



Auburn Athletics

Men's & Women's Golf & Equestrian

Target Audience: Auburn Alumni

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Auburn Golf

BRANDING & BACKGROUND

LOGO, COLORS, TYPOGRAPHY



Aa

New Kansas Extra Swash
Regular Italic

Aa

Essonnes
Display Regular

Aa

Altessse Std
Regular

Aa

Objektiv Mk2
Thin

BRANDING & BACKGROUND

LOGO, COLORS, TYPOGRAPHY



#343941

#135638

#AD673D

#AD673D

#DAD3C6

#575145



Aa

New Kansas Extra Swash
Regular Italic

Aa

Essonnes
Display Regular

Aa

Altessse Std
Regular

Aa

Objektiv Mk2
Thin

AU EQUESTRIAN

- Auburn Equestrian represents a strong sense of tradition, discipline, and pride within Auburn Athletics. The program stands out for its polished, competitive nature while still feeling deeply connected to the Auburn Family.
- Our approach focuses on highlighting that balance. We want to showcase the elegance of the sport while keeping it approachable and inviting, *especially* for alumni who may not have engaged with equestrian events before.



AU GOLF

- Auburn Golf reflects **consistency, focus, and tradition**, all within a relaxed and social environment. The sport naturally lends itself to **connection**, making it a strong opportunity to **bring alumni back together** in a familiar setting.
- Our goal is to position golf events as **more than competition**. They become an experience—something alumni can **attend, enjoy, and reconnect** through, while still feeling rooted in Auburn's identity.



GOALS

Increase alumni awareness & event attendance

Strengthen connection through Auburn Alumni Association

Highlight family-friendly, welcoming events

Overall Goal: Turn these events into something alumni *actively choose to attend*.

OBJECTIVES

Use nostalgic 2016-inspired visuals to increase awareness about these sports by 15%

Re-engage young alumni with Auburn athletics

Increase attendance of 2000-2010 alumni by 15%

Increase attendance of 2010-2020 alumni by 15-20%

TARGET AUDIENCE

Auburn Alumni (2000- 2020 graduates)

Focus: late 30s, early 40s

Motivations

- Nostalgia for campus experience
- Career-driven networking opportunities
 - Family friendly Auburn events

Design Approach

2016-inspired aesthetic to involve memories

AUDIENCE INSIGHTS

**Less
involved
post-grad**

**Value
traditions &
shared
experiences**

**Interested in
relaxed, social
environments**

**Miss the
Auburn
Experience**

Opportunity: Reconnect them through *familiar feelings*

KEY MESSAGING

Golf: "Built on Auburn. Driven by golf."
EQ: "Saddle up with the Auburn Family"

CORE MESSAGE OF UNITY, TRADITION, & CONNECTION



CAMPAIGN CONCEPT & AESTHETIC



Theme: Bringing 2016 Back

- Nostalgic visuals and tone
- Familiar design style from that era
- Feels personal to target audience
 - Preppy, polished, classic feel
- Inspired by timeless brands (RL, CK)
 - Auburn colors remain dominant

Purpose:

- Trigger memories of Auburn experience
 - Encourage alumni to return





AUBURN GOLF

SAMPLE CONTENT & MERCHANDISE MOCKUPS

Built on Auburn. Driven by Golf.

SOCIAL MEDIA POSTS

INSTAGRAM FEED EXAMPLES

BUILT ON AUBURN. DRIVEN BY GOLF.

EVERY ROUND BUILDS SOMETHING GREATER.

TEAMWORK. TRADITION. EXCELLENCE.

FOCUS. DISCIPLINE. TRADITION.

SAME COLORS. NEW MEMORIES.

GOOD COMPANY. GREAT COURSES. UNFORGETTABLE DAYS.

STORY EXAMPLES

GAME DAY

TEE TIME TRADITION TOGETHER

GOOD COMPANY. GREAT COURSES.

WAR EAGLE.

PROMOTIONAL FLYER

BUILT ON AUBURN. DRIVEN BY GOLF.

JOIN US FOR A DAY ON THE COURSE. RECONNECT. CHEER. MAKE MEMORIES.

WAR EAGLE.

MERCHANDISE MOCKUPS

AUBURN GOLF

AUBURN GOLF

BUILT ON AUBURN. DRIVEN BY GOLF.

BUILT ON AUBURN. DRIVEN BY GOLF.

AUBURN GOLF

AUBURN GOLF

AUBURN GOLF

AUBURN GOLF

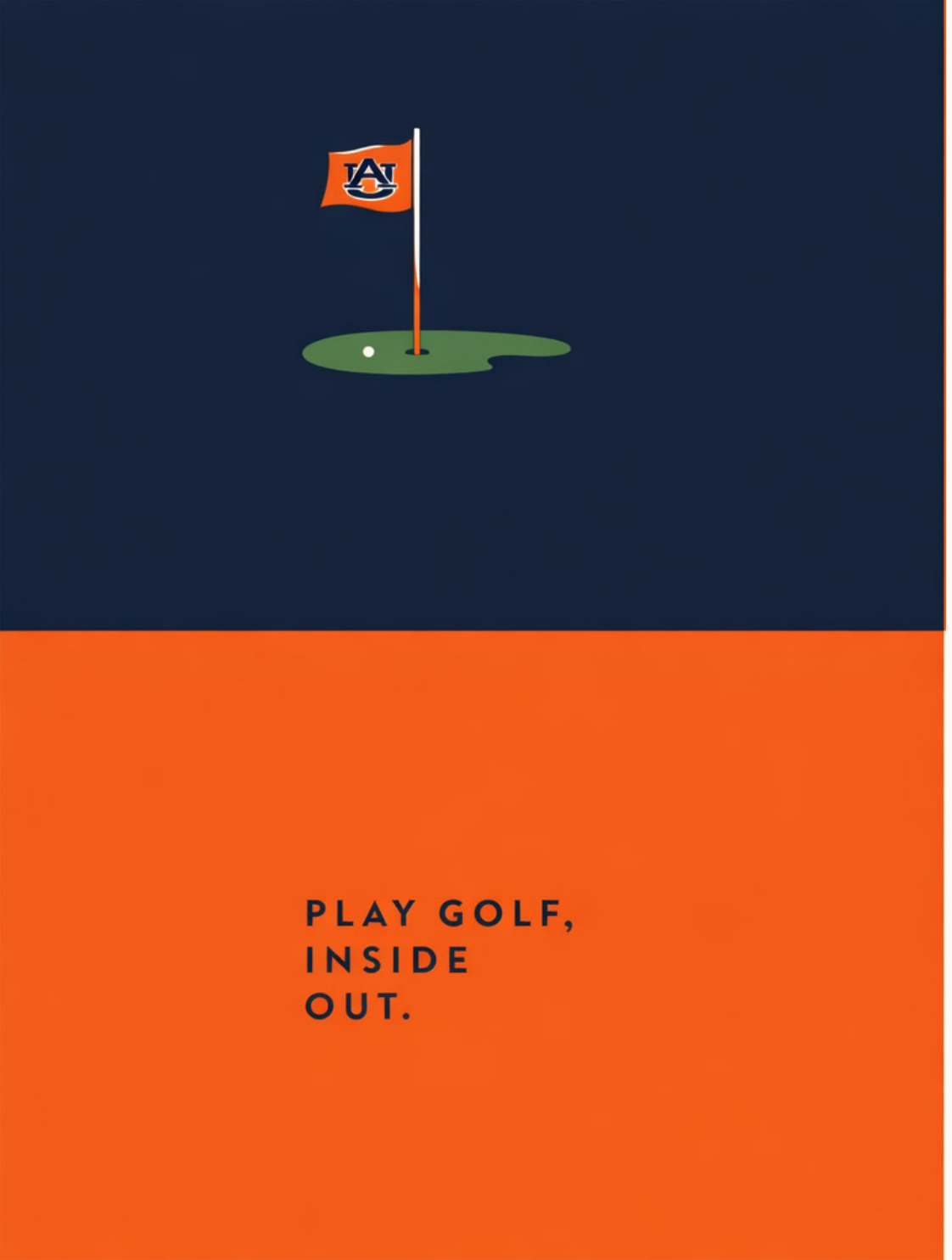
BRAND ELEMENTS

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FONTS

HEADING: PLAYFAIR DISPLAY

BODY: LORA / ALL CAPS ACCENTS





AUBURN EQUESTRIAN

SAMPLE CONTENT & MERCHANDISE MOCKUPS

Saddle up with the Auburn Family.

SOCIAL MEDIA POSTS

INSTAGRAM FEED EXAMPLES



STORY EXAMPLES



PROMOTIONAL FLYER



MERCHANDISE MOCKUPS



BRAND ELEMENTS



FONTS
 HEADING: PLAYFAIR DISPLAY
 BODY: LORA / ALL CAPS ACCENTS



Next Steps & Concluding Thoughts

Moving forward, we are aiming to increase attendance at golf tournament by 10%. For equestrian, we are aiming to increase attendance at equestrian meets by 15%. Our timeline is one year.

To pitch to a client, we would highlight this as a family friendly event where the community can come together to cheer on Auburn.