



*@auburnpublicrelations*

# BRAND KIT & INSIGHTS

AU PR BRAND KIT

FONTS:

**NOTO SERIF DISPLAY EXTRAC**

*Breathing*

**DM Serif Display**

COLORS:

#D96F2D

#FA7E13

#FBB466

#1D4E89

#D2EDFF

#9DC1D8

HIGHLIGHTS:



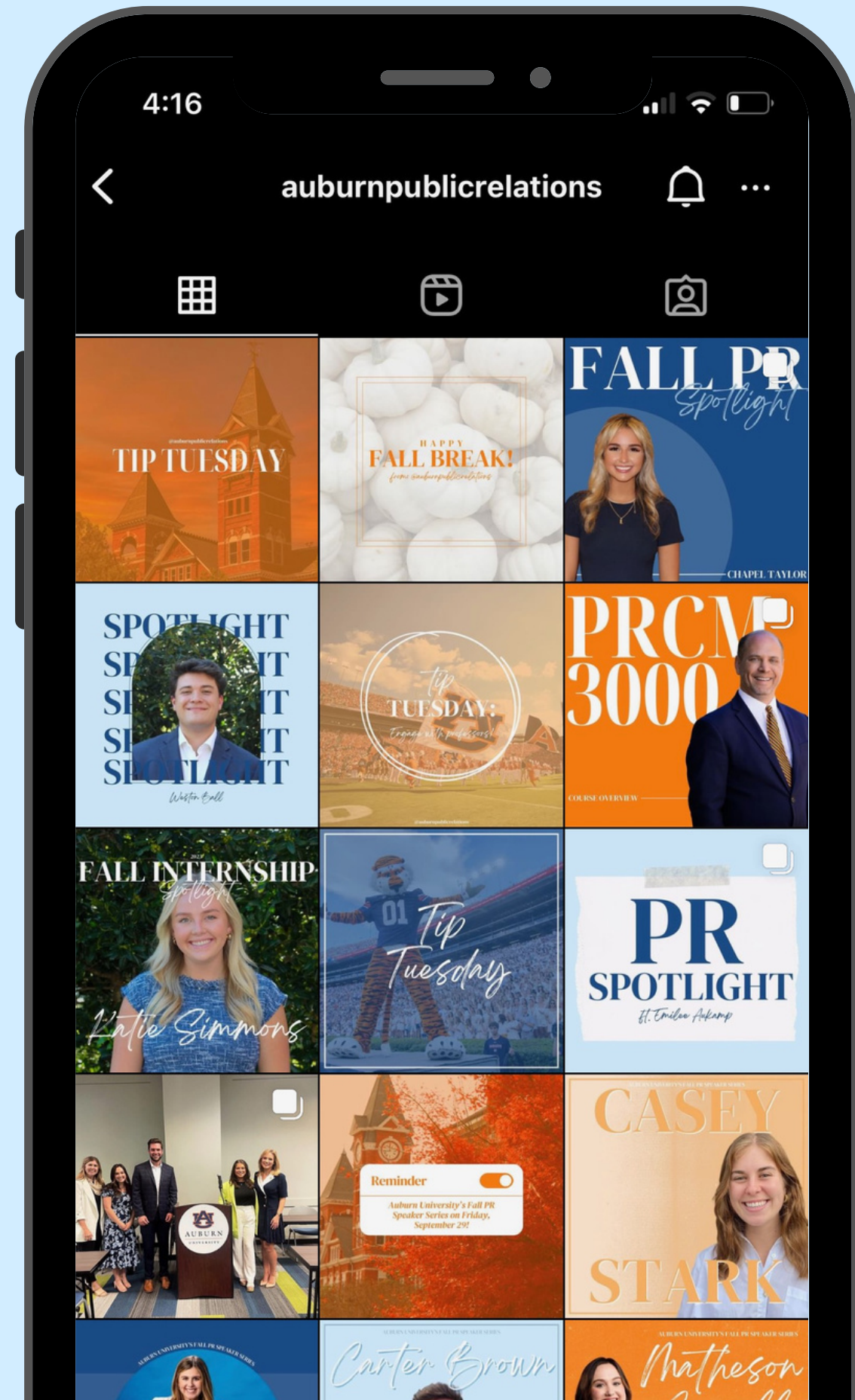
LOGO:



BEFORE



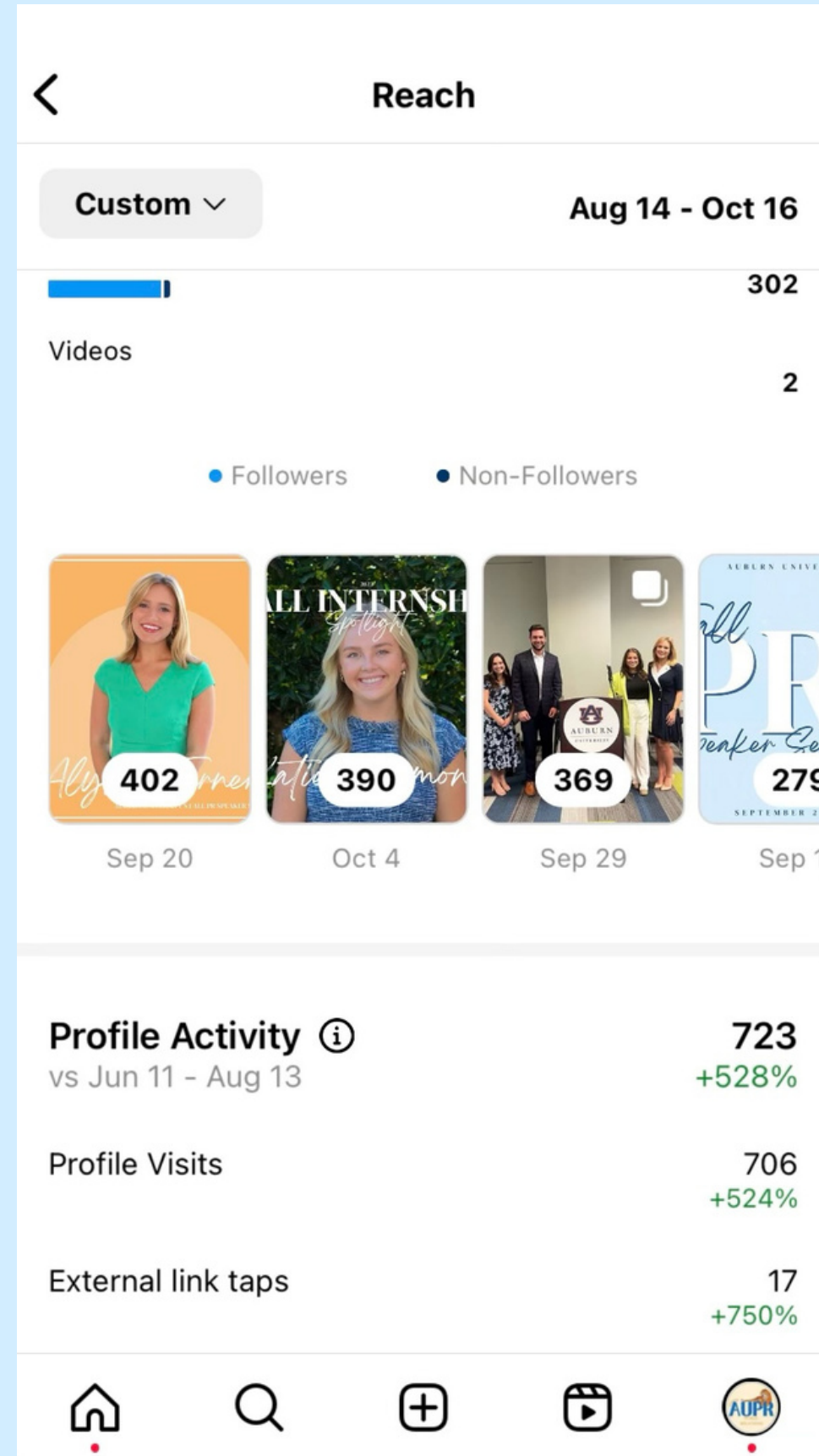
AFTER



# ENGAGEMENT



# REACH



INSIGHTS

SEPTEMBER 17 - OCTOBER 16

*Accounts Reached:* **817**  
+119%

*Accounts Engaged:* **203**  
+128%

*Total Followers:* **462**  
+4%

*Content Shared:* **27**