<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>From the Executive Director</td>
<td>5</td>
</tr>
<tr>
<td>Mission, Vision, Goals</td>
<td>6</td>
</tr>
<tr>
<td>Brand Architecture</td>
<td>7</td>
</tr>
<tr>
<td>The Brand</td>
<td>8</td>
</tr>
<tr>
<td>Logos</td>
<td>8</td>
</tr>
<tr>
<td>Clubs</td>
<td>10</td>
</tr>
<tr>
<td>Colors</td>
<td>12</td>
</tr>
<tr>
<td>Editorial Style</td>
<td>14</td>
</tr>
<tr>
<td>Type</td>
<td>14</td>
</tr>
<tr>
<td>Photography Style</td>
<td>16</td>
</tr>
<tr>
<td>This, Not That</td>
<td>18</td>
</tr>
<tr>
<td>Social Media</td>
<td>19</td>
</tr>
<tr>
<td>Everyone Belongs!</td>
<td>20</td>
</tr>
<tr>
<td>Target Constituents</td>
<td>22</td>
</tr>
<tr>
<td>Talk the Talk- Association Speak</td>
<td>24</td>
</tr>
</tbody>
</table>
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 those 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

gretchenvan@auburn.edu
A REMINDER

WHAT THE AUBURN ALUMNI ASSOCIATION IS ALL ABOUT

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 fiscally sound and well poised for the future

BRAND ARCHITECTURE

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.

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 ocm.auburn.edu/marketingandcreative/styleguide.

Second, the association endorses 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 indelibly associated with quality, professionalism and value by constituents and partners both inside and outside Auburn University.
The Auburn Alumni Association logo is cobranded 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 9. Instructions for club logos can be found in the next section.

For Auburn University guidelines: ocm.auburn.edu/marketingandcreative/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.
**ORANGE**
0/75/100/0 240/103/94 #F26522 1655C

**BLUE/TEAL**
63/71/71 105/64/202 #4AAA4C 640C @ 60%

**MEDIUM TEAL**
9/62/28/10 48/78/111 #40AD9C 7469C

**NAVY**
100/88/56 29/31/54 #03244D 289

**WARM GREY MEDIUM**
54/54/60/22 26/63/79 #4A4C3F warm gray 7

**WARM GRAY LIGHT**
29/23/12/0 166/153/147 #A6A993 warm gray 4

*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.
PHOTO & VIDEO STYLE

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.
Auburn Alumni Association, not AAA.
Employee work for Auburn University Office of Alumni Affairs but represent the Auburn Alumni Association.

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

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

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

Lifetime Achievement Awards, not LAA.
Lifetime Achievement Award recipient, not winner.
Young Alumni Achievement Award, not YAA.
Young Alumni Achievement Award recipient, not winner.
Life Member, not Lifetime Member.

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
SPOTIFY -auburnalumni

HOW TO TALK TO US

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.

**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.
<table>
<thead>
<tr>
<th>TARGET CONSTITUENTS*</th>
<th>310,694</th>
<th>135,630</th>
</tr>
</thead>
<tbody>
<tr>
<td>alumni and friends worldwide</td>
<td></td>
<td></td>
</tr>
<tr>
<td>alumni and friends in Alabama</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **255,621**: Living alumni worldwide (including current students)
- **42,482**: Contributing members of the Auburn Alumni Association
- **44,000+**: People participated in more than 120 Auburn Club and Affiliate events in FY 19-20
- **5,326**: Auburn University faculty and staff
- **127**: Auburn Clubs & Affiliates worldwide
- **136,000+**: People engaged through association-supported events in FY 19-20

*Numbers subject to change*
Alumni Affiliates: The name of the organized, alumni-driven groups based on geographical, professional occupations or other specifications.

Auburn Alumni Association 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, auaclubs@auburn.edu

Auburn 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, auaclubs@auburn.edu

Auburn Alumni Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Includes a directory, events, news, photos and more!

Contact: Alumni Engagement, alumpgm@auburn.edu

Auburn Magazine: Name of the Auburn Alumni Association’s primary communication piece sent quarterly by mail to all contributing members and one time a year to all alumni and friends of Auburn. Include...
ASSOCIATION-SPEAK: WHAT IT MEANS

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

Matthews Scholarships: Term used to describe the student recipients of the Auburn Alumni Association’s Dr. Josetta Brittain Matthews Memorial Endowed Scholarship. These one-year, nonrenewable, scholarships that are funded by the endowment are for incoming freshman from the state of Alabama with a 3.0 high school GPA and must demonstrate fnancial need. This newly established endowment supports Auburn University’s goal of promoting diversity, equity and inclusion among its student body, which is key to its educational mission. This scholarship will provide support to undergraduate students whose fnancial need makes attendance at Auburn cost prohibitive. Contact: Office of University Scholarships at scholar@auburn.edu or 334-844-7570.

Ring: Auburn University has an ofcial class ring, which can be ordered pre- or post-graduation. The ring program is coordinated through the Student Government Association by Balfour. The Ofce of Alumni Afairs cosponsors a ring ceremony each semester with the Student Government Association. Contact: Communications and Marketing Department, aualumni@auburn.edu

Student Alumni Ambassadors: The Student Alumni Ambassadors primary focus is to connect our Auburn University alumni and current students by helping students transition into successful and engaged alumni after graduation. The Student Alumni Ambassadors is an opportunity to get involved on campus and develop meaningful friendships and connections, while gaining valuable leadership experience. Some of our duties consist of supporting the Auburn Alumni Association with various events such as the Auburn Hospitality Tailgate for home football games, Golden Eagles, Lifetime Achievement Awards and more. These events give our ambassadors the opportunity to interact with successful Auburn alumni and to develop professional networking skills. Contact: Alumni Programs, Alumsaa@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

Young Alumni Achievement Award: Begun in 2011, the Office of Alumni Afairs 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

Young Alumni Council: The Auburn Alumni Association’s Young Alumni Council is comprised of 30 individuals under the age of 40 who represent 10 different colleges and schools at Auburn University. The responsibilities of the council are to create meaningful projects and initiatives, develop professional development opportunities and events as well as continue to engage and connect our young alumni back to Auburn University. Contact: Alumni Programs, Alumsaa@auburn.edu

Website: www.alumni.auburn.edu The ofcial website of the Ofce of Alumni Afairs and Auburn Alumni Association. Contact: Communications and Marketing Department, aualumni@auburn.edu

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