CU BRAND POLICY / ARCHITECTURE

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 Executive Leadership Team, 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 of the Division of University Relations.

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.*
CAA BRAND ARCHITECTURE

Tips about the CAA brand architecture

1. The Clemson brand is ferocious, and CAA can leverage as well as add to its strength. We can tell a powerful story with clear, consistent communications.

2. Brand strength is about more than having a logo family. What we say is as important as how it looks. The new brand requires that all Clemson communications convey our “determined spirit.”

3. Do we have to follow these guidelines? Yes. It’s better for Clemson, and it’s better for CAA. The strength of any brand depends, in part, on consistency. The Office of Creative Services is ready to help at 864-656-2467.

4. Research was conducted with a wide range of Clemson constituents including alumni, to compare responses to the Clemson wordmark alone and enhanced with a symbol. When the wordmark is paired with a symbol, Clemson is 13 times more likely to be perceived as a high-quality academic institution.

5. The Tiger Rag is our icon and may be used as detailed here for noncommercial applications. Commercial use of any Clemson icon requires adherence to the University licensing program guidelines. (See Licensing, p. 22.)

6. Another graphic for CAA is the Clemson Ring Crest, a design taken from our highly recognizable “C” crest on the face of the Clemson Ring.

7. We’re solid orange! Orange is still the No. 1 color at Clemson and at CAA. We can dial Clemson Orange up or down, though, depending on need. The expanded color palette gives us a great degree of flexibility in conveying the appropriate mood. (See Extended Color Palette, p. 16.)

8. Our brand architecture has a photography style characterized by people engaged or absorbed in activity. Photos are cropped tightly on their subjects. (See Photography, p. 19.)

9. Our web, Facebook, Twitter, email and PowerPoint communication should reflect the brand architecture. Messaging, color palette, typography, photography and logos need to be consistent through every media.

10. We don’t have to stop using old materials such as letterhead and envelopes, but should use items until we run out and then order materials that reflect the brand architecture.
MISSION / VISION / POSITIONING

**Mission**
Our mission is to enhance the lifelong Clemson experience by serving, involving, informing, and engaging our alumni, current and future students, and friends of the University.

We support the University’s strategic initiatives by demonstrating what makes Clemson distinct through image, words and graphics.

**Vision**
Our vision is to foster a lifelong connection to Clemson among all members of the Clemson Family.

We support the University’s vision, “determined spirit,” as the core of Clemson DNA. It captures the emotion of diverse constituencies in the University’s community and communicates why they connect and become believers for life.

**Positioning**
To communicate our alumni brand effectively, we have established a palette of tools that, when combined, tell the story of an institution located in a setting of intense beauty with heart and a drive to be the best.

**Positioning Tools**
- Visuals that demonstrate tenacity, achievement, spirit, moments of “aha,” intensity, focus or absorption, pushing through, heightened emotions
- Real-life stories of true determination
- Rich storytelling imagery that evokes spirited activities and personal interactions
- An inventory of logos that embody Clemson’s key brand attributes
- Graphic sans-serif typography combined with an organic handwriting script
- A color palette that draws from the natural backdrop of the school
CAA BRAND PROMISE, ATTRIBUTES

Brand Promise
The CAA connects members of the Clemson Family, inspiring pride, celebrating achievement, providing service and strengthening relationships with Clemson University and with each other.

Brand Attributes
Clemson Family — Personal, warm, friendly, approachable, loyal, emotional, connected and caring.

Service — Providing true value to alumni and the University.

Helpful — Friendly, effective, knowledgeable, connected, responsive and Clemson concierge.

Leadership — The voice and advocate of alumni, looking to the future to anticipate alumni needs, innovative programming and forward-focused.

Celebrating history and traditions — Cultivating memories of student days, relationships and memorable new experiences.

Inspiring — Inspiring alumni to stay connected or reconnect, engage, keep learning and give back.

Making a difference — Challenging and recognizing how alumni and Clemson make a difference.

Winning spirit — In individual lives, professional achievement, community involvement, athletics and determination to be the best.
EDITORIAL STYLE

For a quick, clear reference, see the Editorial Style Guide at clemson.edu/brand.

Accuracy and consistency are essential to maintaining a positive, professional image of the CAA and the University. 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 CAA. It is at clemson.edu/brand/guide/voice.

In brief, the Associated Press Stylebook 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.
The primary CAA logo is a marriage of Clemson icons. The unmistakable wordmark (in Goudy typeface) is joined by the Tiger Rag icon — a nod to the alumni flag appearing in countless alumni photos taken all over the world.

The Tiger Rag icon, unique to our brand, is positioned to become our standard bearer.

The word “alumni” is written in FG Saga, the script typeface featured in Universitywide branding.
ONE-COLOR LOGO

The one-color version of the primary logo can be either Clemson Orange or black. Do not use any other colors.

Use the all-black logo when the project is b/w or color or has no Clemson Orange.
LOGO REVERSAL

A partial logo reversal can be used over darker value CAA brand colors by keeping the Tiger Rag in Clemson Orange and reversing the rest.

Full logo reversal can occur on either Clemson Orange or black 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.
The CAA logo must always have a clear space around it where no other elements appear (e.g., no typography, other logos, graphics or photos that intrude on the logo).

The clear space for both versions of the logo is “X,” or the width of the counter (inner space) of the “O” in Clemson.

Be careful to maintain the clear space, and do not place the logo too close to the paper’s edge, a folded edge, a cut or embossing.
UNACCEPTABLE LOGO APPLICATIONS

Do not use non-CAA colors for the 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. 10)

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 Clemson Department 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.
FULL NAME ("FORMAL") LOGO

The formal CAA logo, reserved for official alumni association letterhead, has the same elements as the primary logo but does not abbreviate “Alumni Association.”

All usage rules established for the primary logo apply to this version.

To maintain legibility of the script typeface, limit reduction of this secondary logo.
All media produced by alumni clubs and groups must include the CAA logo. When the club or group is the primary producer, the club or group logo should be the most prominent and the CAA logo should be in sign-off position (e.g., on the back cover of brochures and bottom right-hand corner of posters). This reverses for CAA-produced events and publications. Logo placement, clear space and color treatments should adhere to all guidelines detailed at clemson.edu/brand.
The CAA color palette uses the same colors established for the Clemson brand, with the exception of Howard’s Rock replacing Regalia.

These are the only approved colors for all full-color logos.

Substitutions are limited to one-color logo reversals.
The CAA accent color palette includes the primary logo colors and additional hues from the Clemson brand.

Using tints of these colors is acceptable unless otherwise restricted by these guidelines.
## COLOR FORMULAS

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<th>Web Safe</th>
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* CMYK values are DEPENDENT on printing systems. The above values assume a press that is calibrated to GRACoL 2006 Coated 1.
LOGO TYPEFACES / BRAND TYPEFACES

Goudy Oldstyle
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Goudy Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold No.2
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Salvo Serif
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FG Saga
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The Clemson wordmark has enormous brand equity, so retaining the Goudy Oldstyle typeface and its variations makes good strategic sense and serves as an anchor for CAA.

Trade Gothic, a new sans-serif face, provides a fresh and sophisticated look when used as a lead typeface, and provides an appropriate contrast with the more traditional Goudy.

The handwritten script FG Saga provides a friendly, approachable element and suggests a nod to Clemson’s handwritten will that was the inspiration for the school’s legacy. FG Saga is to be used primarily for Alumni Club materials.

This suite of three typefaces, along with the other brand-approved typefaces, offer all the variety needed to create appropriate and effective emphasis in all CAA communications.
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.

Avoid posing subjects or setting up shots, as posed shots lose vital energy, which translates into weaker impact. Allow subjects to walk, talk, move and comfortably be themselves. Subjects should seem unaware of the camera.

In most cases, photos should be tightly cropped.

**Portraits**

The Clemson vision of “determined spirit” can be powerfully conveyed through a portrait photo that puts the subject in a relevant context — a sense of place — and captures a moment infused with real emotion that communicates tenacity, spirit, challenge and achievement.

Photographs should seem natural while they convey energy and perhaps action. Subjects should be photographed in an environment that corresponds to the purpose of the portrait. For example, if an alumna makes a major gift to the library, consider shooting her in a library setting or in her office where books may be prominent.

**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.
2016 RING CEREMONY

NOVEMBER 17, 2016  7 P.M.
AT THE NEWLY RENOVATED
LITTLEJOHN COLISEUM

Social Media Graphic

Brochure

Annual Report
As a sponsor, you will have the opportunity to share your business with the dedicated alumni of the Clemson family on the day of the tournament. The Alumni Association will also showcase your company in upcoming promotions for the tournament.

**PRESENTING SPONSOR: $5,000**
- Logo on all promotional materials, website and social media, signage throughout the event, table at registration for one-on-one interaction with participants and the opportunity to distribute giveaways and information

**RECEPTION SPONSOR: $2,000**
- Provides food and drinks to the tournament participants, table at event to give out information and giveaways, and opportunity to speak at event

**CART SPONSOR: $1,500**
- Sponsor sign on beverage cart throughout the tournament.

**SPONSOR TABLE: $500**
- Table on-site at registration for one-on-one interaction with participants and the opportunity to distribute giveaways and information

**TEE SPONSORSHIP: $300**
- Sponsor sign and opportunity to include giveaway item in registration gift bag

**HOLE SPONSORSHIP: $300**
- Sponsor sign and opportunity to include giveaway item in registration gift bag

**PLAYER PACKET STUFFERS OR PRIZES** - VARIES

Contact Randy Boatwright for details: 864-656-5671 or brandol@clemson.edu.

**JOHN E. WALKER SR. GOLF COURSE**
**CLEMSON, S.C.**
**FRIDAY, SEPT. 16, 2016**
**TEE-OFF: NOON**

Space is limited, so register your team now!

Open to men and women.

Grand Prize – Winning team advances to the Acura College Alumni Team Championship at Pinehurst.

Player Registration

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Mail to:
Alumni Golf Tournament
Attn: Randy Boatwright
Clemson Alumni Association
109 Daniel Drive
Clemson, SC 29631-3006

Email or call Randy Boatwright at brandol@clemson.edu or 864-656-5671 by July 24 to reserve space for a team or inquire about sponsorship opportunities.

Return registration by July 24, 2016.

See reverse side for additional information
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 these 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.

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 commercial 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 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. Please note that the Licensing Department will fax a copy of the design directly to Collegiate Licensing with 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 or call 770-956-0520.
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

dmorg@clemson.edu

Who approves alumni branding?
Dana Morgan
Clemson Alumni Association
Alumni Center
109 Daniel Drive
Clemson, SC 29631-3006
Telephone: 864-656-5669
dmorg@clemson.edu
Within the CAA family are clubs and special interest groups that connect and inform their members not only of local Clemson alumni news, events and benefits, but also of Universitywide news and culture.
CLUB PARTNERS AND PROMOTIONS

Clubs and special interest groups fall under the CAA umbrella and must follow the same rules with exclusive partners followed by the University, athletics and CAA.

Below is the list of exclusive contract partners with athletics and CAA. Competitors that are solicited for sponsorship of events on the club and group level cannot be offered promotional rights. If they choose to provide monetary support, they can do so; however their logo and or company purpose cannot be shared on websites, social media outlets or other promotional avenues that could compete with our exclusive partner promotions.

If a sponsorship is secured by a competitor, CAA staff must be informed and the proper policies must be followed.

As Clemson is an academic institution, beer, wine, alcohol, tobacco, firearms, religious, call-to-action gambling or political advertisements will require rigorous review and like all advertising (athletic or campus-wide) will require the prior written consent of the University. If permission is granted, the beer advertisements must be educational and branding advertisements, and if gambling advertisement is approved, it must highlight the educational component of the S.C. Educational Lottery. In either case, there shall be no call-to-action advertisements. In addition, Clemson clubs and special interest groups cannot co-brand on promotional products with any alcohol, alcohol distributor or bar.

Our exclusive partners include:

- Nike (sideline provider/shoes/apparel and cannot include any competitors).
- Verizon (wireless provider).
- Bank of America (credit cards/debit cards).
- Gatorade (sideline only).
- ARAMARK (on-campus dining/catering).
- Coca-Cola (pouring rights).
- Tom Winkopp, LLC (cottage-style student apartments/condos).
- Nationwide Insurance (auto, property, powersports insurance).
- Clemson Sports Travel (fan and alumni travel).
- USI Affinity company (health and travel insurance).
- Fanatics (online retail).
- Grad Images (commencement photography).
- Balfour (Clemson Ring, graduation announcements, cap and gowns).
- Barnes and Noble (bookstore).

Any questions pertaining this policy must be directed to Tim Match (mtimoth@clemson.edu) from an athletics and University perspective and Randy Boatwright (brandol@clemson.edu) from an alumni perspective.
The Clemson Ring is one of the most recognizable college rings in the nation. The Clemson Ring Crest, taken from the face of the ring, is a registered mark. The updated Ring Crest was taken from a drawing used for the ring mold created by Balfour — the exclusive provider of the Clemson Ring. Specially created numerals were developed for the crest based on past Clemson Ring designs and do not belong to a specific font.

Balfour has an exclusive contract to produce the official Clemson Class Ring using the Ring Crest Trademark: U.S. Trademark Application No. 85/503,145 through 2016 with possible extension. No other vendor except the selected vendor will have rights to produce the official class ring and its accessory line (charm bracelet, cuff links, pendant and lapel pin).

The Clemson Ring Crest has two different versions. It can be used with the University’s founding year, 1889, or with the last two digits of a graduate’s class year.

Commercial use of the Ring Crest requires adherence to the University licensing program guidelines (see guidelines on p. 22). Merchandise related to alcohol use cannot use the Ring Crest.
ONE-COLOR CLEMSON RING CREST

Both versions of the Ring Crest are one color, using the approved CAA color palette. Do not use non-CAA colors for the crest 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 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.

PRIMARY APPROVED COLOR USAGE

- Clemson Orange
- Howard’s Rock
- Black
- Anna’s Lace
- White

SECONDARY APPROVED COLOR USAGE

- Regalia
- Tillman Brick
- Centennial Oak
- Blue Ridge
- Bowman Field
- Innovation

THESE TREATMENTS SHOULD NOT BE USED...

- Do not use two different colors
- Do not use textures, images, etc. as a replacement for color
- Do not add elements or type to the crest
- Do not stretch, bend, distort or alter proportions
- Do not use low contrast color combinations
The Clemson Ring Crest must always have a clear space around it where no other elements appear (e.g., no typography, logos, graphics or photos that intrude on the crest).

The clear space for the Ring Crest is “X,” which is the height of a number used in the crest.

Be careful to maintain the clear space, and do not place the crest too close to the paper’s edge, a folded edge, a cut or embossing.
**CLEMSON RING CREST USE**

The Clemson Ring Crest is a registered mark and must include the ® symbol as a component of the crest.

Reproduction of the Clemson Ring Crest must be created using original artwork provided by the Clemson Alumni Association. Hand-drawn and unauthorized reproductions, or re-creations of the crest are prohibited. Electronically scanned crest images of poor quality or low resolution are prohibited.

Simultaneous use of the crest on merchandise featuring other registered marks is prohibited without written permission from the Clemson Alumni Association (e.g., the Clemson Ring Crest may not be used on merchandise featuring the Tiger Paw without written permission).

**Cast, molded, forged, machined and other solid metallic objects**
The color and contrast limitations may be waived in the case of metallic objects with written permission of the Clemson Alumni Association. Finishes (other than approved colors listed above) are limited to the following:

- Clear chrome, black chrome or nickel plating for carbon steel
- Clear and black anodized aluminum
- Passivated or polished stainless steel
- Gold, silver or platinum coatings
- Polished, satin or matte brass
- Polished, satin or matte bronze

**Etchings and carvings**
Etchings of the Clemson Ring Crest in glass, crystal and natural wood are permitted if reproduced by a computer-controlled machine whose program is based upon the original high-resolution artwork provided by the Clemson Alumni Association.

**Clothing**
Use of the crest on T-shirts, sweatshirts and non-collared athletic wear is prohibited. When reproduced on articles of clothing, the Ring Crest must be embroidered and not exceed a maximum height of 4 inches. Alternate means of crest reproduction on clothing must have written permission from the Clemson Alumni Association.

*At the discretion of the Clemson Alumni Association, any use of the Clemson Ring Crest in a manner that reflects poorly upon Clemson University, its staff, students or alumni is forbidden.*