The Cornerstone Program will be led by a select group of innovative partners who will lead and help propel ClemsonForward to be one of the nation’s top-ranked public universities. Cornerstone Partners will be committed to supporting ClemsonForward priorities at a new gift of $2.5M or more.
ACADEMIC CORNERSTONE

i. Goal of Program
   1. Internal: $30M in 36 months, starting November 2017

ii. Benefits
   Varies by donor. See development officer for specific details.

iii. Donor Recognition Gift
   1. Crystal flame with customized wooden base
   2. Others to be determined if needed.
ATHLETIC CORNERSTONE

i. Goal of Program

1. Internal:
   a. IPTAY Campaign 2017-2021: $250M
   b. Athletic Cornerstone: TBA

ii. Benefits

1. Recognition
   a. Recognition will be placed in a centralized location within the Athletic District with all Cornerstone Partners’ names.
   b. Cornerstone Partners will be recognized in a prominent place in all the facilities impacted with Cornerstone Partners’ support.
   c. A distinct logo will be created for all Cornerstone Partners which will be used on various items (i.e., access passes, lapel pins, etc.)

2. Engagement
   a. An invitation to a special social gathering for coaching staff, Cornerstone Partners and spouses
   b. Clemson Gear: Hats, shirts, pins, etc. from all Championship games (i.e., ACC Championship, CFP National Championship etc.)
   c. Away Games: Gift bags in room with note from coach when traveling to games, credentials/information for events, suites, etc., on site host/hostess ensure all Cornerstone Partners and families are aware of times/locations/etc. of games and activities.

   d. Championship Game Protocol:
      i. The Monday after the winning game, the ticket office will be contacted to hold tickets for any Cornerstone Partners that would like to purchase tickets.
      ii. Cornerstone Partners will be contacted by their assigned Development Officer to inquire about the number of tickets and number of rooms needed.
      iii. Travel agency will be contacted with the information and needs of the Cornerstone Partners.
      iv. University events team contacted to ensure all Cornerstone Partners and family are included in post season activities.
      v. Special in-room package with signed note from Coach Swinney.

   e. Yearly: A very exclusive trip/activity will be planned for the Cornerstone Partners, which may include the following:
      i. Trip with coaches – (Ex: D.C. National Championship Trip)
      ii. Away event with a coach
      iii. Private dinner with the coaches
      iv. Ride with the team on the bus to Howard’s Rock (home game)

iii. Donor Recognition Gifts

1. **Cornerstone Partner Wooden Box** made from Clemson fallen trees
BRAND MESSAGING

i. Words

<table>
<thead>
<tr>
<th>Characteristics of Partners</th>
<th>Results for Clemson</th>
</tr>
</thead>
<tbody>
<tr>
<td>guidance</td>
<td>quality</td>
</tr>
<tr>
<td>leadership</td>
<td>strength</td>
</tr>
<tr>
<td>vision</td>
<td>integrity</td>
</tr>
<tr>
<td>knowledge</td>
<td>legacy</td>
</tr>
<tr>
<td>experience</td>
<td>shaping</td>
</tr>
<tr>
<td>boldness</td>
<td>foundation</td>
</tr>
<tr>
<td>wisdom</td>
<td>influence</td>
</tr>
<tr>
<td>commitment</td>
<td>future</td>
</tr>
<tr>
<td>courage</td>
<td></td>
</tr>
<tr>
<td>importance</td>
<td></td>
</tr>
</tbody>
</table>

Everything of substance, strength and integrity begins with a strong cornerstone. The cornerstone program is marked by the commitment of generous individuals who have the vision to shape the future. As Clemson looks to build on the successes of the past, these courageous partners will be a vital source of knowledge, experience and guidance. The cornerstone partners lay the foundation for Clemson’s influence moving forward, leaving a legacy of leadership that will impact generations. Clemson can take confident steps into the future, directed by the boldness and wisdom of the cornerstone partners’ generosity. We have been champions for years, and your partnership will allow that reputation to continue. Clemson is continually expanding its focus to improve a variety of programs, building upon its strong foundation in technical fields and always looking to widen its reach.

ii. Concepts

<table>
<thead>
<tr>
<th>Key Messages</th>
<th>Current Donors</th>
<th>New Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everything of substance, strength and integrity begins with a strong cornerstone.</td>
<td>●</td>
<td>●</td>
</tr>
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<td>●</td>
<td>●</td>
</tr>
<tr>
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<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Clemson can take confident steps into the future, directed by the boldness and wisdom of the cornerstone partners’ generosity. We have been champions for years, and your partnership will allow that reputation to continue.</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Clemson is continually expanding its focus to improve a variety of programs, building upon its strong foundation in technical fields and always looking to widen its reach.</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
**Primary Logo** (horizontal & vertical lockup)
Secondary Logos
WORDMARK TREATMENTS

Logo Application

**Full Color Cornerstone Logo:**
This logo version can be placed over white or lighter backgrounds and photos. Do not place over dark or busy backgrounds or photos.
WORDMARK TREATMENTS

Logo Application

Reverse Cornerstone Logo
This logo version can be placed over black, dark background colors or photos. Do not place over light colored backgrounds or photos.
WORDMARK TREATMENTS

Logo Application

Partial Reverse Cornerstone Logo:
This logo version can be placed over solid color backgrounds or photos. Do not place over dark backgrounds or photos.
APPLICATIONS
APPLICATIONS
Betty Poe, also known as the “First Lady for Clemson Athletics,” is All In, all the time. In 2015, Poe made a cornerstone gift of $2.5 million to Clemson Athletics for facilities in honor of head football coach Dabo Swinney and in memory of her late husband, Billy “Tweet” Poe ’46. She has shown her support as a volunteer by serving on the Foundation Board, as co-chair of the leadership phase of the Will to Lead capital campaign and on the WestZone Capital Committee, leading the effort to raise funds for the football stadium expansion. We are thankful for her longtime support and commitment to the Clemson Family.

In 2015, Michael Nieri pledged a cornerstone gift of $2.5 million to Clemson Athletics towards the development of a new student athlete academic and life-skills enrichment arena in Memorial Stadium as part of “The Will to Lead” capital campaign. With all of the different impacts that Clemson has had on him and his family, the chance to combine athletics and academics into one gift was a cause that resonated with him in a special way. We are thankful for his support and commitment to the Clemson Family.

Example 1-3 shows the general application of the primary Cornerstone logo. This indicates a donor’s membership in the program.

Example 4 shows the application of the secondary mark to indicate whether the Cornerstone Partner gave to the academic or athletic side of the university.

Joe ‘79 and Gretchen Erwin know that behind a great brand are great people, and the Clemson brand would not be nearly as powerful without generous donors like the Erwins.

Through Erwin Creates, a company that continues Joe’s legacy of cultivating, growing and influencing a creative community in South Carolina, the couple established the Erwin Center for Brand Communications at Clemson in 2012. Their most recent gift will expand opportunities within the center as well as provide key funding for the new business building. As Clemson’s second Academic Cornerstone Partner, the Erwins join a special group of visionary donors who give transformational gifts to propel Clemson forward.

“WE KNOW THAT WITH INVESTMENTS WE EXPECT A RETURN, AND WE HAVE SEEN RETURNS OVER AND OVER AGAIN WITH THE ERWIN CENTER FOR BRAND COMMUNICATIONS AND WITH CLEMSON AS A WHOLE. WE SEE YOUNG MEN AND WOMEN GOING ON TO DO GREAT THINGS.”

- Joe Erwin

Clemson University

Tom and Karen Chapman believe in Clemson’s ability to equip leaders, and they have given generously to help those leaders succeed. After founding the Thomas F. Chapman Leadership Scholars program with a $1 million gift in 2009, they have given again to establish an endowment for the program and to create the Thomas F. Chapman ’65 Distinguished Professorship in Leadership. Their most recent $4 million gift makes them the first Cornerstone Partner for Academics, including them in a special group of other bold and visionary donors who have given transformational funding to propel Clemson forward.

“MY CLEMSON EDUCATION PROVIDED ME A SPRINGBOARD INTO A LIFE OF MANY BLESSINGS. WE MADE A COMMITMENT TO GIVE BACK TO THE PROGRAMS AND CAUSES THAT ARE MAKING A DIFFERENCE. THE RETURN ON INVESTMENT IS FOR EACH OF THE CHAPMAN LEADERSHIP SCHOLARS TO MAKE THE WORLD A BETTER PLACE.”

- Thomas F. Chapman ’65
LOGO/BRAND HIERARCHY

Clemson University

Development / Academic

IPTAY / Athletic

DEVELOPMENT SUB-BRANDS: PATHS TO GIVING LOGOS

CLEMSON forever

Supporting Student-Athletes Since 1934

DEVELOPMENT SUB-BRANDS: PROGRAMS TO HONOR GIVING

Primary Logo

Secondary Logo Athletics / Academics

Clemson Cornerstone Brand Guide
The Clemson Cornerstone Program primary color palette includes Clemson Orange and Regalia from the Clemson brand. They are specifically chosen to tie the brand very closely to the University's top-level brand marks.

Using tints of these colors is acceptable unless otherwise restricted by these guidelines.

Extended color palette follows on page 13.
Cornerstone Partners extended color palette includes the primary logo colors and two additional hues from the Clemson brand.

Using tints of these colors is acceptable unless otherwise restricted by these guidelines.
<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK*</th>
<th>RGB</th>
<th>Web Safe</th>
</tr>
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<tbody>
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<td>Warm Gray 11</td>
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<td>Black</td>
<td>0, 0, 0, 100</td>
<td>0, 0, 0</td>
<td>#000000</td>
</tr>
</tbody>
</table>

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

Trade Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold No.2
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold Extended
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TITLING GOPTHIC SKYLINE
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Goudy Oldstyle
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Goudy Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic has been a staple of graphic design for many decades. This typeface was developed, in part, to bridge the gap between quirky, grotesque fonts of the late 19th century and the carefully modulated typefaces that emerged in the mid-20th century. Because Trade Gothic does not display as much unifying family structure as many other sans-serif families, it appears to be more hand-worked. But the dimensions of this font frame up well: They are bold without being distracting, and the letters are tough and upright, communicating strength.

The brand equity of the Clemson wordmark is of utmost importance, so retaining the Goudy Oldstyle typeface for limited usage is strategically beneficial.

Titling Gothic Skyline should be used only in all caps. It is recommended that this font be used primarily for headlines, subheads and initial caps.

Goudy Oldstyle is a highly legible font for body copy. It also lends itself well to formal invitations, programs or other instances calling for a more “traditional” font.

This suite of typefaces provides a comprehensive collection of fonts for any Cornerstone Partners publication, and has been comprised to meet the wide range of Development needs.