

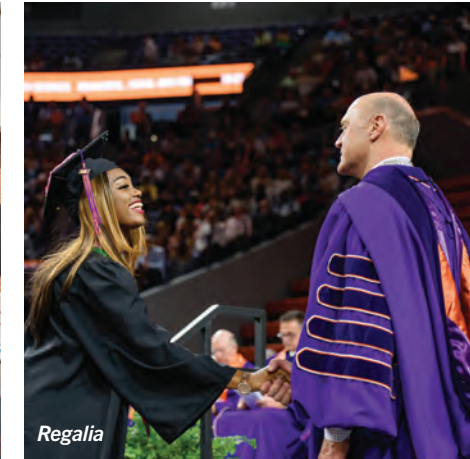
03.

COLOR PALETTE

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

Printing on Uncoated Paper
PANTONE 152 U

Merchandise/Apparel
Pantone 165 C

PAINT: Knockout Orange
(Sherwin Williams, SW 6885)

Printing on Coated Paper
PANTONE 1595 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.

<p>Parchment</p> <p>PANTONE 7506 C CMYK: 5, 13, 32, 0 RGB: 239, 219, 178 HEX #EFDBB2 PAINT: Inviting Ivory (Sherwin Williams, SW 6372)</p>	<p>Campus Brick</p> <p>PANTONE 1525 C CMYK: 19, 83, 100, 10 RGB: 185, 71, 0 HEX #B94700 PAINT: Jalapeño (Sherwin Williams, SW 6629)</p>	<p>Bowman Field</p> <p>PANTONE 371 C CMYK: 64, 42, 100, 31 RGB: 84, 98, 35 HEX #546223 PAINT: Basque Green (Sherwin Williams, SW 6426)</p>	<p>Blue Ridge</p> <p>PANTONE 300 C CMYK: 100, 52, 1, 0 RGB: 0, 94, 184 HEX #005EB8 PAINT: Blue Chip (Sherwin Williams, SW 6959)</p>	<p>State Flag</p> <p>PANTONE 281 C CMYK: 99, 79, 33, 24 RGB: 0, 32, 91 HEX #00205B PAINT: Honorable Blue (Sherwin Williams, SW 6811)</p>
<p>Stadium</p> <p>PANTONE Warm Gray 2 C CMYK: 22, 20, 20, 3 RGB: 203, 196, 188 HEX #CBC4BC PAINT: Anew Gray (Sherwin Williams, SW 7030)</p>	<p>Howard's Rock</p> <p>PANTONE Warm Gray 8 C CMYK: 42, 37, 38, 18 RGB: 140, 130, 121 HEX #8C8279 PAINT: Spalding Gray (Sherwin Williams, SW 6074)</p>	<p>Reflection</p> <p>PANTONE Cool Gray 3 C CMYK: 24, 17, 14, 2 RGB: 200, 201, 199 HEX #C8C9C7 PAINT: Tinsmith (Sherwin Williams, SW 7657)</p>	<p>Innovation</p> <p>PANTONE Cool Gray 8 C CMYK: 47, 33, 29, 14 RGB: 136, 139, 141 HEX #888B8D PAINT: Software (Sherwin Williams, SW 7074)</p>	<p>Bengal Stripe</p> <p>PANTONE Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 HEX #000000 PAINT: Tricorn Black (Sherwin Williams, SW 6258)</p>

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	Clemson Bottoms	Azalea
PANTONE 7406 C CMYK: 4, 28, 100, 0 RGB: 241, 196, 0 HEX #F1C400 PAINT: Forsythia (Sherwin Williams, SW 6907)	PANTONE 583 C CMYK: 33, 13, 100, 0 RGB: 183, 191, 16 HEX #B7BF10 PAINT: Humorous Green (Sherwin Williams, SW 6918)	PANTONE 253 C CMYK: 41, 93, 0, 0 RGB: 173, 26, 172 HEX #AD1AAC PAINT: Dynamo (Sherwin Williams, SW 6841)
60% tint	60% tint	60% tint
40% tint	40% tint	40% tint
20% tint	20% tint	20% tint