Auburn Alumni Association

BRAND guidelines
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COMMUNICATION = CONSISTENT BRANDING = ENGAGEMENT

Branding is the foundation to establishing our identity with the alumni of Auburn University. By consistently and professionally using our interlocking AU brand and the name of the Auburn Alumni Association, we help members of the Auburn family immediately know and trust the programs, messages and products to which it is attached.

The keys there are “consistency” and “professionalism.” We want all of our communications to be associated with these characteristics, and an important part of that is always keeping those words in mind as we use our Auburn Alumni Association mark and plan the materials that go with it.

We are ambassadors from Auburn University to its graduates, and we should always remember that beyond our iconic brand is the Auburn family that makes it so strong. By using the guidelines in this document, you will help the Auburn Alumni Association communicate and engage—consistently and professionally—with our constituents both on and off campus and within our own organization.

Gretchen VanValkenburg ’86
Vice President for Alumni Affairs &
Executive Director, Auburn Alumni Association
gretchenva@auburn.edu
What is a brand?
A brand is the sum of the perception of everything that the organization does, from the logo to the quality of its programs and communications.

What is brand architecture?
Brand architecture refers to how branding within an organization works together to present a clear, consistent and professional message.

Mission
The Auburn Alumni Association is dedicated to enhancing the engagement and connection of all Auburn University alumni and friends.

Vision
To advance Auburn University by engaging our global community and cultivating their passion for and loyalty to the university.

GOALS
1. Increase connectivity between alumni and the university
2. Increase meaningful alumni engagement
3. Reach all Auburn alumni family and friends
4. Establish mutually beneficial partnerships with alumni stakeholders
5. Ensure the Association remains financially sound and well poised for the future

WHAT THE AUBURN ALUMNI ASSOCIATION IS ALL ABOUT

How does the Auburn Alumni Association brand work in conjunction with the rest of Auburn University?
The association does this in two ways. First, our brand complements the existing branding guidelines for Auburn University, which can be found at www.auburn.edu/styleguide. Second, the association co-brands by using the interlocking AU logo, or design, in conjunction with the designs of other university entities—all under the umbrella of the university branding guidelines.

What is the goal of having a set of branding guidelines?
To ensure Auburn Alumni Association communications are instantly recognized and infallibly associated with quality, professionalism and value by constituents and partners both inside and outside Auburn University.
The Auburn Alumni Association logo is co-branded with Auburn University by using the interlocking AU. Therefore, all Auburn Alumni Association logos must include the interlocking AU with approved logo type, or the interlocking AU design must be included with other approved event and social branding. The design has five color variations to be used as shown on page nine. Instructions for club logos can be found in the next section.

For Auburn University guidelines: www.auburn.edu/styleguide
All chartered clubs and affiliates are required to use the interlocking AU and text (such as the example to the right) on all social media, promotional items, websites, etc. If another design is desired it must be approved by Auburn University’s Trademark and Licensing office and must always be used with the interlocking AU provided by the Auburn Alumni Association. See previous page for how to use the logo.
* CMYK, hex numbers and Pantones are all for vendor use. RGB numbers are used for web.
Interstate is used for headers and copy that needs to be read from afar such as billboards, transit ads, etc. Miller is used for body copy or more formal communications to the public. The association also uses Voltage sparingly as an accent.

Internal documents should use Calibri pt 11

Auburn Alumni Association communications adhere to Associated Press Style, which governs such details as how dates, addresses and titles are used. If in doubt, check with the editors in the communications department, who supplement their own knowledge with a subscription to the AP Stylebook online.
Photography should always reflect the Auburn Spirit—warm, open, friendly and inviting. In order to achieve these results, here are a few things to remember:

• Have your subjects appear approachable by avoiding closed body language (such as arms crossed over the chest), having the subject looking at the camera, engaging with the photographer, leaving space around the subject to show some background rather than making the subject look closed-in, and having the subject wear regular work clothes.

• Photograph subjects in three locations or setups to allow for a lead photo and provide flexibility and greater choice. At least one setting should be action-oriented, with the subject working on or doing something in their field.

• Use off-camera lighting, typically using a 2:1 ratio to appear natural. Similar lighting should be used throughout a shoot unless intentionally changing for dramatic effect.

• After the shoot, use realistic retouching and color-correction on images.

Note: Photography should never contain conflicting brands.

PHOTO & VIDEO STYLE
Auburn Alumni Association, not AAA.

Employees work for Auburn University Office of Alumni Affairs but represent the Auburn Alumni Association.

The association hosts the Auburn Hospitality Tailgate, not the Alumni Tent or the Alumni Tailgate.

The Auburn Alumni Association produces Auburn Magazine, not The Auburn Magazine.

Auburn University defines alumni as individuals who attend for at least one semester.

The student chapter of our Auburn Alumni Association is the Auburn Student Alumni Association, not Auburn University Student Alumni Association.

Its board is the Student Alumni Board, not the Student Alumni Association Board.

When communicating to constituents, use the formal title of the event or program, not the acronym or platform.

Lifetime Achievement Awards, not LAA.

Young Alumni Achievement Award, not YAA.

Auburn Alumni Directory app, not Evertrue.

Bodda Getta Social, not Social Toaster.

Life Member, not Lifetime Member.

THIS, NOT THAT

FaceBook - facebook.com/AuburnAlumniAssociation
Twitter - @AUAlumni Assoc
Instagram - @auburnalumni
LinkedIn - The Official Auburn Alumni Association
Pinterest - pinterest.com/AuburnAlumniAssociation
YouTube - youtube.com/AuburnAlumniAssociation
Flickr - flickr.com/AuburnAlumniAssociation
Google+ - plus.google.com/+AuburnAlumniAssociation
Spotify -auburnalumni

HOW TO TALK TO US

SOCIAL MEDIA CHANNELS

FACEBOOK - facebook.com/AuburnAlumniAssociation
TWITTER - @AUAlumniAssoc
INSTAGRAM - @auburnalumni
LINKEDIN - The Official Auburn Alumni Association
PINTEREST -pinterest.com/AuburnAlumniAssociation
YOUTUBE - youtube.com/AuburnAlumniAssociation
FLICKR - flickr.com/AuburnAlumniAssociation
GOOGLE+ - plus.google.com/+AuburnAlumniAssociation
SPOTIFY -auburnalumni

BODDA GETTA SOCIAL

The Auburn Alumni Association uses the social ambassador program Bodda Getta Social to allow our alumni and friends to help amplify Auburn University’s digital voice all while winning prizes. All contests and prize initiatives run on social media should utilize this platform.

HOW WE RESPOND

1. Keep the message positive

2. Non personal opinion - you are a representative of Auburn and should align with the university at all times.

3. Unfortunately times of crisis do happen. The association will align with the messaging of the president’s office. You should look for this messaging and help reiterate our president’s message.

4. The association does not respond to individuals who post or respond to inappropriate behavior or vulgarity.
“Engagement” and “Inclusion” were the dominant words that came out as the Auburn Alumni Association Board of Directors engaged in a thorough self-study and extensive focus-group testing over the past three years. In December 2017, the association rolled out a four-tier membership plan that incorporates the annual and life memberships enjoyed by our members in the past with a new tier that awards association membership to all graduates of Auburn University. The fourth tier recognizes life members who continue to support the association financially.

EVERYONE BELONGS

Tier 1

“General Member”—All graduates of Auburn University.

Tier 2

“Annual Member”—Alumni and friends who contribute to the Auburn Alumni Association each year.

Tier 3

“Life Member”—Alumni and friends who have met the required contribution for Life Membership.

Tier 4

“Life Sustaining Member”—A Life Member who continues to contribute to the Auburn Alumni Association Scholarship Endowment after completing Life Membership contribution.

TAGLINE(S) TO USE

You Belong to the Auburn Alumni Association

The Auburn Alumni Association—Where You Belong

*to be used as logo type only
TARGET CONSTITUENTS

316,796
alumni and friends worldwide

260,591
Southeastern alumni and friends (GA, TN, MS, FL, AL, SC, LA, TX)

249,546
alumni worldwide (including current students)

44,667
contributing members of the Auburn Alumni Association

2,100
paid members of the Auburn Student Alumni Association (the largest student organization on campus)

5,646
Auburn University faculty and staff

121
Auburn Clubs & Affiliates worldwide

40,976
alumni & friends involved in an Auburn Club

*numbers subject to change
AFFILIATE PARTNER: These corporations and organizations offer a partnership with the Auburn Alumni Association whereby their products/services are offered to alumni members and in return the association receives royalty payments which aid in supporting programs and services. Examples include Ballad Ring Class Rings. For a complete list, log online to www.alumni.auburn.edu and go to the Membership Benefits page.

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Alumni Directory: Published every five years, this directory is the hard copy of all Auburn alumni and their contact information. The 2017 directory was published in April 2017.

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Forever AU app: This app allows our alumni to support Auburn and connect with fellow Auburn alumni around the world. Includes a directory, events, news, photos, and more.

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Alumni: Flural but not gender-specific. Any individual that has attended Auburn University for at least one semester. This also refers to a group of male or mixed gender graduates.

Alumnae: A male graduate.

Alumnae: A female graduate.

Alumnae: A group of female graduates.

Alumnae Professor: This term used to describe an academic title made possible through a $1.2M endowment of the Auburn Alumni Association; Twenty-five, five-year non-renewable Alumni Professors that are based on research, publishing and teaching. Those selected are chosen by a selection committee out of the Provost’s Office. Each professorship carries an annual $3,500 salary supplement (plus benefits).

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Alumni Scholars: This term used to describe the student recipients of the Auburn Alumni Associations’ one-year, non-renewable, scholarships that are funded by the interest earned on the AAA’s endowment fund, which continues to grow. The Alumni Scholars must be children of at least one Auburn graduate who is a paid life member of the association, be first-year students and have a minimum 3.0 high school GPA and minimum 24 ACT/SAT equivalent.

CONTACT: Steve Inabinet, stevenweb@auburn.edu

Alumni Walk: Brick paver project began in 2015 to raise money for the Alumni Scholars Endowment. Places are priced in the front, exterior entrance to the Auburn Alumni Center.

CONTACT: Steve Inabinet, stevenweb@auburn.edu

Annual Members: Alumni and friends of Auburn who make their membership contributions to the alumni association on an annual basis. Annual contributions can be individual or a joint (spouse/partner) membership. A three-year membership is also available. There are special discounted rates for AU Alumni Center faculty/staff, recent graduates and alumni over the age of 60.

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Alumni Club Leadership Conference: Typically the first weekend in February of each year. This training conference is held for Auburn Club presidents and other club leaders.

CONTACT: Alumni Engagement, aluclubs@auburn.edu

Auburn Club: The name of the chartered, organized alumni groups in local communities. Currently there are 53 Alumni Clubs. The “season” of Auburn Club travel is primarily late spring and fall.

CONTACT: Alumni Engagement, aluclubs@auburn.edu

Auburn Alumni Club: The name of the organized alumni groups based on geographical, interests, professional occupations or other specifications.

CONTACT: Alumni Engagement, aluclubs@auburn.edu

Auburn Hospitality Tailgate: The Auburn Alumni Association hosts a tailgate at the Auburn Alumni Center each home football game. The tailgate hosts an average of 1,000 visitors each game.

CONTACT: Alumni Engagement, aluclubs@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing association members.

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Auburn Walk: This program refers to the vanity vehicle tag program of which Alabama residents may order tags with the AU Logo, with proceeds going to support student scholarships. Over 3,000 have been raised since the program was implemented in October 1988.

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Auburn Alumni Association: This is a social media ambassador program. Alumni and friends connect their social media platforms to earn points and win prizes while amplifying Auburn’s voice with their networks.

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Auburn Magazine: A program of the Office of University Recruitment supported by the Office of Alumni Affairs.

CONTACT: Communications and Marketing Department, aluclubs@auburn.edu

FANS: Program offers “Finding Auburn’s New Students,” a program of the Office of University Recruitment supported by the Office of Alumni Affairs.

CONTACT: Alumni Engagement, aluclubs@auburn.edu

Alumni Affiliated Clubs: The name of the organized alumni groups based on geographical, interests, professional occupations or other specifications.

CONTACT: Alumni Engagement, aluclubs@auburn.edu

Alumni and friends of Auburn University who graduated from Auburn University 50 or more years ago. A reunion is held to recognize those alumni each year in April.

CONTACT: Alumni Engagement, aluclubs@auburn.edu

Inclusion & Diversity: The inclusion and diversity program was developed to foster professional relationships among minority alumni of Auburn University by encouraging graduates to reconnect with each other and all that is Auburn.

CONTACT: Alumni Engagement, aluclubs@auburn.edu

License to Learn: This program refers to the vanity vehicle tag program of which Alabama residents may order tags with the AU Logo, with proceeds going to support student scholarships. Over 3,000 have been raised since the program was implemented in October 1988.

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Life Members: Alumni and friends of Auburn who have paid in-full their life membership contributions. Life memberships are available for an individual or a joint membership. Discounts are available for Auburn University faculty/staff and people over the age of 85.

CONTACT: Communications and Marketing Department, alumweb@auburn.edu

Golden Eagles: Special name bestowed on alumni who graduated from Auburn University 50 or more years ago.

CONTACT: Alumni Engagement, aluclubs@auburn.edu

TALK THE TALK
Lifetime Achievement Awards: The highest recognition bestowed upon alumni and friends of Auburn who have given outstanding service to the university, their community, and/or their career. Nominations are solicited nationally. Typically the awards dinner and ceremony are held in March. Contact: Alumni Engagement, alumpgm@auburn.edu

Paying-Life Members: Alumni and friends of Auburn who are paying installments on a life membership but have not yet completed their payments. Life installments are currently 5 annual installments of $180 for an individual membership or 5 annual installments of $245 for a joint membership. An individual is not considered a Life Member until payments are made in full. Discounts are available for Auburn University faculty/staff. Contact: Communications and Marketing Department, aualumni@auburn.edu

Plus Scholarships: In an effort to increase diversity among the undergraduate student population at Auburn University, the Provost created, with the help of generous financial support from corporate partners and the Auburn Alumni Association, the Provost Leadership Undergraduate Scholarship (PLUS) Program. The PLUS program assists participants financially by providing them a $2,000 scholarship per academic year renewable up to three years, and supports them academically and socially to ensure that they succeed at Auburn University. The Auburn Alumni Association has joined this effort by supplying funding from the Auburn Alumni Association Scholars Endowment. The association currently funds four PLUS Scholars each year. Contact: Steve Inabinet, steveinabinet@auburn.edu

Ring: Auburn University has an official class ring, which can be ordered pre or post-graduation: wp.auburn.edu/sga/finance/rings-and-graduation-announcements. The ring program is coordinated through the Student Government Association by Balfour. The Office of Alumni Affairs co-sponsors a ring ceremony each semester with the Student Government Association. Contact: Communications and Marketing Department, aualumni@auburn.edu

SAB: Acronym for Student Alumni Board, the 25-member board of the Student Alumni Association. Student Alumni Association (SAA): This is the official student group for the Auburn Alumni Association, with more than 2,000 members. Members renew or join every summer for $20/annual or $70/4-year. The SAA is governed by a 25-member board of student directors who meets weekly. The annual meeting of all members is held in the fall. Contact: Alumni Programs, Alumsaa@auburn.edu

Tiger Cub Certificate: Special recognition in the form of a mailed certificate is available for babies born to Auburn Alumni Association members. Contact: Communications and Marketing Department, aualumni@auburn.edu

War Eagle Travelers: This is the term given to those who participate in the travel program of the Auburn Alumni Association. Most trips are international, and all are coordinated by well-established travel companies who specialize in catering to alumni. Contact: Alumni Engagement, alumpgm@auburn.edu

Website: www.alumni.auburn.edu The official website of the Office of Alumni Affairs and Auburn Alumni Association. The site can also be reached through Auburn University’s Web site: www.auburn.edu. Contact: Communications and Marketing Department, aualumni@auburn.edu

Young Alumni Achievement Award: Begun in 2011, the Office of Alumni Affairs recognizes an outstanding young alumni from all schools and colleges, as chosen by nominations and a selection committee. The award is presented at the Lifetime Achievement Awards dinner and ceremony. Contact: Susan Barnes (nomination information) susanbarnes@auburn.edu and Alumni Programs (event information) alumpgm@auburn.edu

ASSOCIATION-SPEAK: WHAT IT MEANS