



# Auburn University

Current Revision Date: 03/15/23

**Established:** 1856

**Location:** Auburn, AL

**Mascot:** Tigers

**Mascot Name:** Aubie

**Battle Cry:** War Eagle!

**Conference:** SEC

Blue

Orange

White

Yellow (Tiger eyes only)

**PANTONE 289 C**  
MADEIRA: 1243  
RA: 2647

**PANTONE 172 C**  
MADEIRA: 1078  
RA: 2467

**White**  
MADEIRA: White  
RA: White

**PANTONE 108 C**  
MADEIRA: ####  
RA: ####

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

## Verbiage

Auburn University®  
Auburn®  
Auburn Tigers®  
Tigers™  
AU®  
Aubie®  
War Eagle®  
War Damn Eagle®  
WDE®  
War Damn®  
WE™  
Beard-Eaves Memorial Coliseum™  
Jordan-Hare Stadium™  
Plainsman Park™

Plainsman™  
State of Auburn®  
The Plains™  
Tiger Walk®  
Weagle®  
Samford Hall™  
Bodda Getta®  
Fearless & True®  
I Believe In Auburn And Love It!®  
All Auburn All Orange®  
A Spirit that is not afraid™  
'Neath the sun kissed sky™  
Deep South's Oldest Rivalry™  
Auburn Family®

Auburn Oaks®  
Ever to Conquer™  
Never to Yield™  
Track 'em Tigers™  
It's Great to be an Auburn Tiger™  
Samford Hall Collection®  
All for Auburn™  
Auburn Family All In™  
Sweet Home Auburn®  
AUB™  
AUO®  
Hey Day™  
Neville Arena™

Separate license required:  
Iron Bowl®  
  
College Vault license required:  
API®  
Alabama Polytechnic Institute®

### Primary Mark



For use on all dark backgrounds

### Secondary Marks



### Word Marks

**AUBURN**  
TIGERS.

**AUBURN**  
TIGERS.

**AUBURN**  
TIGERS.

**AUBURN**

**AUBURN**

**AUBURN**

**TIGERS**

**TIGERS**

**TIGERS**



# Auburn University

Current Revision Date: 03/15/23

## Mascot Marks

22



23



24



25



Aubie not permitted at mass retailers

26



27



Aubie not permitted at mass retailers

## Helmet Marks

28



29



Shadow Gray PMS Cool Gray 3 C	Shadow Orange PMS 174 C	Shadow Blue PMS 296 C
----------------------------------	----------------------------	--------------------------

## Auburn Oaks Mark

30



## War Eagle Mark

31



Include text "War Eagle" on product.

## Arena Mark

32



## Family Mark

Use of Family mark may be limited. Subject to review/approval from University.

33



## Institutional Marks

34



AUBURN UNIVERSITY

36



35



AUBURN UNIVERSITY

The Samford Tower mark may be used as a design element, but should not be used as an official or stand-alone logo.

## School Seal

Seal has restricted use. For more information, please visit [www.auburn.edu/trademarks](http://www.auburn.edu/trademarks).

37



38



39



## ADDITIONAL PERTINENT INFORMATION

- University seal not permitted on products for resale (some upscale merchandise allowed)
- No alterations or overlaying graphics to seal permitted.
- University licenses consumables.
- University licenses health and beauty products.
- University permits numbers on products for resale (founding date and other dates of importance are allowed but no references to athletes).
- Mascot caricatures not permitted (if proposed caricature is referred to as "Aubie," then it must look like Aubie).
- Cross licensing with other marks may be permitted with an additional agreement.

- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
- Only golden eagles allowed. No bald eagles.
- No use of "UA," "War Eagles," or "University of Auburn," allowed.
- No fashion colors, tackle twill, or felt appliques are allowed to be sold at the mass channel of distribution.
- Very limited use of red or crimson depending on design.
- **University requires a finished sample of all new products.**