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

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Golden Tiger word mark/
White Background

Golden Tiger

Black Background

Application example

Note: Black background is for reference only. Do not use for production applications over a dark background.

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### Brenau University | Golden Tiger logo | Graphic Guide

<table>
<thead>
<tr>
<th>Pantone # 7407 Gold*</th>
<th>Black</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td>R - 229</td>
<td></td>
<td></td>
</tr>
<tr>
<td>G - 181</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B - 59</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*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.

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
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Brenau Cross Country
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Brenau Soccer
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Brenau Swimming
Brenau Tennis
Brenau Track & Field
Brenau Volleyball
EXAMPLES OF DIFFERENT APPLICATIONS
EXAMPLES OF DIFFERENT APPLICATIONS
EXAMPLES OF DIFFERENT APPLICATIONS