

BRANDING GUIDE



CLEMSON ATHLETICS
2016

THE CLEMSON BRAND



BOLD | POWERFUL | STRONG

The **CLEMSON** brand is one of the most recognizable in collegiate athletics. From our distinct colors to the unique Tiger Paw logo, Clemson athletics is immediately identifiable. Our brand is **BOLD**, **POWERFUL** and **STRONG**. It is steeped in tradition and accessible to our constituents.

Since the creation of the Tiger Paw in 1970, it has been imperative for our organization to protect our marks and visual identity; and as we continue to expand the reach of Clemson Athletics, it remains of vital importance for us to coordinate our brand and visual identity to ensure proper usage. We have created this guide to both accomplish those goals and to make use of our marks and fonts convenient to those internal and external to our athletic department.

Our goal is to reinforce consistent application of our brand elements as we continue to build upon the strength of the Clemson brand. By providing the colors, logos, fonts and individual sport marks, we hope to make it more accessible and valuable to our partners.

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PRIMARY COLORS

CLEMSON ORANGE



(Based on a range from PMS 1595 C to 165 C)

CMYK / Print / C: 0 / **M:** 74 / **Y:** 100 / **K:** 0

RGB / Web & Video / R: 245 / **G:** 102 / **B:** 0

SPOT / Print / L: 62 / **a:** 54 / **b:** 71

HTML / Web / F56600

REGALIA



(Based on Pantone 268 C)

CMYK / Print / C: 81 / **M:** 100 / **Y:** 0 / **K:** 5

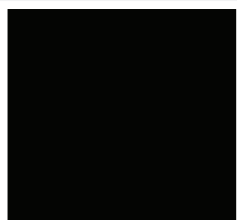
RGB / Web & Video / R: 82 / **G:** 45 / **B:** 128

SPOT / Print / L: 27 / **a:** 31 / **b:** -41

HTML / Web / 522D80

SECONDARY COLORS

BENGAL STRIPE



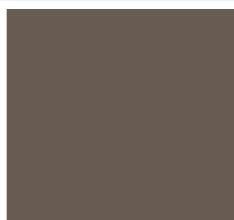
CMYK / C: 0 / **M:** 0 / **Y:** 0 / **K:** 100

RGB / R: 0 / **G:** 0 / **B:** 0

SPOT / Black

HTML / 000000

HOWARD'S ROCK



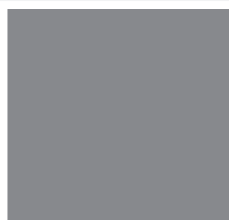
CMYK / C: 57 / **M:** 57 / **Y:** 64 / **K:** 25

RGB / R: 104 / **G:** 92 / **B:** 83

SPOT / Pantone Warm Gray 11 C

HTML / 685C53

INNOVATION



CMYK / C: 47 / **M:** 37 / **Y:** 38 / **K:** 9

RGB / R: 0 / **G:** 0 / **B:** 0

SPOT / Pantone 877 C

HTML / 86898C

BOWMAN FIELD



CMYK / C: 63 / **M:** 43 / **Y:** 100 / **K:** 23

RGB / R: 86 / **G:** 97 / **B:** 39

SPOT / Pantone 378 C

HTML / 566127

HISTORY OF THE PAW



The Paw originated in 1970, when Clemson President Robert C. Edwards hired Henderson Advertising Company of Greenville, S.C. to upgrade the image of the university. For years, Clemson's roaring tiger was a dead ringer for more than 35 other college cats across the country. The Paw changed that. The Museum of Natural History in Chicago provided a plaster of paris cast of the imprint of the tiger's paw. The imprint was converted to a print, and tilted about ten degrees to the right.

Paw prints, stretching all the way from the stadium to the library, serve as a constant reminder that Clemson's Tiger is alive and kicking. Since 1970, The Paw has engulfed the Tiger faithful.

Because many people took advantage of using The Paw in many ways, the decision was made to have the symbol registered with the United States Patent and Trademark Department, making it a national registration and not just in the state of South Carolina. This keeps anyone or any institution from using the exact paw print.

USING THE PAW

- * The Paw may be in **ONLY** solid white, orange, or black* (*permitted only on non-color printed material)
- * Outlines, if used, are acceptable in white, orange, or purple, but not the same color of The Paw
- * **Copy is never placed over** The Paw unless it is used as a watermark
- * The **registered “R” symbol** also appears on the lower right
- * In some cases, effects such as drop shadows and inner glows may be used to create dimension or separation
- * The Paw must always be **rotated to 1 o’clock**
- * The Paw may be used as a design element, such as in backgrounds, but must maintain approved colors



ACCEPTABLE USES



UNACCEPTABLE USES



BRAND FONTS

The Athletic Department adheres to the Clemson University brand standards with the use of its primary font, the Trade Gothic family. Every effort should be used to use this on athletics materials. Paw Hammer was developed exclusively by the Athletic Department, and attempts to combine the collegiate block lettering with a modern and powerful style and direction.

University-Approved Fonts:

Trade Gothic Family (Use: All general uses; All variations)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Verdana Family (Use: When Trade Gothic unavailable)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

FG Saga (FG Saga) (Use: Handwriting font or headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Zapfino (Zapfino) (Use: Script)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 1234567890

Athletics-Approved Font:

PAW HAMMER (Use: Headline only; Athletics only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ • 1234567890

(Read more about Paw Hammer on page 8)

CREATING “PAW HAMMER” FONT



At the 2012 Chick-fil-A Bowl in Atlanta, Director of Athletics Dan Radakovich sat in the end zone and compared the artwork of the LSU end zone to the Clemson end zone and said, “We need to get the appropriate approvals on campus, but let’s begin looking for a new, bold, powerful word mark utilizing the University colors with The Tiger Paw replacing the “O” in Clemson.”

A working committee consisting of several areas with the athletic department, as well as representation of the head coaches. The group also included the president and COO of Spartanburg-based Knights Apparel, one of the top collegiate licensees in the nation. It was critical to the group that the athletic department adhere to the Clemson University brand standards with the use of its primary font, the Trade Gothic family.

In addition, it was clear that the group combine the collegiate block lettering, with a modern and powerful style and direction. Throughout the process, there were numerous prototypes that were brought to the table and after several months of development, the Paw Hammer font was unveiled with the 2013 football season. The new Clemson wordmark was boldly displayed in the end zone as Clemson defeated Georgia 38-35 to kickoff the season.

In the spring of 2014, Clemson Athletics unveiled the overall Style and Brand Guidelines to the entire Athletic Department and also distributed it for use by all Clemson licensees to place on products and put into the retail marketplace. The Paw Hammer font is making its way into many of the current athletic facilities and just as the Tiger Paw has become a recognizable element of the Clemson brand, so too will Paw Hammer.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

PRIMARY MARK

The newly developed athletic mark made its first appearance in the endzones of Frank Howard Field on Aug. 31, 2013. The word “CLEMSON” has one primary and two secondary variations. Each of them are built using Paw Hammer, a font specifically designed by Clemson Athletics.

The marks are not to be re-created using the font, and always have a Tiger Paw replacing the “O” in “CLEMSON.” The mark may be used as a watermark as well.

Three Color:



All Orange:



All White:



PRIMARY ‘TIGERS’ MARK

The newly developed athletic mark includes the word “TIGERS” with one primary (three-color) and two one-color versions. The word is done in the Paw Hammer font, and should be kept intact.

Three Color:



All Orange:



All White:



SPORT MARKS

The newly developed sport-specific marks are in place for all departments and sports and are in the style of the below examples. The word “CLEMSON” uses the Paw Hammer framework, while the sport name is done in Trade Gothic Bold No. 2. Sport name and horizontal rule should be purple in the three-color mark, and be the same color as the word “CLEMSON” in the one-color options. Marks should not be manually created by users.

Three Color:



All Orange:



All White:



COMMERCIAL USE



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 designed to protect the integrity and ensure the proper use of the University name and logos. In order to administer the program, Clemson has established formal licensing procedures that will allow the institution to benefit from the commercial use of both the registered names and symbols.

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.

Clemson University Licensing Program
For further information, contact:
University Director of Trademarks and Licensing
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Clemson, SC 29633
clemsonlicensing-l@clemson.edu

To Obtain a License
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