



# **CLEMSON ALUMNI ASSOCIATION BRAND GUIDELINES**

JUNE 15, 2022

# BRAND POLICY / ARCHITECTURE

1. The Clemson brand is ferocious, and Clemson Alumni Association (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 / 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

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.



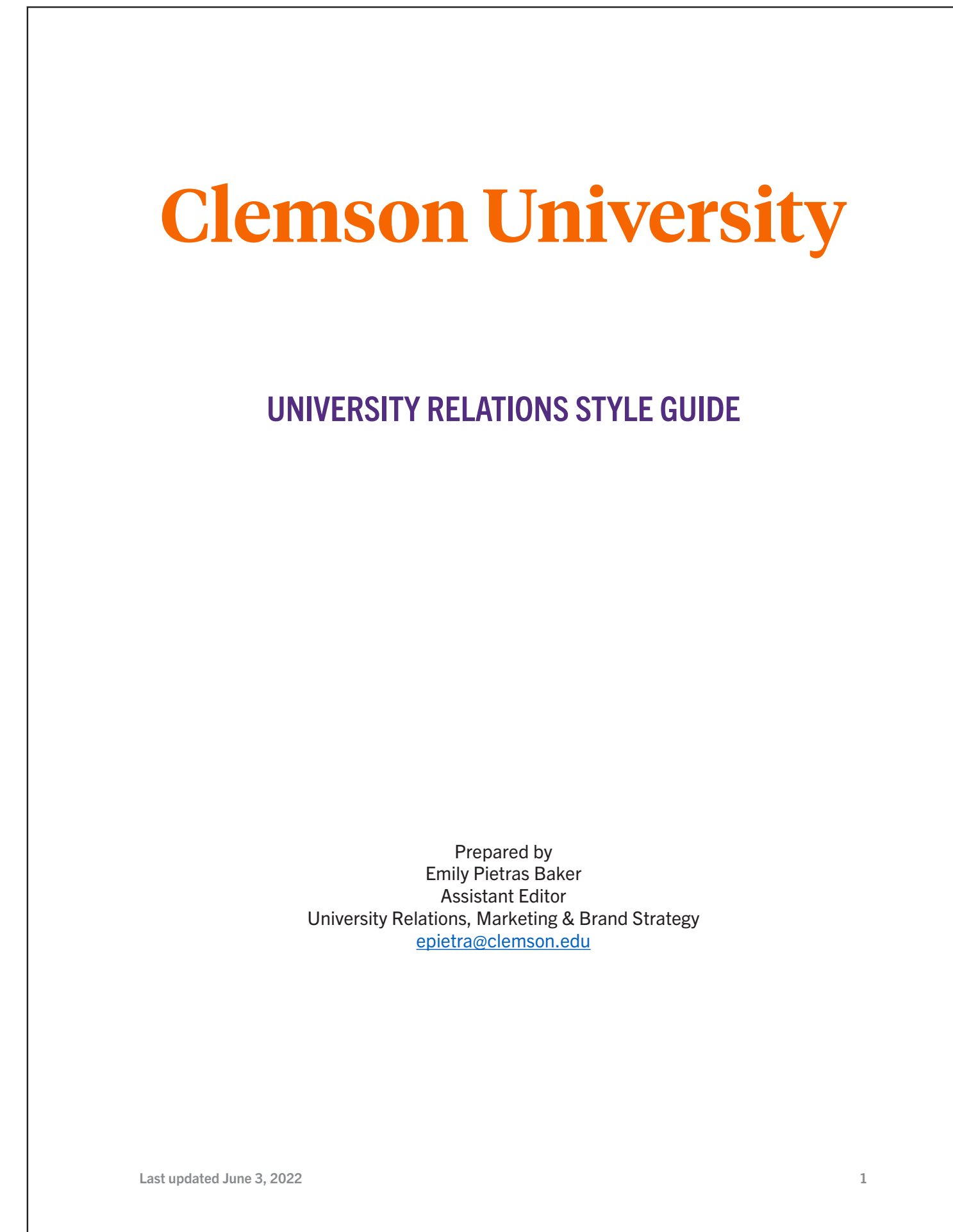


# EDITORIAL STYLE

The Clemson University Style Guide is intended for all Clemson University employees who are writing or editing text for print publications, websites, digital, mobile, promotional and other content for internal and external audiences. The University follows the AP Stylebook ([apstylebook.com](http://apstylebook.com)), a reference guide for journalists. This Style Guide is meant to serve as a supplement to the 2022 AP Stylebook, and it is a living document that will be periodically updated as new entries and clarifications are required.

An official Style Guide provides additional clarity of best practices for writers when there is more than one acceptable or correct way of writing something. The application of specific standards ensures a clear, consistent presentation in all written communication while maintaining the integrity of the Clemson brand. When all academic and administrative units follow the same set of editorial guidelines, it is a reflection that every unique college, department, division and office still ultimately comes together to make up one Clemson University.

It is available at [clemson.edu/brand/guide/voice](https://clemson.edu/brand/guide/voice).



# 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

**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

<p><b>Parchment</b></p> <p>PANTONE 7506 C            CMYK: 5, 13, 32, 0            RGB: 239, 219, 178            HEX #EFDDB2            PAINT: Inviting Ivory            (Sherwin Williams, SW 6372)</p>	<p><b>Campus Brick</b></p> <p>PANTONE 1525 C            CMYK: 19, 83, 100, 10            RGB: 185, 71, 0            HEX #B94700            PAINT: Jalapeño            (Sherwin Williams, SW 6629)</p>	<p><b>Bowman Field</b></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><b>Blue Ridge</b></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><b>State Flag</b></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><b>Stadium</b></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><b>Howard's Rock</b></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><b>Reflection</b></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><b>Innovation</b></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><b>Bengal Stripe</b></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

<b>Class Ring</b>	<b>Clemson Bottoms</b>	<b>Azalea</b>
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





# TYPOGRAPHY

**TIEMPOS** — Primary Serif Typeface

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**TRADE GOTHIC NEXT LT** — Primary Sans Serif Typeface

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**BIOTIF** — Secondary Sans Serif Typeface

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**HOEFLER TEXT** — Body Text

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**RELATION** — Formal or Decorative Script

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*

**TURBINADO** — Formal or Decorative Script

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789*





# LOGOS



The primary CAA logo is a marriage 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.



# 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.

## UNACCEPTABLE VERSIONS/USES

Do not use the logo over a tint unless it provides excellent contrast and legibility.

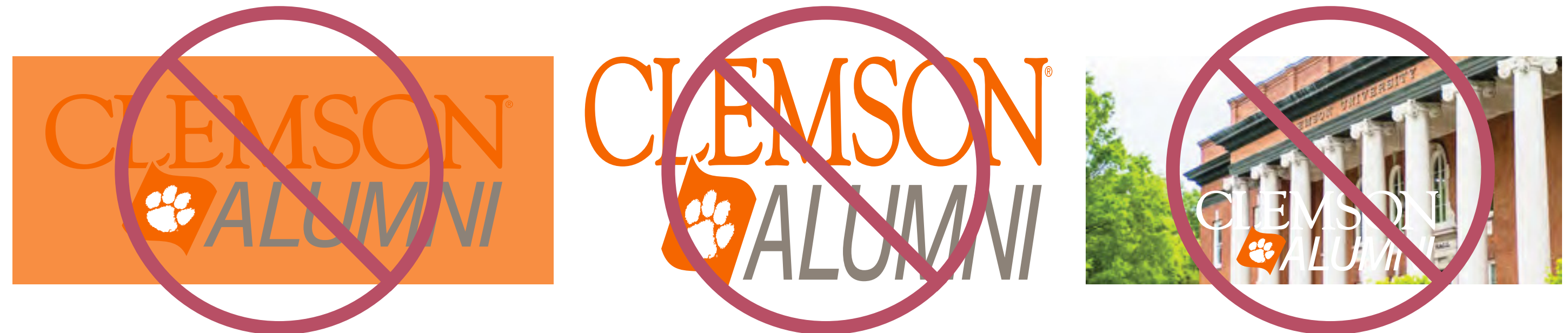
Do not partially reverse a logo out of a tint or screen, and do not use any tints other than those in the palette. If in doubt, check with Director of Marketing and Brand Development Daniel Austin at [daustin@clemson.edu](mailto:daustin@clemson.edu).

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.



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





# 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](https://clemson.edu/university-relations/licensed-vendors.html).



# 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.





# CLUB AND GROUP LOGOS

*Philadelphia*  
**CLEMSON**  **CLUB**

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 liaison for credentials to access your official logos.

*Greenville*  
**LUNCHEON**  **CLUB**

**CLEMSON** *Black*  
**ALUMNI**  **COUNCIL**

 **ONE**  
**CLEMSON**



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

**YOUNG**  **ALUMNI**

**CLEMSON** RECFAM  
 **ALUMNI**



# 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](http://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.





# 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](http://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](mailto: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](mailto: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](mailto: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](http://alumni.clemson.edu/request-use-of-licensed-clemson-alumni-association-marks)



# 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)
- 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)
- 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](mailto:mtimoth@clemson.edu)) from an athletics and University perspective and Wil Brasington ([wil@clemson.edu](mailto:wil@clemson.edu)) from an alumni perspective.

