

A man in a white t-shirt is shown from the back, looking out over a vast mountain range under a sunset sky. The scene is captured in a cinematic style with soft lighting. A purple horizontal band is overlaid on the right side of the image, containing the company logo and name.

Auburn

A Nederman Company

Brand Identity and Style Guide 2025

Brand Colors

Color plays a crucial role in reinforcing Auburn's brand recognition, making accurate reproduction essential.

Our color palette is simple, clean, and rich, with Dark Plum as the defining primary hue of our logo.

To ensure consistency across all applications, we have provided precise color values for both print and digital use.

Clear Space

There is a clear-space area around the logo which protects it from being used in close proximity to other elements in the design such as imagery, text or other graphics.

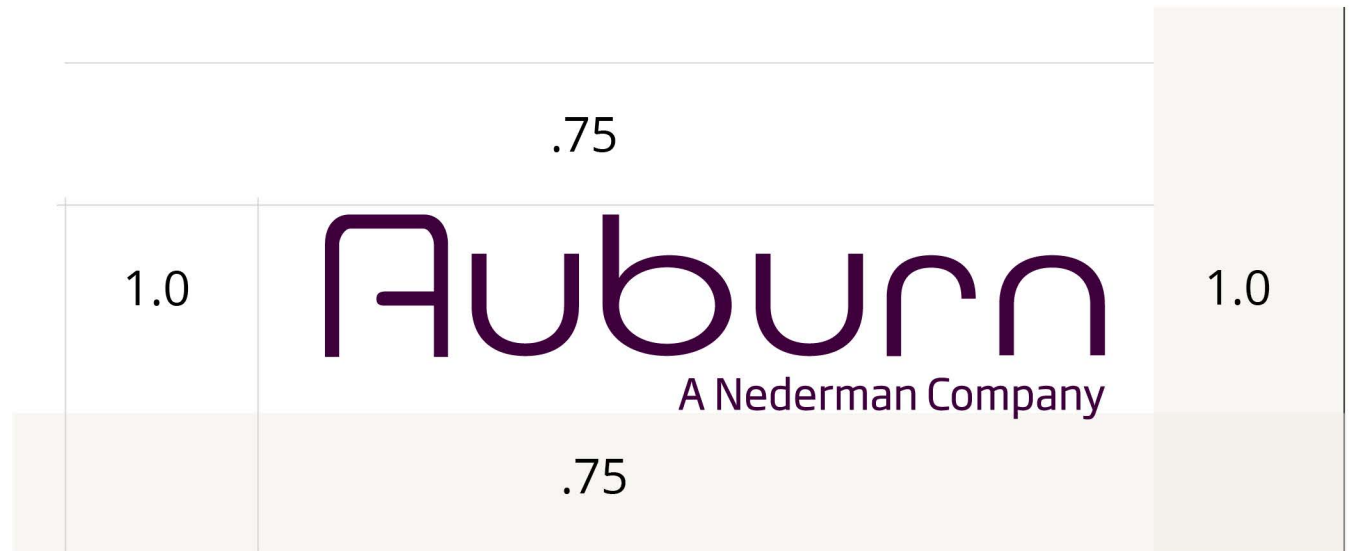
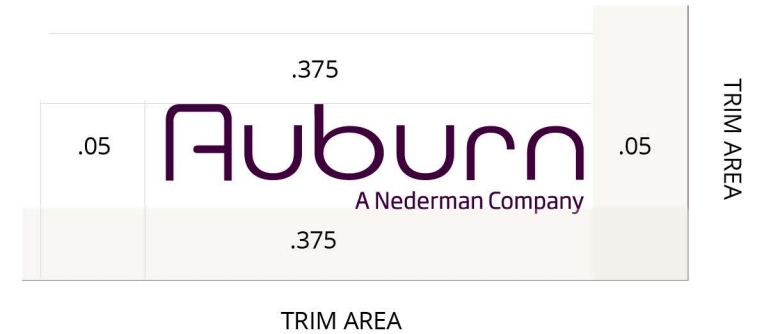
Sometimes, the recommended amount of clear space will not be possible to achieve. In these situations, strive for a minimum open space of .375 around the brandmark.

However, please note that the legibility and visibility of the logo takes precedence over clear space. Use common sense to find the right balance.

When you increase the logo size, you increase the ratio proportionately. This is an example of a logo that is double the size of the original.

The logo often is placed in the lower right corner of printed collateral including data sheets, brochures and other reports.

The visual to the right is the actual clearance space we use for most printed materials.



Primary Color Palette

Our simple four color palette is essential to maintaining a clean, sophisticated, and cohesive brand identity. Limiting our colors simplifies visual consistency and reinforces brand recognition across all materials. By allowing photography to provide additional color and visual interest, we create a modern, uncluttered design aesthetic that keeps the focus on our message while staying true to Auburn's forward-thinking identity.

Dark Plum: Our signature color, prominently featured in the logo and throughout the visual identity, delivering the strongest brand recognition.

Sand: A versatile accent color that pairs seamlessly with Dark Plum. It provides an ideal background for black text, promoting readability.

Navy: Used sparingly for icons, buttons, and small callouts to add subtle emphasis when needed.

Mist: A complementary tone often paired with Dark Plum to create a balanced and sophisticated visual palette.

By following these guidelines, Auburn's visual identity will remain impactful and cohesive across all applications.

DARK PLUM	HEX RGB CMYK	#3F003C 63, 0, 60 50, 100, 0, 70
SAND	HEX RGB CMYK	#eae6dc 234, 230, 220 2, 3, 8, 5
NAVY	HEX RGB CMYK	#001A45 0, 26, 69 100, 75, 12, 67
MIST	HEX RGB CMYK	#D5D3D6 213, 211, 214 8, 8, 5, 8

Tints

Tints of Auburn's brand colors are encouraged for use when appropriate.

They can add visual depth and flexibility to page layouts and are ideal for applications such as:

- image overlays
- callouts
- charts and graphs

Proper use of tints ensures a cohesive and visually engaging brand presence while maintaining design consistency.



Typography

Typography plays a pivotal role in Auburn's visual identity, contributing to both readability and the overall tone of our communications.

It reflects the brand's modern, forward-thinking personality and reinforces a cohesive visual presence across all touchpoints.

Fonts

To maintain consistency and clarity, we have carefully selected two primary typefaces for the Auburn brand:

Obvia: A clean, contemporary typeface that exudes strength and authority. It is best suited for headlines, titles, and other prominent text elements where bold communication is essential.

Open Sans: A versatile and highly legible typeface designed for body text and supporting copy. Its friendly and approachable design ensures a seamless reading experience.

By consistently applying these fonts, Auburn can establish a distinctive and professional brand voice that aligns with our updated visual identity.

Always adhere to these typefaces in all digital and print materials to maintain brand integrity.

Obvia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

Open Sans

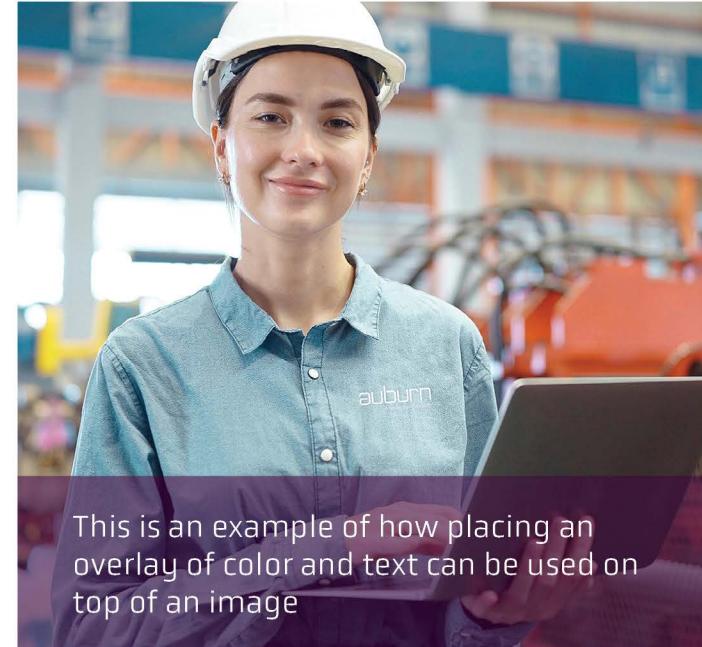
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ



Prioritize contrast and clarity to maintain a strong and professional brand presence.

White text over images can be used to create a dramatic effect. When placing text on photographic backgrounds, it's essential to choose the version that ensures maximum clarity and visibility.

White text can be used on dark, complex, or highly textured images to maintain legibility.



When placing white text over an image with insufficient contrast, apply a Dark Plum overlay set to 50-75% opacity to enhance readability.

This technique should be used sparingly and not applied to multiple images on a single page for visual consistency.

Text should be horizontally centered within the overlay for a clean and balanced presentation.

Literature and Collateral

Consistency in design, typography, and layout ensures a cohesive visual identity across all materials.

From brochures to data sheets, each piece reflects our forward-thinking approach and commitment to excellence.

These guidelines provide essential instructions for creating professional, brand-aligned collateral.

Brochures & Data Sheets

Our literature and collateral are vital tools for communicating our brand's expertise and value. Our brochure and data sheet designs incorporate two key elements:

- **Wave Graphic (wave.eps)**

This is a pre-designed Adobe Illustrator file that must be placed on top of the selected image.

The wave graphic is a fixed brand element and should not be modified in color, tint, or shape to maintain consistency across materials.

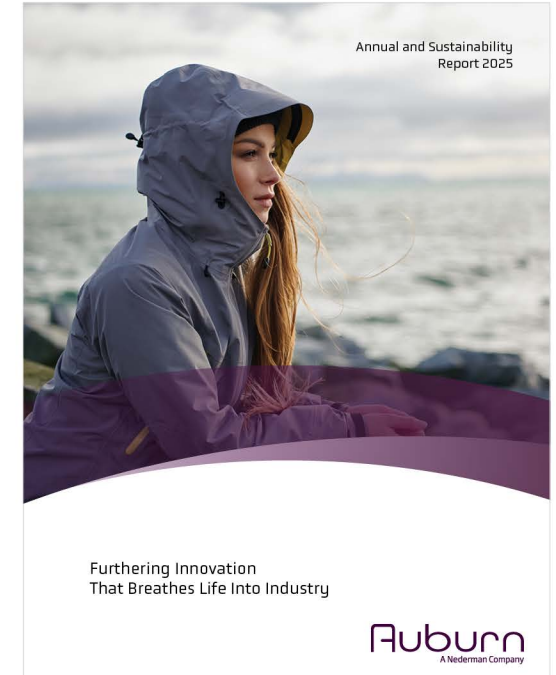
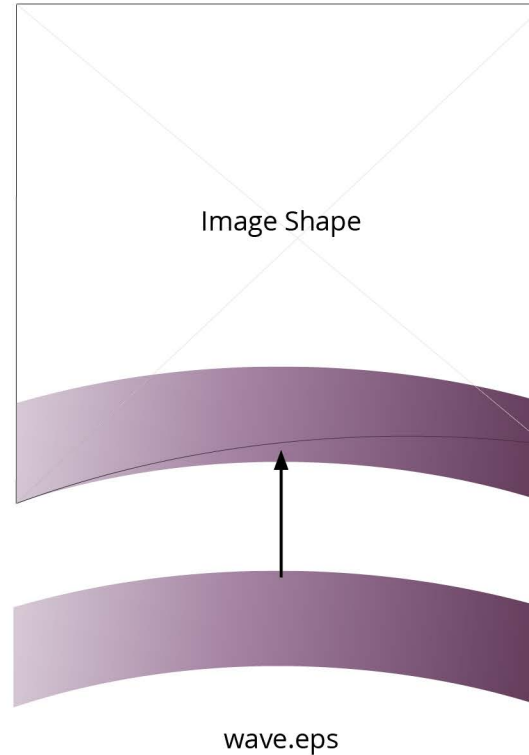
- **Image Shape**

Images should be placed in a defined shape that aligns with the layout style to create a cohesive and structured design.

Template Resources

To streamline the design process, we have provided InDesign templates within the Brochure and Data Sheet Styles document. These templates are pre-formatted to include the wave graphic and image placeholders, ensuring brand consistency across all marketing collateral.

Always adhere to these guidelines to maintain Auburn's professional and polished visual identity.



Open space is a fundamental aspect of Auburn's visual identity. Maintaining ample clear areas around text, logos, and images creates a clean, contemporary design that enhances readability and visual balance. This deliberate use of white space ensures a refined, modern aesthetic and allows key brand elements to stand out with clarity and impact.



Posted 4/2025

For further information, please contact Auburn's Marketing/Communications Department at info@auburnfilters.com

