

AUM Sport Teams Branding and Logo Usage

- 1) Each garment must have two identifiers from the following – the Warhawk Eyes, the full university name of Auburn University at Montgomery or a text version of AUM and Warhawks. The goal of the university is to have Auburn University at Montgomery branded as prominently as possible, but this compromise of two identifiers does allow us to navigate additional printing setup costs and large amounts of text on the front of apparel. It is also important for the AUM to not be similar in style to the old block AUM logo. The AUM wording should be done in a sans serif font rather than a serif font. A sans serif font is a lettering that is very sharp and does not have any edges on the letters. Serif can be identified with edges on the letters. As a reference point, the font and logo used in the attachment Serif Example is a serif font.
- 2) The Warhawk Eyes or block AUM logo cannot be altered in any way. This includes manipulating the stroke on the Eyes, the block logo having a curve on both top and bottom or having the AUM logo standing alone.
- 3) Any logo is never able to be placed on top of text or another logo.
- 4) Warhawks or Auburn University at Montgomery would need to be added to a sans serif font version of AUM. Auburn University at Montgomery can be inserted on one line if needed, rather than multiple.