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STYLE GUIDE

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Creating a unique and consistent identity for Auburn University at Montgomery is a critical part of the strategic goal of making the university an easily recognizable "brand" — a brand that connotes excellence. Thus, it is vital that every college, department and division of AUM follows basic publication guidelines for written communications, brochures, posters Web pages, or any other print or online materials.

We have designed this reference guide to help you present a cohesive brand image for the university — both on and off campus. The Office of University Marketing provides this information as part of our service as both steward and developer of the AUM brand. Our mission is to enhance the image and strengthen the brand of the university through communication and marketing efforts. Our office is the voice of the university and gateway through which the external community learns about the research, service, and education opportunities and achievements of Auburn University at Montgomery. We work to inform, involve, and engage internal and external constituents; celebrate and publicize the accomplishments of the AUM family; and support faculty, staff, and students in the overall mission of the university.

We know that, despite our best efforts to make this style guide clear and comprehensive, questions may arise. The Office of University Marketing team is happy to answer your questions or provide guidance at any time.

How to Use The AUM Style Guide

Establishing and maintaining a brand is no simple task. The brand is a living entity that presents the organization through graphics, language, tone, color and presence. The AUM Style Guide is created to allow multiple contributors to create work mirroring the university style and presenting a unified presence that includes all aspects of presentation to internal and external audiences.

The Office of University Marketing will partner with you to build materials for your specific needs while maintaining brand standards. Why is this important? In a time when impersonation and imitation is easier than ever, working within brand guidelines establishes trust and confidence.

Feel free to contact the office anytime. The Office of University Marketing is your partner.

Publication Planning

Planning a Printed Piece

For the benefit of the university and individual campus units, print materials should:
- Be necessary.
- Adhere to a consistent style.
- Clearly reflect that they are part of the AUM family of publications.

Carefully consider your department's needs and:
- Avoid producing too large a quantity.
- Avoid having too many publications by combining materials when possible.
- Adhere to a consistent standard of design instead of producing materials that are visually dissimilar.
- Follow the minimal design standards in this manual to help ensure smooth, efficient approval processes for your materials.

Before you begin, consider the following questions to ensure you effectively and efficiently reach your goal for a publication. By establishing targets and appropriate messages, communications become more effective. Ask:
- Is there a better way to reach our audience?
- What is the available budget?
- How many people do we need to reach (quantity)?
- Who is or who are your target audience(s)?
- What is the most important thing you want the audience to know after reading your publication?
- What response or action do you want from the audience?

When you work with the Office of University Marketing in publication production, the process begins with you completing a Graphic Design Job Request form and meeting with the Office of University Marketing staff to determine the best way to meet your needs and goals.

To Print or Not to Print?

With the advent of electronic communications, the Internet is often more effective than traditional print publications. The university is obligated by its status as a public university to curtail costs whenever possible. To ensure the best stewardship of university funds, always first ask:
- Is this publication absolutely necessary?
- Is there an alternative to a print publication that is more economical, if not more effective?

As a general rule, intradepartmental communications and messages delivered to a small audience (less than 100 people) should be done electronically. The Office of University Marketing can assist in producing electronic newsletters or utilizing other digital communications tools.

Who to Contact
Office of University Marketing

James Armstrong
Senior Production Manager
334-244-3816
jarmstr6@aum.edu

Minimal Design Standards for Publications

1. "Auburn University at Montgomery" is the legal name of the university and should be placed on all formal communication in the first reference to the university. "AUM" may be used in each reference following either Auburn University at Montgomery. Never use:

    Auburn University Montgomery
    Auburn University - Montgomery
    Auburn Montgomery
    Auburn University of Montgomery
    etc.

2. Auburn University at Montgomery should be clearly and prominently identified on the cover or front panel of each piece with an official AUM logo as identified in this guide.

3. To promote a consistent visual identity, Auburn University at Montgomery logos may vary in size but cannot otherwise be altered, tampered with, modified or overprinted without express written permission from the Office of University Marketing. No independent conflicting logos should be used. Logos can be enlarged or shrunken but the width or height may not be stretched disproportionate to the rest of the logo.

4. In a full color publication, the full color version of the Auburn University at Montgomery logos/marks/symbols must be used, and only in official, approved Auburn Univeristy at Montgomery colors (orange and black; see page 13.) In one- or two-color publications, only approved two-color or single-color (orange, black, or reverse white) versions of the logos/symbols may be used.

5. The front or back of all pieces should, if possible, include a website address. This may be the main Auburn University at Montgomery URL (www.aum.edu) or the address of any other applicable page on the AUM website. However, the Office of University Marketing discourages the use of lengthy URLs. To set up a custom URL, please contact the Office of University Marketing.

6. The following equal opportunity statement must be included on the back of most printed materials, preferably beneath a logo that combines Auburn University at Montgomery with the appropriate college, college or department name: *Auburn University at Montgomery is an equal opportunity educational institution/employer.*

7. Appropriate printing procedures must be followed. See the Printing Procedures section on page 13 for details.

Any special circumstances that may require a deviation from the standards outlined in this guide must be pre-approved by the Office of University Marketing.

Graphic and Visual Elements

Overview
This section explains basic identity elements: the wordmark, logos, university colors and typefaces that are the foundation of our visual identity.

Auburn University at Montgomery Name, Wordmark and Other Identity Marks
Our name is the primary means by which we are recognized; therefore, one of AUM's marks that contain the name of the college, the AUM block logo, or one of the Warhawk logos must appear on the front or back of all forms of communication. Only approved visual elements or icons may be paired with the wordmark. Logos may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally or otherwise tampered with in any way. For examples of inappropriate use, see page 14.

Official AUM logo portal

All officially approved AUM logos and marks can be downloaded from the AUM logo portal. The portal should be used to acquire all logos for campus use. Please refer to the **AUM Logo Portal User Guide** for instructions on how to access the site.

Primary Logos for the Univeristy

Vertical version with full school name

Horizontal version with full school name

1/2"

1/2"

1/2"

AUM
AUBURN UNIVERSITY
AT MONTGOMERY
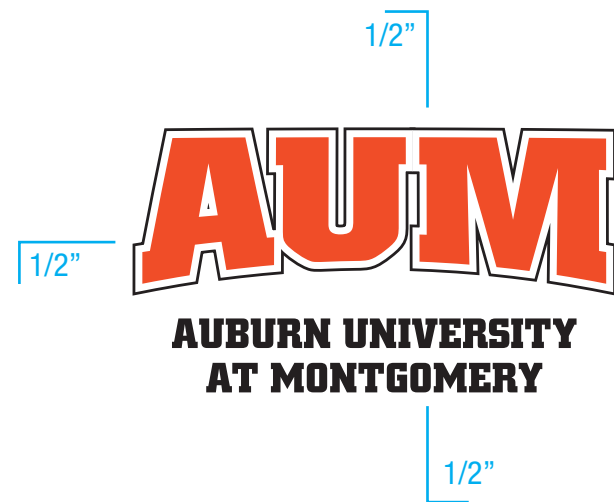
Clear space required
No other graphic may encroach within a 1/2 inch on the top, sides and bottom of any AUM logo.

Size and Appearance: At minimum, any of AUM's logos should appear no smaller than one-half an inch high on any publications. In busy or complex designs, it should be surrounded by appropriate white space to set it apart.

All logos must appear in an approved combination of AUM's three primary colors of orange, black and white; no other color is acceptable, with the exception of solid black for use in materials reproduced in black and white (including fax cover pages, memorandums, newsletters or newspapers) or all white for reverses on a dark background.

Minimum size for standard 4 x 9 inch brochure:

AUM
AUBURN UNIVERSITY
AT MONTGOMERY

.75 inch minimum height

Absolute minimum size:

AUM
AUBURN UNIVERSITY
AT MONTGOMERY

.5 inch minimum height

AUM
AUBURN UNIVERSITY
AT MONTGOMERY

Reverse

AUM
AUBURN UNIVERSITY
AT MONTGOMERY

Black and white

AUM
AUBURN UNIVERSITY
AT MONTGOMERY

Single color orange

AUM
AUBURN UNIVERSITY
AT MONTGOMERY

Alternate color option

Logos and Approved Graphic Elements
Paired with the Wordmark

The Auburn University at Montgomery Block Letter logo is the preferred mark for use on all materials, college publications and other non-athletic promotional materials. The Block Letter logo is intended to visually symbolize tradition, history and academic prestige of the university.

The AUM Block Letter logo should not be paired with another typeface or graphic element to create a design that in any way violates the integrity of the icon or the standards presented in this guide.

When in doubt about appropriate use of the wordmark or graphic elements, please contact the Office of University Marketing.

AUM
AUBURN UNIVERSITY
AT MONTGOMERY

AUM
AUBURN UNIVERSITY
AT MONTGOMERY

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AT MONTGOMERY

Acceptable color combinations for the AUM block logo icon.

For Colleges and Departments

Independent logos for university-supported units, departments and colleges are not approved for publication or merchandise use. Symbols representing professional affiliation or vision/mission of an area may be used but must be separate from the university, college or department name, which should be aligned with the Auburn University at Montgomery name whenever possible. Individual programs with Colleges are no longer broken out in our official marks.

AUM | AUBURN UNIVERSITY AT MONTGOMERY

COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES

Option for placing the name of an college with the name of the school to the side.

AUM

COLLEGE OF LIBERAL ARTS & SOCIAL SCIENCES

Option for placing the name of a college without the name of the school.

Logo Paired with Department or Office Names

When paired with a department or unit name, the AUM block logo should appear with one of the two following type options, with appropriate spacing between the acronym and office name. Any deviations must be approved in advance by Strategic Communications and Marketing.

AUM | AUBURN UNIVERSITY AT MONTGOMERY

OFFICE OF DIVERSITY & INCLUSION

Option for placing the name of a department with the name of the school to the side.

AUM

OFFICE OF DIVERSITY & INCLUSION

Option for placing the name of a departmetn without the name of the school.

Official AUM Acronym Stacked Logo - Athletics Softball/Baseball Only

This logo is approved for use by Athletics only, for baseball and softball head gear, in these two-color combinations only.

Official AUM Acronym Logo - Athletic Uniforms Only

These two logo variations are approved for use by Athletics only, for sports team uniforms only.

2C - AUM logo - Black Outline
Black
PMS 172

2C - AUM logo - Orange outline
Black
PMS 172

1C = 1 Color   2C = 2 Color   3C = 3 color

Official secondary Warhawks logos

The following series of Auburn University at Montgomery mascot artistic images are approved for use by any university department, unit or program for marketing materials, promotional items and publications. All use of mascot logos must be approved in advance by Office of University Marketing.

3C - Eyes only
Black
PMS 116
PMS 443

2C - Eyes only
OPTION 1
Black
PMS 172

3C REV - Eyes only
Black
PMS 116
PMS 443

2C REV - Eyes only
OPTION 1
Black
PMS 172

1C - Eyes only
Black

2C - Eyes only
OPTION 2
Black
PMS 116

1C REV - Eyes only
Black

2C REV - Eyes only
OPTION 2
Black
PMS 116

1C - Warhawk Eye logo with school name
PMS 172

1C - Warhawk Eye logo with department name
PMS 172

1C - Warhawk scratch mark
Black

1C - Warhawk Eye logo with school name
Black

1C - Warhawk Eye logo with department name
Black
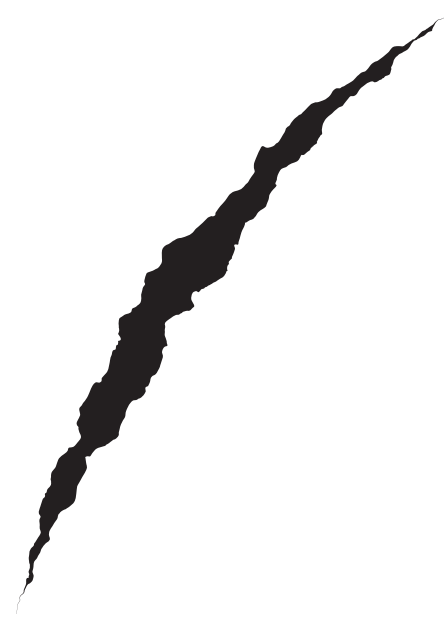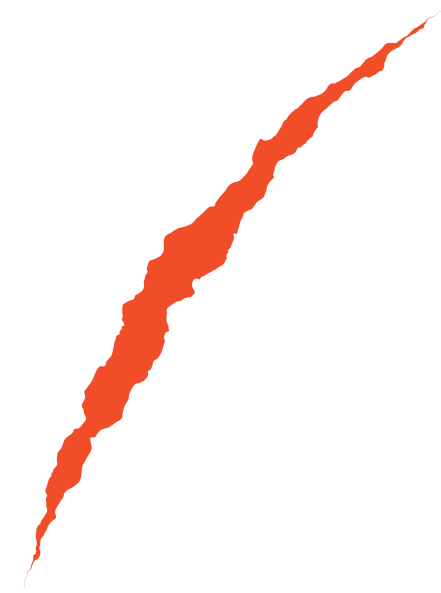
1C - Warhawk scratch mark
PMS 172

Official AUM Colors

Color is as significant to a graphic identity as images, symbols and marks.
The following swatches show all of AUM's colors used throughout our marks and branding.

Primary color chart

Standard Black
CMYK:
C = 0, M = 0,
Y = 0, K = 100
HEX CODE:
#000000
RGB:
R = 0, G = 0, B = 0

Rich Black
When large areas of black are used on a piece, it is best practice to use the following CMYK values.
C = 75, M = 55,
Y = 55, K = 100

SPOT: PMS 172
CMYK:
C = 0, M = 85,
Y = 95, K = 0
HEX CODE:
#f04e29
RGB:
R = 240, G = 78,
B = 41

SPOT: PMS 116
CMYK:
C = 0, M = 16,
Y = 100, K = 0
HEX CODE:
#ffce00
RGB:
R = 255, G = 210,
B = 0

SPOT: PMS Metallic Bronze 8942
CMYK:
C = 23, M = 70,
Y = 100, K = 12
HEX CODE:
#b15d1c
RGB:
R = 177, G = 93,
B = 28

PMS Metallic Silver 8001

PMS Metallic Gold 873

Reserved for special treatment items. Not intended for every situation.

Secondary color chart

PMS 173
SPOT: PMS 173
CMYK:
C = 12, M = 86,
Y = 100, K = 2
HEX CODE:
#d3461e
RGB:
R = 211, G = 70,
B = 30

SPOT: PMS 548
CMYK:
C = 97, M = 67,
Y = 50, K = 41
HEX CODE:
#003c4d
RGB:
R = 0, G = 60,
B = 77

SPOT: PMS 315
CMYK:
C = 92, M = 51,
Y = 36, K = 12
HEX CODE:
#006680
RGB:
R = 0, G = 102,
B = 128

SPOT: PMS 427
CMYK:
C = 17, M = 12,
Y = 12, K = 0
HEX CODE:
#d0d3d4
RGB:
R = 208, G = 211,
B = 212

SPOT: PMS 431
CMYK:
C = 67, M = 52,
Y = 45, K = 17
HEX CODE:
#5b6770
RGB:
R = 91, G = 9103,
B = 112

Proper usage guidelines for secondary colors

The Auburn University at Montgomery orange and black should always be the dominant colors for any print or digital design choice. All other colors are to be used as accents and for emphasizing areas of interest or actions the audience should see or do. The ratio of PMS 172 and black compared to the other accent colors should be 30% orange, 30% black, 10% PMS 116, 10% PMS 173, and 5% each for the remaining colors. The AUM marks must ALWAYS be used in the primary orange and black or reversed and never represented in the secondary colors.

Examples of What Not to Do

The following are examples of inappropriate usage of identity elements. When in doubt, please contact the Office of University Marketing for assistance.

Never hyphenate the name Auburn University at Montgomery.

Never shrink, stretch or otherwise alter the wordmark or any visual element:

Never overprint on the logo:

Never use unofficial university colors with the logo; instead, reverse it out in white for darker backgrounds, or print in black for two-color publications:

Do not allow images or typography to encroach upon the required clear space around the logo:

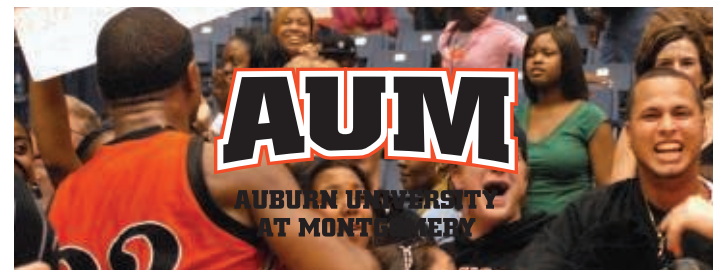Do not rotate or place the logo or wordmark at an angle:

Do not change the font of the logo, wordmark or accompanying names of departments, units or colleges:

AUBURN UNIVERSITY
AT MONTGOMERY

Do not "squeeze" or "stretch" the logo:

Don't place the wordmark or logo over busy backgrounds:

Office nameplate insert guidelines

The following is the examples of the standard template for all AUM office nameplate inserts.

A word document template is available **here** for download and is easily modified to fit your departments needs. After making your modifications you simply have to print the file and cut them apart.

When in doubt, please contact the Office of University Marketing for assistance. The logo should not be changed out for any other version than the one included in the tempate.

FIRST NAME LAST NAME
Your Title Here

FIRST NAME LAST NAME
Your Title Here

FIRST NAME LAST NAME
Your Title Here

FIRST NAME LAST NAME
Your Title Here

Email Signature Guidelines

The above is an example of an appropriate signature line.
When in doubt, please contact the Office of University Marketing for assistance.

The logo should be the standard AUM Block logo with the school name. Your department and College designation will only be in the text of the signature itself. The template can be downloaded from **here.** *The document contains instructions on how to easliy copy and paste the template into Microsoft Outlooks Signature settings and then customize with your information.*

Your name goes here
Your Title Goes here
Your college name goes here if applicable • delete line if not needed
Your Department/Office name goes here
Auburn University at Montgomery
Phone: 1-334-244-xxxx | Mobile: 1-334-244-xxxx | youremail@aum.edu
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www.aum.edu