



VISUAL, EDITORIAL AND WEB STANDARDS

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TABLE OF CONTENTS

INTRODUCTION

Where to Turn for Support	2
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STUDENT AFFAIRS TENETS	3–4
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VISUAL GUIDELINES

Experience: STUDENT AFFAIRS	5–6
The Division Wordmark	7
Unacceptable Uses of the Wordmark	8
Proper Usage of the Tiger Paw and Tiger(s)	8
Photography	9
Official Colors	10
Official Typefaces	11
Approved Area Graphics	12–18
Stationery	19–23
Samples	21–22
Letterhead Placement Diagram	23
Email and Email Signatures	24
Additional Suggestions	24

EDITORIAL GUIDELINES

Terms Specific to Clemson University and Student Affairs	25–26
Electronic Terms	27
Social Media-Related Words and Spellings	27
Academic Terms	28
Times, Dates and Numbers	29
Alphabetical List of Terms, Acronyms and Abbreviations	30–31
Use of Italics	31
Dashes	32
Bullets	32

WEB GUIDELINES

Cascade and the Clemson University Template	33
Graphics	33
Fonts	34
Hyperlink Rules	34
Text Styles	34
Editing Your Content	35
Section 508 Web Accessibility	35
Website Reviews	35
Web Terminology	36
Job Requests	36
Contacts	36

INTRODUCTION

The Clemson Experience comprises tradition, history, spirit and success. The Experience is the life of our campus and all who encompass it. In order to brand this Experience, both campuswide and within the Division of Student Affairs, visual standards are necessary for ensuring accuracy. From wordmarks to font types, consistency among the division's communication pieces is essential in order to relay our message in the most effective manner. Clemson faces all of its challenges and endeavors "head on." In an attempt to "go big," Clemson's newest campaign demonstrates the determined spirit of our students by capturing engaging stories and photography that reflect our "go big" approach to student life and academics.

In an effort to maintain a high level of division standards and achieve a uniform identity, the following topics are addressed in this document: visual identity, editorial and web standards. These standards are meant to bring visual, editorial and web elements together to create a strong image for our division and institution. Adhering to these standards ensures the Clemson brand is evident in all publications.

WHERE TO TURN FOR SUPPORT

Maintaining these standards is the responsibility of all division employees, but the following avenues of support are available to everyone:

Student Affairs Publications — Student Affairs Publications handles the overall visual and editorial standards for the division. Contact this department to request support in writing, editing, design and multimedia services or to ensure designs adhere to brand standards.

Media Relations — Media Relations handles all external media contacts. Contact them if you have an event that you want promoted to the local media.

Division Responsible University Official (RUO) — The division RUO is the main content provider and publisher for Student Affairs websites. This person supports department RUOs with training, statistics tracking, web images, formatting and other support as needed.

Department RUO — Each department has a person (or people) responsible for the content on its website. RUOs are trained in the Cascade content management system and are responsible for updating content and navigation on their department sites.

Creative Services — Creative Services coordinates the top-level University websites. All requests for top-level sites should go through Student Affairs Publications.

TENETS OF STUDENT AFFAIRS

Student Affairs lives by a set of goals, learning outcomes, mission, vision and beliefs (Why Statement). Please consider weaving these into your documents as you define the Division of Student Affairs to our various audiences.

WHAT WE STRIVE FOR

Mission — To prepare and empower students to make a difference as global citizens.

Vision — To be a preeminent student-centered community that creates supportive and inclusive environments to prepare students for lifelong learning.

Why Statement — We believe each one of us is empowered to positively impact our community and the world.



OUR STUDENT LEARNING OUTCOMES

Our Student Learning Outcomes (SLO) ensure that a student can say:

When I graduate from Clemson, I will know: who I am, how to respectfully relate with others, how to positively impact the world and how to live with purpose and integrity.

OUR STRATEGIC GOALS

Services and Environments: To enrich the Clemson experience for undergraduate and graduate students by meeting needs that support success for all members of our diverse student body.

Safety, Wellness, Health and Sustainability: To foster a healthy and safe campus for all members of the Clemson community.

Sense of Belonging: To foster in all students a sense of belonging to the Clemson University community that enables their overall success.

Personal and Professional Development: To develop competencies for personal and professional development that prepare students to positively impact the world.



OUR 2020 ROADMAP

Core

- Safety, personal care, new student transitions and student learning outcomes

Strategic Priorities

- Programs and services that promote student care and concern for the individual
- Research and evidence-based initiatives that reduce the excessive use of alcohol and promote adherence to laws and policies
- Programs and services that engage students with faculty
- Programs and services that intentionally weave self-knowledge, leadership and social responsibility throughout the co-curricular experience

Investments

- Housing
- Communication to students
- New models for delivery
- First- and second-year programs that positively impact retention and academic success
- Revenue generation

EXPERIENCE: STUDENT AFFAIRS CAMPAIGN

So many times when someone describes their time at a university, they describe an arc of events, friendships, successes, outings, explorations and impacts as their overall “experience.”

The Clemson University brand is more than just a logo or visual identity: it is the sum of the experiences students have with the University. The Division of Student Affairs brand represents the experience students have beyond the classroom. The “Clemson Experience” concept conveys the high-energy, caring, Clemson family and student-centered aspects of this experience.

The colon is always followed by a word (preferably) or at most two words representing the overall concept/feeling/outcome of the piece.

The overall concept/feeling/outcome word(s) may be on the same line as “experience” or broken into two lines. The word “experience” and the colon must appear in Howard’s Rock, with the separate stroke of the “x” as Clemson Orange. Reversed marks are also available, and these include the different color present in the “x” as Clemson Orange or Howard’s Rock. The overall concept/feeling/outcome word(s) must always appear in Trade Gothic Bold in all caps and the same height as the word “experience.” They should be in Clemson Orange except in the case of the reversed marks (see examples).

STANDARD:

experience:
INVOLVEMENT

REVERSED:

experience:
INVOLVEMENT

STANDARD STRAIGHT:

experience: INVOLVEMENT

ADDITIONAL EXAMPLES:

experience:
TRADITION

experience:
SUCCESS

experience:
CARE

experience:
LIVING

The previous examples are just a small sampling of available marks, and additional ones can be created if needed. These marks are created with the unique form of “experience:” followed by a single action/description word. Please contact the Student Affairs Publications office with any questions about this campaign or if you need additional marks or file types.

Experience marks are intended to be used as a tie to the Division of Student Affairs (such as a footer element) and can be used as a main element of the design if it is the concept. Below are a few examples of experience marks applied to a variety of marketing materials. While the use of DIVISION OF STUDENT AFFAIRS is still encouraged on all pieces, if you use experience: STUDENT AFFAIRS then both are not required.

EXAMPLES:

CLEMSON 
 STUDENT HEALTH SERVICES
 LIVE WELL. LEARN WELL.

- MEDICAL SERVICES
- COUNSELING AND PSYCHOLOGICAL SERVICES
- HEALTHY CAMPUS


 /cuhealthycampus
 /healthycampus
 @clemsonhealthycampus
 clemson.edu/studenthealth




experience:WELLNESS


If every Clemson Parent gave **\$150**, our students would benefit from an additional **\$3,195,450.**





experience: CHANGING LIVES


Live with us. Dine with us.
Welcome Home!

1 FIND YOUR FIT: JAN. 25–FEB. 1 
sign your **CONTRACT**




choose & confirm your **ROOMMATES** 

pick your **DINING PLAN** 

2 MARK YOUR CALENDAR: FEB. 2 
receive your **TIME SLOT**

3 SELECT YOUR SPACE: FEB. 8–10 
pick for YOU **or your GROUP**

CLEMSON *home*

 clemson.edu/housing-dining  [/clemsonhome](https://www.facebook.com/clemsonhome)  [@clemsonhome](https://twitter.com/clemsonhome)

experience:HOME DIVISION OF STUDENT AFFAIRS

THE DIVISION WORDMARK

Wordmark usage is the keystone to our visual identity program. Wordmarks may be used with or without the Tiger Paw and with or without the Academic Symbol, but not with both. The preferred usage within Student Affairs is with the Tiger Paw for the primary wordmark for all uses. The all-white treatment should be used when appearing against a dark colored background. Wordmarks should have a clearspace no less than the distance between the two rules underneath the word “Clemson.”



PRIMARY WORDMARK

With the Tiger Paw (preferred usage within Student Affairs).



ALTERNATE WORDMARKS

With or without the Academic Symbol if you want to stress academics for your department/area or if you feel the Tiger Paw is too casual.



Please contact Student Affairs Publications for assistance and review, and for a current list of Collegiate Licensing Company (CLC) certified vendors. All imprinted products containing University wordmarks must be produced by a CLC certified vendor (T-shirts, giveaways, etc.), and alternative versions can be provided for embroidery use. For more information on licensing, visit clemsont.edu/guidelines/licensing.html. Wordmarks should not be printed smaller than 1 inch wide or 1.25 inches wide, including the Academic Symbol. Approved Division of Student Affairs wordmarks are available by contacting Student Affairs Publications. For more information on University wordmarks, visit clemsont.edu/guidelines.

The wordmarks associated with the Division of Student of Affairs have been created using type kerned to specific proportional measurements. The wordmarks are used to encourage instant recognition among our various audiences by maintaining a consistent look. The wordmarks should always be used in an approved configuration. Wordmarks must always appear in their official colors and be reproduced at a size that is easily readable. The wordmarks must not be altered in any way and should always be used in the styles shown. Attention must be given to ensure that other images or design elements do not visually interfere. Doing such dilutes the integrity of our visual identity. Any questions should be directed to the Student Affairs Publications office at 864-656-0823.

UNACCEPTABLE USES OF THE WORDMARK:

Improper proportions:



Improper re-creation:



Improper colors:



Below minimum size:



Improper clearspace:



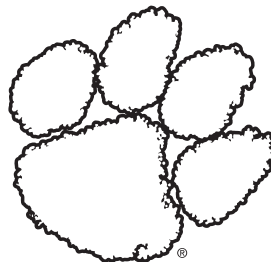
Improper rotation:



PROPER USAGE OF THE TIGER PAW AND TIGER(S)

The Tiger Paw must be tilted to one o'clock and reproduced in either white (Fort Hill) or Clemson Orange. It may be shaded in gray as a background element, but no type or other graphics can be placed on top of it. On black-and-white pages the preferred use would be to outline the Paw in a fine black line, providing the Tiger Paw with a white background. Other alternatives need to be approved in advance by the Trademarks and Licensing Office by emailing clemsonlicensing-l@clemson.edu. The Tiger Paw is a federally protected mark and must always carry the registration ® mark.

When using "Tiger" or "Tigers" in a logo designed for use on imprinted products or materials needing CLC approval, you must include a trademark (TM) next to Tiger(s).



PHOTOGRAPHY

Photography used in University publications should convey the division's slogan by featuring students shown in engaged, satisfied and successful behavior. This is often illustrated through photos that include the University's most valued and distinct attributes — family, collaboration, spirit, competition, focus, determination and bold energy.

Posed shots lose vital energy, which translates into weaker impact. Allow the subject to walk, talk, move, be him/herself and be comfortable. As a photographer, it should be as if you happened upon the person doing something and just snapped a picture. In this sense, the photos should have a candid style whereby the subject seems unaware of the camera being there. Photos should be tightly cropped. Avoid posing subjects or setting up a shot.

Area departments should prioritize the need for high-quality and high-resolution photographs of their programs, services, facilities or activities. Photographic services can be obtained by contacting the University's professional photographers at 864-656-3205. Student Affairs Publications can also provide student photographers, based on availability. Contact David Bishop at 864-656-3121 or dbisho3@clemson.edu to make a request.

Any photographs used in print should have a minimum resolution of 300 dpi at actual size. Photographs used in web applications should have a resolution of 72 dpi.

To proportionately increase or decrease the size of a photograph (in Microsoft® Word or PowerPoint) in one or more directions, click on the corner of the photograph in your layout program and drag the mouse away from or toward the center, while holding down the SHIFT key.




For more information on the University's Photography Guidelines, visit clemson.edu/guidelines.

EXAMPLES:






OFFICIAL COLORS

The two main colors for division-level communication pieces are Clemson Orange and Howard's Rock. Howard's Rock is used at 20 percent as the main accent color for the division.

		Clemson Orange		Howard's Rock		Howard's Rock (20%)
Pantone:		PMS 1595 or 165		Warm Gray 11		Warm Gray 11 (20%)
*CMYK:		0C, 72M, 100Y, 3K		57C, 57M, 64Y, 25K		11C, 11M, 13Y, 5K
RGB:		234R, 106G, 32B		104R, 92G, 83B		201R, 202G, 204B
Web:		#F66733		#685C53		#CCCCCC

University Primary Colors:

		Clemson Orange		Fort Hill		Regalia
Pantone:		PMS 1595 or 165		N/A		PMS 268
*CMYK:		0C, 72M, 100Y, 3K		0C, 0M, 0Y, 0K		81C, 100M, 0Y, 5K
RGB:		234R, 106G, 32B		255R, 255G, 255B		82R, 45G, 128B
Web:		#F66733		#FFFFFF		#522D80

University Secondary Colors:

		Tillman Brick		Centennial Oak		Hartwell Moon
Pantone:		PMS 160		PMS 1545		PMS 4535
*CMYK:		20C, 72M, 100Y, 13K		45C, 83M, 100Y, 48K		15C, 13M, 41Y, 0K
RGB:		162R, 80G, 22B		86R, 46G, 25B		212R, 201G, 158B
Web:		#A25016		#562E19		#D4C99E
		Bowman Field		Blue Ridge		Howard's Rock
Pantone:		PMS 378		PMS 7546		PMS Warm Gray 11
*CMYK:		63C, 43M, 100Y, 23K		80C, 60M, 46Y, 36K		57C, 57M, 64Y, 25K
RGB:		86R, 97G, 39B		58R, 73G, 88B		104R, 92G, 83B
Web:		#566127		#3A4958		#685C53
		Anna's Lace		Innovation		Bengal Stripe
Pantone:		PMS 1205		PMS 877		Black
*CMYK:		0C, 4M, 48Y, 0K		47C, 37M, 38Y, 9K		100K
RGB:		249R, 228G, 152B		134R, 137G, 140B		0R, 0G, 0B
Web:		#F9E498		#86898C		#000000
		Gameday Sky		Calhoun Fields		
Pantone:		PMS 7459		PMS 583		
*CMYK:		76C, 6M, 8Y, 15K		25C, 3M, 100Y, 14K		
RGB:		16R, 157G, 192B		181R, 195G, 39B		
Web:		#109dc0		#B5C327		

*CMYK values are DEPENDENT on printing systems. The above values assume a press that is calibrated to GRACoL 2006 Coated 1.

For more information on the University's extended color palette, visit clemsont.edu/guidelines.

OFFICIAL TYPEFACES

The official typefaces of the Division of Student Affairs are Goudy Oldstyle Standard, Trade Gothic, FG Saga, Zapfino, Salvo Serif Condensed Medium and Black OT, and Titling Gothic Skyline Regular OT. Verdana is approved for web/PowerPoint/email use only.

GOUDY OLDSTYLE FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

TRADE GOTHIC FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

FG SAGA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&()_+*

ZAPFINO FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&()_+*

VERDANA FAMILY (APPROVED FOR WEB/POWERPOINT USE ONLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

SALVO SERIF CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

SALVO SERIF CONDENSED BLACK OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

TITLING GOTHIC SKYLINE REGULAR OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+

APPROVED AREA GRAPHICS

These graphics associated with the Division of Student Affairs have been created and approved for use. They should always be used in the approved configuration and may not be manipulated, distorted, rotated, separated into components or combined with any other elements. They must always appear in their official colors and be reproduced at a size that is easily readable with ample clearspace.

CAMPUS ACTIVITIES AND EVENTS



The approved area graphics must not be altered in any way and should always be used in the styles shown. Attention must be given to ensure that the graphic is always readable, that it is used in a high-resolution format and that other images or design elements do not visually interfere. Not adhering to aforementioned rules dilutes the integrity of our visual identity (also, see our web standards for images on the web). Any questions should be directed to the Student Affairs Publications office at 864-656-0823, as well as any needs for reverse (all white) versions or versions specifically created for embroidery.

APPROVED AREA GRAPHICS (CONTINUED)

CAMPUS ACTIVITIES AND EVENTS (CONTINUED)



CAMPUS RECREATION



CENTER FOR CAREER AND PROFESSIONAL DEVELOPMENT



The approved area graphics must not be altered in any way and should always be used in the styles shown. Attention must be given to ensure that the graphic is always readable, that it is used in a high-resolution format and that other images or design elements do not visually interfere. Not adhering to aforementioned rules dilutes the integrity of our visual identity (also, see our web standards for images on the web). Any questions should be directed to the Student Affairs Publications office at 864-656-0823, as well as any needs for reverse (all white) versions or versions specifically created for embroidery.

APPROVED AREA GRAPHICS (CONTINUED)

DEAN OF STUDENTS OFFICE



DIVISION OF STUDENT AFFAIRS



FIRE & EMS



FRATERNITY AND SORORITY LIFE



The approved area graphics must not be altered in any way and should always be used in the styles shown. Attention must be given to ensure that the graphic is always readable, that it is used in a high-resolution format and that other images or design elements do not visually interfere. Not adhering to aforementioned rules dilutes the integrity of our visual identity (also, see our web standards for images on the web). Any questions should be directed to the Student Affairs Publications office at 864-656-0823, as well as any needs for reverse (all white) versions or versions specifically created for embroidery.

APPROVED AREA GRAPHICS (CONTINUED)

NEW STUDENT AND FAMILY PROGRAMS



OFFICE OF COMMUNITY AND ETHICAL STANDARDS



PARKING AND TRANSPORTATION SERVICES



The approved area graphics must not be altered in any way and should always be used in the styles shown. Attention must be given to ensure that the graphic is always readable, that it is used in a high-resolution format and that other images or design elements do not visually interfere. Not adhering to aforementioned rules dilutes the integrity of our visual identity (also, see our web standards for images on the web). Any questions should be directed to the Student Affairs Publications office at 864-656-0823, as well as any needs for reverse (all white) versions or versions specifically created for embroidery.

APPROVED AREA GRAPHICS (CONTINUED)

STUDENT HEALTH SERVICES

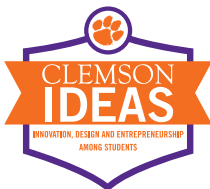


TIGERONE CARD SERVICES



APPROVED AREA GRAPHICS (CONTINUED)

UNIVERSITY HOUSING & DINING



The approved area graphics must not be altered in any way and should always be used in the styles shown. Attention must be given to ensure that the graphic is always readable, that it is used in a high-resolution format and that other images or design elements do not visually interfere. Not adhering to aforementioned rules dilutes the integrity of our visual identity (also, see our web standards for images on the web). Any questions should be directed to the Student Affairs Publications office at 864-656-0823, as well as any needs for reverse (all white) versions or versions specifically created for embroidery.

APPROVED AREA GRAPHICS (CONTINUED)

STUDENT ORGANIZATIONS, PROGRAMS AND INITIATIVES



See Student Affairs Publications for approved marks created outside of Student Affairs.

The approved area graphics must not be altered in any way and should always be used in the styles shown. Attention must be given to ensure that the graphic is always readable, that it is used in a high-resolution format and that other images or design elements do not visually interfere. Not adhering to aforementioned rules dilutes the integrity of our visual identity (also, see our web standards for images on the web). Any questions should be directed to the Student Affairs Publications office at 864-656-0823, as well as any needs for reverse (all white) versions or versions specifically created for embroidery.



STATIONERY

Stationery is the primary means of establishing Clemson's image at the personal level. Letterhead, envelopes, business cards and related items should reflect the same standards of consistency for all University units, on campus and off campus, and should be printed in a quality manner. In order to project a consistent image and to further enhance the value of Clemson's brand, stationery guidelines were developed in accordance with Clemson's master brand architecture.

COLORS

Due to their highly public profile, it is recommended that formal stationery items be printed in two colors of ink: Regalia and Clemson Orange. See color examples on page 10.

ORDERS

To maintain consistency in design and color, and for speed and cost efficiency, orders for official stationery must be placed with Ricoh printing on campus through BuyWays. This is the only vendor authorized to print official University stationery. University funds may be used to pay for stationery only if it is printed by Ricoh and if it follows the approved format. Initial orders of stationery items must come through Student Affairs Publications for file setup, and additional orders of the same materials may be placed through Ricoh's punchout in BuyWays. All area wordmarks and logos approved under division guidelines may be used on University stationery. See examples on page 21.

BUSINESS CARDS

Clemson business cards are intended to provide University business information only. The employee name, department name (in all caps), Division of Student Affairs, Clemson University, address and phone number are required on all business cards. Title, email, fax and mobile phone numbers, and division or departmental web address are also appropriate and can be added at the individual's discretion as space allows. University funds may be used to purchase business cards that follow the approved format only. All Division of Student Affairs business cards will be printed with the division slogan on the back in the approved layout. See example on page 21.

ENVELOPES

Return address should include department name (in all caps), Division of Student Affairs, Clemson University and address information. See example on page 21.

NAME BADGES

Division of Student Affairs name badges should be ordered through buyWays by clicking on the Student Affairs Name Badges form located under “Clemson Forms.” Ralph’s Trophy Shop, the approved University vendor for name badges, offers a badge design featuring the Experience campaign just for Student Affairs employees. On this badge design, the employee name is a required element, and it is recommended to include the Employee Title, Department Name and Clemson University on the additional lines. Each line has a 40-character limit (including spaces and punctuation), so longer titles/names may have to utilize two of the available lines. See an example showing the preferred order of information on page 22.

FORMAL INVITATIONS

Formal invitations will default to the use of the division’s primary wordmark/identity when multiple areas are represented in an event. Otherwise, invitations can be designed to match your area’s visual identity. Invitations that do not use the division’s primary wordmark/identity should include the division’s name somewhere in the layout. Invitation templates are available at clemson.edu/administration/student-affairs/images/logos.

POWERPOINTS

PowerPoint templates are available at clemson.edu/administration/student-affairs/images/logos.

NOTECARDS

Standard division notecards are available in two options: (1) department primary wordmark on the front, with department name (in all caps), Division of Student Affairs and contact information on the back (words only); (2) division primary wordmark on the front, with department name (in all caps), Division of Student Affairs and contact information on the back (words only). See example on page 22.

ADDITIONAL INFORMATION IN PRINT

Every print piece (fliers, newspaper ads, postcards, etc.) should include approved information:

Department name*	Division of Student Affairs*	Division or department web address*
Address	Phone number	*required elements

SAMPLES

LETTERHEAD



ADVOCACY AND SUCCESS
Clemson University
202 Hendrix Student Center
Clemson, SC
29634-4021

P 864-656-0471
F 864-656-7241



William E. Daniel
Chief
[dw@clemson.edu](mailto:dwclemson.edu)

DEPARTMENT OF FIRE AND EMS
Division of Student Affairs, Clemson University
1521 Perimeter Road, Clemson, SC 29634-4010
P 864-656-2322 **F** 864-656-3555
www.clemson.edu/cufd

BUSINESS CARD FRONT



UNIVERSITY HOUSING & DINING
Division of Student Affairs
Clemson University
100 Mell Hall
Box 344075
Clemson, SC 29634-4075



PREPARING AND EMPOWERING
STUDENTS TO MAKE A
DIFFERENCE AS GLOBAL CITIZENS

BUSINESS CARD BACK

ENVELOPE

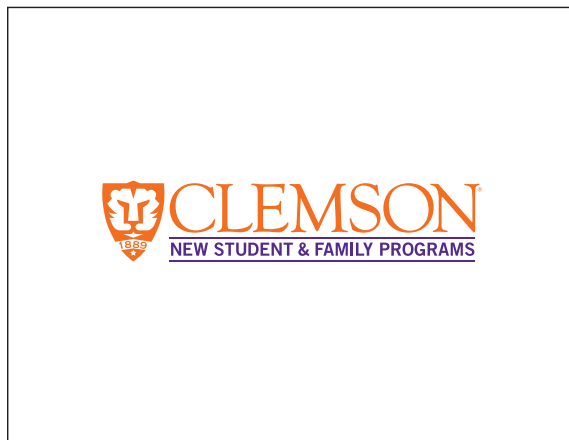
www.clemson.edu/studentaffairs/advocacy-success

SAMPLES

NAME BADGE



NOTECARD OPTION 1 FRONT



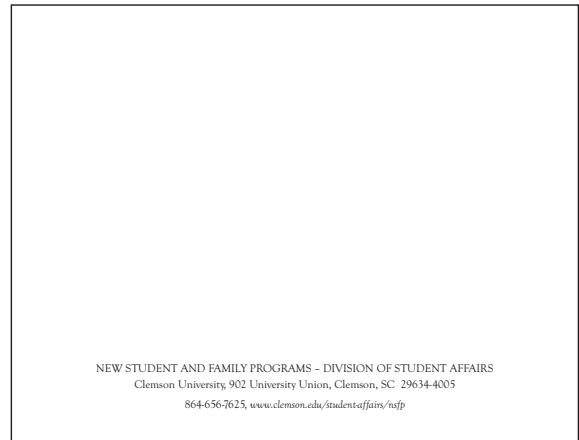
NOTECARD OPTION 1 BACK



NOTECARD OPTION 2 FRONT

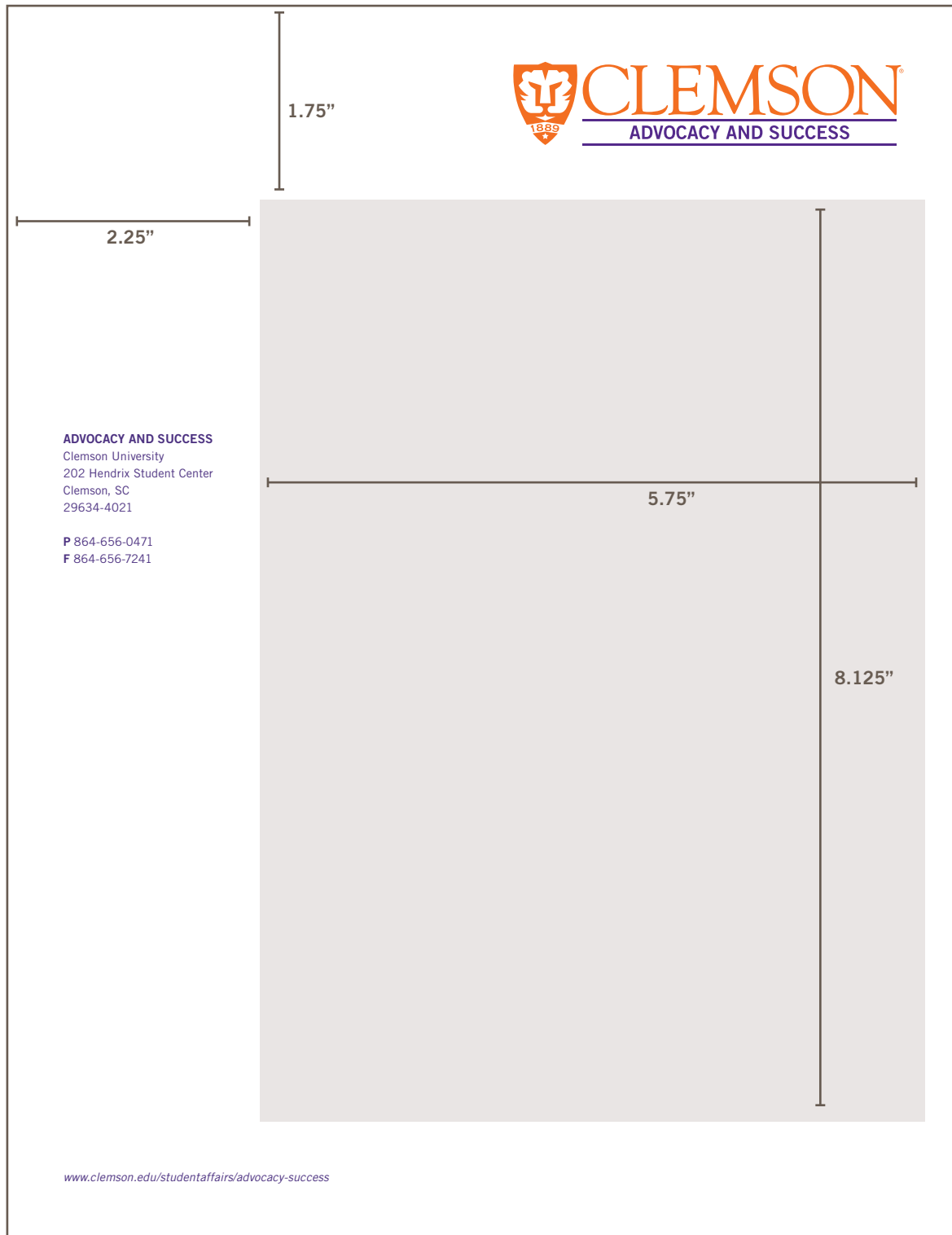


NOTECARD OPTION 2 BACK



LETTERHEAD PLACEMENT DIAGRAM

LETTERHEAD



EMAIL AND EMAIL SIGNATURES

The employee name, department name (in all caps), Division of Student Affairs, address and phone number (in the approved format XXX-XXX-XXXX) are required on all email signatures. Division or department web address, title, email address, fax and mobile phone numbers are also appropriate and can be added at the individual's discretion. Please refrain from the use of quotations, proverbs, verses, inspirational thoughts or other personal messages in professional emails or email signatures.

In order to better promote the division's accomplishments and encourage giving to Student Affairs, employees are asked to insert two lines into their email signatures. It is hoped that with this addition we will create a better understanding of Student Affairs as a whole and provide a subtle opportunity for people to explore giving options to the division.

Experience: Student Affairs
clemson.edu/student-affairs



ADDITIONAL SUGGESTIONS

WORDMARKS AND GRAPHICS

When using a wordmark or graphic, the resolution should be 300 dpi at actual size for print. If the wordmark or graphic is from a campus department other than your own, contact the department to request approval and to request a high-resolution (300 dpi) copy. It is not appropriate to use a wordmark or graphic copied from a website.

To proportionately increase or decrease the size of a graphic or wordmark (in Microsoft® Word or PowerPoint) in one or more directions, click on the corner of the photograph in your layout program and drag the mouse away from or toward the center, while holding down the SHIFT key.

For more information on graphics or wordmarks, visit clemson.edu/guidelines.

REVIEW OF MATERIAL

Student Affairs Publications can review pieces prior to use for assistance. It is also suggested that area departments allow students to frequently review printed material in order to obtain feedback on content and to provide an opportunity for students to make suggestions.

EDITORIAL GUIDELINES

Clemson University's Division of Student Affairs produces hundreds of promotional and marketing materials, both in print and on the web. Our materials reach current students, prospective students, parents, faculty, staff, administrators and University friends. Because our audience is so widespread, these materials must convey consistent images and messages while maintaining high standards of accuracy.

The following editorial guidelines are based both on the Associated Press Stylebook and Clemson University's editorial guidelines.

TERMS SPECIFIC TO CLEMSON UNIVERSITY AND STUDENT AFFAIRS

When referring to our president in external publications (website, news releases, op-ed, etc.) and formal usages (invitations, event programs, official bio, etc.), please use Dr. James P. Clements.

For use in his signature, the preference is James P. Clements, Ph.D.

For more informal usages, his preference is Jim or Jim Clements.

If there are any concerns about use, please contact the Assistant Creative Director for Student Affairs Publications, Daniel Austin, daustin@clemson.edu.

When referring to our vice president, use one of these versions:

Almeda Jacks, vice president for Student Affairs

Vice President Almeda Jacks

Almeda R. Jacks, Ph.D.

When writing an employee's title, it should be "of" an area/subject and then "for" the division (if applicable).

When writing an employee's name followed by their title, do not capitalize the title unless in tabular form and addresses:

Johnson W. Link, associate vice president for Municipal Services

Christina D. (Tina) LeMay, director of Student Affairs Publications

George N. Smith, Ph.D., associate vice president and chief of staff for Student Affairs

the Tigers, not the tigers

GPA, not GPR

adviser, not advisor

CLEMSONLiVE, not ClemsonLive (student activities organization)

First Year (FY), not freshman, and Sophomore and Upperclass (Soph&UC)

Hendrix Student Center, not Hendrix Center

David Peebles Room

Snow Family Outdoor Fitness and Wellness Center

Memorial Auditorium at Tillman Hall

LoConte Family Field

Swann Fitness Center at Fike

Almeda R. Jacks Ballrooms

Inclusive Excellence

Call Me MISTER®, not Call Me Mister

TigerPaw Productions, not Tiger Paw Productions

Clemson University is the institution's formal name. Subsequent references as Clemson or the University are acceptable. Capitalize University when referring informally to Clemson University.

Avoid referring to Clemson as CU, unless it is already part of an organizations name, etc., ex: CU Outdoors.

The Division of Student Affairs is the formal name. Subsequent references as the division or Student Affairs are acceptable. Capitalizing division is not necessary when used alone.

Capitalize and hyphenate Living-Learning Communities, not Living Learning Communities or living/learning communities when used in a header. Otherwise, living-learning communities (no capitalization) can be used. The use of LLC can be used afterward if repeated within a document as long as it is mentioned in parentheses after the first use. Ex: Clemson University will be launching a new living-learning community (LLC). The new LLC will go into effect fall 2013.

Orientation, not orientation

'55 Exchange, not 55 Exchange

CONNECTIONS Peer Mentor, not Connections Peer Mentor

residence halls, not dorms

Taps, not TAPS (student yearbook), *Chronicle*, *The Tiger*, Tigervision, WSBF 88.1, and *Tiger Town Observer*

transfer students, not Transfer Students or transfers

Undergraduate Student Government or Graduate Student Government, not Student Government. Use CUSG or GSG when abbreviating.

Capitalize the area of campus when referring to it as a formal place: West Campus, East Campus Housing, etc.

U-NITES! Capitalize the name, use a hyphen after the "U" and use an exclamation point at the end of the word.

EXPLORE CLEMSON is written in all caps, but other references to the EXPLORE pre-enrollment programs just say EXPLORE, then the specific program in Title Case, such as EXPLORE Adventure or EXPLORE Wellness.

Class of '56 Academic Success Center, and the Dr. T.G. Westmoreland Academic Success Program

When referring to the campaign in text, write Experience: Student Affairs in Title Caps.

ELECTRONIC TERMS

Blackboard®, not blackboard (Clemson University’s learning management system)

Cyberspace, cyberbullying, cybercafé (no hyphen when forming two words with a consonant after cyber)

email, not e-mail

iROAR

internet, not Internet

login, logon, logoff (n.), log in (v.)

online, not on-line or Online

URL

website, not web site, and “web” should be not capitalized when used alone, Ex: the web, web page

Italicize email addresses and URLs (in print only; do not italicize in electronic documents or emails):

daustin@clemsion.edu

clemsion.edu/student-affairs (only include http:// at the beginning of a URL when the web address does

NOT begin with www or when writing an email so that the link automatically becomes live after sending)

Please note: you do not have to include www in a Clemson web address, such as clemsion.edu/student-affairs; however, if writing about an external website and it DOES need the www before the name to actually be a functioning website, you must write it in. If it still functions without the www, then you may leave it out.

For social media addresses, italicize if in print and use in all lowercase similar to email addresses and URLs, such as *@clemsiongreeks* and *facebook.com/clemsionstudentaffairs*.

iOS is the mobile operating system across all Apple products including on the iPod Touch, iPads and iPhones.

Please be mindful when creating content for websites as iOS devices do not currently support Adobe Flash.

Android devices are a type of tablets, phones, etc., that are not manufactured by Apple, such as Samsung, HTC, Motorola, etc. Android is Google’s operating system that is compatible across many platforms and devices.

SOCIAL MEDIA-RELATED WORDS AND SPELLINGS

app	Google, Googling, Googled	smartphone	Twitter
blog	Google+	social media	retweet
Bluetooth	iPad	social networks (refers to Facebook, Twitter and Google+)	mention
cellphone	keywords	status update	reply
click-throughs	metadata	text messaging,	trending
Facebook	MySpace	instant messaging	follow, unfollow
friend, unfriend	search engine optimization		website
like			Wikipedia
			YouTube

ACADEMIC TERMS

Academic Classes: A specific class, treated collectively, can be considered a formal group and therefore capitalized. If lowercase is preferred, one simply needs to be consistent within the publication.

Example: the Class of 1946

Academic Degrees: The preferred style is to spell out all degrees: bachelor's degree instead of B.A. or B.S., master's degree instead of M.A. or M.S., doctoral degree instead of Ph.D. Use either doctorate or doctoral degree, never doctorate degree. Use abbreviations only if spelling out the degree is not appropriate. Lowercase all academic degrees except when using the abbreviations. Using the word "degree" after the title is strongly preferred for clarity. Do not use Dr. before a name and end with a Ph.D. such as Dr. Bob Smith, Ph.D.

Ex: bachelor's degree, Bachelor of Arts, B.A. degree

Academic Graduation Years: When citing a person's school and year of graduation after his or her name, the standard form is the name of the school, followed by a space, followed by an apostrophe and the last two digits of the year. Remove any extra spaces when using an acronym with a year.

Ex: Graduate School of Education '96, GSE'96

Academic Honors: Use italics for *summa cum laude*, *magna cum laude*, *cum laude*.

Academic Titles: When writing an employee's name followed by their academic title, do not capitalize the title unless in tabular form and addresses. When preceding a name, the following academic titles should be capitalized: President, Dean, Professor. Lowercase titles of persons except when used in front of the person's name as an honorific. Do not qualify the title "professor" with "associate" or "assistant" before a person's name, but do qualify it after the name.

Ex: Professor John M. Ballato; John M. Ballato, associate professor of engineering

Avoid honorifics wherever possible, or follow the individual's preference when known. When using an honorific to refer to a woman (Miss, Ms. or Mrs.), follow the individual's preference when known. When using honorifics to refer to a husband and wife, follow the individual's preference when known. Referring to a woman by her husband's name, as in Mr. and Mrs. Robert Smith, is, in general, to be avoided, although it is still preferred by some individuals, especially in social, versus business, settings.

Academic Years: Use lowercase terms to designate academic years. Because it is preferable to avoid gender-specific language, use "first-year student" in place of "freshman" if it does not change or make the meaning of the sentence ambiguous.

Ex: first-year student, senior, graduate student

TIMES, DATES AND NUMBERS

8 a.m., not 8:00 or 8am

4:30 p.m., not 4:30pm

Avoid 12 noon, 12 midnight or 10 a.m. in the morning, just say noon, midnight or 10 a.m. Don't capitalize noon or midnight unless in a formal heading.

For formal invitations, write out 12 p.m. and 12 a.m. in place of noon and midnight, and write time with "to" and not a dash. Ex: 8 to 10 p.m.

For less formal invitations, write noon and midnight, and write out time with an en dash. Example: 8–10 p.m.

You do not need to add a.m. or p.m. after the first number if they are in the same time frame (a.m. or p.m.). Ex: 8:30–9:30 p.m., not 8:30 p.m.–9:30 p.m.

Jan. 23, 2009, not January 23rd, 2009

Monday–Friday, not Monday-Friday (use en dash, not hyphen, by pressing alt-hyphen)

864-656-3101

Write out numbers zero through nine, then beginning with 10, use numerals.

Capitalize days of the week. Do not abbreviate, except when needed in a tabular format (information arranged in a table with rows and columns): Sun, Mon, Tues, Wed, Thurs, Fri, Sat (three letters, without periods, to facilitate tabular composition).

Abbreviate the following months when used in body copy with a specific day and year (spell out the remaining months): Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out *all* months when used alone or when used with a year and no specific date.

However, in places where space is no object, write out the full state name. For state abbreviations in body copy, use the following when space is limited by design or in lists where space would be a premium: Ala., Alaska, Ariz., Ark., Calif., Colo., Conn., Del., D.C., Fla., Ga., Hawaii, Idaho, Ill., Ind., Iowa, Kan., Ky., La., Maine, Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Ohio, Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Texas, Utah, Vt., Va., Wash., W.Va., Wis., Wyo.

For envelopes, use the postal codes (with no periods, except for D.C.): AL, AK, AZ, AR, CA, CO, CT, DE, D.C., FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY.

ALPHABETICAL LIST OF TERMS, ACRONYMS AND ABBREVIATIONS

For a complete list of the University's editorial standards, go to clemsun.edu/guidelines.

African-American uses a hyphen to become one word.

Alumnus is the singular reference for a male graduate; alumna is the singular reference for a female graduate; alumni is the plural reference to a mixed group of male and female graduates or male graduates only; alumnae is the plural reference for female graduates only.

check-in (n. and adj.), check in (v.), sign-in (n. and adj.), sign in (v.)

checkout (n. and adj.), check out (v.), signoff (n.), sign off (v.)

course numbers: Use Arabic numerals and capitalize the subject when used with a numeral: History 6, Philosophy 209. Otherwise, lowercase: calculus, world history.

course work, not coursework

disabled, not handicapped

etc., always written with a period at the end and always preceded and followed by a comma if not ending a sentence

first, not first annual

fundraising is one word

grade point average, not grade-point average or grade point ratio

high-rise (n. and adj.)

international students, not foreign students

kickoff (n. or adj.); kick off (v.)

Lowcountry (for the Charleston area of the state), not Low Country

nonprofit

MasterCard not mastercard or Mastercard

pregame, postgame

principal (as in the title of the high-ranking school official or the face value of a stock or bond) and principle (as in a fundamental law or doctrine)

in regard to, not in regards to (also toward and backward)

résumé, not resume or resumé

RSVP, not R.S.V.P.

The Princeton Review (no italics)

upper class and/or upper-class (adj.)

Upstate, not upstate

U.S. News & World Report (no space between U.S. News)

Username, not UserID, userid or USERID.

VIP, not V.I.P.

VISA, not Visa

XID or Clemson ID (XID) replaces CUID when referring to your Clemson University ID

USE OF ITALICS

1. Web, email addresses and social media addresses (in print documents only; do not italicize in an electronic document or email)

A. *clemson.edu*, *@clemsongreeks* and *president@clemson.edu*

2. Composition Titles

A. Composition titles (books, movies, poems, lectures, speeches, etc.) should be put in quotation marks, not italicized. Magazine titles should be italicized.

DASHES

1. Use an en dash with no extra space before or after:
 - A. to indicate continuing (or inclusive) numbers, dates, times or reference numbers
 1. 1968–82, and from 1968 to 1982 (never from 1968–82)
 2. May–June 1967; from May to June 1967
 3. 10 a.m.–5 p.m.; between 10 a.m. and 5 p.m.
 4. pp. 38–45; from pages 38 to 45
2. Use an em dash with an extra space before and after:
 - A. to denote a sudden break in thought that causes an abrupt change in sentence structure
 1. Consistency — that hobgoblin of little minds.
 - B. to define or enumerate complementary elements
 1. The influence of three musicians — Mozart, Bach and Beethoven — was of great importance in his development as a musician.
 - C. before an author's or composer's name at the end of a quotation
 1. "Who steals my purse steals trash." — Shakespeare.

Please note: to create en and em dashes on a PC (in Microsoft Word), en dash is CTRL + the numeric key pad minus sign (the numeric keypad is the set of numbers to the right of the keyboard), and an em dash is CTRL + Alt + numeric minus sign. To create them on a Mac, press Option (Alt) + the minus/hyphen key at the top of the keyboard for an en dash, and Option (Alt) + Shift + minus/hyphen key at the top of the keyboard for em dash.

BULLETS

Vertical lists are best introduced by a grammatically complete sentence followed by a colon. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase. Example:

A university can be judged by:

- The quality of its students.
- The quality of its faculty.
- The quality of its infrastructure.

WEB GUIDELINES

The Division of Student Affairs online communications will represent the University and division in a professional manner and present informative, up-to-date and well-designed/edited content. Each department's Responsible University Official (RUO) should follow the standards outlined here when disseminating content.

CASCADE AND THE CLEMSON UNIVERSITY TEMPLATE

The division website design adheres to the Clemson University Cascade template design. All design elements are to be followed in order to give the University's online presence a consistent look and feel.

Why use a content management system?

The use of a content management system provides each RUO with a mechanism by which content can be quickly and easily placed on the public website, utilizing pre-designed templates.

Why use a template?

Templates allow faster and more seamless site maintenance. Templates allow use of centralized tracking, such as Google Analytics, to track site traffic.

GRAPHICS

- Images follow University and division guidelines. The University-recommended sizes for images can be found at <http://blogs.clemson.edu/ows>.
- All images should be approved by the division RUO prior to use. The division RUO will be responsible for creating all images used on the sites.
- Image size should be kept proportionate to the content.
- Images should use the "right" or "left" style when used inline with text to add spacing between the two and prevent visual interference.
- Images should maintain their original aspect ratio to prevent distortion. For example a 300x200 image resized to 200x133 pixels maintains the same 3:2 ratio, but when resized to 200x100 it does not.
- Images should not be made larger than their original size. This causes them to be grainy and blurry.



FONTS

- Clemson University templates control the font type and styles available.
- Use of color on fonts to convey a message is not recommended and is permitted only within the guidelines of the template. *Please note: The color red is particularly difficult to read and should not be used on web content.*
- The current font is Verdana.

HYPERLINK RULES

- When creating a hyperlink, set the target as “new window” for links that are outside of the division site and as “same window” for sites inside of the division site.

Please note: the use of “click here” is not recommended when linking to more information. Instead, use content specific text and embed the link inside the URL.

TEXT STYLES

- H1 — page headings only
- H2 — subheadings
- H3 — subheadings
- Paragraph — all page content

Please note: Use only paragraph style for content other than headings and subheadings. Do not underline text. On the web, underline is reserved for hyperlinks.

EDITING YOUR CONTENT

To spell check:

- Open the page in Cascade.
- Go into “Edit” mode, and then scroll to the bottom of the page.
- Choose “Advanced Options.”
- Check “Check Spelling.”
- Click “Submit” at the bottom of the page.
- You will see a list of words if Cascade does not recognize them. Please check carefully and correct those that are misspelled.
- Click “Submit” to save the changes.
- If errors were corrected, a page publish request will need to be submitted through TigerTracks.

SECTION 508 WEB ACCESSIBILITY

In concurrence with the University, Student Affairs complies with the state mandate that online content should be made accessible to all types of clients. More information on University governance policies regarding accessibility can be found at clemsun.edu/ows/governance.html.

WEBSITE REVIEWS

Student Affairs Publications performs periodic reviews of all division websites. The reviews scan for the following elements:

- content (incorrect or out-of-date)
- broken links
- editorial style guide compliance
- skewed images
- misspelled words

WEB TERMINOLOGY

Accessibility — standards followed to make the web usable by all clients

Cascade — content management system used by the University to manage websites

Columns — A website in Cascade consists of 12 columns, with four columns used for the left nav. Pixel dimensions are available from your RUO to determine proper column width/height for images

Content Management System (CMS) — software that allows the client to easily create web pages without having to know the HTML code behind the pages

HTML — Hypertext Markup Language; the language or code made up of tags and rules that provide directions to the structure of a web page

Hyperlink — a link on the navigation or within the content of a web page used to jump the reader to new content, a new page or new site for further information

Left Nav — The left nav is the navigation on the side of the website that allows users to interact or “navigate” through your website and web pages

RUO — Responsible University Official; a position at University, division or department level that manages the website for a designated area

Skewed image — an image that is distorted by not maintaining its original aspect ratio; this is caused by not resizing the image's dimensions proportionally

Template — web page design with graphics, fonts and colors already in place

JOB REQUESTS

1. Department members with questions or updates for their department website should contact their RUO first for assistance.
2. All jobs should be entered into TigerTracks online at clemsan.edu/ithelp or by emailing ithelp@clemsan.edu.
When emailing, use this subject line: SA web — your department name — type of request, i.e., publish or edit.

CONTACTS

For more information on guidelines for the web, visit clemsan.edu/ows.



Creating the nation's most engaged, satisfied and successful student body

clemson.edu/studentaffairs