APPROVALS

ALL print materials (think brochures, posters, flyers, etc.) must be approved by OCM. Send the draft to Elizabeth Stone to gain approval BEFORE printing.

ALL merchandise (think t-shirts, pens, buttons, magnets, etc.) must be approved by Trademark & Licensing and produced by an approved printing company. The approved printing company list is here. Send the mock-up to Elizabeth Stone to gain approval or if you have questions about approved printing companies.

PRINT MATERIAL CHECKLIST

Does it include an approved Auburn University Samford Tower Logo with Auburn University wordmark?

Is there a website for your department, organization or event included?

And what about the Equal Opportunity Statement? Auburn University is an equal opportunity education institution/employer.

Did you include your social media connection opportunities? And their handles as well? (i.e. @auburnstudents)

If for an event, have you included the what, when and where?

NEVER abbreviate AUSC, always write Student Center instead.

Have you checked, double-checked, and triple-checked (we will check too), for grammar, punctuation and spelling mistakes?

If you were a stranger, would you be able to understand the message of the print piece?

(A detailed view of Auburn University Brand Standards can be found here.)

NEWS & MEDIA

Receive a call or email from a member of the press (including The Plainsman), direct them straight to Elizabeth Stone for coordination.

Want to promote your event, make an announcement or celebrate an accomplishment in the news? Call or email Elizabeth Stone.

Psssstttt…….Need help with your communications and marketing? Call the Student Affairs Communications Team. We can take care of all of your design, publicity, social media and writing needs. And you’ll only pay for printing! Call or email Elizabeth Stone (ehstone@auburn.edu or 844-8920).

SUBMISSIONS FOR THIS WEEK @ AU AND AUBURN NEWS

This Week @ AU reaches all Auburn students every Monday.

Submissions must be sent to Elizabeth Stone no later than the Wednesday preceding the desired This Week @ AU placement.

What should it say? Click here for examples.

Auburn News reaches all Auburn Faculty and Staff every Tuesday and Friday.

Submissions for the Tuesday edition must be sent to Elizabeth Stone no later than the preceding Friday.

Submissions for the Friday edition must be sent to Elizabeth Stone no later than the preceding Wednesday.

What should it say? Click here for examples.