

# BRAND IDENTITY

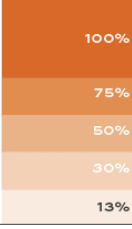
## QUICK REFERENCE GUIDE

Last updated May 13, 2024.

AUBURN  
BLUE



AUBURN  
ORANGE



Horizontal



Vertical



AUBURN

### SWEET SANS PRO

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

### UTOPIA

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

### KAZIMIR TEXT

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

### DAVIS

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

### DAVIS SANS

- **Davis Sans** may substitute **Sweet Sans Pro** body copy when allotted space is limited.

### RELATIVE RELATIONSHIP

- For in-page purposes...

*"Auburn is one of the few universities  
in the world with a soul."*

— John Morris

# OUR PRIORITY:

## BUILDING AND LEVERAGING BRAND VALUE



### Define the brand

- **Assess** current situation; **identify** key needs.
- Review and refine **logo systems**.
- Review and refine **fonts and color systems**.
- Design **cohesive visual branding elements**.
- Develop the most useful **phase 1 templates**.
- Update/create **brand guidelines**.
- Establish/refine **brand review process**.
- Continuous **stakeholder communications**.

## COMMUNICATING A STRONG BRAND

As communicators we are uniquely positioned to maximize the value of our beloved Auburn brand by leveraging expertise, resources and processes, driving unified, consistent communications and ensuring high-quality creative application and visual representation across all touch-points.

Defining the Auburn University brand is critical to successfully connecting with our diverse audiences. In doing so, we can more effectively position the university and its value proposition to help drive student and faculty recruitment, alumni engagement and development efforts.

Brand building requires a disciplined approach to long-term communications and marketing strategy, guided by Auburn's strategic priorities.

### OBJECTIVE:

Elevate the value of the Auburn brand by ensuring:

- 1 Cohesive and consistent brand application
- 2 Unified, integrated communications
- 3 Optimal use of resources, data and channels



### Manage the brand

- Create a **Brand Center** to house guidelines, assets and resources.
  - Interim: Brand Center on current platform.
  - Long-term: Digital Asset Management (DAM) system.
- **Create templates and workflow system** (via DAM) for brand consistency.
- Create **educational tools**, train users.
- Create efficiencies and **empowerment via brand champions** within colleges/units.



### Advance the brand

- Conduct a **brand health study**.
- Define **brand positioning based on target audience insights**, including purpose, value proposition, personality, voice and brand essence.
- Gain Input from stakeholders; develop **brand narrative and messaging strategy**.
- Develop, test and refine **creative concepts** (aligned to strategic priorities and brand positioning).
- Develop **communication strategies**.

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

Both informal and formal logo formats are available for the university and colleges/units to use. Informal logos do not include the word "university" and use a shortened college/unit name, where appropriate. Note: colleges/units with longer names that can't fit within the informal format guideline don't have informal versions. There are situations in which informal logos may not be appropriate, such as communications outside the region to audiences with lower awareness levels of Auburn University, placements on websites since they can be accessed from anywhere in the world and formal style communications.



## **INTERLOCKING AU**

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

# AUBURN

## **AUBURN WORDMARK**

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

**MAIN LOGO LOCKUPS**

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



Horizontal



Vertical



Wide

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**MAIN LOGO LOCKUPS**

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



Horizontal



Vertical



Horizontal



Vertical



Wide

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COLLEGE/UNIT LOGO LOCKUPS: Formal Simplified



Horizontal



Vertical



Horizontal



Vertical

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COLLEGE/UNIT LOGO LOCKUPS: AU Informal  
*Special-use only. Approval required.*

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



Horizontal



Vertical

## INTERLOCKING AU



### MINIMUM SIZE

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

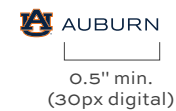
### CLEARSPACE

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

## VERTICAL LOGO



## HORIZONTAL LOGO



### MINIMUM SIZE

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

### CLEARSPACE

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



## GENERAL USE

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

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

## INCORRECT LOGO USAGE

### Alteration of the logo in any way is not permitted.

Below are examples of unacceptable usage to avoid.



Do not add copy or graphics to the logo.



Do not rotate.



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



Do not adjust the logo format.



Do not place on busy backgrounds or objects in images.



Do not skew or distort.



Do not use wordmark alone.



Do not place logo on low contrast colors or photos.



Do not add shadows or gradients.

## CORRECT LOGO USAGE

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



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



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



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



Black logo available for black and white documents.



White logo available for use on dark backgrounds.



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



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



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



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

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

# COLOR PALETTE & USAGE

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

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

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

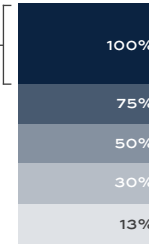
While Auburn Blue can work well as a background color, use of White is strongly encouraged for backgrounds to provide a clean, crisp base for application of Auburn Blue (primary) and Auburn Orange (accents/highlights/call-outs). This also allows imagery to pop. Ensure photo composition brings in primary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

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

## PRIMARY PALETTE

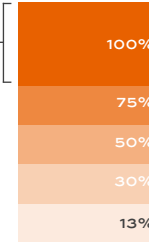
Auburn Blue should be the main color for Auburn communications because it easily connects back to our primary identity. Only use tints of the brand colors in illustrated elements.

### AUBURN BLUE



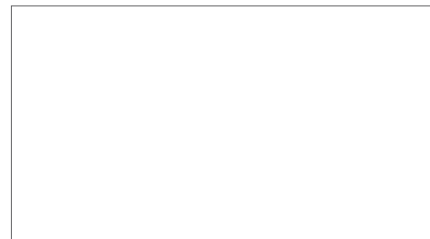
Pantone 289C  
CMYK 100/66/0/76  
RGB 11/35/65  
HEX #0b2341

### AUBURN ORANGE

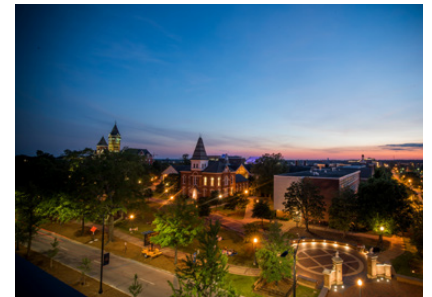


Pantone 158C  
CMYK 0/66/99/0  
RGB 232/97/0  
HEX #e86100

### WHITE



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



AUBURN EXPERIENCE COLOR INSPIRATION

# SUPPORTING PALETTE

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

## BODDA GETTA BLUE



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

[Click here](#) for all color codes.

## SAMFORD BRICK ORANGE



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

[Click here](#) for all color codes.

## CAMPUS GREEN



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

[Click here](#) for all color codes.

## SUN-KISSED YELLOW



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

[Click here](#) for all color codes.

## NOVA BROWN



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

[Click here](#) for all color codes.

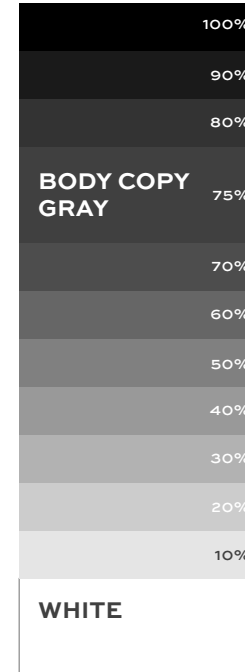
## NEVER TO YIELD TEAL



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

[Click here](#) for all color codes.

## GRAYSSCALE



100%  
 90%  
 80%  
**BODY COPY GRAY** 75%  
 CMYK 0/0/0/75  
 RGB 99/100/102  
 HEX #636466

10%  
**WHITE**  
 CMYK 0/0/0/0  
 RGB 255/255/255  
 HEX #ffffff

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



[Click here for accessibility contrast checker: \*\*webaim.org contrast checker\*\*](#)

## PRIMARY FONT COLLECTION

### SWEET SANS PRO

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

### UTOPIA

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

## MAGAZINE FONT

### KAZIMIR TEXT

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

## COLLEGIATE FONTS

### DAVIS

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

### DAVIS SANS

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

## SCRIPT FONTS

### RELATION & RELATION TWO

- For informal script purposes.

### SWEET FANCY SCRIPT

- For formal script purposes.

**NOTE:** All of these fonts can be activated in Adobe CC software by visiting [fonts.adobe.com](https://fonts.adobe.com)

Click to view detailed typography usage guides in the Brand Center: [Fonts and Typography Usage Guide](#)

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

## OUTLOOK

### ARIAL

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1 2 3 4 5 6 7 8 9

Regular - For body copy.

**Bold** - For subheads.

**Black** - For headers.

## MICROSOFT APPS:

Powerpoint, Word and Excel

### AVENIR NEXT LT PRO

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

abcdefghijklm  
nopqrstuvwxyz

1 2 3 4 5 6 7 8 9

Light - For detailed information.

Regular - For body copy.

**Demi** - For subheads and headers.

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

Auburn University’s updated branding includes two core visual identity elements based on the arrow present within the interlocking AU of the Auburn logo. The **arrow** embedded in the AU is a symbol of “what we’re made of and where we’re going.” This symbol has always been at the core of who we are. It represents Auburn’s upward and forward momentum in the realm of higher education. The **pillars** graphic element comes from the arrow. The triangle shape in the upper arrow "deconstructs" to become three lines which represent the three pillars of Auburn's purpose: **instruction, research and extension**. These flexible graphic elements are able to accommodate wide application across communications — from stationery, collateral, presentations and signage to email, ads, social media, web and video. [Watch the Brand Launch Video.](#)

## GRAPHIC ELEMENT 1: ARROW

The Arrow Peak can be applied to any piece either with the full graphic showing or with various levels of cropping. See template samples in Brand Center. The preferred use of the arrow peak is in gray shade for subtle incorporation into materials; however, it can also be used in white or blue depending on the context of the piece. The inner arrow shape can also serve as a container for imagery. Bring in from the bottom or left side, pointing upward or forward. Do not point the arrow downward or backward. The size can be changed, but never stretch or adjust proportions, which should always match the arrow shape in the AU logo. Refer to samples provided and download templates from the Brand Center. For color, size and clearspace usage see the ["Graphic Elements Usage Guide."](#)



## GRAPHIC ELEMENT 2: 3 PILLARS

The Three Pillars element works best when applied at the top of a page/piece as a header element but can work in other ways as well. See template samples in Brand Center. The graphic can be used on its own or paired with the Bar element (see Graphic Element 3). For color, size and clearspace usage see the ["Graphic Elements Usage Guide."](#)



## GRAPHIC ELEMENT 3: BAR+ 3 PILLARS

The Bar+Three Pillars element works best when applied at the top of a piece as a header element but can work in other ways as well. See template samples in Brand Center. When working with this element, the 3 lines must stay stationary but the left side of the bar can be extended as far as needed. For color, size and clearspace usage see the ["Graphic Elements Usage Guide."](#)



## GRAPHIC ELEMENT 4: BAR

Remove the “3 Pillars” from the “Bar and 3 Pillars” and that leaves the “Bar.” The “Bar” can act as a text container for titles and lines of text. For color, size and clearspace usage see the ["Graphic Elements Usage Guide."](#)



## GRAPHIC ELEMENT 5: ARROW TIP

To be used sparingly as a pointer to a call-out of some key information. For color, size and clearspace usage see the ["Graphic Elements Usage Guide."](#)



## GRAPHIC ELEMENT 6: ARROW PEAK

To be used sparingly as a button for navigation. For color, size and clearspace usage see the ["Graphic Elements Usage Guide."](#)



Click to view detailed graphic elements usage guidelines in the Brand Center: [Graphic Elements Usage Guide](#)

**EXECUTIVE SUMMARY**  
OUR NUMBERS FOR 2022

**Objective:**  
This summary will serve as a high-level overview of the university's performance, highlighting key achievements and challenges.

**Goal:**  
To provide a clear and concise overview of the university's performance, highlighting key achievements and challenges.

**Key Metrics:**  
• Enrollment growth  
• Financial stability  
• Academic excellence  
• Student success

**Conclusion:**  
The university has achieved significant milestones in 2022, demonstrating its commitment to excellence and growth.



**AGENDA TITLE**

**MONTH DATE YEAR**

**10:00 A.M. - 12:00 P.M.**

**TITLE OF EVENT**

**LOCATION**

**10:00 A.M. - 12:00 P.M.**

**TITLE OF EVENT**

**LOCATION**

**10:00 A.M. - 12:00 P.M.**

**TITLE OF EVENT**

**LOCATION**

**10:00 A.M. - 12:00 P.M.**

**TITLE OF EVENT**

**LOCATION**

Contact: (334) 844-7009

**AUBURN**  
School of College of Engineering

**THE HISTORY OF AUBURN**

**1930-1940**

**1940-1960**

**1960-1970**

**AUBURN**

**TITLE OF DOCUMENT**

**HEADER OF SECTION**

**HEADER OF SECTION**

**HEADER OF SECTION**

**AUBURN**

**ALEXANDER HAMILTON**

**AN UPDATE FROM**  
ADVANCEMENT CULTURE AND TALENT

**AUBURN**  
ADVANCEMENT

**AUBURN**

**TIFFANIE BRINSON**

**OUR PRIORITY:**  
BUILDING AND LEVERAGING BRAND VALUE

**COMMUNICATING A STRONG BRAND**

**OBJECTIVE:**

**TACTICAL IMPLEMENTATION**

**AUBURN**

**Alexander Hamilton**  
Advancement Culture & Talent

**AUBURN**

**Alexander Hamilton**  
Advancement Culture & Talent

**AUBURN**

**Alexander Hamilton**  
Advancement Culture & Talent

**AUBURN**

**Alexander Hamilton**  
Advancement Culture & Talent

**TITLE OF THE DOCUMENT GOES HERE**

**AUBURN**

**Name of Person**

**Name of Person**

**Why did you choose your area of study?**

**Why did you choose your area of study?**

**AUBURN**

**An update from**  
ADVANCEMENT CULTURE AND TALENT

**AUBURN**  
ADVANCEMENT

**BRAND UPDATE**

Campus Communicators and Designers Meeting  
February 16, 2022



**AUBURN**

**Alexander Hamilton**  
Advancement Culture & Talent

**AUBURN**

**Alexander Hamilton**  
Advancement Culture & Talent

**AUBURN**

**Alexander Hamilton**  
Advancement Culture & Talent

**AUBURN**

**Alexander Hamilton**  
Advancement Culture & Talent

**TITLE OF THE DOCUMENT GOES HERE**

**AUBURN**

**Name of Person**

**Name of Person**

**Why did you choose your area of study?**

**Why did you choose your area of study?**

**TIGER PACTS** PURPOSE | PRODUCTION | INNOVATION | COLLABORATION

**AUBURN**  
ADVANCEMENT

**AN UPDATE FROM**  
ADVANCEMENT CULTURE AND TALENT

**AUBURN**  
ADVANCEMENT

**HEADLINE GOES HERE**

**BIG STATISTIC HERE 158,018,640**

**LINE TO A VIDEO**

**LINE TO A WEB PAGE**



**HEADLINE HERE**

**Subhead here**

**AUBURN**

**HEADLINE HERE**

**Subhead here**

**AUBURN**


**HEADLINE HERE**

**Subhead here**

**AUBURN**

**DR. CHRISTOPHER ROBERTS**

**PRESIDENTIAL CANDIDATE VISIT**



**ANNUAL REPORT**

COMMUNICATIONS AND MARKETING DATE

**AUBURN**

## LIGHTING:

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



## FOCUS:

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



## BACKGROUND:

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





**COLOR:**

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

**CREATIVITY:**

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

**LONGEVITY:**

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

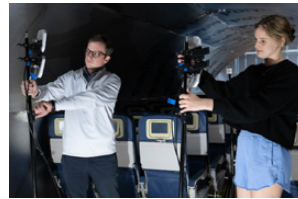


## PHOTOGRAPHY HELPS TELL THE BRAND STORY

When choosing imagery to include in communications, using photography that captures authentic moments creates a connection with our audiences. It brings the Auburn spirit to life and conveys what it means to be part of the Auburn Family. Within our AU Image Library, we have curated a “Best of Auburn” gallery with a wide range of photos that anyone with Campus Communicator access can download for use. Using the below samples of photography styles aligned to brand narrative categories, you can explore the “Best of Auburn” gallery and locate options to ensure your creative piece is in alignment with the brand. The AU Image Library is accessible directly from the **Brand Center**. Select **Resources**, then click the link for **Photographic Services**. Once on the site, select **Image Library** in the top navigation, then select **Campus Communicator login**. Once logged in, navigate to **Galleries, Invited Galleries, Best of Auburn**. If you have issues with access, email [auphoto.auburn.edu](mailto:auphoto.auburn.edu). We will continue to add more photos to the gallery.

Most communications should fall into at least one of the following core messaging categories, aligned to the three pillars of Auburn's mission: Academics, Research and Extension, with Student Experience reaching across all three core pillars. Then, there are additional categories that are more general and serve as the backdrop for or enhancement to the above categories, like Campus Scenery/Buildings, Places, Auburn Icons, Traditions and Spirit.

### ACADEMICS



### RESEARCH

### EXTENSION/OUTREACH

### STUDENT EXPERIENCE

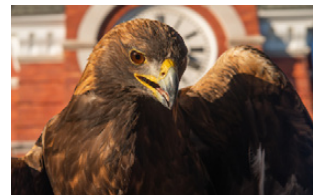
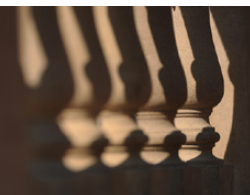


### CAMPUS

### CAMPUS-AS-ART

### PLACES

### ICONS, TRADITIONS & SPIRIT



## IN-SCOPE SERVICES:

Our photographers fulfill requests that support Auburn's visual brand. We serve the University's mission by capturing creative, authentic photography with a focus on communications, marketing and branding initiatives that have a broad, external audience.

To that end, our OCM photographers fulfill still photography requests for:

- The Office of the President/Board of Trustees
- Auburn News stories requested by the Office of Communications and Marketing
- University marketing and branding/campaigns
- Use on Auburn's primary social media accounts
- Top level admissions recruitment efforts
- Auburn Magazine and Auburn Research
- Stock photography for general university use
- Photos for the auburn.edu home page
- Studio headshots for faculty and staff

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## OTHER SERVICES:

University events that fall outside the scope listed above are booked first-come, first-served and based on the availability of our student photographers. **They are billed at \$125/hr on weekdays between 8am-5pm and at \$150/hr on weekends and weekdays after 5pm.** We can also provide a list of approved freelancers when requested.

Due to the volume of university-wide requests we receive, OCM photographers are unable to provide services for:

- Departmental ceremonies, awards, speakers, dinners, receptions, conferences, retirements
- Student headshots
- Group photos
- Passport photos
- Non-university requests

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## CONTACT:

For more information about Photography Services, to request a photographer or assistance locating a specific image, visit [auphoto.auburn.edu](http://auphoto.auburn.edu).

*Click to download this Photography section as an excerpt from the Brand Center: [Photography Quick Reference Guide](#)*

Auburn University engages video to tell engaging stories aligned to the core pillars of our mission, life-changing education, research and outreach. The best videos share compelling content, have a defined purpose and scope, and are technically well produced. All videos produced for the University should aim to follow these technical and stylistic guidelines.

## **AUBURN BRAND APPLICATION:**

Appropriate Auburn University branding should appear in all videos through use of proper logos, lower thirds and transitions. The below resources are available for video producers to incorporate.

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- [Link to AU Outro alpha](#)
- [Link to AU lower thirds](#)
  - Lower thirds should be displayed for a minimum 5-7 seconds to allow time to read the title.
  - Titles should be listed before departments or majors i.e. “Professor, School of Kinesiology” or “Senior, Graphic Design.”
  - Lower thirds should only appear the first time a subject is on camera, not every time.
- [Link to AU After Effects transitions](#)
- [Link to fonts/colors/logos \(Brand Center\)](#)

Additionally, incorporation of approved, branded motion graphics elements is strongly encouraged if the video content is a good fit for the motion graphics, e.g. it would enhance the impact of the content. All videos are reviewed by OCM Creative Services and our team can provide assistance with access to branded motion graphics elements available in the Brand Center to the University's videography professionals.

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## **VIDEO FOR SOCIAL MEDIA:**

Videos for use on social media typically perform better if they are short and have a strong attention-getter at the beginning of the video.

## **ACCESSIBILITY REQUIREMENTS:**

Per ADA legal requirements, videos produced by the University should meet accessibility guidelines, which most often refers to closed captioning. Videos posted to YouTube and social media should include closed captioning, which can be formatted as a .SRT file or created directly in the platform. When working with an outside video vendor, be sure to establish who is responsible for transcription services.

## **STYLISTIC TIPS:**

- When possible, unnecessary filler words such as "umm" and "like" or any long pauses should be edited out for a cleaner audio track.
- When shooting interviews, use the rule of thirds to frame interview subjects in a more natural positioning. The subject should not be looking at the camera, except in rare circumstances.
- B-roll video should be stable and have interesting action. Consider filming a variety of angles, distances and people. Try to avoid footage of backs of heads and bodies, as faces are much more engaging.
- Videos should be made in good lighting. Consider using natural light and avoid placing subjects directly in front of windows.
- Work to have clear, understandable audio. Consider filming interviews in quiet settings and use microphones to help with background noise cancellation.

The Video Services team offers full-service video development including concept development, location shooting, editing and post-production for the campus community. All productions are filmed in full high definition for the best representation of students, faculty and staff, and the work they do. We provide support to local news stations, networks and other outside producers for productions on campus or about the university.

We help facilitate campus visits for production crews and contacts with various professors.

Campus file footage is available for news or public relations purposes, and in some cases, arrangements can be made for audio or video recordings of university personnel.

We also incorporate the Audio-Visual Services department at The Hotel at Auburn University and Dixon Conference Center for presentations and client-specific programs.

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## SERVICES AVAILABLE TO CAMPUS:

- Consultations
- Project management
- Broadcast-quality production capabilities
- Adobe Premiere Pro and After Effects motion graphics
- Multiple-source format conversion

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## CONTACT:

Campus partners can request help with a video project by submitting a New Project Request via the [Brand Center](#). External vendors, [email Video Services](#) or call (334) 844-9999.

*Click to download this Videography section as an excerpt from the Brand Center: [Videography Quick Reference Guide](#)*

## AUBURN UNIVERSITY TOP 10 SOCIAL MEDIA BEST PRACTICES:

- Be consistent using the Auburn University brand guidelines. Only use approved logos, official colors and fonts. Certain social channels have very limited font options, so we can provide you with acceptable substitute fonts from the channel's available options.
- Know and research your audiences: demographics/psychographics are key to understanding the content that will resonate (or not).
- Build a presence on the social media platforms that reach your audiences—you may not need to have a presence on every platform.
- Utilize one universal handle across platforms as this will establish credibility and familiarity.
- Optimize your bio section to have your auburn.edu website and accurate “about” information. Use the word “official.”
- Have a content strategy and calendar. Being strategic with posts is more important than being clever.
- Optimize graphics, photos and videos for each platform’s requirements. This includes resolution, sizing and length. Remain in accessibility compliance in these areas, including fonts in graphics, alt text, captions and hashtags.
- Use appropriate hashtags and Auburn verbiage. Write your posts for your specific audience to read.
- Use social listening and pay attention to your audience’s feedback. Allow your audience to police themselves during any public discourse.
- Check your accounts daily—delete and report spam. Monitor comment sections and stay aware of what is happening nationally and locally to avoid appearing insensitive or indifferent.

## BEST PRACTICES FOR COLLABORATING WITH OCM SOCIAL MEDIA ACCOUNTS:

- Allow the main University social media accounts to post news stories first. We can coordinate with you to provide content calendar details.
- Repost and share any official University news posted by the main Auburn accounts.
- Tag @auburnu in your posts so our accounts will receive a notification and can interact with you.
- Rewrite captions for your specific audience when reposting a news story from your college.
- Follow other official University accounts and interact with them to foster the online Auburn community.

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## AUBURN UNIVERSITY SOCIAL MEDIA STRATEGIC PLAN:

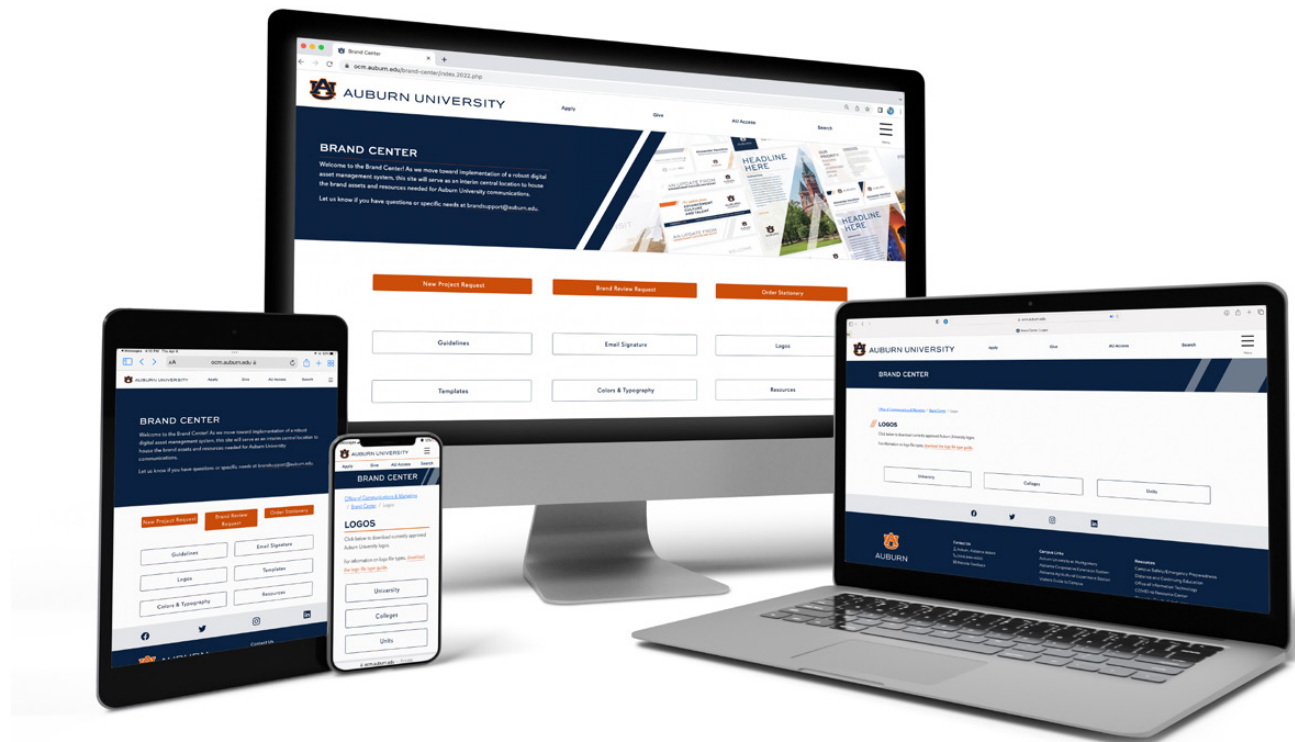
The Auburn University social media strategic plan was approved in 2021 and guides content strategy for flagship accounts. Campus units are encouraged to incorporate the University goals into their social strategies. Click the link below for more information.

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## CONTACT:

For questions about social media, [email Katie-Bay at kbh0029@auburn.edu](mailto:kbh0029@auburn.edu).

*Click to view and download the full University social media strategy in the Brand Center: [Auburn University Social Media Strategic Plan](#)*



NEED HELP OR HAVE FEEDBACK? CONTACT

# BRAND REVIEW PROCESS

With the launch of a brand refresh, including new graphic elements and updated guidelines, we are committed to helping our Campus Partners ensure they are applying the updated branding elements correctly and consistently. This increase in brand reviews requires greater efficiency and automated tracking of reviews, reducing the dependency on email. We have completed the integration of Wrike (OCM's existing creative workflow management system) into the Brand Review process.

## UPDATED PROCESS:

1. Campus Partner goes to the **Brand Center** and selects the new **Submit Brand Review** button.
  - Complete the submission form providing brief information about the project and upload a PDF of the creative for review purposes, whether the project is for print or digital output. (An Adobe share link to the PDF is also okay.) For video project review, provide a .mp4 low res file.
  - The form submission generates a project and assigns a trackable project number in the Wrike workflow system. OCM can now update the project status as it moves through workflow.
2. Campus Partner receives an automated email confirming receipt of the submission.
3. OCM moves the project through the review process with any edits requested/discussed/reviewed.
4. Campus Partner receives approval email with Print Approval form (for print projects).
5. Project status changes to "complete" and is trackable in Wrike reporting.

If you need assistance regarding the brand review process or initiating a new project request, please email [brandsupport@auburn.edu](mailto:brandsupport@auburn.edu).



## USEFUL LINKS

SUBMIT FOR BRAND REVIEW



CREATIVE PROJECT REQUESTS



ESTIMATES AND UNIVERSITY PRINT PROCEDURES



PREFERRED PRINT VENDORS



TRADEMARK MANAGEMENT & LICENSING





AUBURN