



# Auburn Athletics

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Men's & Women's Golf & Equestrian

Target Audience: Auburn Alumni

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Ashlock, Eunice Kim, Mali Cofield

# BRANDING & BACKGROUND

LOGO, COLORS, TYPOGRAPHY



*Aa*

New Kansas Extra Swash  
Regular Italic

Aa

Essonnes  
Display Regular

*Aa*

Altesses Std  
Regular

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Objektiv Mk2  
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# 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%

# TIMES

# 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



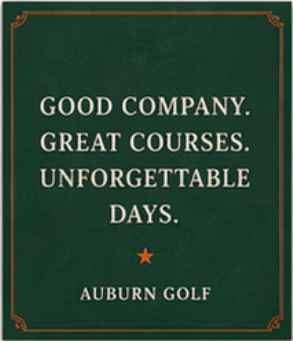
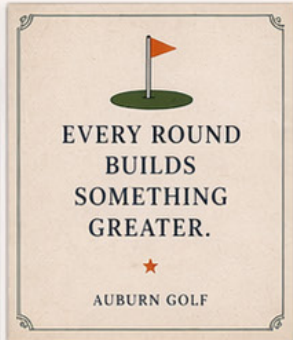
# AUBURN GOLF

SAMPLE CONTENT & MERCHANDISE MOCKUPS

*Built on Auburn. Driven by Golf.*

## SOCIAL MEDIA POSTS

### INSTAGRAM FEED EXAMPLES



## STORY EXAMPLES



## PROMOTIONAL FLYER



## MERCHANDISE MOCKUPS



## BRAND ELEMENTS



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

KEEP CALM  
AND  
GOLF ON



AUBURN GOLF



PLAY GOLF,  
INSIDE  
OUT.

# AUBURN EQUESTRIAN

SAMPLE CONTENT & MERCHANDISE MOCKUPS

*Saddle up with the Auburn Family.*

## SOCIAL MEDIA POSTS

### INSTAGRAM FEED EXAMPLES



## STORY EXAMPLES



## PROMOTIONAL FLYER



## MERCHANDISE MOCKUPS



# 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.