

DIVISION OF  
**STUDENT AFFAIRS**  
**BRAND GUIDELINES**



AN EXTENSION OF THE CLEMSON  
UNIVERSITY BRAND GUIDE

DEVELOPED BY STUDENT AFFAIRS CREATIVE SERVICES

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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.

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

### STUDENT AFFAIRS CREATIVE SERVICES

#### Department Mission

We create innovative visual and multimedia solutions for enhancing and illustrating information pertinent to and about the Division of Student Affairs. In addition, we provide opportunities for collaboration with students of various academic disciplines and offer hands-on learning laboratories that encourage discovery in a real-world environment.

#### About Student Affairs Creative Services

Student Affairs Creative Services creates varying communication pieces for each department within the Division of Student Affairs to inform and promote the foundational ideals of the division and each department's role in ensuring students receive the best Clemson Experience. In addition, Student Affairs Creative Services provides internship opportunities through many areas including but not limited to: design, communications, marketing, social media, photography, videography and web development. Communication efforts for the Division of Student Affairs are handled jointly by Creative Services and the division's communications director.

### Student Affairs Brand Standards

Maintaining the standards of the Division of Student Affairs is the responsibility of all division employees, but Student Affairs Creative Services is available for assistance and support. Student Affairs Creative Services handles the overall visual and editorial standards for the division and is the first point of contact to request support in writing, editing, design and multimedia services or to ensure existing content and designs adhere to the division's brand standards.

### Contact Information

- **Address**
  - 312 Fike Recreation Center  
Clemson, SC 29634-4005
- **Hours**
  - Monday-Friday, 8 a.m.-4:30 p.m. (except University holidays)
- **Telephone**
  - 864-656-5832
- **Website**
  - [clemson.edu/studentaffairs/sacreative](http://clemson.edu/studentaffairs/sacreative)
- **Email**
  - [sacreative@clemson.edu](mailto:sacreative@clemson.edu)

## TENETS OF STUDENT AFFAIRS

The Division of Student Affairs is a preeminent, student-centered community that creates supportive and inclusive environments to prepare Clemson students for lifelong learning. Our mission is to prepare and empower students to make a difference as global citizens.

### GUIDING PRINCIPLES

#### Diversity of Thought

Embracing all individuals, removing barriers to access and success, and ensuring ideas and perspectives are heard and respected.

#### Intentionality with Excellence

Acting as forward thinkers, making deliberate and strategic decisions that support and contribute to student success and the welfare of our colleagues and community while enhancing quality and creating efficiencies in our programs, services and policies.

#### Accountability

Leveraging each other's strength and experiences to achieve our common purpose by delivering on our commitments and holding each other responsible for our actions.

#### Communications

Proactively and consistently communicating with all internal and external constituents in a timely manner with clarity, open minds and active listening.

### STRATEGIC PLAN

Student Affairs defines its scope as a division through the development of a comprehensive strategic plan. The plan supports ClemsonForward and the University's goal of consistently being recognized as a top-20 public institution. The most important contributions from Student Affairs to the mission of the University are:

- A safe, secure and inclusive environment
- Access to health services and wellness programs
- Support for student success from acceptance through graduation
- Access to employers seeking highly-skilled employees
- Out-of-class activities to facilitate growth and leadership
- High-quality staff to deliver services and administer programs

### CORE THEMES

Four core themes exist as part of the division's strategic plan. By focusing its work within the core theme areas, Student Affairs aims to have the greatest impact on student recruitment, retention, graduation and value of our graduates in the marketplace. Each core theme includes several desired outcomes, as listed below:

#### Health, Safety and Wellness

- Enhance the University's capacity to identify student needs and connect them to relevant resources in a timely manner
- Increase facility capacity through renovation and new construction
- Develop student service infrastructure to meet student needs at innovation campuses
- Broaden the range of students participating in related programs

#### Student Learning

- Strengthen coordination of engaged learning and student support resources with Academic Affairs
- Focus learning experiences to equip students with the knowledge and skills needed for success after graduation
- Increase availability of space for students to study in residence hall common areas

#### Inclusive Excellence

- Improve effectiveness of mentoring opportunities
- Increase staff capacity to serve student populations with varied identities and needs
- Develop structure to support international and graduate students
- Increase positive interactions between students with different identities, backgrounds and viewpoints

#### Staff Experience

- Increase capacity of staff to perform at high levels
- Apply effective best practices in the workplace
- Clarify connection of staff roles to overall divisional and University objectives
- Recruit and reward high-performing staff

## VISUAL GUIDELINES

The Clemson brand is one of the most highly recognized, valuable brands among all universities and the Division of Student Affairs brand is an extension of that brand. That is why we guard it so carefully. The colors, typefaces, wordmarks and logos used in the division brand are approved within the Clemson University brand. For more information regarding specific University colors, typefaces, wordmarks and logos — including the Tiger Paw — please refer to the Clemson University Brand Guide at [clemson.edu/brand](http://clemson.edu/brand).

### EXPERIENCE CAMPAIGN

The EXPERIENCE campaign was developed to showcase the arc of events, friendships, successes, outings and explorations as their overall “experience.” The concept of the campaign speaks to the arc that happens beyond the classroom and conveys the high-energy, caring, Clemson Family and student-centered aspects that are integral to the Division of Student Affairs. EXPERIENCE marks are used to elevate the visual identity of the division and highlight all of the many areas influenced by Student Affairs and all follow the same general guidelines:

- EXPERIENCE marks must be used in an approved configuration
- EXPERIENCE marks must appear in their official colors
  - Clemson Orange and an 80% tint of College Avenue for use on light-colored backgrounds
  - Goal Line and an 80% tint of College Avenue for use on dark-colored backgrounds
- EXPERIENCE marks must be reproduced at a size that is easily readable on digital publications
- EXPERIENCE marks must be reproduced at a size minimum of 0.5 inches wide on print publications
- EXPERIENCE marks must have a minimum clear space equal to the height of the colon in the EXPERIENCE mark and must be maintained on all sides of the mark
- EXPERIENCE marks must not be altered in any way and should only be used in the acceptable use examples shown to the right
- EXPERIENCE marks must appear on all division publications unless the traditional “DIVISION OF STUDENT AFFAIRS” is used.
- When referencing the EXPERIENCE campaign in text, both words should be written in all caps in Trade Gothic Next LT Pro Heavy Condensed when possible.

Approved Division of Student Affairs EXPERIENCE marks are available by contacting Student Affairs Creative Services at [sacreative@clemson.edu](mailto:sacreative@clemson.edu).

#### Standard Campaign Wordmark — Stacked

**EXPERIENCE:  
INVOLVEMENT**

**EXPERIENCE:  
INVOLVEMENT**

#### Standard Campaign Wordmark — One Line

**EXPERIENCE: INVOLVEMENT**

#### Standard Campaign Wordmark Examples

**EXPERIENCE:  
DIVERSITY**

**EXPERIENCE:  
RECREATION**

**EXPERIENCE:  
SUCCESS**

**EXPERIENCE:  
TRADITION**

#### Usage Application Examples



## OFFICIAL WORDMARKS AND GRAPHICS

Wordmark usage is the keystone to the division's visual identity. The division's primary wordmarks are Level 3 (academic and nonacademic) marks within the Clemson University brand. The wordmarks are used to encourage instant recognition among our various audiences by maintaining a consistent look and all follow the same general guidelines:

- Wordmarks and graphics must be used in an approved configuration
- Wordmarks and graphics must appear in their official colors
  - Wordmarks should appear in one color, Clemson Orange, for use on light-colored backgrounds
  - Wordmarks should appear in one color, Goal Line, for use on dark-colored backgrounds
- Wordmarks and graphics must be reproduced at a size that is easily readable at 72 dpi when viewed at actual size on digital publications
- Wordmarks and graphics must be reproduced at a size minimum of 1 inch wide at 300 dpi at actual size on print publications
- Wordmarks must have a minimum clear space equal to 50% of the letter height of the division or department name must be maintained on all sides of the mark
- Wordmarks must not be altered or distorted in any way and should only be used in the acceptable use examples shown to the right

A full list of approved graphics — including flyers, invitations and PowerPoint templates branded with the EXPERIENCE campaign are available for download and use at [clemson.edu/studentaffairs/sacreative/standards.html](http://clemson.edu/studentaffairs/sacreative/standards.html).

Approved Division of Student Affairs wordmarks are available by contacting Student Affairs Creative Services at [sacreative@clemson.edu](mailto:sacreative@clemson.edu).

For more information regarding University wordmarks, visit [clemson.edu/brand/guide/logo.html](http://clemson.edu/brand/guide/logo.html).

### Primary Division Wordmark



### Division Department Wordmark Examples



### Unacceptable Use

(Improper Proportions, Recreation, Colors, Size, Clear Space or Rotation)



### Usage Application Example





## OFFICIAL COLORS

The Division utilizes two of the Clemson brand colors for primary branding in division-level communication pieces: Clemson Orange and College Avenue. Additional colors from the Clemson University brand can be used for department-level publications. Color codes for Clemson Orange and the approved tints of College Avenue are as follows:

### Clemson Orange — Primary

CMYK: 0, 74, 88, 0  
RGB: 245, 102, 0  
Print (uncoated paper): Pantone 152 U  
Print (coated paper): Pantone 1595 C  
Apparel: Pantone 165 C  
WEB: #F56600

### College Avenue (80%) — Secondary

CMYK: 62, 54, 53, 27  
RGB: 92, 92, 92  
PANTONE: Black C 90%  
WEB: #5c5c5c

### College Avenue (20%) — Secondary

CMYK: 14, 11, 11, 0  
RGB: 214, 214, 214  
PANTONE: Black C 90%  
WEB: #d6d6d6

*CMYK values are dependent on printing systems. The values listed in this guide assume a press that is calibrated to GRACol 2006 Coated 1.*

Any questions about using Division of Student Affairs colors can be directed to Student Affairs Creative Services at [sacreative@clemson.edu](mailto:sacreative@clemson.edu).

For more information regarding University colors, visit [clemson.edu/brand/guide/logo.html](http://clemson.edu/brand/guide/logo.html).

## OFFICIAL TYPEFACES

The Division utilizes three of the Clemson brand typefaces for primary branding in division-level communication pieces: Trade Gothic Next, Tiempos, Relation and Verdana. Additional typefaces from the Clemson University brand can be used for department-level publications. Letter form examples for Trade Gothic Next, Tiempos and Verdana are as follows:

### Trade Gothic Next — Primary

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ +

### Tiempos — Secondary

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ +

### Relation — Secondary

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ +

### Verdana — Web and Powerpoint Only

a b c d e f g h i j k l m n o p q r s t u v w x y z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ +

Any questions about using Division of Student Affairs colors can be directed to Student Affairs Creative Services at [sacreative@clemson.edu](mailto:sacreative@clemson.edu).

For more information regarding University colors, visit [clemson.edu/brand/guide/logo.html](http://clemson.edu/brand/guide/logo.html).

## PHOTOGRAPHY AND VIDEOGRAPHY

Photography used in publications should convey the division's slogan and support the EXPERIENCE campaign by featuring students shown in engaged, satisfied and successful behavior. This is often illustrated through photography showcasing the University's most valued and distinct attributes — family, collaboration, spirit, competition, focus, determination and bold energy. Photography and videography should maintain a consistent look and follow the same general guidelines:

- Photography and videography should be candid
  - Subjects should not be aware of or looking at the camera
  - Exceptions are allowed for staff portraits and interviews
- Photography and videography should be tightly cropped
- Photography must be reproduced at a minimum resolution of 300 dpi at actual size on print publications
- Photography and videography must be reproduced at a minimum resolution of 72 dpi at actual size on digital publications

Departments should prioritize the need for high-quality and high-resolution photography and videography of their programs, services, facilities or activities. Services can be obtained by contacting the University's professional photographers at [clemsont.edu/brand/guide/photography.html](http://clemsont.edu/brand/guide/photography.html) or by calling 864-656-3205. Student Affairs Creative Services can also provide students, based on availability, for photography and videography services at [sacreative@clemsont.edu](mailto:sacreative@clemsont.edu).

## PRINTED PRODUCTS

Printed products are the physical extension of the Clemson University and Division of Student Affairs brand. Printed products includes, but is not limited to, imprinted products, stationery, business cards, letterhead and envelopes, name badges, invitations and notecards and any printed department publication. In order to effectively support the Student Affairs Brand Guidelines and tie departments within the division together, all printed products must follow the same general guidelines:

- All colors and typefaces used must adhere to the Clemson University and Division of Student Affairs brand guidelines
- All photography must adhere to the Clemson University and Division of Student Affairs brand guidelines
- The department name and web address must be included
  - The department address and phone number are recommended
- An approved EXPERIENCE mark or DIVISION OF STUDENT AFFAIRS must be included
  - DIVISION OF STUDENT AFFAIRS must appear in all caps

Student Affairs Creative Services can review all publication pieces prior to use to ensure brand adherence and consistency. Departments should consistently seek out feedback from students regarding department publications and apply that feedback to increase success in messaging and visual elements.

## Imprinted Products

Imprinted products include, but are not limited to, promotional items, giveaways, stickers, apparel and uniforms. Imprinted products should elevate department messaging to the Division of Student Affairs level and provide clarity to the Division of Student Affairs message. In order to reduce costs across the division, all imprinted products must be approved by the Division of Student Affairs associate vice presidents. Consult with Student Affairs Creative Services before making any purchases at [sacreative@clemsont.edu](mailto:sacreative@clemsont.edu).

## Apparel and Uniforms

Departments can order apparel and uniforms in order for staff or student employees to be able to complete the tasks and responsibilities outlined in their job. Apparel and uniforms approved for department purchase are defined as items necessary to ensure the safety of a staff member, student employee or patron. Promotional items for a group or initiative are not approved at this time.

Nametags are available for all staff and student employees; however, if a nametag is not sufficient for recognition in a job or role where staff and student employees need to be easily recognizable, T-shirts and polo shirts utilizing the division lock up approach to department branding, seen in Division of Student Affairs' Level 3 logos, can be ordered.

ANY exception or need outside of the above must be approved by the Division of Student Affairs associate vice presidents. Consult with Student Affairs Creative Services before making any purchases at [sacreative@clemsont.edu](mailto:sacreative@clemsont.edu).

## Name Badges

Clemson name badges are intended to provide University business information only. The employee name, title, department name (in all caps), and Division of Student Affairs are required on all name badges. The employee name size should be 18 point, title in 14 point, department name in 12 point and Division of Student Affairs in 10 point. All text fields must be in all caps. Name badges can be ordered directly from Ricoh through BuyWays at [clemsont.edu/procurement/how-to-buy-pay/goods-services/stationery.html](http://clemsont.edu/procurement/how-to-buy-pay/goods-services/stationery.html).



## Stationery

Stationery is the primary means of establishing the University and division's image at the personal level. Letterhead, envelopes, business cards and related items should reflect the same standards of consistency for all University units and should be printed in a quality manner.

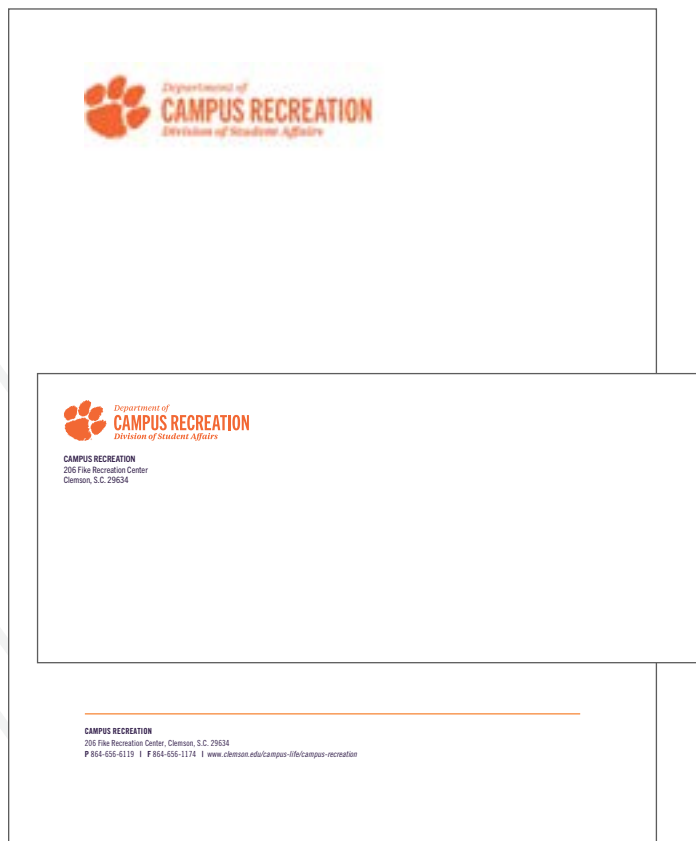
To maintain consistency in design and color, and for speed and cost efficiency, orders for official stationery must be placed with Ricoh on campus through BuyWays. Initial orders of stationery items must be submitted through Student Affairs Creative Services at [sacreative@clermson.edu](mailto:sacreative@clermson.edu) 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. Specific guidelines for stationery are as follows:

- Letterhead
  - Must include an approved department wordmark
  - Must include department address
  - Must include department phone number
  - Must include department web address
- Envelopes
  - Must include an approved department wordmark
  - Must include department address
- Business Cards
  - Must include an approved department wordmark
  - Must include employee name
  - Must include employee title
  - Must include department name
  - Must include employee office address
  - Must include employee phone number
  - Must include employee email address
- Notecards
  - Must include an approved Division of Student Affairs graphic
  - Must include department name and contact information
  - Must include an approved EXPERIENCE mark or DIVISION OF STUDENT AFFAIRS (all caps)

For more information regarding ordering stationery, visit [clermson.edu/procurement/how-to-buy-pay/goods-services/stationery.html](http://clermson.edu/procurement/how-to-buy-pay/goods-services/stationery.html). Stationery examples can be found on the right.

## Examples

### Letterhead and Envelope



### Division and Department Notecards



## EMAIL SIGNATURES

Email signatures are required of all Division of Student Affairs staff for all digital communication. Division email signatures adhere to the University's email signature guidelines and should be replicated exactly to ensure brand consistency and ADA compliance. General guidelines for email signatures are as follows:

- Must include employee's first and last name
- Must include employee's full job title
- Must include Division of Student Affairs
- Must include Clemson University
- Must include the employee's office address
- Must include the employee's phone number
- Must include the employee's email
- Must include the Clemson University wordmark

A template file and instructions for creating your email is available for download at [clemson.edu/studentaffairs/sacreative/standards.html](https://clemson.edu/studentaffairs/sacreative/standards.html).

### Example

**David Bishop**  
Assistant Creative Director  
Student Affairs Creative Services  
Division of Student Affairs  
Clemson University

311 Fike Recreation Center  
Clemson, SC 29634-4063  
864-656-3121  
[clemson.edu/studentaffairs](https://clemson.edu/studentaffairs)

**CLEMSON**

## EDITORIAL GUIDELINES

The AP Stylebook, also known by its full name The Associated Press Stylebook and Briefing on Media Law, is an American-English grammar style and usage guide and is the primary editorial style guide of the Clemson University brand.

The AP Stylebook provides guidance on everything from commas and colons to dashes, times, states, abbreviations and acronyms. Clemson University has an online version of the stylebook that can be used to find answers regarding the most up-to-date editing and grammar rules. The online guide also can be used to ask and find answers posted by users. When connected to the University network, this stylebook can be accessed at [apstylebook.com/clemson\\_edu](https://apstylebook.com/clemson_edu).

## STUDENT AFFAIRS GUIDELINES

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

The Division follows the Clemson University Style Guide, which is based both on the Associated Press Stylebook and Clemson University's editorial guidelines. The most commonly used guidelines for the division, including leadership titles, locations and terms can be viewed at [clemson.edu/studentaffairs/sacreative/standards.html](https://clemson.edu/studentaffairs/sacreative/standards.html).

For more information on the Clemson University Style Guide, visit [clemson.edu/brand/guide/voice/editorial.html](https://clemson.edu/brand/guide/voice/editorial.html).

### Leadership Titles

#### University President

When referring to our president, please use one of the following:

- President James P. Clements, Clemson University
- James P. Clements, president

Informally, it is acceptable to refer to the president as Jim Clements, president or President Jim Clements. If you need help determining when this reference is appropriate, reach out to Student Affairs Creative Services at [sacreative@clemson.edu](mailto:sacreative@clemson.edu).

#### Vice President for Student Affairs

When referring to our Vice President for Student Affairs, please use one of the following:

- Dr. Chris Miller, associate vice president for Student Affairs and Dean of Students
- Vice President Chris Miller, Ph.D.
- Dr. Chris Miller

## Other Leadership Titles

When writing an employee's title, it should be "of" an area or subject and then "for" the department or division (if applicable). When writing an employee's name followed by their title, do not capitalize the title unless in tabular form, in an address or if it comes before their name. Examples:

- Joe Smith, executive director for Student Affairs
- Executive Director for Student Affairs Sarah Jones

## Locations

- Watt Family Innovation Center
- Core Campus (buildings should be referred to as Gressette Hall (formerly Core A), McAlister Hall (formerly Core B), DesChamps Hall (formerly Core C) and Cribb Hall (formerly Core D); Gressette Hall, DesChamps Hall and Cribb Hall are residential halls while McAlister Hall is the dining section
- David Peebles Room
- Snow Family Outdoor Fitness and Wellness Center
- Memorial Auditorium at Tillman Hall (only for Student Affairs pieces, currently)
- LoConte Family Field
- Swann Fitness Center at Fike Recreation Center
- Almeda R. Jacks Ballrooms
- McHugh Natatorium (pool in the Swann Fitness Center) at Fike
- Class of '56 Academic Success Center (Note: The use of Academic Success Center and then its abbreviation, ASC, can be used in copy when referring to the program.)
- Samuel J. Cadden Chapel
- Douthitt Hills (divided by the West Neighborhood, which includes buildings A, B, C and D and the Hub, and the East Neighborhood, which includes buildings E, F and G)
- Hendrix Student Center NOT Hendrix Center
- Mickel Hall (formerly Stadium Suites)

## University-Related Terms

- The Tigers NOT the tigers
- Call Me MISTER NOT Call Me Mister
- Orientation NOT orientation
- '55 Exchange NOT 55 Exchange
- TigerOne NOT Tiger One
- CONNECTIONS Peer Mentor NOT Connections Peer Mentor
- residence halls NOT dorms
- Taps NOT TAPS
- transfer students NOT Transfer Students or transfers
- Undergraduate Student Government (CUSG) or Graduate Student Government (GSG) NOT Student Government
- Capitalize the name of campus areas when referring to it as a formal place: West Campus, East Campus Housing, etc.

- 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. Example:
  - Clemson University will be launching a new living-learning community (LLC). The new LLC will go into effect Fall 2022.
- The Division of Student Affairs is the formal name. Subsequent references as the division (lowercase) or Student Affairs are acceptable. Capitalizing division is not necessary when used alone.
- Clemson University is the formal name. Subsequent references as Clemson or the University (uppercase) are acceptable.

## SOCIAL MEDIA GUIDELINES

The Clemson University brand also includes guidelines for the University and all its departments that have a presence on any social media platforms. The most common social media platforms are Facebook, Instagram, Twitter, TikTok, SnapChat, LinkedIn and YouTube. The Division follows the University's guidelines for social media. That guide can be accessed at [clemson.edu/campus-life/social-media/resources.html](https://clemson.edu/campus-life/social-media/resources.html).

### Student Affairs Social Media Accounts

- Facebook
  - [facebook.com/ClemsonSA](https://facebook.com/ClemsonSA) or [@ClemsonSA](https://twitter.com/ClemsonSA)
- Instagram
  - [instagram.com/clemson\\_student\\_affairs](https://instagram.com/clemson_student_affairs) or [@clemson\\_student\\_affairs](https://twitter.com/clemson_student_affairs)
- TikTok
  - [tiktok.com/@ClemsonSA](https://tiktok.com/@ClemsonSA) or [@ClemsonSA](https://twitter.com/ClemsonSA)
- Twitter
  - [twitter.com/ClemsonSA](https://twitter.com/ClemsonSA) or [@ClemsonSA](https://twitter.com/ClemsonSA)
- YouTube
  - [youtube.com/ClemsonSA](https://youtube.com/ClemsonSA) or [@ClemsonSA](https://twitter.com/ClemsonSA)

## 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 and edited content.

## WEBSITE MANAGEMENT

### 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. Each department's RUO should follow the standards outlined here when disseminating content.

### Marketing and Communications Web Services

Marketing and Communications coordinates the top-level University websites. Top-level site requests should go through Student Affairs Creative Services.

## STUDENT AFFAIRS 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.

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. 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 by searching "size images for branded pages" at [blogs.clemson.edu/ows](https://blogs.clemson.edu/ows).
- Images should be approved by a division RUO prior to use. The division RUO is responsible for creating all images used on the sites.
- Image size should be 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 300-by-200-pixel image resized to a 200-by-133-pixel image maintains the same 3-to-2 ratio but when

resized to a 200-by-100-pixel image, 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. The current font is Verdana.
- 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.

### 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 [clemson.edu/campus-life/campus-services/ows/governance.html](https://clemson.edu/campus-life/campus-services/ows/governance.html).

## WEBSITE REVIEWS

Student Affairs Creative Services performs periodic reviews of all division websites. Reviews scan for incorrect or out-of-date content, broken links, editorial style guide compliance, skewed images and misspelled words.

## JOB REQUESTS

- Department members with questions or updates for their department website should contact their RUO first for assistance.
- All jobs should be entered into TigerTracks online at [ccit.clemson.edu/it-help](https://ccit.clemson.edu/it-help) or by emailing [ithelp@clemson.edu](mailto:ithelp@clemson.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 [clemson.edu/ows](https://clemson.edu/ows).

## QUICK REFERENCE GUIDE

### ONLINE GUIDES

- AP Stylebook
  - [apstylebook.com/clemson\\_edu](https://apstylebook.com/clemson_edu)
- Clemson Brand Guidelines
  - [clemson.edu/brand](https://clemson.edu/brand)
- Editorial Guidelines
  - [clemson.edu/brand/guide/voice/editorial.html](https://clemson.edu/brand/guide/voice/editorial.html)
- Photography Guidelines
  - [clemson.edu/brand/guide/photography.html](https://clemson.edu/brand/guide/photography.html)
- Social Media Guidelines
  - [clemson.edu/campus-life/social-media/resources.html](https://clemson.edu/campus-life/social-media/resources.html)
- Web Guidelines
  - [clemson.edu/ows](https://clemson.edu/ows)

### PUBLICATION RESOURCES

- Licensing Information
  - [clemson.edu/university-relations/licensed-vendors.html](https://clemson.edu/university-relations/licensed-vendors.html)
- Photography Archive
  - [clemson.smugmug.com](https://clemson.smugmug.com), password: tiger
- Template Files
  - [clemson.edu/studentaffairs/sacreative/standards.html](https://clemson.edu/studentaffairs/sacreative/standards.html)

### STUDENT AFFAIRS SOCIAL MEDIA ACCOUNTS

- Facebook
  - [facebook.com/ClemsonSA](https://facebook.com/ClemsonSA) or @ClemsonSA
- Instagram
  - [instagram.com/Clemson\\_SA](https://instagram.com/Clemson_SA) or @Clemson\_SA
- TikTok
  - [tiktok.com/@ClemsonSA](https://tiktok.com/@ClemsonSA) or @ClemsonSA
- Twitter
  - [twitter.com/ClemsonSA](https://twitter.com/ClemsonSA) or @ClemsonSA
- YouTube
  - [youtube.com/ClemsonSA](https://youtube.com/ClemsonSA) or @ClemsonSA



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[clemsont.edu/studentaffairs](https://clemsont.edu/studentaffairs)