

VISUAL IDENTITY

02.

let's look...

2020

BRANDING GUIDELINES

Clemson logos and the brand

The value of our symbols has never been higher at Clemson University. Recognizing this in the new brand, a unique opportunity to unify our icons across the academic and athletic spectrum now exists. The Clemson brand update of *let's begin* executes on this idea through a newly expanded family of logos.

LOGO AND WORDMARK GUIDELINES AND STANDARDS

A Clemson University logo or wordmark is a standardized graphic representation associated with this institution. Because of the value to Clemson University, any logo or wordmark that is intended to represent the University is the property of the University and must fit all University guidelines. **Logos and/or wordmarks may not be used for commercial purposes without prior approval of the University's Trademarks and Licensing Office.**

To provide brand recognition and connect University units with the Clemson University brand, print and digital communications for all Clemson University units should reflect consistent graphic identity standards.

To maintain brand consistency, a five-level system clarifies current logos and helps bring consistency to any future logos or wordmarks. **Any logo variations must be approved in advance by University Relations.**

GENERAL LIMITATIONS AND RESTRICTIONS

- > These elements may not be used to designate a business, social, political, religious or any other organization, or to imply or otherwise suggest the University's endorsement, support, favor or association with any organization, product or service without permission of the University and the University's Trademarks and Licensing Office.
- > As Clemson is an academic institution, beer, wine, alcohol, tobacco, firearms, religious, call to action, gambling or political advertisements will require rigorous review, and all advertising and/or use of federally protected Clemson marks (athletic or campuswide) will require the prior written consent of Clemson University Director of Licensing after receiving ELT-level approval.
- > All imprinted products containing University wordmarks must be produced by a Collegiate Licensing Company (CLC), Clemson-licensed vendor (T-shirts, giveaways, etc.). For more information on licensing and a list of Clemson CLC-licensed vendors, visit clemson.edu/university-relations/licensed-vendors.html.
- > Additional details on logo usage can be found on page 32.

Level systems

To maintain brand consistency, a five-level system clarifies current logos and helps bring consistency to any future logos or wordmarks.

ANY LOGO VARIATIONS MUST BE APPROVED IN ADVANCE BY UNIVERSITY RELATIONS.



LEVEL ONE

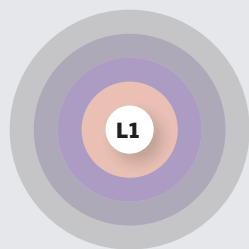
Master marks

These logos and wordmarks are the strongest visible symbols of Clemson and represent the entire University. The Clemson wordmark and Tiger Paw may be used noncommercially* by anyone at the University as long as used appropriately within the guidelines set forth in this manual.

**Having no commercial objective and/or not intended to make a profit*

CLEMSON®





LEVEL ONE

Wordmarks

The primary wordmark is a stylized version of CLEMSON with the Tiger Paw in the “O” position. Because of the increased brand equity of CLEMSON and the Tiger Paw, UNIVERSITY is not included in the primary version. There are times when UNIVERSITY is needed. The alternative versions of the wordmark are to be used in those cases.

CLEMSON WORDMARK PRIMARY

The CLEMSON wordmark should be used primarily for nonathletic University audiences. The primary wordmark is a stylized version of CLEMSON with the Tiger Paw in the “O” position and does not use the word UNIVERSITY.

- > CLEMSON and TIGER PAW should be primarily reproduced in either Clemson Orange* or Goal Line White. Approved color variations are shown.
- > If reproduced in black, the TIGER PAW should be outlined with a fine black line, providing the TIGER PAW with a white background. Any other variations must be approved in advance by University Relations and the Trademarks and Licensing Office.
- > Registration “®” mark must always be used and should appear in superscript beside the “N” in CLEMSON. In the case of the CLEMSON with the TIGER PAW in the “O” position version, a registration “®” mark only needs to appear in superscript beside the “N” in CLEMSON because of the lockup of the two master marks.

* Clemson Orange – see color palette guidelines



ADDITIONAL COLOR VERSIONS

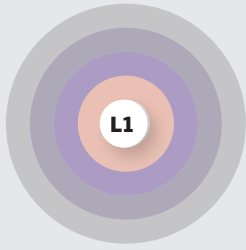


CLEMSON UNIVERSITY WORDMARK
ALTERNATIVE

The CLEMSON UNIVERSITY wordmark should be used for general audiences and/or audiences that may not have a brand awareness of CLEMSON. There are optional alternative versions of this wordmark that include CLEMSON with the TIGER PAW in the “O” position and CLEMSON without the TIGER PAW. Either of these can be used but must follow the use guidelines.

- > All use guidelines for CLEMSON wordmark (A) apply to this version.
- > UNIVERSITY should be reproduced in Regalia, Clemson Orange* or Goal Line White.





LEVEL ONE

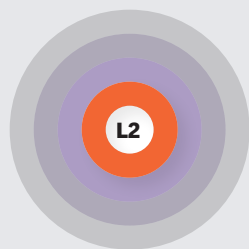
Tiger Paw

Traditionally used exclusively for athletic uses, the Paw straddles academic and athletic usage.

- > Tilt to one o'clock.
- > Reproduce in either Goal Line White or Clemson Orange*.
- > If printed in black and white, the Paw should be outlined with a fine black line, providing the Tiger Paw with a white background. Any other variations must be approved in advance by Trademarks and Licensing Office.
- > Registration ® mark must always be used.
- > Additional details on logo usage can be found on page 32.

*Clemson Orange – see color palette guidelines





LEVEL TWO

Restricted-use marks



UNIVERSITY SEAL — PRIMARY

The primary version of the seal is restricted by the following guidelines:

- > The UNIVERSITY SEAL is restricted to the president, Board of Trustees and groups and uses created or designated by the President's Office. Any other uses of the UNIVERSITY SEAL must be approved in advance by the President's Office.
- > The seal appears on certificates that (1) are signed by the president, (2) are signed by the chair of the Board of Trustees or (3) recognize a Universitywide award.
- > Reproduced in two colors, Clemson Orange* and Regalia, or in a single color using either Clemson Orange*, Regalia, Goal Line White or Diploma
- > Any other color variations must be approved in advance by University Relations.
- > Registration “®” mark must always be used and should appear in subscript on the lower right of the seal



UNIVERSITY SEAL — ALTERNATIVE

- > A simplified version of the seal has been modernized and broadened as an option for use in the academic units, lending more substance and significance to these areas than were previously assigned. See Level 3 for guideline details.



LEVEL TWO

Restricted-use marks

ANY USE OF THE CLEMSON RING CREST MUST BE APPROVED BY THE CLEMSON ALUMNI ASSOCIATION (CAA).



CLEMSON RING CREST

- > The CLEMSON RING CREST is a registered mark and must include the “®” symbol as a component of the crest in the lower right corner, aligned with the bottom of the RING CREST and the right side of the C.
- > Reproduction of the CLEMSON RING CREST must use original artwork provided by the Clemson Alumni Association. Hand-drawn and unauthorized reproductions, or re-creations of the crest in whole or in part are prohibited. Electronically scanned crest images of poor quality or low resolution are prohibited. Do not add any effects such as bevels, drop shadows or outlines. Do not stretch or bend the crest or alter its proportions. Please make sure that the contrast between the crest and the background is sufficient for legibility. Crest reversals on tints are not recommended.
- > If approved for use, the CLEMSON RING CREST can include the University’s founding year, 1889, or the last two digits of a graduate’s class year. The numbers are a unique design, included in the file from the CAA. The CLEMSON RING CREST can only be used as a one-color design selected from the official Clemson University brand color palette. Approved colors are Clemson Orange, Regalia, Howard’s Rock, Class Ring, Bengal Stripe and Goal Line. Any other color must be approved by the CAA. A simplified crest more suitable for embroidery or other small use is also available.
- > For additional guideline details contact Daniel Austin, director of marketing and brand development for the Clemson Alumni Association.
- > For more information on licensing and a list of Clemson CLC-licensed vendors, visit clemson.edu/university-relations/licensed-vendors.html.

* Clemson Orange — see color palette guidelines



LEVEL TWO

Restricted-use marks

COLLEGE VAULT

The vault marks are a part of the College Vault program. Clemson University’s vault marks are a collection of legacy logos and/or wordmarks from the past that have been digitized and trademarked. These may not be used for commercial or noncommercial purposes without prior approval of the University’s Trademarks and Licensing Office.

ATHLETIC TRADEMARKS

College Vault, athletic and all “hot market” marks/logos, which are those created for the purpose of generating royalties, must be approved by the director of licensing and run through the Collegiate Licensing Company prior to use. All vendors must be licensed and in good standing, both with Clemson University and the Collegiate Licensing Company.

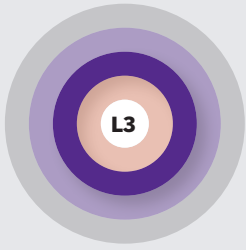


For additional information regarding the permitted use of these logos, contact Tim Match, associate athletic director/external affairs and director of licensing, at mtimoth@clemson.edu.



Following the 60-day window of the release of the “hot market” mark/logo, no royalties will be associated if used appropriately and for internal consumption.

If the “hot market” mark/logo is to be used on premium/giveaway items, they cannot be similar or identical to items available in the retail marketplace. Internal departments do not have permission to produce t-shirts/luggage tags/tumblers with the “hot market” mark/logo unless it adheres to royalty-bearing and non-royalty-bearing dates specific above.



LEVEL THREE

Academic and nonacademic marks

These marks visually pair Clemson identity elements with a college, division, school, department, office or major in a way that provides a unique name with the Universitywide graphic unity.

ALL LOGOS AT THIS LEVEL SHOULD BE DESIGNED AND APPROVED BY UNIVERSITY RELATIONS CREATIVE OPERATIONS.

COLLEGE/DIVISION WORDMARK PRIMARY

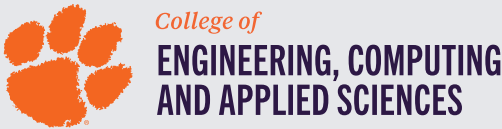
- > The primary College/Division wordmark is a lockup of the Tiger Paw with the College/Division name.
- > The Tiger Paw should tilt to one o'clock and be positioned to the left of the College/Division name. Reproduce in either Goal Line White or Clemson Orange*. The Registration ® mark must always be used.
- > The name of the College/Division should be typeset in Trade Gothic Next LT Bold Compressed, all capital letters. Reproduce in Clemson Orange, Goal Line White or Diploma.
- > The overall height of the College/Division name cannot be greater than the height of the Tiger Paw and should be proportional to the Paw. In the primary college wordmark, the name of the college should be no more than two lines.

* *Clemson Orange* — see color palette guidelines

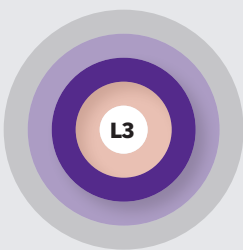


**COLLEGE/DIVISION WORDMARK —
ALTERNATIVE**

- > The Alternative College/Division wordmark is a lockup of the Tiger Paw with the College/Division name and also includes “College of”/“Division of.”
- > The words “College of”/“Division of” should be typeset in Tiempos Text Medium Italic, upper and lowercase.
- > The Tiger Paw should tilt to one o’clock and be positioned to the left of the College/Division name. Reproduce in either Goal Line White or Clemson Orange*. The Registration ® mark must always be used.
- > The College/Division name should be typeset in Trade Gothic Next LT Bold Compressed, all capital letters. Reproduce in Clemson Orange, Goal Line White or Diploma.
- > The overall height of all lines should be visually equivalent to and centered to the height of the Tiger Paw. The combined height of all lines cannot be greater than the height of the Tiger Paw and should be proportional to the Paw.
- > Type size should be scaled down depending on the length of the college name and flowed to two lines in instances where the type would otherwise be visually superior to the Tiger Paw.



- > If Divisions choose, there can be alternate logo versions that include subunits and offices set in Tiempos Text Medium Italic, upper and lowercase beneath the Division name.

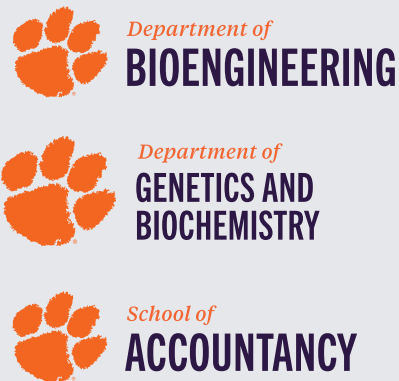
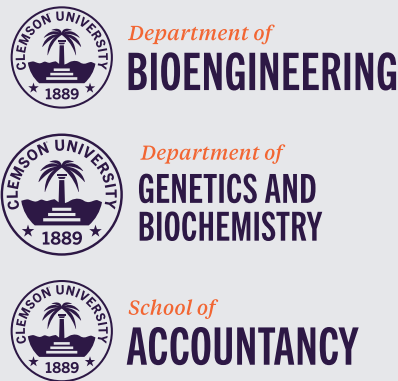


LEVEL THREE

Academic and nonacademic marks

SCHOOL/DEPARTMENT WORDMARKS PRIMARY

- > A school or academic department may choose to lock up with either the Tiger Paw or the Academic Seal, which uses a stylized version of the University Seal. Divisions and non-academic departments and offices must lock up with the Tiger Paw.
- > The Tiger Paw should tilt to one o'clock and be positioned to the left of the unit name. Reproduce in either Goal Line White or Clemson Orange*. The Registration ® mark must always be used.
- > If the Academic Seal is used, it should be positioned to the left of the unit name and should be reproduced in Diploma, Clemson Orange* or Goal Line White.
- > The name of the unit should be typeset in Trade Gothic Next LT Bold Compressed, all capital letters. Reproduce in Clemson Orange, Goal Line White or Diploma.



- > Schools and departments, offices and other subunits must use a designation like “School of,” “Office of,” etc. before their name in the Tiempos Text Medium Italic, uppercase and lowercase.
- > Named schools or departments should have the name set in Tiempos Text Bold Italic and the designation in Tiempos Text Medium Italic, uppercase and lowercase (e.g., John H. Smith School of...”).
- > The overall height of the unit name is defined by the height of the Tiger Paw/Academic Seal. The unit wordmark name should be no more than two lines.
- > Type should be reproduced in either Diploma, Clemson Orange or Goal Line White.

*Clemson Orange – see color palette guidelines

SCHOOL/DEPARTMENT WORDMARKS
ALTERNATIVE

- > If a school or department chooses, there can be an alternate logo version that includes a line with Clemson University, the college name that the unit falls within or a major or degree program that falls within that unit.
- > This line should be set in Tiempos Text Bold Italic, upper and lowercase beneath the school or department name.

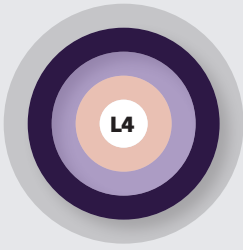


> Above are examples of an alternate logo version that includes a line with “Clemson University.”



> Above are examples of an alternate logo version that includes a line with the college name or a major or degree program.

> Above are examples of an alternate logo version that includes a line with a major or degree program.



LEVEL FOUR

Academic and nonacademic subbrand

This is a broad group of academic and nonacademic subbrands for University-approved institutes, centers, programs, scholarship programs, organizations, registered student organizations, groups, clubs, fundraising campaigns, projects or annual or ongoing events.

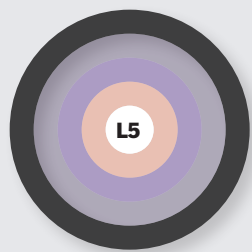
All marks at this level must be approved by University Relations.

Registered student organizations should get advance approval from Student Affairs Publications before creating a Level 4 logo.



- > All level 4 mark designs must include:
 - Clemson Orange and one of the following
 - The CLEMSON wordmark (Level 1-A).
 - TIGER PAW (Level 1-C).
 - The word CLEMSON or CLEMSON UNIVERSITY in a brand font. A registration “®” must be used in superscript after the “N” in CLEMSON®.
 - Use only brand fonts (Excluding Script Fonts).
 - Use only brand colors and follow the guidelines for brand palette use.
- > Use of approved marks by officially registered student organizations on apparel must have approval from Student Affairs Publications. The student organization’s formally registered name must be used (including the word “club” if it is a club sport) and adhere to the Student Organization Policy.

** Clemson Orange – see color palette guidelines*



LEVEL FIVE LOGO

Marketplace subbrand

These product brands have significant recognition or equity in the marketplace beyond that of Clemson University, may compete with off-campus/external commercial entities in the marketplace and may be multi-institutional.

All logos/marks at this level must get prior approval to develop a level 5 logo/mark, and final design must be approved by University Relations.



**CLEMSON[®]
UNIVERSITY
PRESS**



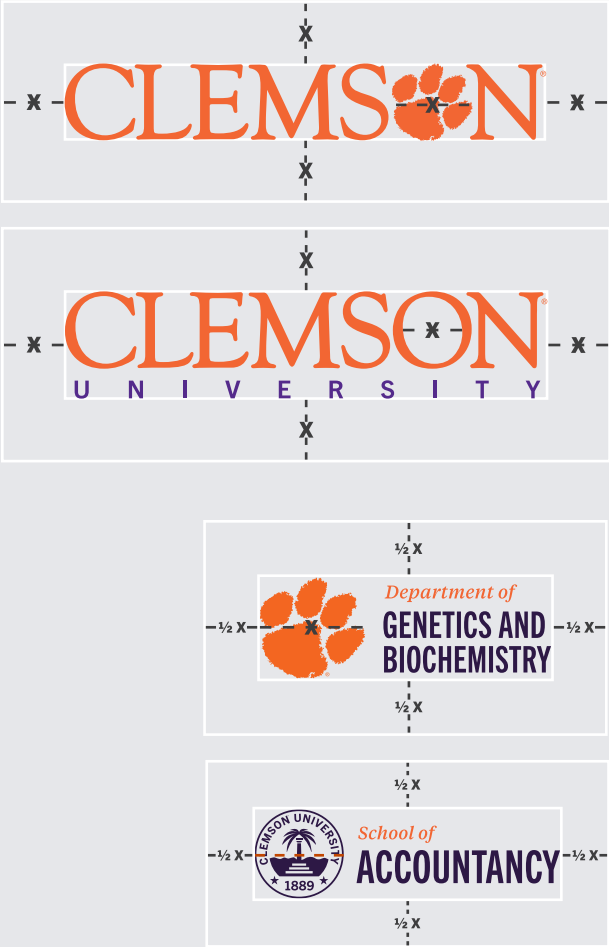
- > Preferably, these marks incorporate brand fonts, Clemson Orange* and a wordmark or Tiger Paw. If not, the words “Clemson University” are required. If an agreement with other institutions prevents that, the words “Clemson University” need to be used as part of the mark’s design when appearing in University promotional, communications or event materials.
- > Any acronym must have the descriptive name designed as a lockup of the acronym in the logo design. In the case of T-shirt design use, a separation of the lockup of the acronym and the descriptive text would be allowed, but both should appear on the shirt.

*Clemson Orange – see color palette guidelines

Logo clear space

The Clemson logo must be protected and elevated, always having a clear space around it where no other elements appear (such as typography, other logos, graphics or photos that intrude upon the logo).

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.



> The clear space of the **Clemson Wordmark** is “X,” as defined by the width of the counter (the inner space) of the “O” or the “Paw” in Clemson.

> The clear space of the **Academic and Nonacademic Marks** is ½ “X,” as defined by the width of the “Seal” or the “Paw” in the mark.

Unacceptable logo applications

- > Do not add any effects such as bevels, drop shadows or outlines or change manipulate original colors.
- > 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 Design Director Jesse Godfrey at jesseg@clemson.edu.
- > Do not stretch, bend or alter any proportions.
- > 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.

