

Auburn University

Policy on Graphic, Logo, and Print Material Standards

[The Office of Communications & Marketing \(OCM\)](#) coordinates compliance of the graphics standards for all printed material produced by Auburn University units. This compliance is to ensure consistent, cohesive design that best advances the image of Auburn University.

For the benefit of the university and its vast departments and areas, print materials must:

- A. be needed and necessary;
- B. adhere to a consistent style, and
- C. clearly reflect that they are part of the Auburn University family of publications.

Your careful consideration of your department's needs, such as:

- A. avoiding producing too high a quantity;
- B. avoiding having too many publications by combining materials when possible;
- C. adhering to a consistent standard of design instead of producing multiple types of materials, and
- D. following the minimal design standards help ensure a smooth, efficient approval processes for your materials.

Minimum Design Standards

The [Auburn University Style Guide and Identification Standards Manual](#) contains examples and further descriptions of these standards:

1. The Auburn University logo must appear clearly and prominently on the front and back (see #5, below) of publications to advance the image of Auburn, create an element of consistency and unity, establish a connection between areas and the university, and identify the publication as official, sanctioned Auburn information. Examples of varying ways it might appear are outlined in the Style Guide. It can appear alone or in combination with the name of the area or department, also used in appropriate logo format. As a general rule of thumb, the logo must be no smaller than one-half inch high on a standard 4" x 9" brochure, and proportionately larger for bigger publications.
2. To protect trademark licensing agreements and promote a consistent visual identity, Auburn University logos and marks may vary in size, but cannot be altered, tampered with, modified, or overprinted, as described in further detail in this manual. No independent or conflicting logos must be used.

3. In a four-color publication, the full color version of the Auburn logos/marks/symbols is preferable, in official, approved Auburn orange and blue colors (see section on color in the [Style Guide](#)). In one- or two-color publications, only approved two-color or single-color (orange, blue, black, or reverse white) must be used. OCM can help answer questions regarding alternatives.
4. The university seal must be used for social or ceremonial documents only, and only in approved single- or full-color versions. It must not be used in marketing or promotional publications or on promotional merchandise (except for high-end merchandise approved by the [Office of Trademark Management and Licensing](#)).
5. The back of publications must contain:
 - A. An Auburn University logo combined appropriately with the college, school, department or unit name (OCM can prepare varying formats of approved logos for your area for maximum flexibility).
 - B. the Equal Opportunity Employment Statement:

Auburn University is an Equal Opportunity Employer and Educational Institution.

On occasion, the equal opportunity statement is utilized inside a publication rather than on the back cover.
 - C. The university website www.auburn.edu and other applicable websites.
 - D. the name of the department designing the publication and date (month/year) in small print, for archival and accuracy purposes
6. In textual content, the Auburn University name must be used in full on first reference, and can be shortened to Auburn on second reference; the use of the university name is preferred in academic material, rather than the informal AU initials.
7. Appropriate printing procedures must be followed, and can be found in the printing procedures section of the [Style Guide](#). Procedures include a printing approval form or exemption from OCM before a piece can be printed. [Procurement and Payment Services](#) will not pay for items printed without this form. In most cases, OCM strives to approve items meeting minimum design standards the same day they are received, although up to three business days may be needed in certain situations.

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

If you have a question or concern about the use of AU symbols, marks, or logos not covered by this University Policy, please contact the [Office of Communications and Marketing](#).