



**AUBURN UNIVERSITY
AT MONTGOMERY**

Logo Portal User Guide



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OFFICE OF UNIVERSITY MARKETING

1) To get started, first select which site you need to navigate to (click on the links below to visit the site you need). The logos are broken up into 7 different sites:

AUM Departments/General University Block Logo/Warhawk Eyes

<https://show.pics.io/aum-departments-2funiversity-block-logo>

password: aumblock#01

AUM Athletics

<https://show.pics.io/aum-athletics>

Password: aumath#01

College of Business

<https://show.pics.io/college-of-business>

Password: aumcob#01

College of Education

<https://show.pics.io/college-of-education>

Password: aumedu#01

College of Liberal Arts and Social Sciences

<https://show.pics.io/college-of-liberal-arts-and-social-sciences>

Password: aumarts#01

College of Nursing and Health Sciences

<https://show.pics.io/college-of-nursing-and-health-sciences>

Password: aumnhs#01

College of Sciences

<https://show.pics.io/college-of-sciences>

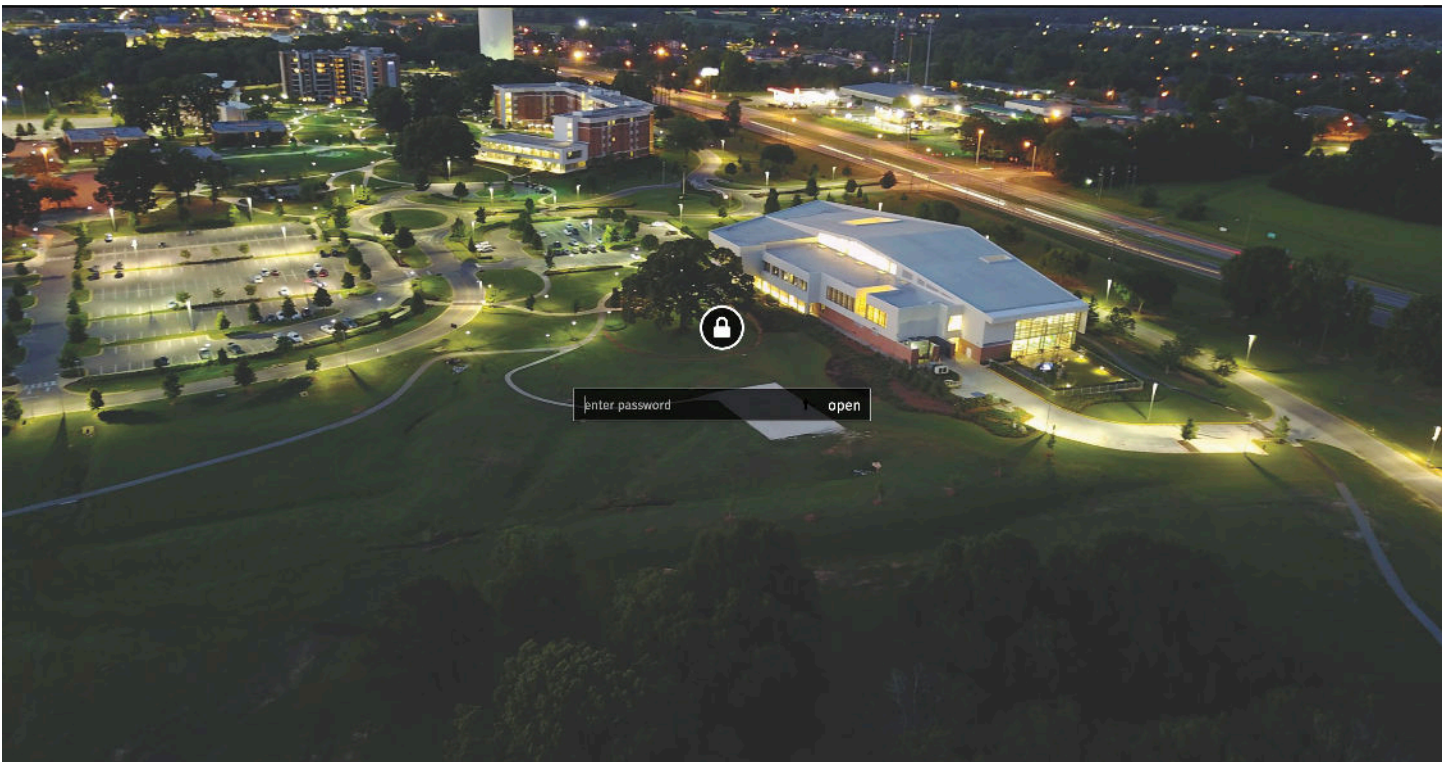
Password: aumsci#01

Note:

These logos are for AUM faculty and staff use only. Please do not share these links. We have reached out to several vendors and will be sharing these links with them as well to ensure all AUM logos are up to date and meet our brand guidelines.

Also, our portfolio of logos is constantly evolving. If you don't see your department or if your department name has changed, please let us know. If you have any questions, please reach out to us at marketing@aum.edu.

2) You will be prompted with a login screen (all sites will have this).



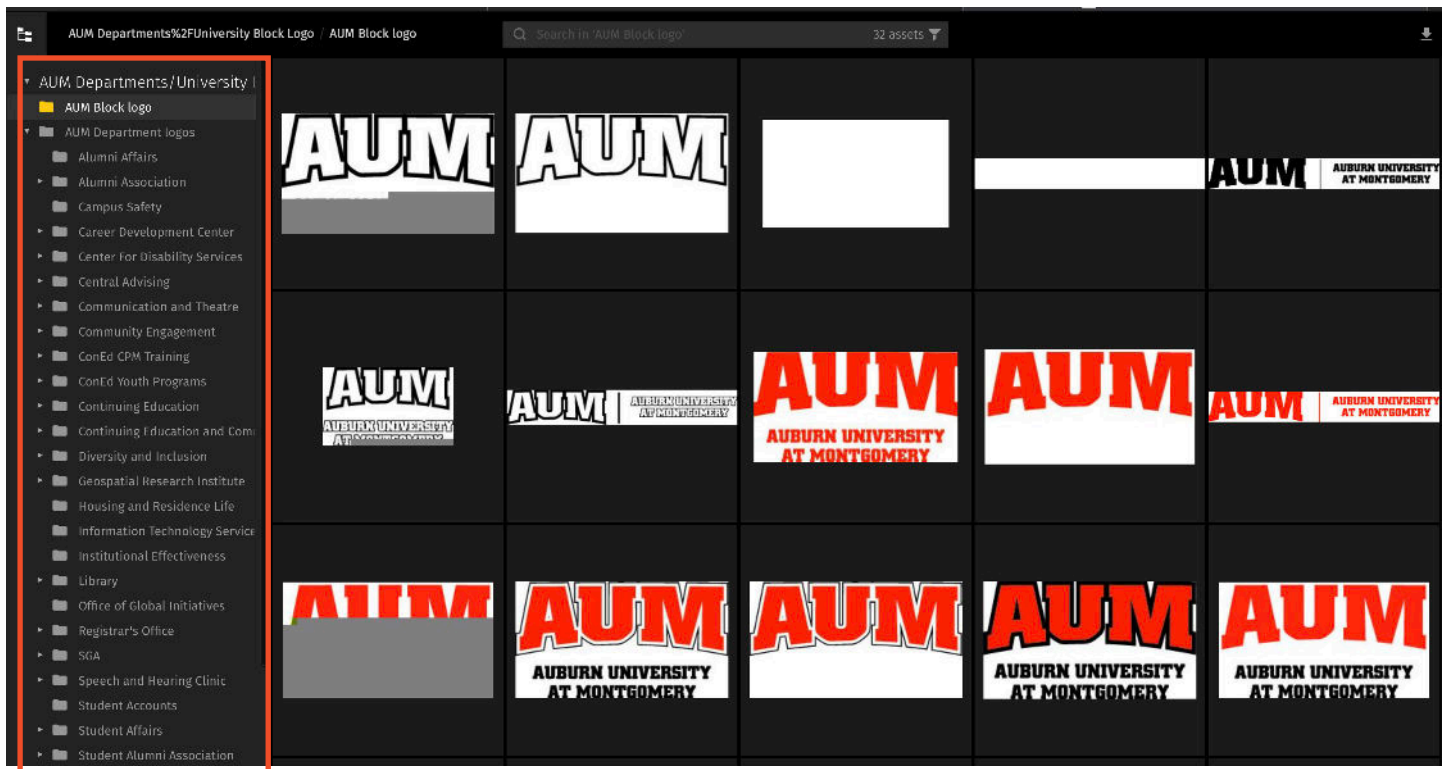
3) Enter the password and you will see the home page where all the logos are organized similar to cloud platforms such as Dropbox and Google Drive.



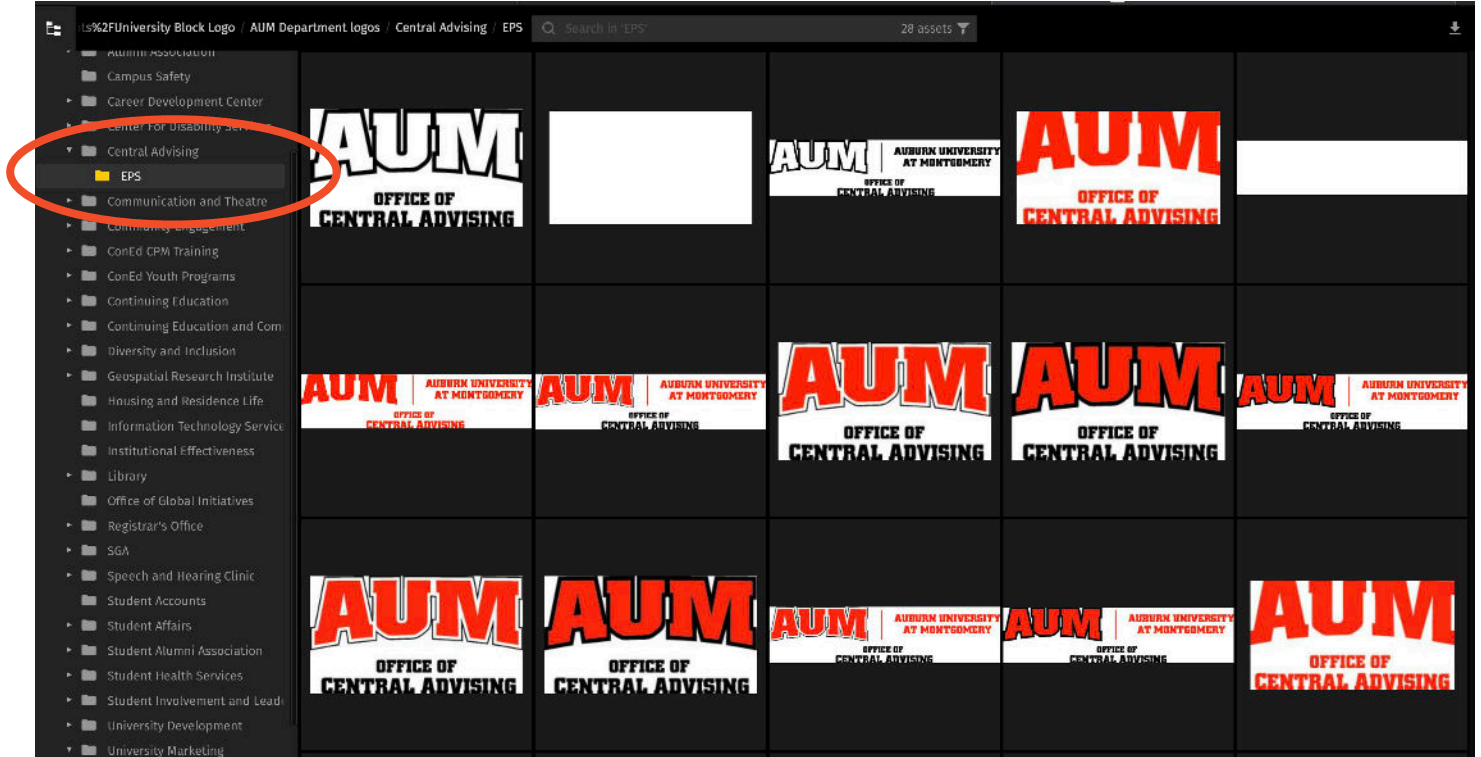
4) On the left hand side, you will see the root folders of the logos. Select which one you need and you will see the folder contents. In this example, you will see how the campus departments have been organized to make them easier to navigate.



Once expanded, you will be able to see all the contents of the folder:



5) As an example, we'll select the Office of Central Advising. When you click on it, you will see it contains an EPS folder. This is where all the logos for the department are located. All logos will be in an EPS format natively; you will be able to download other file formats as needed.



6) Click on the logo you would like to download. The logo will appear by itself and the filename is visible in the top left corner. The download button will be in the top right corner.



Note:

The color mode of the files are included in the filename. CMYK will mean the file is set up for four color printing (fliers, posters, etc.) PMS 172 is our official Pantone Orange, so files with that included in the filename will be best for specialty items (promotional items, screen printing, embroidery, etc.). Files designated as REV will appear blank but will show up on a background as white.

You will also have the ability to download the logo in other file formats if you don't need the EPS (vector) file. You can download a JPEG or PNG as well. JPEGs can be downloaded at a high resolution but will have a white background. PNG files have no backgrounds but won't have a high resolution (they are best suited for web). PDF is also available.

If you have any questions, please reach out to us at marketing@aum.edu.

7) When you are ready to download the logo, click the download icon in the upper right. A download screen will appear with a few options:

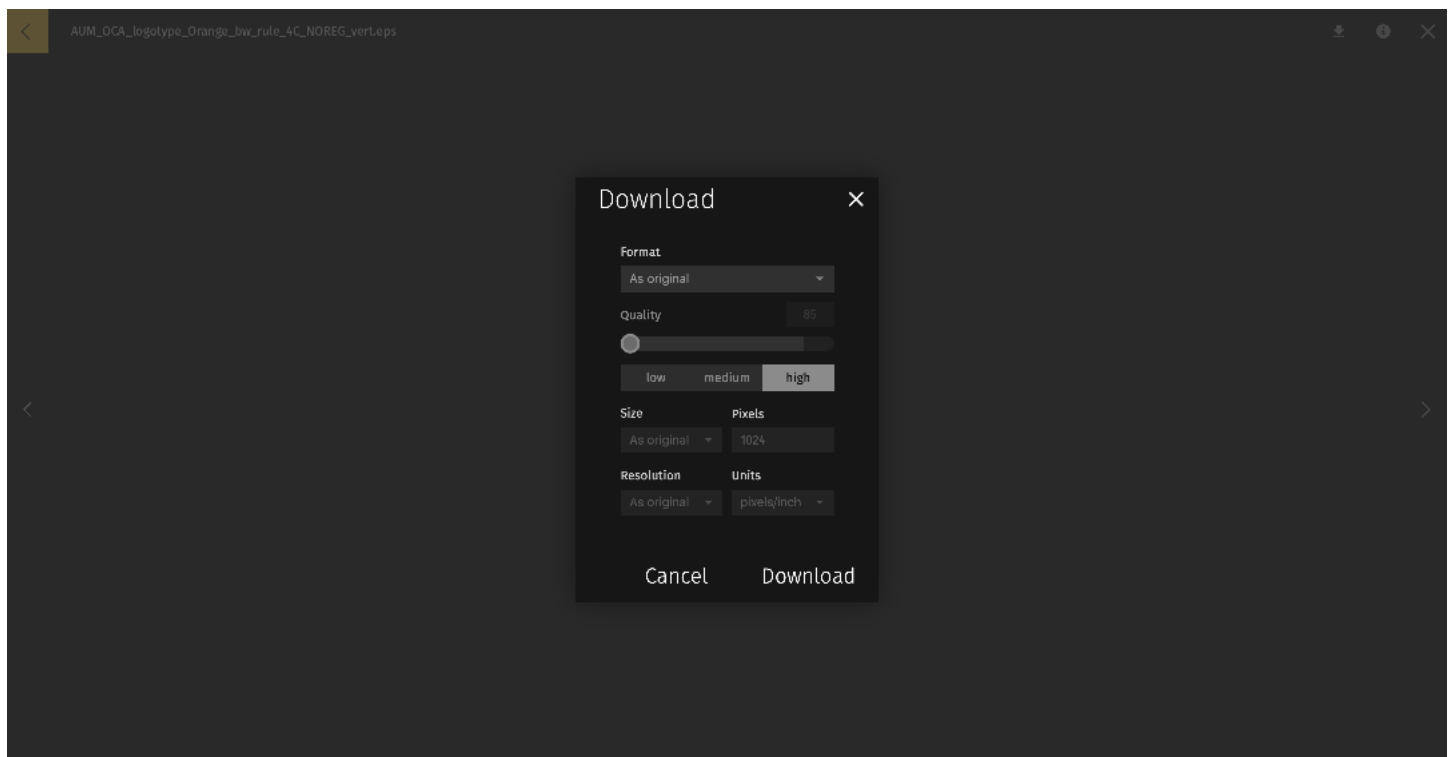
Format: You may select as original (EPS), JPEG, PNG, or PDF.

Quality: We recommend always using the **high** setting unless you are using the file for web.

Size: Always select **As original**. This keeps the logo proportional.

Resolution: Best to keep **As original** to ensure quality, but you can reduce the size for web.

When you are ready, click download and the file will be saved to your browser's download folder.



If you have any questions, please reach out to us at marketing@aum.edu.