



# 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)
<b>PANTONE 289 C</b> MADEIRA: 1243 RA: 2647	<b>PANTONE 172 C</b> MADEIRA: 1078 RA: 2467	<b>White</b> MADEIRA: White RA: White	<b>PANTONE 108 C</b> 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®	Plainsman™	Auburn Oaks®	Separate license required:
Auburn®	State of Auburn®	Ever to Conquer™	Iron Bowl®
Auburn Tigers®	The Plains™	Never to Yield™	
Tigers™	Tiger Walk®	Track 'em Tigers™	College Vault license required:
AU®	Weagle®	It's Great to be an Auburn Tiger™	API®
Aubie®	Samford Hall™	Samford Hall Collection®	Alabama Polytechnic Institute®
War Eagle®	Bodda Getta®	All for Auburn™	
War Damn Eagle®	Fearless & True®	Auburn Family All In™	
WDE®	I Believe In Auburn And Love It!®	Sweet Home Auburn®	
War Damn®	All Auburn All Orange®	AUB™	
WE™	A Spirit that is not afraid™	AUO®	
Beard-Eaves Memorial Coliseum™	'Neath the sun kissed sky™	Hey Day™	
Jordan-Hare Stadium™	Deep South's Oldest Rivalry™	Neville Arena™	
Plainsman Park™	Auburn Family®		

### Primary Mark



### 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



26



27



## 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



35



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.**