

GoldenTigers



Brenau University

BRAND GUIDELINES



PRIMARY MARK



PRIMARY MARK WITH B



SECONDARY MARK,
INTERLOCKING BU

GoldenTigers
WORD MARK

The new trademark Brenau University Golden Tigers logos are available for use in all authorized or licensed purposes through downloads here or from the Brenau University Office of Communications & Publications.

Logos and word marks must be used to specifications set forth in the accompanying style guide and with appropriate approvals of the Brenau University Athletics Department, the Office of Communications & Publications, and, in terms of licensed use, the Senior Vice President of Administration and Chief Financial Officer. This is necessary to maintain a consistent, high-quality look and feel throughout all our materials – posters, flyers, programs, stationery, banners, brochures, apparel and other merchandise – so that the Golden Tiger brand is recognizable as a Brenau University property.

The following is a description of areas of responsibility for approval and authorization of logo use:

- The **Athletics Director** approves all logo use on uniforms, equipment, facilities and other applications related to the university's intercollegiate athletics programs.
- The **Office of Communications & Publications** has responsibility for brand compatibility and consistent design standards compliance for all other internal and external uses. This includes campus-wide implementation of the Brenau University Golden Tiger identity under one unified set of standards.
- The **Senior Vice President of Administration and Chief Financial Officer** has responsibility for approving licensing and other contracts for use of the logos and word marks for commercial purposes.

For additional information please contact the Brenau University Office of Communications & Publications at cgregory1@brenau.edu or 770.534.6169.





Golden Tiger logo / Primary Mark /
White Background



Golden Tiger logo / Primary Mark /
With Type / White Background



Golden Tiger logo / Primary
Mark /
Black or Gold Background



Golden Tiger logo / Primary Mark /
With Type /
Black or Gold Background

Golden Tiger logo /
Primary Mark
with Letter B /
White Background



Golden Tiger logo /
Primary Mark
with Letter B /
Black or
Gold Background



Golden Tiger
word mark/
White
Background

GoldenTigers

Black
Background



Note: Black background is for reference only. Delete for production applications over a dark background.

Application
example



GoldenTigers



GoldenTigers



Pantone # 7407 Gold*

Black

White

R - 229

G - 181

B - 59

**PMS 7407 Gold is the official Brenau University pantone color. In some instances you may be asked to pay a "color matching" charge. This is typical and a part of having a unique color palette.*

FONTS: Brenau official fonts are Sabon (serif) and Trade Gothic (sans serif.) These may be obtained through the Office of Communications & Publications.



SABON BOLD | Brenau University

TRADE GOTHIC BOLD
CONDENSED | SOCCER

Black, Gold or Dark Background:
Only use the primary mark specifically designed to print reversed with a white outline to separate the mark from the background.



Copyrights for the logos and word marks are property of Brenau University. Reproduction of any logos or word marks is prohibited without the approval of Brenau University. For information, please contact cgregory1@brenau.edu / 770.534.6169.



Brenau Basketball

Brenau Cheerleading

Brenau Cross Country

Brenau Golf

Brenau Soccer

Brenau Softball

Brenau Swimming

Brenau Tennis

Brenau Track & Field

Brenau Volleyball

EXAMPLES OF DIFFERENT APPLICATIONS



EXAMPLES OF DIFFERENT APPLICATIONS



EXAMPLES OF DIFFERENT APPLICATIONS

