & LICENSING	>
PREFERRED PRINT VENDORS	>
ESTIMATES AND UNIVERSITY PRINT PROCEDURES	>
BRAND REVIEW PROCESS	>
CREATIVE PROJECT REQUESTS	>



ORIGIN OF **THE ARROW PEAK** ELEMENT:



The Arrow Peak element derives from cutting the top inside section of the Arrow element.



COLOR CODES OF **THE ARROW PEAK:** AUBURN ORANGE

Select Auburn orange or blue for most backgrounds.
When the contrast is too low, select white.



PRINT

Pantone 158 C
0/66/99/0



DIGITAL

#e86100
232/97/0



COLOR USAGE - AUBURN ORANGE



On white backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



Use 100% white for the Arrow Peak when located on an Auburn orange background.



On light backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



On Auburn blue backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



Don't place the Auburn orange Arrow Peak on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



On dark backgrounds, use Pantone 158 C for printed materials or #e86100 for digital screens.



Don't place the Auburn orange Arrow Peak on a dark photographic background because there is not enough contrast. Use 100% white in this case.

OPACITY NOTES

The opacity of the Arrow Peak should be 100%.



COLOR CODES OF **THE ARROW PEAK:** AUBURN BLUE

Select Auburn blue or orange for most backgrounds.
When the contrast is too low, select white.



PRINT

Pantone 289 C
100/66/0/76

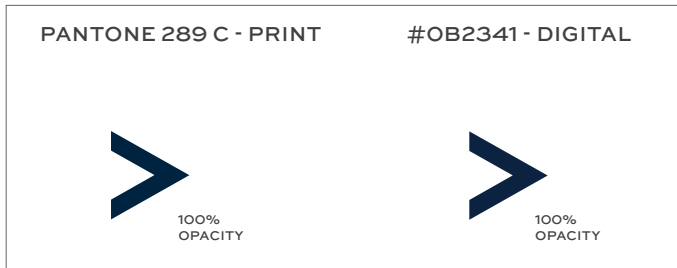


DIGITAL

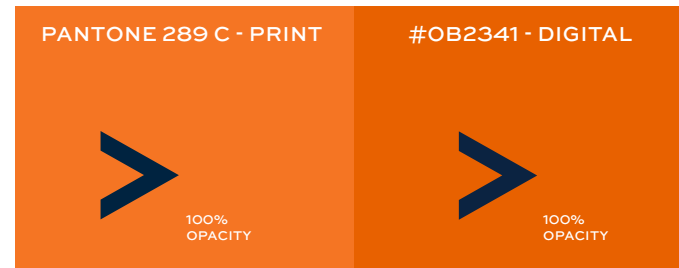
#0b2341
11/35/65



COLOR USAGE - AUBURN BLUE



On white backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



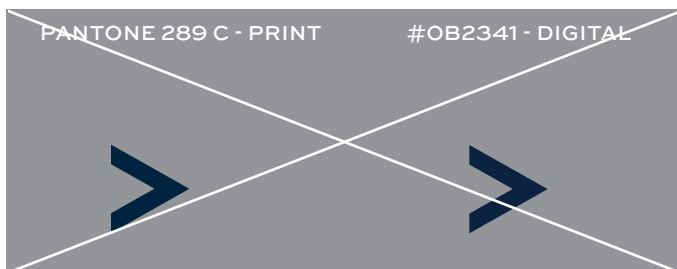
On Auburn orange backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



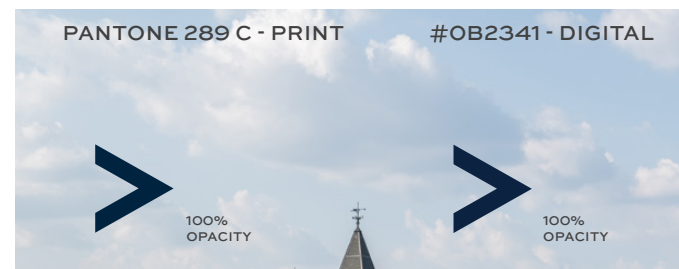
On light backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



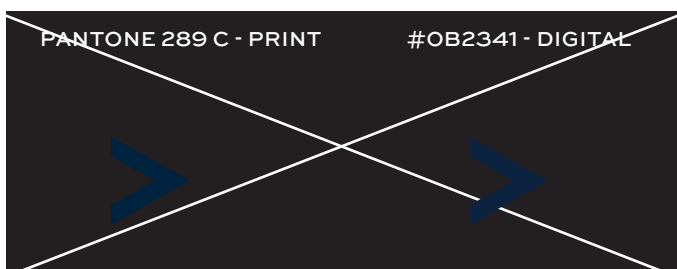
Use 100% white for the Arrow Peak when located on an Auburn blue background.



Don't place the Auburn blue Arrow Peak on a mid-range background because there is not enough contrast. Use 100% white in this case.



On light photographic backgrounds, use Pantone 289 C for printed materials or #Ob2341 for digital screens.



Don't place the Auburn blue Arrow Peak on a dark background because there is not enough contrast. Use 100% white in this case.



Don't place the Auburn blue Arrow Peak on a dark photographic background because there is not enough contrast. Use 100% white in this case.

OPACITY NOTES

The opacity of the Arrow Peak should be 100%.



COLOR CODES OF **THE ARROW PEAK:** WHITE

When the contrast is low, select white. Otherwise select Auburn orange or blue first.



PRINT

100% white/paper
0/0/0/0



DIGITAL

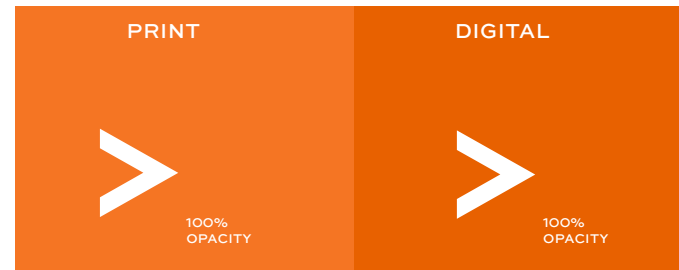
100% white/paper
#ffffff
255/255/255



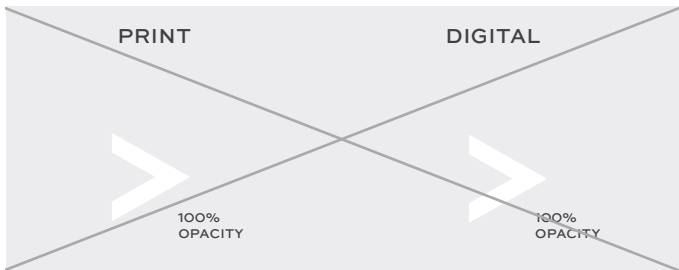
COLOR USAGE - WHITE



On white backgrounds, use Auburn blue or Auburn orange. Make sure to select the correct codes for print vs. digital.



For Auburn orange backgrounds, use 100% white.



Don't place a white Arrow Peak on a light background because there is not enough contrast. Use 100% Auburn blue in this case.



For Auburn blue backgrounds, use 100% white.



For mid-range backgrounds, use 100% white.



Don't place a white Arrow Peak on a light photographic background because there is not enough contrast. Use 100% Auburn blue in this case.



For dark backgrounds, use 100% white.



For dark photographic backgrounds, use 100% white.



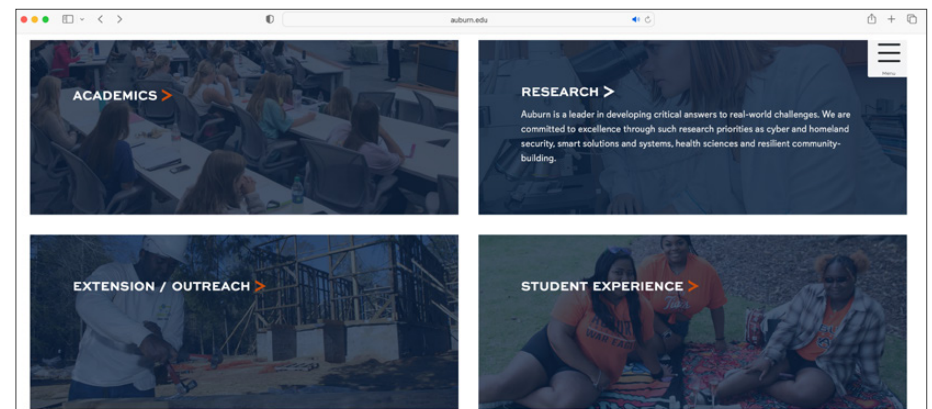
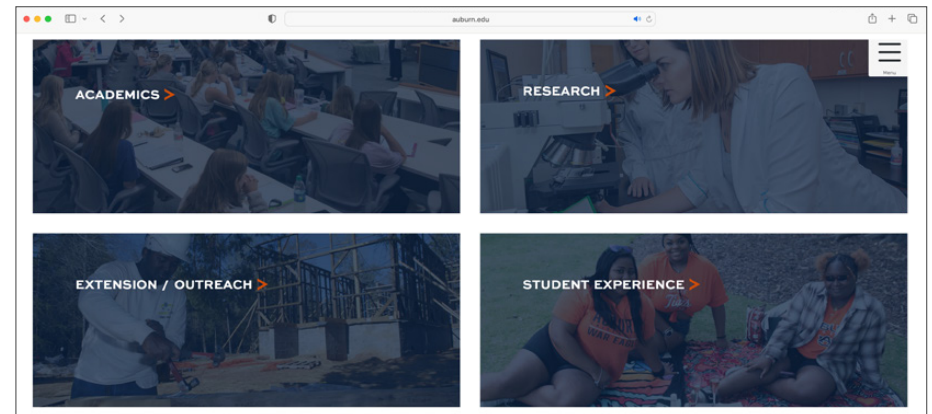
USAGE: NAVIGATION BUTTON

Use the Arrow Peak as a navigation button to a web page.

PAGE 21

USEFUL LINKS

- TRADEMARK MANAGEMENT & LICENSING >
- PREFERRED PRINT VENDORS >
- ESTIMATES AND UNIVERSITY PRINT PROCEDURES >
- BRAND REVIEW PROCESS >
- CREATIVE PROJECT REQUESTS >



HOW TO ROTATE

DOs

90 Degrees to Right

The Arrow Peak usually will appear rotated to the right at a 90 degree angle to point out information as a bullet. This represents **moving forward**.



Upright

In rare instances the Arrow Peak can appear upright to point out information. This represents **moving upward**.



DON'Ts



90 Degrees to Left



Downward



30 Degrees to Left



150 Degrees to Left

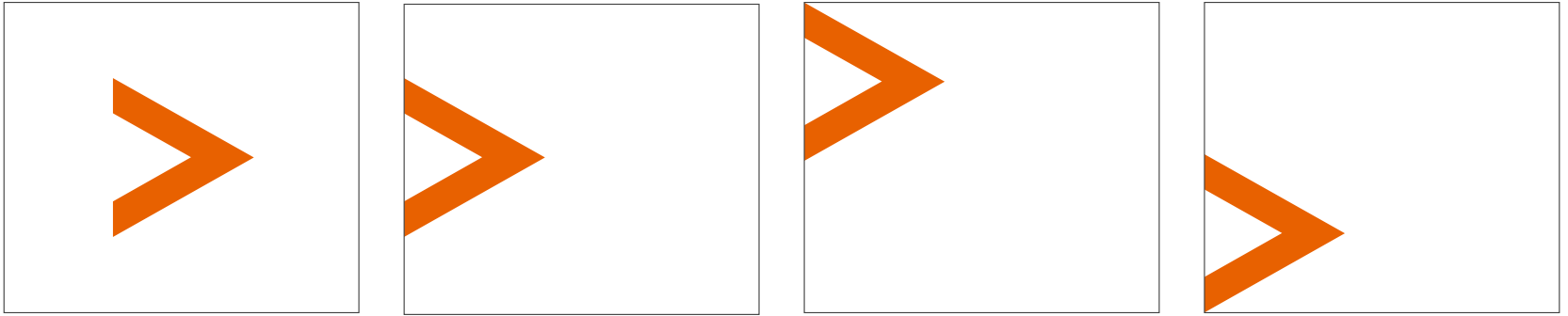


30 Degrees to Right

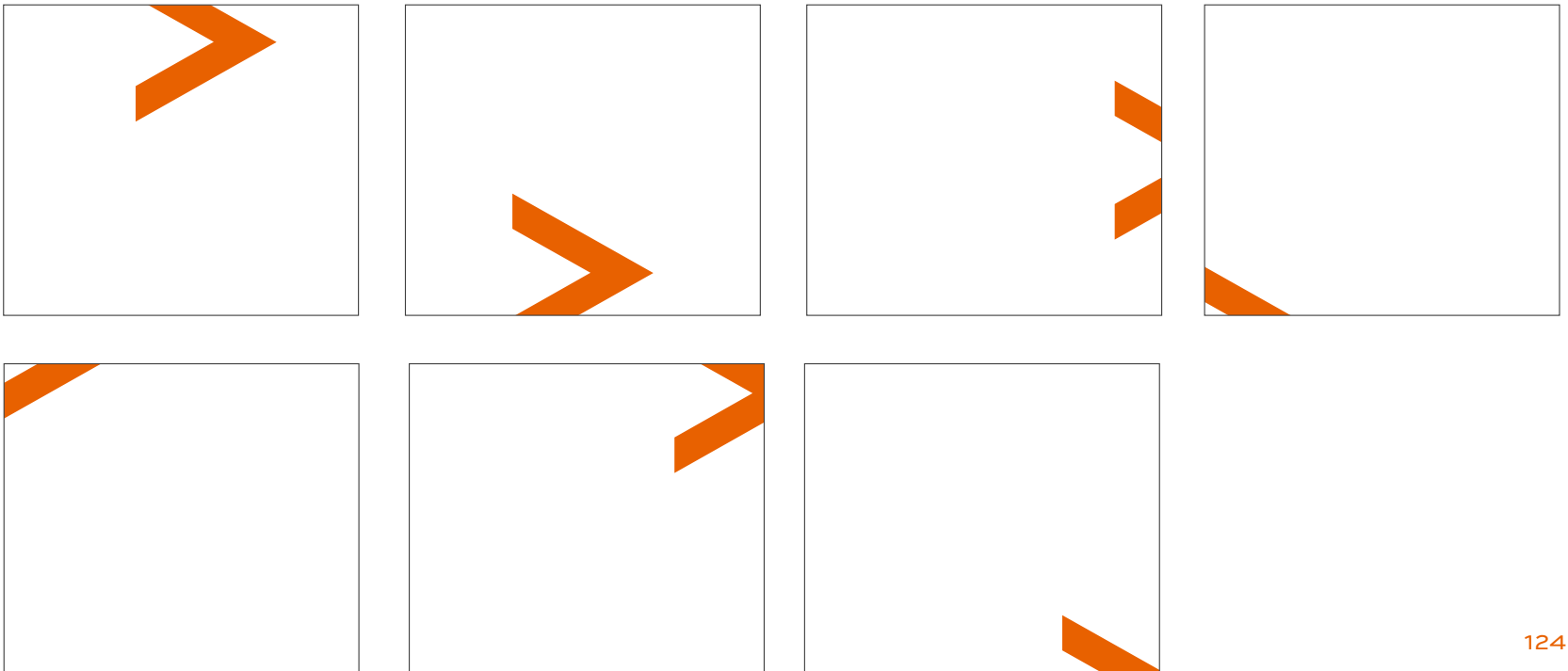


HOW TO CROP: **ARROW TIP**

DOs

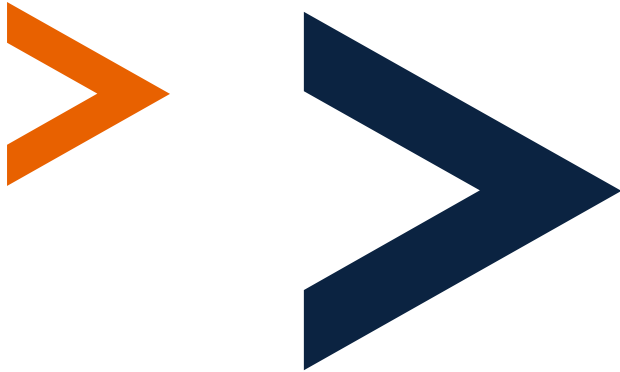


DON'Ts



HOW TO SCALE

DO



DO KEEP THE PROPORTION OF THE ARROW PEAK THE SAME.

In most Adobe Cloud software, **hold down shift and drag** to keep the same proportions.

In Photoshop, **drag** the bounding box of the Arrow Peak **without holding down shift**. (This has recently changed.)

In Word and PowerPoint, **drag the corners while holding shift**.

DON'T

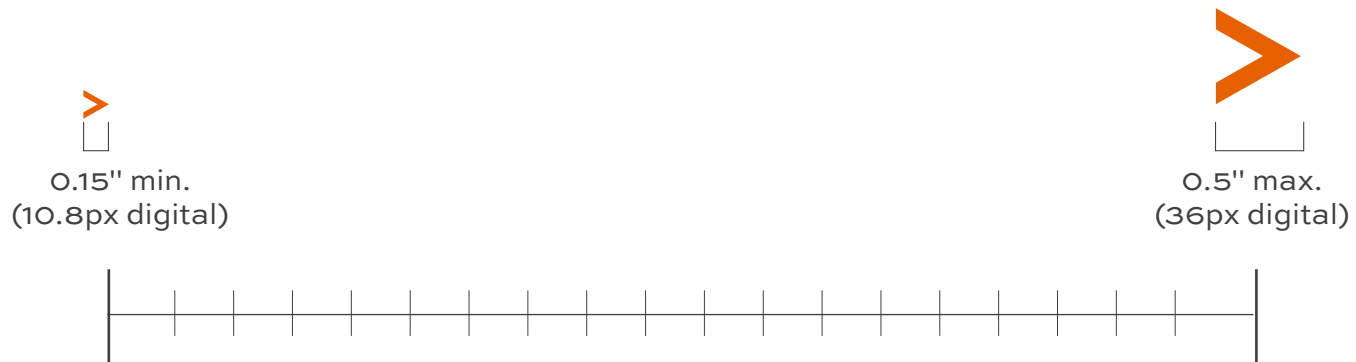


DON'T ADJUST THE PROPORTION OF THE ARROW PEAK.

Don't manipulate the shape in any way.

Don't stretch the shape.

SIZE/HEIGHT



The minimum acceptable size for the Arrow Peak is .15 inches wide for print materials or 10.8 pixels for digital formats. The Arrow Peak should be small in comparison to the rest of the page because it functions as a navigation button to link to a web page. Be sure to follow proper clearspace guidelines.



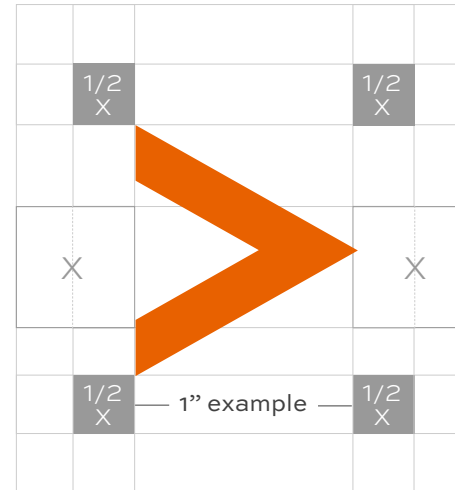
CLEARSPACE





0.25" min.
(20px digital)

MINIMUM SIZE

The minimum acceptable size for the Arrow Peak is .15 inches wide for print materials or 10.8 pixels for digital formats. The Arrow Peak should be small because it functions as a navigation button to link to a web page. It should be sized appropriately based on the design aesthetic of the piece and proper clearspace.




0.15" min.
(10.8px digital)


0.5" max.
(36px digital)

CLEARSPACE

It is important to follow clearspace guidelines for the Arrow Peak. The surrounding area should be kept clear of competing text, images and graphics. The minimum amount of clearspace is **half the clearspace of the AU logo**. The clearspace of the AU logo 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 diagram).