let’s color...
Bringing Clemson into hue

The heart of our brand bleeds Clemson Orange. So, our primary and expanded color palette complements the Orange while still providing broad personality and instant recognizability to our brand.
Primary colors

A connected brand palette not only strengthens the way we tell the Clemson story; its iconic and enduring appeal communicates the value we place on hard work, our history and the optimistic lens through which we view our impact on the world.

Additionally, correct use of the brand palette ensures accessibility and legibility in print and digital applications.

Clemson Orange

It’s our hallmark color, and how we are known — whether it’s worn as apparel, printed on a Tigertown Bound yard sign or displayed in lights above a 50-yard line. To maintain the value and consistency of Clemson Orange, unique color codes are applied depending on the application (fabric, print, digital, etc.).

- **CMYK**: 0, 74, 88, 0
- **RGB**: 245, 102, 0
- **HEX**: #F56600
- **PAINT**: Knockout Orange (Sherwin Williams, SW 6885)

Printing on Uncoated Paper

- **PANTONE**: 152 U

Printing on Coated Paper

- **PANTONE**: 1595 C

Merchandise/Apparel

- **PANTONE**: 165 C

Goal Line

The perfect backdrop to make our Clemson Orange stand out.

- **CMYK**: 0, 0, 0, 0
- **RGB**: 255, 255, 255
- **HEX**: #FFFFFF
- **PAINT**: High-Reflective White (Sherwin Williams, SW 7757)

Regalia

Clemson’s purple harkens to the academic history of our institution.

- **PANTONE**: 268 C
- **CMYK**: 81, 100, 0, 5
- **RGB**: 82, 45, 128
- **HEX**: #522D80
- **PAINT**: Fully Purple (Sherwin Williams, SW 6983)

College Avenue

Darker and more distinctive than existing Innovation Grey, this color provides greater flexibility while maintaining accessibility standards.

- **PANTONE**: Black C 90%
- **CMYK**: 0, 0, 0, 90
- **RGB**: 51, 51, 51
- **HEX**: #333333
- **PAINT**: Peppercorn (Sherwin Williams, SW 7674)

Diploma

The newest purple in our color palette, it is a brand alternative to black and provides exceptional legibility when white type is applied with Diploma as a background. The same color as the cover that encases graduates’ diplomas.

- **PANTONE**: 2695 C
- **CMYK**: 88, 96, 40, 43
- **RGB**: 46, 26, 71
- **HEX**: #2E1A47
- **PAINT**: Dewberry (Sherwin Williams, SW 6552)
Secondary colors

The expanded secondary color brand palette received adjustments mainly to provide more saturated colors that contain less black in their mixes. This permits colors to be screened back without shifting more toward grey.

- **Parchment**
  - PANTONE 7506 C
  - CMYK: 5, 13, 32, 0
  - RGB: 239, 219, 178
  - HEX #EFDBB2
  - PAINT: Inviting Ivory (Sherwin Williams, SW 6372)

- **Campus Brick**
  - PANTONE 1525 C
  - CMYK: 19, 83, 100, 10
  - RGB: 185, 71, 0
  - HEX #B94700
  - PAINT: Jalapeño (Sherwin Williams, SW 6629)

- ** Bowman Field**
  - PANTONE 371 C
  - CMYK: 64, 42, 100, 31
  - RGB: 84, 98, 35
  - HEX #546223
  - PAINT: Basque Green (Sherwin Williams, SW 6426)

- **Blue Ridge**
  - PANTONE 300 C
  - CMYK: 100, 52, 1, 0
  - RGB: 0, 94, 184
  - HEX #005EB8
  - PAINT: Blue Chip (Sherwin Williams, SW 6959)

- **State Flag**
  - PANTONE 281 C
  - CMYK: 99, 79, 33, 24
  - RGB: 0, 32, 91
  - HEX #00205B
  - PAINT: Honorable Blue (Sherwin Williams, SW 6811)

- **Stadium**
  - PANTONE Warm Gray 2 C
  - CMYK: 22, 20, 20, 3
  - RGB: 203, 196, 188
  - HEX #CBC4BC
  - PAINT: Anew Gray (Sherwin Williams, SW 7030)

- **Howard’s Rock**
  - PANTONE Warm Gray 8 C
  - CMYK: 42, 37, 38, 18
  - RGB: 140, 130, 121
  - HEX #E8C8B9
  - PAINT: Spalding Gray (Sherwin Williams, SW 6074)

- **Reflection**
  - PANTONE Cool Gray 3 C
  - CMYK: 24, 17, 14, 2
  - RGB: 200, 201, 199
  - HEX #C8C9C7
  - PAINT: Tinsmith (Sherwin Williams, SW 7657)

- **Innovation**
  - PANTONE Cool Gray 8 C
  - CMYK: 47, 33, 29, 14
  - RGB: 136, 139, 141
  - HEX #888B8B
  - PAINT: Software (Sherwin Williams, SW 7074)

- **Bengal Stripe**
  - PANTONE Black C
  - CMYK: 0, 0, 0, 100
  - RGB: 0, 0, 0
  - HEX #000000
  - PAINT: Tricorn Black (Sherwin Williams, SW 6258)
## Accent colors

Used carefully and sparingly, the accent color palette has been added to the brand to offer bright, bold complementary colors in select pieces and publications. Used in moderation, this color palette can effectively convey energy and youthfulness to a communication while still maintaining the institutional brand.

### Class Ring
- **PANTONE 7406 C**
- CMYK: 4, 28, 100, 0
- RGB: 241, 196, 0
- HEX: #F1C400
- PAINT: Forsythia (Sherwin Williams, SW 6907)

### Clemson Bottoms
- **PANTONE 583 C**
- CMYK: 33, 13, 100, 0
- RGB: 183, 191, 16
- HEX: #B7BF10
- PAINT: Humorous Green (Sherwin Williams, SW 6918)

### Azalea
- **PANTONE 253 C**
- CMYK: 41, 93, 0, 0
- RGB: 173, 26, 172
- HEX: #AD1AAC
- PAINT: Dynamo (Sherwin Williams, SW 6841)