

AUBURN UNIVERSITY TIGERS

APRIL 23, 2010



PRIMARY MARKS			
 1	 2	 3	 4
SECONDARY MARKS			
 5	 6	 7	 8
 9	 10	 11	 12
WORD MARKS			
 13	 14	 15	
 16	 17	 18	
 19	 20	 21	

COLOR INFORMATION		
<p>You must use the approved University colors or the * PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. * PANTONE® is a registered trademark of PANTONE, Inc.</p>		
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS
ORANGE BLUE YELLOW (TIGER EYES ONLY) WHITE	PANTONE 172 PANTONE 289 PANTONE 108 WHITE	MADEIRA 1078 R A 2467 MADEIRA 1243 R A 2647 WHITE WHITE
ORANGE	BLUE	YELLOW

VERBIAGE	GENERAL INFORMATION
Auburn University® Auburn® Auburn Tigers® War Eagle® Tigers™ AU® WE™ Aubie™	BATTLE CRY: WAR EAGLE! (Live icon is a Golden Eagle named Tiger) ESTABLISHED DATE: 1856 CONFERENCE: SOUTHEASTERN CONFERENCE

MASCOT MARKS	HELMET MARK	TOWER MARKS
 22	 24	 26
 23	 25	 27
Aubie not permitted at mass retailers	AUBURN ARENA MARKS	SCHOOL SEALS
	 28	 30
	 29	 31
		 32
	www.auburn.edu/trademarks	

ADDITIONAL PERTINENT INFORMATION		
	Yes	No
• University seal permitted on products for resale:	—	X
• Alterations to seal permitted:	—	X
• Overlaying / intersecting graphics permitted with seal:	—	X
• University licenses consumables:	X	—
• University licenses health & beauty products:	X	—
• University permits numbers on products for resale:	X	—
• Mascot caricatures permitted:	X	—
• Cross licensing with other marks permitted:	X	—
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.		
• 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.		
	Restrictions Will allow some upscale merchandise. For approval, submit artwork and picture of product.	
	If proposed caricature is called Aubie, then product must look like Aubie.	

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