CLEMSON ALUMNI

FIERCELY **EVER LOYAL**

CLEMSON ALUMNI ASSOCIATION BRAND GUIDELINES

SEPTEMBER 1, 2026

ClemsonAlumni

MISSION / VISION / BRAND PROMISE / ATTRIBUTES

MISSION

To enhance the lifelong Clemson experience by serving, involving, informing and engaging our alumni, current and future students, and friends of the University.

VISION

We will foster a lifelong connection to Clemson among all members of the Clemson Family.

BRAND PROMISE

The Clemson Alumni Association 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 the alumni and the University.

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

LEADERSHIP — The voice and advocate of the alumni, looking to the future to anticipate alumni needs; innovate and forward-focused programming.

CELEBRATING HISTORY AND TRADITIONS — Cultivating memories of students days and relationships; creating memorable new experiences.

INSPIRING — Inspiring alumni to stay connected or reconnect; engage, learn and give back.

MAKING A DIFFERENCE — Challenging and recognizing how alumni and Clemson make a difference.

WINNING SPIRIT — In individual lives, professional achievements, community involvement and athletics; determination to be the best.

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EDITORIAL STYLE

The Clemson University Style Guide is intended for Clemson University employees who are writing or editing text for print publications, websites, digital, mobile, promotional materials and other content for internal and external audiences. It has been approved for use by the Division of Marketing and Communications.

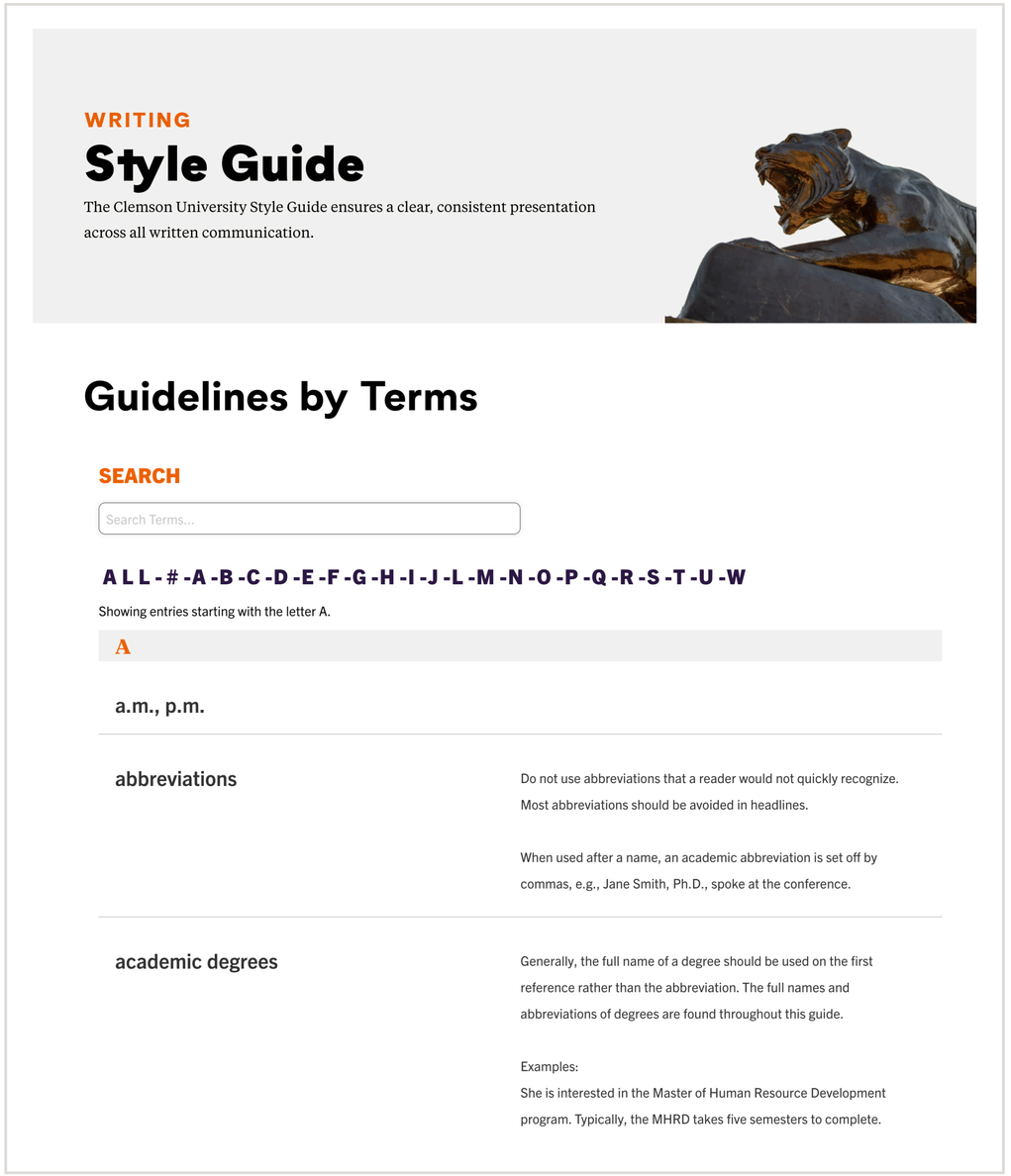
The Clemson University Style Guide is based on the Associated Press Stylebook, a widely used reference guide for journalists. The Clemson University Style Guide is a supplement to the latest version of the AP Stylebook. Clemson employees can access the AP Stylebook online through the University library system.

Notable exceptions to AP Style are identified throughout this guide. Additionally, this guide includes terminology and usage specific to Clemson that University communicators will frequently encounter. It is available at ***clemson.edu/brand/writing***.

For editorial questions, the Clemson University Style Guide should be the first point of reference for all communicators. If this guide does not answer a question, consult the AP Stylebook.

For spelling, Merriam-Webster ***(merriam-webster.com)*** is the University's primary dictionary.

For questions regarding title capitalization, visit the Title Capitalization Tool ***(capitalizemytitle.com)***. Be sure to select AP and title case before typing your title. This can also be used to check headlines and subheadings written in sentence case.



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PRIMARY COLORS

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)

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SECONDARY COLORS

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

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ACCENT COLORS

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

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TYPOGRAPHY

TIEMPOS — Primary Serif Typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HOEFLER TEXT — Body Text

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TRADE GOTHIC NEXT LT — Primary Sans Serif Typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TURBINADO — Decorative Script

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BIOTIF — Secondary Sans Serif Typeface

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BICKHAM SCRIPT — Formal Script

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!
abcdefghijklmnopqrstuvwxyz

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ALTERNATE TYPOGRAPHY

CANVA:

Trade Gothic Next LT > Libre Franklin
Tiempos > Source Serif Pro
Biotif > Garet

ADOBE EXPRESS:

Trade Gothic Next LT
Tiempos > Dejanire Headline/Text
Biotif > Sofia Pro

MICROSOFT OFFICE CLOUD FONTS:

Trade Gothic Next LT > Franklin Gothic
Tiempos > Sabon Next LT
Biotif > Century Gothic

WEB FALLBACK FONTS:

Trade Gothic Next LT > Franklin Gothic or Verdana
Tiempos > Times New Roman
Biotif > Century Gothic

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LOGOS

The primary CAA logo is a union of Clemson icons. The unmistakable CLEMSON wordmark 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, has become our standard bearer.

The word “ALUMNI” is written in Trade Gothic Next LT Pro Italic, a typeface featured in Universitywide branding.

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LOGOS

LOGO CLEAR SPACE

The Clemson Alumni logo maintain a clear space around it where no other elements appear (such as typography, other logos, graphics or photos that intrude upon the logo).

This includes not placing the logo too close to the paper's edge, any folded edge, any cuts or embossing.

The clear space of the Clemson Alumni logo is "X," as defined by the width of the Tiger Paw.

UNACCEPTABLE VERSIONS/USES

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 Director of Marketing and Brand Development Daniel Austin at *daustin@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.

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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*.

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CLEMSON ALUMNI ASSOCIATION SEAL

The Clemson Alumni Association Seal is restricted by the following guidelines:

The seal is restricted to the Clemson Alumni Association Executive Director, Board of Directors and groups and uses created or designated by the Executive Director. Any other uses of the Clemson Alumni Association Seal is prohibited.

The seal appears on certificates that are signed by the Executive Director and the President of the Board of Directors, as well as on the Distinguished Service Award and the Clemson Ring boxes.

Reproduced in two colors, Clemson Orange and Regalia, or in a single color using either Clemson Orange, Regalia, Goal Line White or Diploma.

Registration “®” mark must always be used and should appear in subscript on the lower right of the seal.

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CLUB AND GROUP LOGOS

Philadelphia CLEMSON CLUB

Greenville LUNCHEON CLUB

CLEMSON Black ALUMNI COUNCIL

ONE CLEMSON

CLEMSON YOUNG ALUMNI

CLEMSON RECFAM ALUMNI

Official Clemson Alumni clubs and affinity groups are recognized by their distinctive logos including the Tiger Rag and branding matching the Clemson Alumni logo.

Please contact your Clemson Alumni Association club or affinity group liaison to access your official logos.

The clear space of official Clemson Alumni club and group logos is “X,” as defined by the width of the Tiger Paw.

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CLUB AND GROUP EVENT LOGOS

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CLUB AND GROUP SECONDARY GRAPHICS

Secondary graphics can be created for clubs and groups but need to be used whenever possible with an official club or group logo.

Charleston County
CLEMSON CLUB

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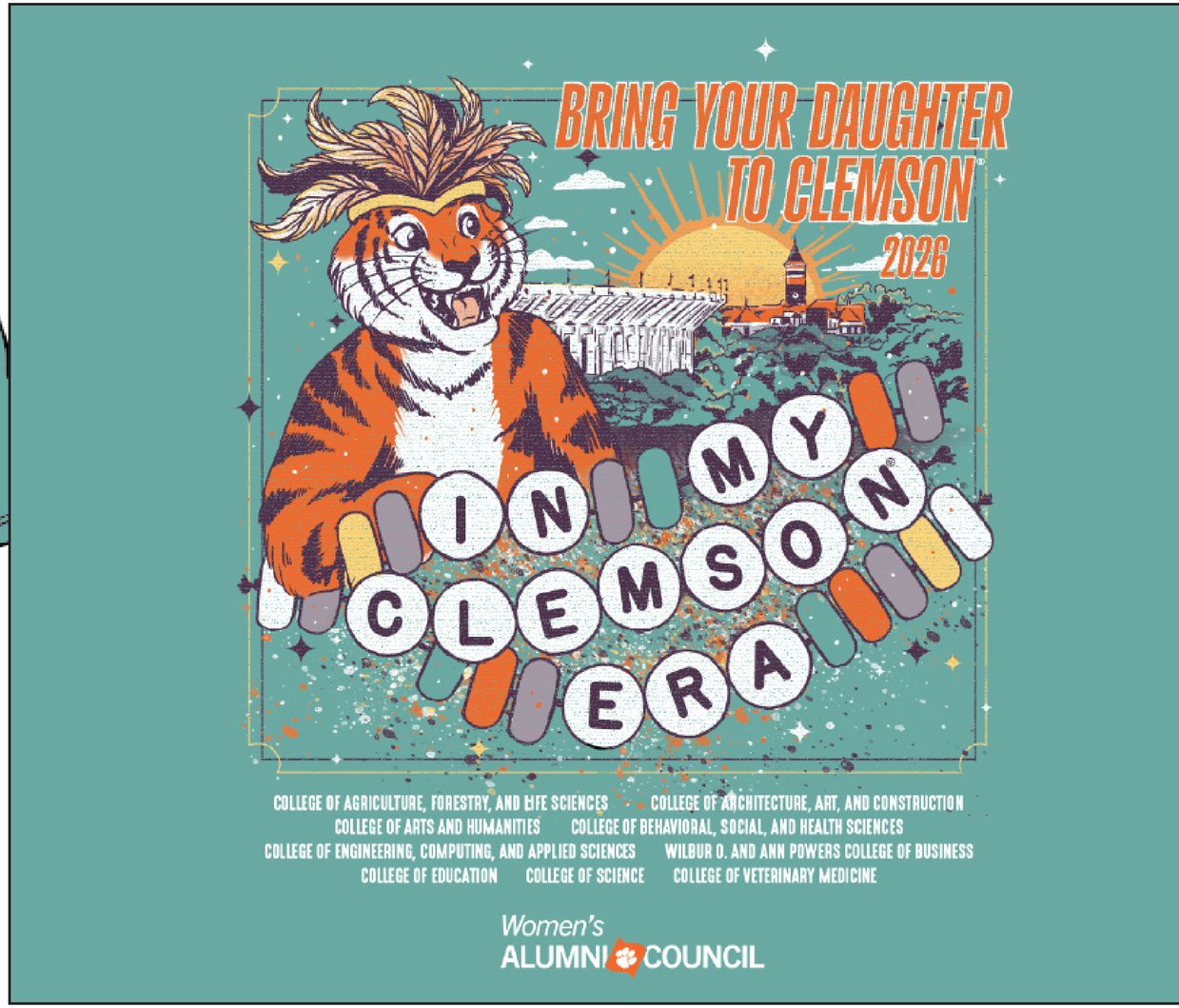
IMPRINTED PRODUCT DESIGN EXAMPLES



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IMPRINTED PRODUCT DESIGN EXAMPLES

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IMPRINTED PRODUCT DESIGN EXAMPLES

Embroidered Tiger Paws need to be at least 1.25” in diameter to be approved for production.

APPROVED **NOT APPROVED**

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IMPRINTED PRODUCT DESIGN EXAMPLES

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USE OF AI GUIDELINES

Clemson University has developed guidelines around the use of AI as a part of the Brand Standards, and the Clemson Alumni Association is also adopting those guidelines (*clemson.edu/brand/application/ai-guidelines.html*).

Generative AI can be a useful tool to quickly create engaging promotional material for initatives and events, but as a part of that process we have to ensure that we are using official assets properly and not allowing the distortion of those assets by AI. If you choose to generate images using AI, please conduct a thorough review of the graphic before posting to check for accurate information and the proper application of any brand asset. Those brand assets will likely have to be replaced with the actual files, available through our Digital Brand Asset system: *alumni.clemson.edu/brandassets*.

Specifically, generating and/or publishing an AI-created version of official logos, the Clemson Tiger Paw, the Tiger Mascot or any AI-generated or materially inaccurate depiction of an actual Clemson building, landmark, campus location, signage or event is an "Unacceptable Use" and must be corrected.

These guidelines will be reviewed and updated as technology and our use of it evolve and grow.

AI Generated Club Logo
(Unacceptable Use)

Official Club Logo Asset
(Proper Use)

AI Generated Club Logo
(Unacceptable Use)

Official Club Logo Asset
(Proper Use)

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USE OF AI GUIDELINES (CONTINUED)

AI Generated Tiger Mascot
(Unacceptable Use)

AI Generated Tiger Paws
(Unacceptable Use)

Official Tiger Paw Asset
(Proper Use)

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Collegiate Licensing Program

COMMERCIAL USE OF MARKS

The demand by Clemson University students, alumni and friends for products depicting a University trademark, logo or symbol has reached new heights. Almost 550 manufacturers are licensed today for commercial use of the marks. As a result, Clemson University manages a licensing program to ensure that the public properly identifies and associates University logos on products bearing the institutional marks.

The Clemson University licensing program is also designed to establish a cooperative relationship with licensees to assist in developing a marketplace demand for “Officially Licensed Clemson Products.” The marketing strategy drives the consumer to purchase products that directly support the institution. The end result is a mutually beneficial partnership.

- **List of Current Clemson Licensed Vendors by Address and Product Category (PDF)**
- **List of Restricted Licensees (PDF)** (Approved to produce promotional/giveaway products (internal consumption) that contain Clemson federally protected marks.)

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DIGITAL ASSET MANAGEMENT

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LICENSING — COMMERCIAL USE Q&A

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.

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.

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LICENSING — COMMERCIAL USE Q&A

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 via email at *clemsonlicensing-l@clemson.edu*. Please note that the Licensing Department will send 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.

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: 864-656-2911 *clemsonlicensing-l@clemson.edu*

WHERE DOES A VENDOR INQUIRE ABOUT OBTAINING A LICENSE?

Licensing Director
The Collegiate Licensing Company, 1075 Peachtree St., Suite 3300, Atlanta, GA 30309
Telephone: 770-956-0520 Fax: 770-955-4491

WHO APPROVES ALUMNI BRANDING?

Daniel Austin, Director of Marketing and Brand Development
Clemson Alumni Association, 109 Daniel Drive, Clemson, SC 29631-3006
Telephone: 864-656-9709 *daustin@clemson.edu*

To request the use of Clemson Alumni Association brand marks, please visit:
alumni.clemson.edu/request-use-of-licensed-clemson-alumni-association-marks

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