

CLEMSON UNIVERSITY DEVELOPMENT

# BRAND GUIDELINES

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## Clemson University Development Brand Guidelines

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# CLEMSON UNIVERSITY'S BRAND POLICY

In order to protect use of the name “Clemson University,” the wordmark, the seal and University tiger designed in 1995, the academic logo designed in 2009, and other official subordinate graphic symbols, the Clemson University Board of Trustees has determined that the name “Clemson University,” the word “Clemson” used in the context of Clemson University, the University seal, the University tiger, the academic logo and other authorized symbols shall not be used for any noncommercial official, quasi-official, promotional or similar purpose by any organization, group or activity without the express approval of the Board of Trustees.

Further, to ensure consistency in representation of the Clemson Brand, non-authorized logos, wordmarks or symbols may not be used to represent Clemson University or any of its colleges, schools, divisions, departments, programs or offices without the express approval of the Board of Trustees.

Lastly, University units using Clemson University funds to produce publications or other communications materials must include approved Clemson branding.

The Board delegates to the administration the responsibility for implementation of this policy, including authority to develop and publish guidelines for appropriate use of Clemson University's name, symbols and logos, with approval of the Administrative Council, with the proviso that the final academic logo design will be approved by the Institutional Advancement Committee. In these cases, “the administration” refers to the Office of Creative Services in the Division of Advancement.

In keeping with existing procedures, responsibility for monitoring use of symbols created in the Athletic Department will be delegated to the Athletic Department.

*Adopted by the Clemson University Board of Trustees  
on February 12, 2009.*

*Academic logo approved on April 17, 2009.*

# CLEMSON UNIVERSITY DEVELOPMENT BRAND ARCHITECTURE

## Tips about the brand architecture

1. The Clemson brand is proud, loyal, generous, grateful, family-oriented and bold. The University's brand recognition will strengthen the Development brand, allowing it to be quickly established with a high level of recognition and positive brand recognition. The brand begins with a powerful image.
2. Brand strength is about more than having a logo family. What we say is as important as how it looks. The new Development brand requires that all unit communications convey these attributes that are shared by the overall Clemson Brand while energizing and engaging donors.
3. These guidelines are designed to be followed by every part of Development. A consistent message, reflective of the Clemson brand will strengthen the image of Development and send our donors a consistent message. It's better for Clemson, and it's better for Development. The Office of Creative Services is ready to help at 864-656-2467.
4. Our donors know and trust the University. Placing the University's name, in the recognized brand font, increases recognition and verifies the link between the University and its private-funding source.
5. The use of any Clemson icon requires adherence to the University licensing program guidelines. (See Licensing, p. 27.)
6. We have incorporated new graphic elements in the arrow circle. This icon conveys the mission and vision of development through a modern, interesting design that conveys both the legacy of giving at Clemson and the future growth of philanthropy required to continue the University's advancement. The circle also is indicative of the elements that sustain healthy philanthropy: giving, receiving, gratitude, giving. This is a cycle that, like the tree, spreads philanthropy in a "pay it forward" progression.
7. Orange is still the No. 1 color at Clemson and for Development. However, a number of supplemental colors are included to allow flexibility in design while maintaining a consistent Clemson look. (See Color Palette, p. 18 and Extended Color Palette, p. 19.)
8. Our brand architecture has a photography style characterized by people engaged or absorbed in research and hands-on learning. Photos are cropped tightly on their subjects. (See Photography, p.23.)
9. Our newsletters, web pages, Facebook, Twitter, email and PowerPoint communications should reflect the new brand architecture. Messaging, color palette, typography, photography and logos need to be consistent through every medium.

# MISSION / VISION / POSITIONING

## Mission

The Development and Alumni Relations Team identifies, cultivates and stewards relationships that result in increased long-term engagement and philanthropic support for Clemson University.

## Vision

The Development and Alumni Relations Team will seek and engage individual and organizational relationships while securing the philanthropic support necessary to ensure that Clemson University achieves its vision.

## Positioning Tools

In order to serve the mission of Development, all marketing communications should demonstrate the effect of private giving on the lives of students, faculty and staff at Clemson University. They should promote all capital campaign efforts and foster a greater understanding of the necessity of philanthropy. Every communication should, through both words and visual portrayal, also exhibit the University's gratitude toward donors and their positive effect on the future of Clemson.

This will be done in communications materials through both photography and stories that

- promote donors and their gifts,
- demonstrate University need,
- exhibit gratitude,
- provide explanations of ways and means of giving,
- appeal to groups or individuals for specific needs,
- support University events,
- generate additional gifts to Clemson and
- engage students, faculty, staff, alumni, parents and friends.

# THE BRAND PROMISE AND ATTRIBUTES

## Brand Promise

To inspire donors to support Clemson University's mission and strategic plan; to provide exemplary stewardship of those gifts; to powerfully express gratitude and the impact of the gift.

## Brand Attributes

Relevant

Resourceful

Accountable

Trustworthy

Appreciative

Visionary

Inspirational

The Clemson Family

Celebrating History/Traditions

Making a Difference

Determined to Succeed

Collaborative

## EDITORIAL STYLE

For a quick, clear reference, see the Editorial Style Guide at [clemson.edu/brand/guide/voice/editorial](http://clemson.edu/brand/guide/voice/editorial)

Accuracy and consistency are essential to maintaining a positive, professional image of the University and, as representatives of the University, Development. The Department of Creative Services has created the Clemson University Editorial Style Guide, a nonacademic in-house reference source for writers and editors of Clemson promotional and marketing materials, including those for development.

In brief, the *Associated Press Stylebook* (AP) is the preferred style source and *Webster's New World Dictionary, Third College Edition* is the preferred dictionary. The *Chicago Manual of Style* is preferred for issues not addressed by AP.

# CLEMSON FOREVER MESSAGING MATRIX

Be Audience Driven. Be Consistent. Simplify.

Key Messages	Annual Gifts (\$0-\$25k)	Major Gifts (\$25k-\$1m)	Principal Gifts \$1m +	Planned Gifts (future or after death)	Athletic Gifts	Corporate and Foundation
Exhibit gratitude	●	●	●	●	●	●
Highlight and promote the beneficiaries/impact of the gifts	●	●	●	●	●	
Raise awareness on the necessity of philanthropy with the dramatic reduction in state funding	●	●	●	●	●	●
Value of partnership and ROI	●	●	●	●	●	●
Engage donors in Clemson today	●	●	●	●	●	●
Provide and clearly explain ways to give	●	●	●	●	●	
Support University initiatives and priorities	●	●	●	●	●	●
Encourage "step up" giving	●	●			●	
Every gift, every size counts	●				●	
Emphasize donor's ability to make a difference	●	●	●	●	●	●
Ever Loyal – consistency makes huge impact.	●				●	
Strength of combined giving	●				●	
Explain participation number and what it means to Clemson	●					
History and legacy of giving at Clemson	●	●	●	●	●	
Leadership/leaving a legacy	●	●	●	●	●	●
Excellence and quality of program		●	●			
Targeted gifts can impact and can be made at every level: departments, programs, college and universitywide.		●	●	●		
Gifts effect the experience and engagement opportunities for current students as well as provide excellent preparation for alumni life	●	●	●	●	●	●
Emphasis on programs that offer unique experiences to Clemson students.	●	●				●
Shape the future		●	●	●	●	●
Remind of matching gifts	●					●
Create or continue a family tradition of philanthropy	●	●	●	●		
Possible tax implications of these gifts.	●	●	●	●	●	●
Proximity/location						●
University overview: public, research, etc.						●
Areas of excellence – ClemsonForward goals		●	●	●		●



CLEMSON FOREVER MESSAGING MATRIX

Be Audience Driven. Be Consistent. Simplify.

AUDIENCES	Annual Gifts (\$0-\$25k)	Major Gifts (\$25k-\$1m)	Principal Gifts \$1m +	Planned Gifts (future or after death)	Athletic Gifts	Corporate and Foundation
Alumni	●	●	●	●	●	●
Students	●				●	
Faculty	●	●		●	●	
Staff	●	●		●	●	
Parents	●	●	●	●		
Friends	●	●	●	●	●	
Corporations						●
Foundations						●

GIVING CLUBS

Annual Gifts	Major and Principal Gifts	Planned Gifts	Athletic Gifts
Major Gift Clubs	Cumulative Giving Societies	Legacy Societies	IPTAY Giving Levels
Heritage Partners \$25,000 or more	Centum II Society \$10,000,000 OR MORE	Fort Hill Legacy Society: Posthumous gifts of over \$1 million	Paw - \$60
The Founders \$10,000-\$24,999	Trustee Oak Society \$5,000,000 - \$9,999,999	Clemson Legacy Society: Donors who document that they have placed Clemson in their will or other estate plan.	Purple - \$140
Leadership Circle \$10,000 or more, unrestricted	Thomas Green Clemson Society \$1,000,000 - \$4,999,999		Orange - \$350
Clemson Fellows \$5,000-\$9,999	John C. Calhoun Society \$500,000 - \$999,999		Champion - \$700
Clemson Ambassadors \$2,500-\$4,999	Richard W. Simpson Society \$250,000 - \$499,999		Tiger - \$1,400
President's Circle \$1,000-\$9,999, unrestricted	Anna Calhoun Clemson Society \$100,000 - \$249,999		Howard - \$2,100
Presidents Club \$1,000-\$2,499	Benefactors of 1889 \$50,000 OR MORE		IPTAY - \$2,800
Silver Tiger \$500-\$999			Jervey - \$4,200
University Club \$250-\$499			McFadden - \$5,600
Century Club \$100-\$249			Fike - \$7,000
Active Member \$1-\$99			Heisman - \$10,000
			Riggs - \$25,000

## FULL-COLOR LOGO



The primary Development logo is built upon the goal of the entire team: Clemson Forever.

While Development may have operated without a single brand identity, it has always had a single goal that every team member strives toward: ensuring that Clemson prospered as an institution of higher learning in perpetuity — Forever.

Thus the brand is enveloped in two words: Clemson Forever.

All other sub-brands are means to this singular end.

The logo itself is written in Goudy Old Style, as is the University's wordmark. The "o" of Clemson is altered slightly to mimic the circle that indicate the circle of giving — giving to others, receiving from others, gratitude that inspires giving in turn to others. A tapered rule is centered under the letters "orever" tying the logo to that of the University. The color of the rule will always be the color of the word "forever."

The word "forever" is typeset in Goudy Old Style with a stylized "f" in Zapfino that unifies the two words and creates a single idea which signifies the Development goal.

The colors are simply Clemson Orange and Regalia. Like Clemson Forever and what it stands for, these are the basis of the University brand.

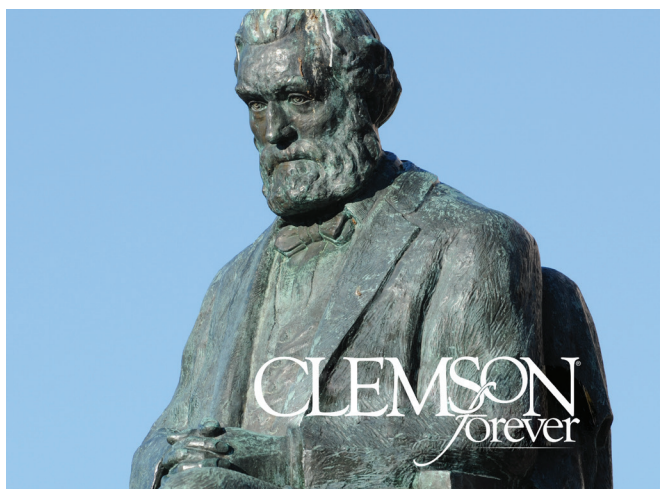
## ONE-COLOR LOGO



The one-color version of the primary logo may be printed in Clemson Orange, Howard's Rock or Bengal Stripe. No other colors are to be used for this version. The sanctity of the brand is reliant on consistent and tasteful use of this, our trademark image.

Use the all-black logo when the project is black-and-white or has no Clemson Orange.

## LOGO REVERSAL



Logo reversals should be done with care. A partial logo reversal can be used over darker value development brand colors as in the example shown to the left.

Full-logo reversal can occur on either Clemson Orange, Howard's Rock or Bengal Stripe when the symbol, wordmark (and tagline/sub-brand title when included) are reversed. Supporting primary brand colors should never be used for full-logo reversals.

A two- or one-color version of the primary logo may appear against a background of tints of any color within the palette. Please make sure that the contrast between the logo and the background is sufficient for legibility. Logo reversals on tints are not recommended.

When printing over photography, the logo can be partially reversed or printed in one or two colors. The logo should be large enough to be clearly identifiable, and the surrounding area must have very little pattern and provide distinct contrast so the logo is legible and stands out.

## LOGO CLEAR SPACE

The Clemson Forever logo must be protected and elevated, always having a clear space around it where no other elements appear (such as no typography, other logos, graphics or photos that intrude upon the logo). The clear space for the logo is equal to the length of the tapered rule under the letters “orever.”

Be mindful of maintaining this clear space and do not place the logo too close to the paper’s edge, any folded edge, any cuts or embossing.



## UNACCEPTABLE LOGO APPLICATIONS



Do not use non-Development colors for the Clemson Forever logo or any of its parts. This includes unacceptable use of brand colors.

Do not add any effects such as bevels, drop shadows or outlines. Do not stretch or bend the logo, or alter its proportions.



Do not reverse the logo except as detailed in this guide. (See Logo Reversal, p. 11)

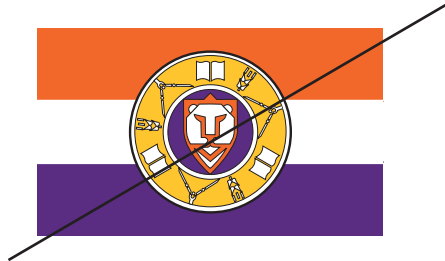


Do not use the logo over a tint unless it provides excellent contrast and legibility. Do not partially reverse a logo out of a tint or screen, and do not use any tints other than those in the palette. If in doubt, check with the Office of Creative Services.



A partially reversed logo over a photo can work, but do not use a busy photo, or a photo that is too light to provide sufficient contrast.

## UNIVERSITY LOGOS AND SYMBOLS TO AVOID



As you use the new brand logo, be careful to avoid outdated or incorrect use of logos.

Remember that the presidential seal is reserved for use by the President's office and the Board of Trustees and should never be incorporated as part of the Clemson Forever mark.

## DEVELOPMENT SUB-BRANDS: PATHS TO GIVING LOGOS

### ANNUAL GIFTS



As part of Clemson Forever, each area contributes in its own way and holds a unique role in the success of Clemson Forever. Sub-brand marks have been established as a means of continuing the momentum of the brand, yet defining roles within the effort. Thus, the areas build, support and stand united in the effort.

### PLANNED GIFTS



As the pathways to giving to Clemson, these areas are the routes to giving — each representing a vital and unique role in the development of a lifetime of philanthropy. As the legs on which the development effort stands, these paths are tied in color, design and style to the umbrella brand of Clemson Forever.

### MAJOR GIFTS



Logo placement, clear space and color treatments for these areas should adhere to all guidelines as those cited for the umbrella Clemson Forever mark.

### CORPORATE AND FOUNDATION RELATIONS



Further guidelines are detailed at [clemson.edu/brand/guide/voice/editorial](http://clemson.edu/brand/guide/voice/editorial)



## DEVELOPMENT SUB-BRANDS: PROGRAMS TO HONOR GIVING



One of the most vital roles of Clemson Forever is the expression of gratitude to our donors. These programs include a number of efforts such as honoring the constancy of donors, recognizing the outcomes of their gifts, uniting donors in special goals and celebrating the history of philanthropy at the University.

Linking all these endeavors into the Clemson Forever brand is mutually strengthening: The importance of giving in the life of the University is elevated and the individual giving clubs, efforts, events and expressions of gratitude become a part of the single whole — ensuring Clemson Forever.

Thus, a consistent, elegant logo has been created for every area of donor contact. Logos colors are Clemson Orange and Howard's Rock. As a part of every path to giving, the logos are consistent in look, but utilize a different color palette — they support the philanthropy effort.

Logo placement and clear space for these sub-brands should adhere to all guidelines as those for the umbrella Clemson Forever mark. Logos may be reproduced in one color. (See One-Color Logo, p. 10.)

## LOGO/BRAND HIERARCHY

The primary brand for the University is the University Wordmark: In the logo, the words “Clemson” and “University” and the two rules (lines) are justified. The vertical space between all four elements is equal. The University logo is a federally protected mark and must always carry the registration ® mark. Complete guidelines are at *clemson.edu*.

The primary brand for the entire effort known as the Development enterprise is Clemson Forever. All communication for the overall brand will use this logo.

Within the overall Clemson Forever family there are a number of unique efforts that provide pathways to philanthropy. To position these pathways as a vital part of the Clemson Forever effort, the tagline for each pathway is identified under the overall Clemson Forever logo.

Efforts of the Clemson Forever team, will utilize logos created specifically for and tied closely to the overarching brand.



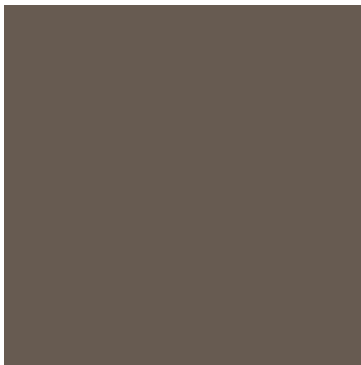
## PRIMARY COLOR PALETTE



Clemson Orange



Regalia





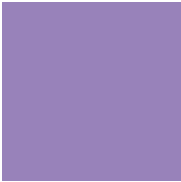

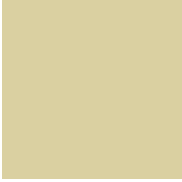
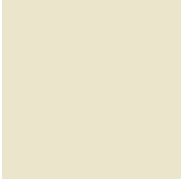
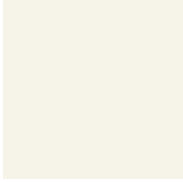


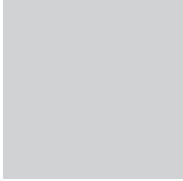
Howard's Rock

The Clemson Forever primary color palette includes Clemson Orange, Regalia and Howard's Rock 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 19.






# EXTENDED COLOR PALETTE

	100%	50%	20%
Clemson Orange			
Regalia			
Howard's Rock			
Hartwell Moon			
Bengal Stripe			

The Clemson Forever 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.

## COLOR FORMULAS

	Pantone	CMYK*	RGB	Web Safe
	1595	0, 72, 100, 3	234, 106, 32	#EA6A20
	268	81, 100, 0, 5	82, 45, 128	#522D80
	Warm Gray 11	57, 57, 64, 25	104, 92, 83	#685c53
	4535	15, 13, 41, 0	212, 201, 158	#D4C99E
	Black	0, 0, 0, 100	0, 0, 0	#000000

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

## GRAPHIC ICONS



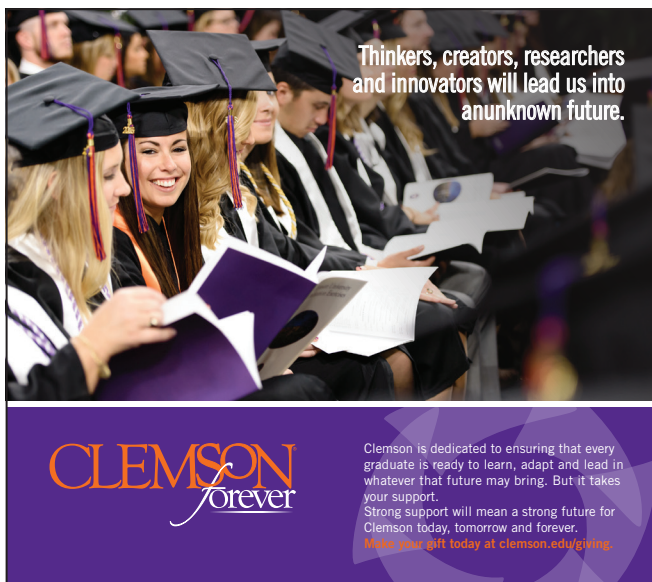
### Primary icon

A graphic icon is a device that can be used to convey the mission and vision of Development and its core values. Through repetition within single documents and over the broad spectrum of publications and materials generated, an icon should become a “key” to communicating those ideals that the organization embraces and seeks to foster.

The primary icon selected to represent Clemson Forever is a circle of arrows, in the University’s predominant colors, that indicates the circular nature of philanthropy. Beginning with Thomas Green Clemson and continuing through generations of leaders who gave time, money and effort to the University, Clemson has benefited from the gifts of others. Those who benefited, in turn gave to Clemson students, who, in turn gave back to the University.

Thus, a circle of generosity, giving and gratitude is created and is precisely what Clemson Forever was established to nourish and grow. Without this circle of giving, Clemson would not be here. With the ever-broadening of this circle, Clemson will flourish for generations to come.

Neither the primary nor secondary icons is a part of the logo, and they are meant to be used as graphic elements for use in designs. The circle is designed to be on a white or light-colored background or as indicated in “Logo Reversal,” on page 11.

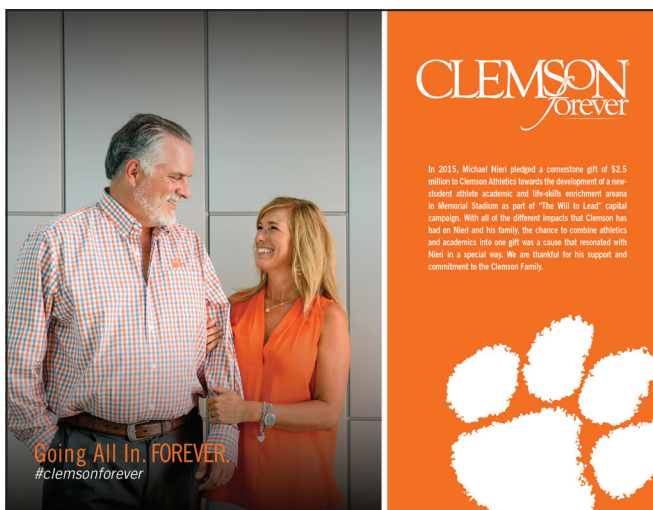


## GRAPHIC ICONS



### Secondary Icon

The Clemson Tiger Paw is one of the most recognizable symbols in secondary education. In some applications, particularly those associated with Clemson Athletics, this icon may be appropriate and may be used with the Clemson Forever mark. When the Tiger Paw is used, it should not be incorporated as a part of the logo. Examples of the proper use of the Tiger Paw in Clemson Forever materials are at left.



## APPAREL



### Embroidery

The Clemson Forever logo is often embroidered or printed on items such as clothing, bags, cups, etc. In such applications, the logo may be so small that the updated mark (with tapered rule line) will not reproduce accurately. In such cases only, the original Clemson Forever logo (as indicated at left) may be used.





## 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 GOTHIC 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.

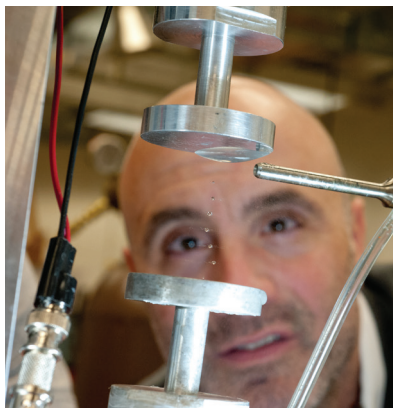
The brand equity of the Clemson wordmark is of utmost importance, so retaining the Goudy Oldstyle typeface for limited usage is strategically beneficial.

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 Clemson Forever publication, and has been comprised to meet the wide range of Development needs.

# PHOTOGRAPHY



Photos create compelling visual stories and people often look first at images before words. With this in mind, select every image for maximum communication. Photography should convey the University's brand attributes — family, service, leadership, tradition, inspiration, collaboration, competition, focus and determination, and bold energy.

Posed photographs should appear as natural as possible. Posed shots are at risk of losing vital energy, which translates into weaker impact. Allow subjects to walk, talk, move and comfortably be themselves. Subjects should seem unaware of the camera. Ideally, subjects are not working alone, but rather are collaborating.

In most cases, photos should be tightly cropped.

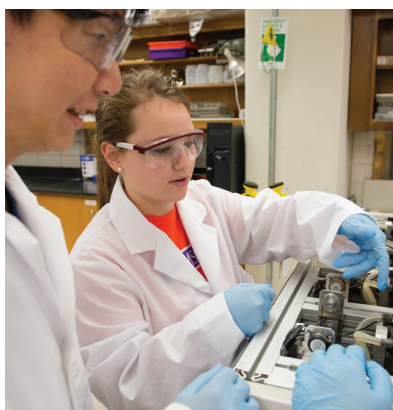
## Portraits

The Clemson Forever vision can be powerfully conveyed through a portrait photo that puts the subject in a relevant context while creating a sense of place. Photos should capture a moment infused with real emotion and should communicate tenacity, spirit, challenge, generosity or gratitude, or a combination of these attributes.

Photographs should seem natural while they convey energy, action and engagement. Subjects should be photographed in an environment that corresponds to the purpose of the portrait.

## Photographer Guidelines

- Shoot in high resolution color, using 24-bit or higher color depth.
- Shoot wide so photos can be cropped from all directions.
- Format should be high resolution JPEG files (.jpg), TIFF (.tif) files or RAW.
- Bitmap files should be a minimum of 9 inches across by 12 inches high, at a resolution of 300dpi – or 2700 x 3600 pixels.



## BUSINESS CARDS



Business cards for Clemson Forever team members are available through the Development Toolbox ([creative.clemson.edu/development](http://creative.clemson.edu/development)). Orders will go directly to Ricoh for printing. Brand logos and standards have been provided to Ricoh. All cards will be printed with two colors on the front and one color on the back. The options below are available for printing within the University and Clemson Forever brand standards.

### All Clemson Forever Team Members

**Front:** All team members should choose the card featuring the Clemson Forever logo mark in the upper left corner. You will be asked to provide your name, title and whatever other information you choose to provide.

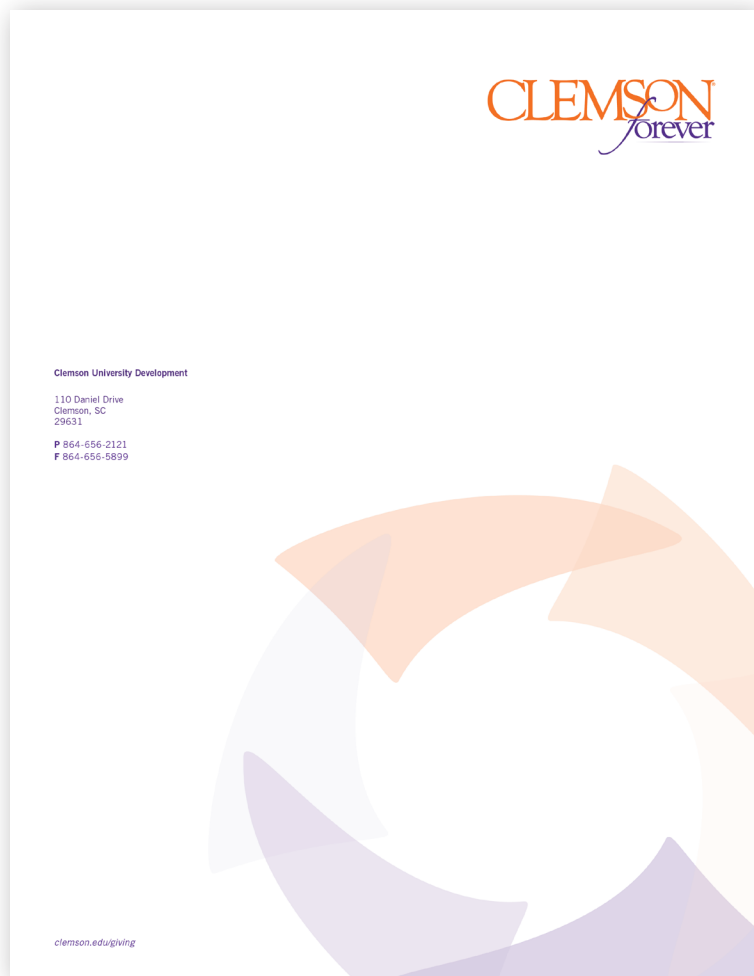
**Back:** For the reverse side of your card, you may choose the Clemson Forever wordmark with the large circle, or the Tiger Paw.

### University Development Team Members

**Front:** Because of your relationships with the individual colleges, you may also choose a card featuring the college you represent. You will be asked to provide the name of the college and the printer will place that logo in the upper left corner of the card.

**Back:** The back of the card must be printed with the Clemson Forever brand mark in order to provide a clear link to the overall development brand.

## LETTERHEAD & ENVELOPE

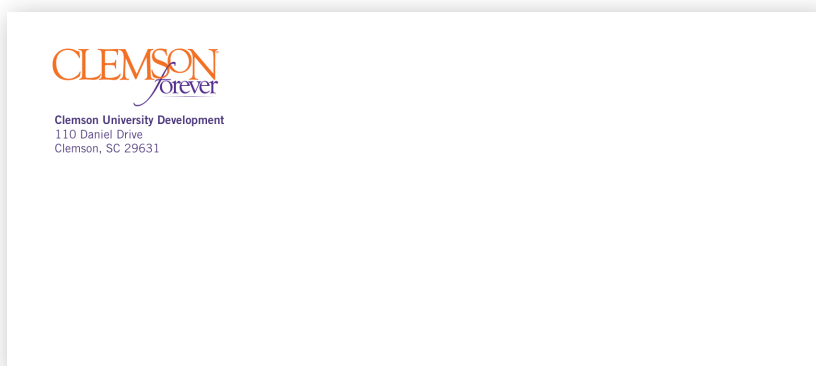


Letterhead for use by the Clemson Forever team is available in the Development Toolbox (*creative.clemson.edu/development*). There you may order 8.5" X 11" letterhead and envelopes. You will also be able to download digital letterhead that you may attach to electronic documents or output on your own printer.

The letterhead follows the University standards, with a Clemson Forever two-color logo placed in the upper right corner and the brand website in the lower left corner. The information you provide for name, address and phone will be centered on the left-side column.

No other logos or marks are to be added to the letterhead.

Email Signature: *creative.clemson.edudevelopment/2014/11/14/clemson-forever-email-sign-off/*



### FIRST/LAST NAME

YOUR TITLE

Focus Area

Clemson University

Address Line 1

Line 2

Clemson, SC 29631

w 864.656.0000

c 864.000.0000

f 864.656.0000

*email@clemson.edu*



## LICENSING — PRODUCTION USE Q&A

### Why does Clemson University have a collegiate licensing program?

The demand for products depicting a Clemson trademark, logo or symbol has reached new heights. Some 550 manufacturers are licensed for commercial use of the marks. The University began a licensing program in 1982 to ensure consistent quality and the resulting consistent support of the integrity of the Clemson name and brand.

This program is also designed to establish a cooperative relationship with licensees to develop marketplace demand for Officially Licensed Clemson Products. Driving consumers to purchase products directly supports the University, and the result is a mutually beneficial partnership.

### What qualifies as a trademark, logo or symbol?

Clemson University has registered 19 different marks, including the word “Clemson,” with the U.S. Patent and Trademark Office. Any mark that is intended to represent Clemson University is the property of the University.

### What are some of the registered marks of Clemson University?

A partial list of those marks includes the University wordmark, Clemson wordmark with a Paw replacing the O, University Official Seal, CAA seal, Tiger Rag, tiger symbol, Tiger Paw, Block C with the Paw, Tiger Territory, Solid Orange, Clemson Ring Crest and others. Any mark that is intended to represent Clemson University is the property of the University. [clemson.edu/guidelines/standards](http://clemson.edu/guidelines/standards)

### Do other universities have licensing programs?

Most universities and colleges have some form of licensing program. The Collegiate Licensing Company (CLC), the nation’s leading collegiate trademark licensing and marketing company, represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA (including the Men’s and

Women’s Final Four, the College World Series and all NCAA Championships). CLC is a full-service licensing and marketing company, with a staff of 80 licensing professionals.

### How are production requests submitted?

All requests to produce articles that use a Clemson registered mark or that imply endorsement by or association with Clemson in any way must be submitted to Clemson University Trademarks and Licensing or to CLC for approval prior to printing or manufacture. For more information, see [clc.com](http://clc.com) or call 770-956-0520.

Internal requests to Clemson University Trademarks and Licensing must include a letter indicating the intended audience for the specific merchandise, the number of items to be produced, an estimate of how long the inventory will last, the vendor producing the merchandise and the intended use of the profits from the sale of the merchandise. The Clemson University Licensing Department will respond with approval or disapproval and provide detailed instructions for placing an order. For a prompt response, designs and letters may be sent by fax to 864-656-0415 or via email at [clemsonlicensing1@clemson.edu](mailto:clemsonlicensing1@clemson.edu). Please note that a copy of the design will be faxed directly to Collegiate Licensing with our comments. Also, please be aware that Clemson can approve only Clemson’s logos and marks. If your design contains the logos of another school, the design must be sent to CLC for approval.

### Are prints of Clemson University buildings licensed?

Artists’ prints of well-known University buildings or scenes that are advertised, marketed, packaged or otherwise presented in a manner that implies or suggests endorsement by the University shall become licensed products. Please be sure that any prints that you purchase to resell have been licensed by the CLC. For more information, see [clc.com](http://clc.com) or call 770-956-0520.

## LICENSING — PRODUCTION USE Q&A

### **What products can be licensed?**

Clemson University does not exclude products as long as the marks are displayed with “good taste.” All products bearing Clemson marks have been approved by the director of Clemson University Trademarks and Licensing.

### **How does Clemson University respond to trademark infringement?**

Clemson University aggressively pursues infringers through legal channels, including but not restricted to, letters of Cease and Desist, and lawsuits.

### **How does a customer tell if merchandise is licensed?**

“Officially Licensed Collegiate Products” label holograms appear on all approved and licensed merchandise. These label holograms ensure that consumers are buying products of quality and authenticity that represent the goodwill of Clemson University, and that the merchandise has been approved for sale by the CLC and by Clemson. The unauthorized reproduction, distribution or use of label holograms is prohibited and may represent an infringement of trademark laws, punishable by law.

### **Who coordinates the Clemson University licensing program?**

Director of Trademarks and Licensing  
Clemson University  
PO Box 31  
Clemson, SC 29633  
Telephone: 864-656-2115  
Fax: 864-656-0415  
*clemsonlicensing-l@clemson.edu*

### **Where does a vendor inquire about obtaining a license?**

Licensing Director  
The Collegiate Licensing Company  
320 Interstate North, Suite 102  
Atlanta, GA 30339  
Telephone: 770-956-0520  
Fax: 770-955-4491