The trademark Brenau University Golden Tigers logos are available for use in all authorized or licensed purposes by download at brenau.edu/official-logos or from the Brenau University Office of Marketing & Communications.

Logos and wordmarks 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 Marketing & Communications, 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.

- Brenau’s **Office of Marketing & Communications** has responsibility for brand compatibility and consistent design standards compliance for all other internal and external uses. This includes campuswide 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 wordmarks for commercial purposes.

For additional information, contact the Brenau University Office of Marketing & Communications at mlowe@brenau.edu or 770.534.6169.
Copyrights for the logos and wordmarks are property of Brenau University. Reproduction of any logos or wordmarks is prohibited without the approval of Brenau University. For information, contact mlowe@brenau.edu or 770.534.6169.
Golden Tiger logo / Primary Mark with Letter B / White Background

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

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

Gold
Pantone 2006
CMYK: 0,22,77,7
RGB: 228,179,71
Hex: #e4b347

Black

White

Gray (secondary)
Pantone
Cool Gray 7
CMYK: 20,14,12,40
RGB: 152,151,152
Hex: #989798

*CMYK is the preferred color option for printing, but Pantone may be used for specific projects when necessary.

FONTS

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

Sabon Regular
Sabon Italic
Sabon Bold
Sabon Bold Italic

Trade Gothic Regular
Trade Gothic Oblique
Trade Gothic Bold No. 2
Trade Gothic Bold No. 2 Oblique
Trade Gothic Light
Trade Gothic Light Oblique

Trade Gothic Bold Condensed No. 20
Trade Gothic Bold Condensed No. 20 Oblique
Trade Gothic Bold Condensed No. 18
Trade Gothic Bold Condensed No. 18 Oblique

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.

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Brenau Basketball
Brenau Cheerleading
Brenau Cross Country
Brenau Golf
Brenau Lacrosse
Brenau Soccer
Brenau Softball
Brenau Swimming
Brenau Tennis
Brenau Track & Field
Brenau Volleyball