Clemson University BRAND GUIDELINES

let's begin →

A new brand for Clemson University, rooted in the value of significance and crafted with intentionality to highlight our greatness — as individuals and as a collective

let's begin →

Brand ready.
Brand set.
Brand ... GO!

Words are powerful. They inspire hope. Provide comfort. Even spark a movement. But real significance — the kind that creates opportunity, inspires community, changes the world — is gained only when mighty words are backed by unyielding action.

This brand guide provides a visual and verbal bedrock for those University partners who are about the business of sharing Clemson's story. Whether you're seeking a creative catalyst for your writing or you are trying to capture a jubilant rally cry, in these pages you'll uncover new ways to show how Clemson sets itself apart from what the rest of the world is doing. You will discover that our brand lives most brightly in those spaces that uniquely reveal how our people seek out something bigger than themselves: meaning.

And through the deliberate use of inspiring words, bold colors, emotive images and timeless typography, you will be better able to share your Clemson stories of significance with the world.

> **Achieving Academic Significance**
> *THE EXPERIENCE*

> **Making Significant Impact**
> *THE DIFFERENCE*

> **Living Every Day Significantly**
> *THE PLACE*

> **Creating Significant Connections**
> *THE PEOPLE*

> **Celebrating Significant Spirit**
> *THE WORK*

Our brand says that "Tigers' actions speak louder than our roar."

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01..

let's talk...

let's begin.

A BRAND STORY
THAT ARCS TOWARD SIGNIFICANCE

How we got to *let's begin*

For 130 years, every Clemson journey has started in the same simple way: with a single step forward in pursuit of purpose. Everything that happens next stems from our shared desire for significance. Tigers roll up their sleeves and we set to work, both to better ourselves and on behalf of the greater good. Our work matters. It changes lives. And in the end, it will change the world.

Where we started

Enormous opportunity exists for a brand update at this point in Clemson's history because the value of our institution, and, by virtue of that, the symbols and messages representing it, have never been higher.

let's begin applies to our shared journey, that of the singular person, and the collective's engagement with our institution. It provides a creative framework for personifying our deeds and our actions, giving all of us the ability to clearly, consistently and specifically communicate the core and intentionally humble idea that what we say will never be as important as what we do.

"The value of the Paw has never been higher. It's never been stronger."

The value of significance

Significance is a multipronged value. It is about being of consequence while remaining humble. It's the basic human need to matter to others, to our community and ultimately to the world. When we live a life with significance as a core value, we appreciate and honor the contributions of each individual and ultimately honor the community, state, country and world we live in.

Clemson University's brand gives fresh voice to our stories of significance. Told through the undertakings and endeavors of Clemson's people and places, its history and its happenings, the brand story is shared in pictures and in words, in print, video and sound.

> **It starts** … with our banner emblem: The Paw.

> **It endures** … through the ambitious actions and purposeful engagements of our people, this place and the programs housed here. The more we share our story, the more it unites us to compete, achieve and belong.

> and **Clemson's story ends** … where a new one begins — at our outcomes, those applied on the world by Tigers dedicated to making a difference.

What makes us different

Understanding who we are often starts with understanding where we are. That's why our brand has been built on a solid foundation of our inherent values, beliefs and differentiators. These allow us to share authentic information about *who* we are and *what* we are so that we can help audiences better understand what sets Clemson apart and our unique position in the marketplace.

CLEMSON

WORK THAT MATTERS.

THAT'S WHAT CLEMSON IS DOING.

Where our brand lives

FOCUSED DETERMINED HONEST HUMBLE

NOSTALGIC CONNECTED INNOVATIVE PROUD PRAGMATIC

What sets us apart

ENGAGED FACULTY DEVOTED ALUMNI DRIVEN STUDENTS COMPETITIVE ACADEMICS SPIRITED FANS WELCOMING CAMPUS

Who we are

IMPACT-DRIVEN HIGH RESEARCH STANDARDS COMMUNITY SERVICE ORIENTED ECONOMIC DRIVER LAND-GRANT INSTITUTION

What we are

let's begin **serves as a Universitywide messaging campaign that represents a sweeping spectrum of engagement for the Clemson Brand. It tethers itself to the brand value of significance, but more notably, it serves as Clemson's humble, empowering rallying cry.**

What we say, and how we say it

let's begin is what we say before we embark on our individual journeys toward significance. It's also the unifying benediction for our shared Clemson stories as we go out to work in and serve the world. *let's begin* inspires us to join, encourages us to continue and substantiates our enduring commitment to be a part of the Clemson Family.

Brand voice and tone

The higher ed landscape is a noisy, at times cavalier, space. Our brand voice distinguishes itself — be it for a generic or a targeted marketing campaign — by speaking in specific, visual, impactful and tangible message points. We must also carefully consider our tone when making conversation about ourselves.

> At Clemson, we do not take ourselves too seriously. So, yes, we can be clever (because we are) but never glib. And although we are often witty (particularly when explaining our exploits and adventures), we should not veer into the realm of silly.

> On the field (and as fans), we are proud, earnest and loyal when cheering on our teammates and our classmates. But if we find our voice in the realm of braggartly, overzealous or dogmatic, we risk being off brand, or worse, offending. Yes, we are spirited, but we should never, ever sound "cocky."

> When we talk about what we do, it should be because we are participants, not simply observers. And to that same end, how we talk about our work should be active, rather than passive.

> Our topics, by virtue of our research, may be elevated and difficult to understand. But when educated language becomes unwieldy (or worse, arrogant), it must be revisited. By the same token, when a dynamic subject turns out to be more of a gimmick, consider passing on the story until it is more substantial.

> And because of our deep institutional roots, we give honor to the past and, particularly, the people who came before us. But traditional should never be confused with regressive. As we share our message, we must be sensitive to and aware of those who historically have not been a part of the Clemson story. Inclusivity and accessibility are paramount in everything we say and do.

Tools for better brand writing

Pillars and personas

Content strategy guides the creation, delivery and governance of useful, useable content. But strategy sounds complicated. Storytelling sounds simpler. Let's be more intentional with our storytelling and more distinctive with our brand personality.

BRAND PILLARS

Brand pillars are a key tool for a content strategy that digs deeper into our work and our storytelling so that we do a better job of explaining who Clemson is. Content pillars help us move away from building content focused on the generic, broad themes of higher ed, and they move us toward building Clemson-specific content that points back to the specific brand value of significance. When we identify and then enable content to ladder up to more than one pillar, it allows it to come to life in new, impactful and ultimately more significant ways.

Achieving Academic Significance — *THE EXPERIENCE*
Pull quotes and short-format profiles, email messaging, video
> These are the close-knit classroom, lab, research and leadership experiences that lead to academic achievements. These are the experiences that drive and form academic accomplishments at Clemson.

Making Significant Impact — *THE DIFFERENCE*
Video (social, interview-style, livestreams), digital storytelling, listicles, short- and long-form copy
> The work of the people, the place, the experiences echo beyond the boundaries of campus. This digs into our global impact, our campus impact, our research impact. How the work happening on campus is making a difference here — and beyond.
> This pillar also ties very strongly into the values of the Gen Z generation, which values being a part of something bigger than themselves.

Living Every Day Significantly — *THE PLACE*
Social stories, photo stories, short-format copy/captions, short-format/hype video
> This pillar really illustrates how students, faculty and staff experience Clemson from a personal perspective. It's more fun, light and easy, showing that Clemson is a beautiful place to live, learn and work.

Creating Significant Connections — *THE PEOPLE*
Testimonials (video and print), environmental portraits, narrative writing, multisubject/narrative video
> This pillar digs into the personal atmosphere of support that allows our faculty, staff and students to challenge themselves. These are the people pushing, encouraging and helping you get to where you want to be.
> There's an alumni connection in this pillar, as well as the great student-faculty relationship piece of Clemson that in many ways is truly unique to the Clemson Experience.

Celebrating Significant Spirit — *THE WORK*
> This foundational pillar ties the other pillars together. It informs and drives the work being done by our students, faculty and staff.

Meet our personas

We get it. Brand writing can feel vague and disconnected. Personas serve as a great tool for helping us understand how to write for, create content for and ultimately reach key Clemson audiences within established brand content pillars.

What is an audience persona? This fictional model describes your typical or target customer, based on detailed audience research. In order to be useful, your audience personas need to be based on **real-world information, not gut instinct.**

We have created sample profiles of different audience segments as if he or she were a real person to help you craft targeted, effective marketing messages to them.

What drives significance for
COREY

IMPACT

The idea that achievement looks more like impact, both academically and personally.

Clemson Brand APPEAL:
> Strong sense of pride.
> Beautiful campus.
> Feeling connected to the Clemson Family.
> Opportunities from a major public university.
> Clemson grads are prepared for the future.

Current student, "Corey"
Faculty, "Christina"
Staff member, "Cathy"
Alumni, "Cameron"
Prospective student, "Courtney"
Parent of a prospective student, "Carolynn"
Corporate partner, "Christopher"

What drives significance for **CHRISTINA**

VALUE

Satisfaction and appreciation from the recognition that her work and research contributions are valued, respected and supported.

Clemson Brand APPEAL:
> Beautiful campus/Quality of life.
> Strong pride and spirit.
> Opportunities.
> Contribute to something bigger than themselves.
> Develop students as people.

What drives significance for **CAMERON**

SUPPORT

He has set the foundation for why Clemson is moving forward; he is the past and the future.

Clemson Brand APPEAL:
> Pride and spirit.
> Clemson Family.
> Beautiful campus.
> Respect for traditions.
> Opportunities from a major public university.

What drives significance for **CAROLYNN**

GROWTH
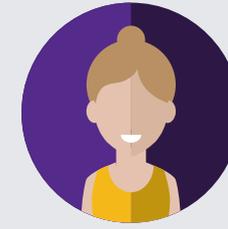
Helping her child find a school that allows them to grow academically in a welcoming environment to help them create relationships and experiences that expand their world.

Clemson Brand APPEAL:
> Opportunity from major public university.
> Grads are prepared for the future.
> School spirit and pride.
> Campus beauty.
> Develop students as people.

What drives significance for **CATHY**

CONNECTION

Her need to feel connected to the innovative work that the University is pushing forward and feel knowledgeable enough about the work being done to see her role in it.

Clemson Brand APPEAL:
> School spirit and pride.
> Campus beauty.
> Connected to Clemson Family.
> Traditions.
> Contribute to something bigger than themselves.

What drives significance for **COURTNEY**

RELATIONSHIPS

Being a part of something bigger than herself.

Clemson Brand APPEAL:
> School pride or spirit.
> Supportive community (inclusive).
> Small-college feel.
> Reputation.
> Benefits of large university, but with love.

What drives significance for **CHRISTOPHER**

OUTCOME
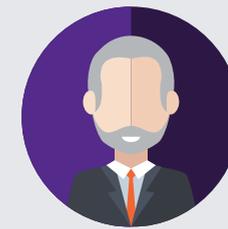
He recognizes the Clemson Experience will make him a prepared employee.

Clemson Brand APPEAL:
> Opportunity from major public university.
> Grads are prepared for the future.
> Leaders for significance.
> Develop students as people.
> Integrity and difference-makers.

The brand in action

How do we leverage the *let's begin* brand to distinguish Clemson from other colleges and universities?

We make the call, ask the question, go beyond what's provided and fill out the story we have to tell of how Clemson's work is making a difference. In order to support our storytelling, the brand voice must be specific and active when presented in headlines and other big statements.

It avoids the stative verbs (is, are, were) in specific campaign messaging in favor of the more intentional active verb in the delivery and a specific outcome.

The 3 primary components of any *let's begin* brand communication are:

1. An **active, inspiring** headline.
2. **Authentic, outcome-focused** copy that avoids the stative and the generic and instead employs active verbs and specific nouns to tell the Clemson story.
3. Our **tagline completes the story arc**; it is our significance in three syllables — *let's begin*.

CLEMS☉N

There's work to do in our changing world.

Where will you find success?

We're all seeking the right fit — be it for our businesses, our students or ourselves. Clemson University leads the state and the nation in academics, research offerings and job readiness for graduates.

Learn more about what we're doing to prepare students and serve industry today at clemson.edu.

let's begin

The active headline

Outcome-focused copy

The tagline, *let's begin*

Resources for writers
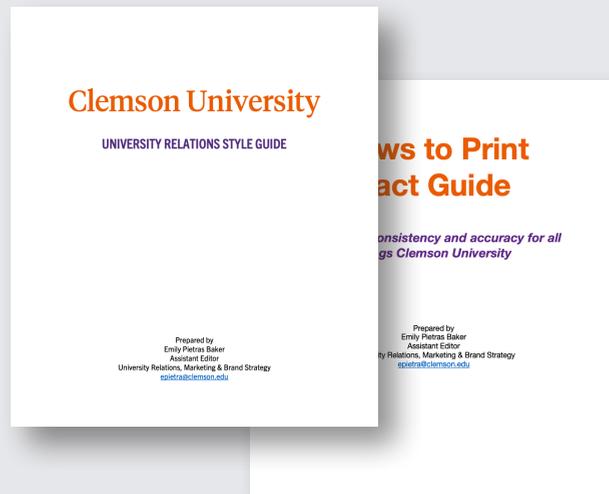
Paws to Print Fact Guide

As Clemson University continues to be recognized among the top public research universities in the country, we are sharing stories about the Clemson Experience across more platforms than ever before, including through print, digital, social media and video. Because everything that is published under the Clemson name reflects the University as a whole, it is vital that we present a consistent voice across all promotional and informational materials. Our goal is to deliver clear, engaging communication that demonstrates and enhances the high quality of the Clemson brand.

Therefore, it is crucial that all University marketing and communication pieces highlight the most accurate and current enrollment figures, admission statistics, brags and rankings, etc. The creation of a **Paws to Print Fact Guide** ensures that all materials that rely on these aforementioned facts are referenced from a universal, comprehensive collection of data. It will serve as a valuable resource for all University communicators to access various key information points. The Paws to Print Fact Guide is an evolving document that will be revised when updated facts, statistics, rankings and figures are released by various internal and external sources.

Clemson University Style Guide

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), a reference guide for journalists. This Style Guide is meant to serve as a supplement to the 2019 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.

02.

let's look...

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 **FIVE**   LEVEL **FOUR**   LEVEL **THREE**   LEVEL **TWO**   LEVEL **ONE**

All level 1 and 2 logos should not be recreated.

L1

L2

L3

School of ACCOUNTANCY

ENGINEERING, COMPUTING AND APPLIED SCIENCES

CLEMSON
CLEMSON

CLEMSON UNIVERSITY 1889

L4

TIGER ONE

CLEMSON forever

WATT FAMILY INNOVATION CENTER
CLEMSON UNIVERSITY

L5

TIGERS UNITED
UNIVERSITY CONSORTIUM
CLEMSON UNIVERSITY

SONOCO INSTITUTE
CLEMSON UNIVERSITY

CLEMSON UNIVERSITY PRESS

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

CLEMS🐾N®

L1
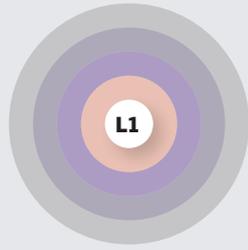
LEVEL **ONE**

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.
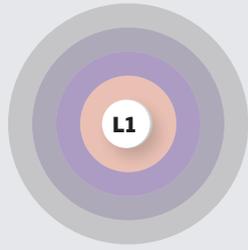
Tiger Paw

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
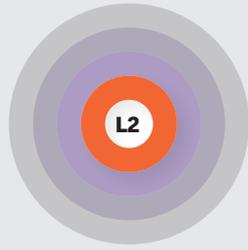
LEVEL **TWO**

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.

L2

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
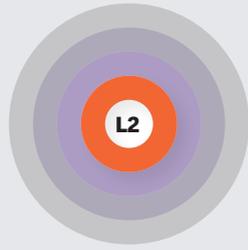
LEVEL **TWO**

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.

L3
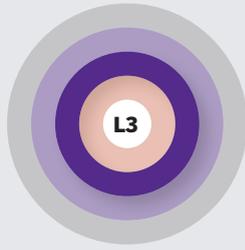
LEVEL **THREE**

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

ENGINEERING, COMPUTING AND APPLIED SCIENCES

SCIENCE

UNIVERSITY RELATIONS

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.

College of
ENGINEERING, COMPUTING AND APPLIED SCIENCES

Division of
STUDENT AFFAIRS

College of
SCIENCE

UNIVERSITY RELATIONS
Creative Operations

> 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.
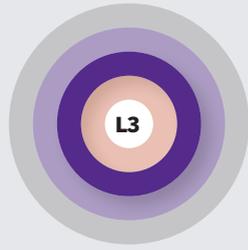
LEVEL **THREE**

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…").

> In instances where a degree program is offered jointly by more than one college, use of this logo format is permitted with the type of degree noted in the top line in orange (e.g., Bachelor of Arts or Master of Science).

> 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

Department of
BIOENGINEERING

Department of
BIOENGINEERING

Department of
GENETICS AND BIOCHEMISTRY

Department of
GENETICS AND BIOCHEMISTRY

School of
ACCOUNTANCY

School of
ACCOUNTANCY

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.

Department of
AGRICULTURAL SCIENCES
Clemson® University

Department of
AGRICULTURAL SCIENCES
Clemson® University

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

Department of
AGRICULTURAL SCIENCES
College of Agriculture, Foresty and Life Sciences

Department of
AGRICULTURAL SCIENCES
Agricultural Education

Department of
AGRICULTURAL SCIENCES
College of Agriculture, Foresty and Life Sciences

Department of
AGRICULTURAL SCIENCES
Agricultural Education

> 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.
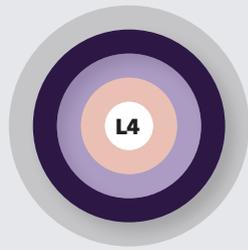
LEVEL FOUR

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

L5
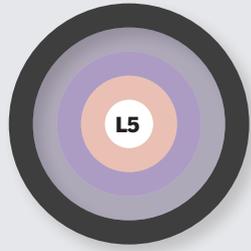
LEVEL **FIVE** LOGO

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.

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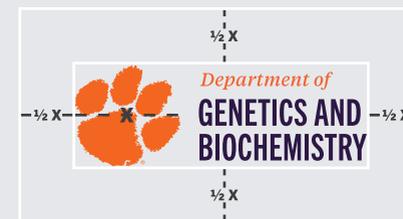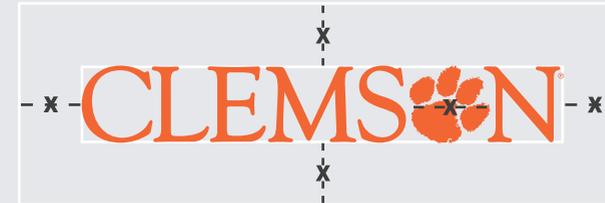
> The clear space of the **Clemson Wordmark** is "X," as defined by the width of the counter (the inner space) of the "O" or the "Paw" in Clemson.

> 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.

03.

let's color...

Bringing Clemson into hue

The heart of our brand bleeds Clemson Orange. So, our primary and expanded color palette complements the Orange while still providing broad personality and instant recognizability to our brand.

Clemson Orange

Regalia

Bowman Field

Diploma

Class Ring

Clemson Bottoms

Goal Line

Campus Brick
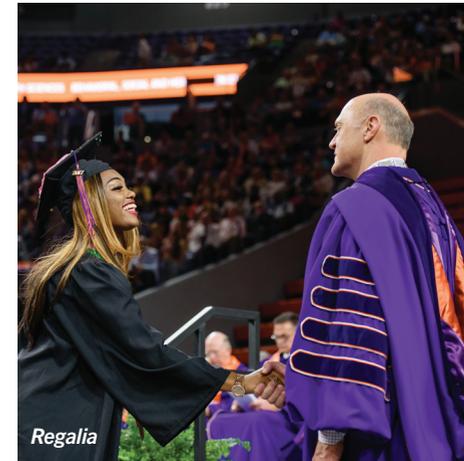
Primary colors

A connected brand palette not only strengthens the way we tell the Clemson story; its iconic and enduring appeal communicates the value we place on hard work, our history and the optimistic lens through which we view our impact on the world.

Additionally, correct use of the brand palette ensures accessibility and legibility in print and digital applications.

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)

Secondary colors

The expanded secondary color brand palette received adjustments mainly to provide more saturated colors that contain less black in their mixes. This permits colors to be screened back without shifting more toward grey.

Parchment

PANTONE 7506 C
CMYK: 5, 13, 32, 0
RGB: 239, 219, 178
HEX #EFDBB2
PAINT: Inviting Ivory
(Sherwin Williams, SW 6372)

Campus Brick

PANTONE 1525 C
CMYK: 19, 83, 100, 10
RGB: 185, 71, 0
HEX #B94700
PAINT: Jalapeño
(Sherwin Williams, SW 6629)

Bowman Field

PANTONE 371 C
CMYK: 64, 42, 100, 31 RGB: 84, 98, 35
HEX #546223
PAINT: Basque Green (Sherwin Williams, SW 6426)

Blue Ridge

PANTONE 300 C
CMYK: 100, 52, 1, 0 RGB: 0, 94, 184
HEX #005EB8
PAINT: Blue Chip
(Sherwin Williams, SW 6959)

State Flag

PANTONE 281 C
CMYK: 99, 79, 33, 24
RGB: 0, 32, 91
HEX #00205B
PAINT: Honorable Blue
(Sherwin Williams, SW 6811)

Stadium

PANTONE Warm Gray 2 C
CMYK: 22, 20, 20, 3
RGB: 203, 196, 188
HEX #CBC4BC
PAINT: Anew Gray
(Sherwin Williams, SW 7030)

Howard's Rock

PANTONE Warm Gray 8 C
CMYK: 42, 37, 38, 18
RGB: 140, 130, 121
HEX #8C8279
PAINT: Spalding Gray
(Sherwin Williams, SW 6074)

Reflection

PANTONE Cool Gray 3 C
CMYK: 24, 17, 14, 2
RGB: 200, 201, 199
HEX #C8C9C7
PAINT: Tinsmith
(Sherwin Williams, SW 7657)

Innovation

PANTONE Cool Gray 8 C
CMYK: 47, 33, 29, 14
RGB: 136, 139, 141
HEX #888B8D
PAINT: Software
(Sherwin Williams, SW 7074)

Bengal Stripe

PANTONE Black C
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX #000000
PAINT: Tricorn Black
(Sherwin Williams, SW 6258)

Accent colors

Used carefully and sparingly, the accent color palette has been added to the brand to offer bright, bold complementary colors in select pieces and publications. Used in moderation, this color palette can effectively convey energy and youthfulness to a communication while still maintaining the institutional brand.

Class Ring

PANTONE 7406 C
CMYK: 4, 28, 100, 0
RGB: 241, 196, 0
HEX #F1C400
PAINT: Forsythia
(Sherwin Williams, SW 6907)

60% tint

40% tint

20% tint

Clemson Bottoms

PANTONE 583 C
CMYK: 33, 13, 100, 0
RGB: 183, 191, 16
HEX #B7BF10
PAINT: Humorous Green
(Sherwin Williams, SW 6918)

60% tint

40% tint

20% tint

Azalea

PANTONE 253 C
CMYK: 41, 93, 0, 0
RGB: 173, 26, 172
HEX #AD1AAC
PAINT: Dynamo
(Sherwin Williams, SW 6841)

60% tint

40% tint

20% tint

04.

let's print...

Our brand in type

Strong communicators recognize that the art and technique of arranging type does more than hold an audience's attention. It conveys tone, maintains the aesthetic value of a brand and serves as a keeper of our voice.

Clemson's brand typefaces, primary and secondary, provide equal parts traditional and modern character, carrying forward our institution's past while still squarely facing the future.

Most brand fonts are readily available through Adobe Fonts and can be activated through your Adobe Creative Cloud account at *fonts.adobe.com*. Licensed brand fonts are available by request at the discretion of University Relations. For purchasing information, contact Design Director Jesse Godfrey at *jesseg@clemson.edu*.

Tiempos

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Primary serif typeface

Our primary serif typeface looks editorial yet fresh. This typeface proved itself to be a solid embodiment of the Clemson dichotomy — traditional yet modern and innovative. Offering a wide range of faces, particularly in its text set, it is more legible than past typefaces, including Goudy. Its "fine" set of styles offer sharp serifs and high contrast, adding to the legibility.

https://klim.co.nz/collections/tiempos

Tiempos Fine	Tiempos Headline	Tiempos Text
Tiempos Fine	Tiempos Headline	Tiempos Text
Tiempos Fine	Tiempos Headline	**Tiempos Text**
Tiempos Fine	**Tiempos Headline**	**Tiempos Text**
Tiempos Fine	**Tiempos Headline**	
Tiempos Fine	**Tiempos Headline**	

Trade Gothic Next LT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Primary sans serif typeface

The primary sans serif typeface provides more diversity in an existing font. Clemson already has invested heavily in the use of Trade Gothic. This new, refined version adds some additional styles and weights to the family of fonts already in use campuswide. A "draftsman" font, this mechanical, tactile and architectural font fits Clemson's work ethic, serving as the humble, perhaps more blue-collar font of our font family.

Available through *Adobe fonts*.

Trade Gothic	Trade Gothic Condensed	Trade Gothic Compressed
Trade Gothic	Trade Gothic Condensed	Trade Gothic Compressed
Trade Gothic	**Trade Gothic Condensed**	**Trade Gothic Compressed**
Trade Gothic		

Biotif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Secondary sans serif typeface

An alternate sans serif typeface, Biotif presents as a slightly more rounded geometric sans serif and has a particularly modern and cutting-edge aesthetic to it and presents as the most dramatic change to our typeface family. Biotif feels modern and innovative; it looks toward future discovery rather than past achievements and experiences, embodying Clemson's goal to be a top research institute solving global problems.

myfonts.com/fonts/degarism-studio/biotif

Biotif Sans	**Biotif Sans**
Biotif Sans	**Biotif Sans**
Biotif Sans	**Biotif Sans**
Biotif Sans	**Biotif Sans**

Custom typefaces

OLD HALL SLAB SERIF
There are times when the need for form eclipses function. This custom display typeface, developed by Clemson University Relations, to mirror the architectural lettering found on historic campus buildings. It offers a nod to our distinguished history while lending a distinctive look within our brand font family.

PAW HAMMER
Developed for Clemson Athletics, this typeface has a bold and powerful aesthetic. Use of Paw Hammer is primarily intended for use in athletic contexts and should only be used for headlines and text with limited characters.

OLD HALL

OLD HALL LIGHT
OLD HALL REGULAR
OLD HALL BOLD

PAW HAMMER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Hoefler Text

Goudy Old Style

Body text

The legibility and consistency of our body text and its ability to pair with our primary and alternate fonts denote this font family, selected for the new brand.

Largely designed to optimize long-form copy to make legible and comfortable for the reader, Hoefler Text identifies as an industry standard serif for body text, and its form identifies as a classic, Roman serif face for use in long-form print and on the web.

The "legacy" font of Clemson, Goudy has been used for many years and is most associated with the brand because of its role in the logo. Should be used exclusively for high-level institutional communications and presidential use.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Relation Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Scripts

These fonts should be used contextually, either for formal or decorative purposes, and not heavily used in branding applications. Relation or Bickham might be considered as accents for display text, ornamental or embellishment purposes, and they are free and available through Clemson's Adobe fonts CC license.

Bickham Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

05..

let's focus...

Clemson in images

Photography and video production offer some of the most effective ways to share Clemson's brand story of significance and authenticity.
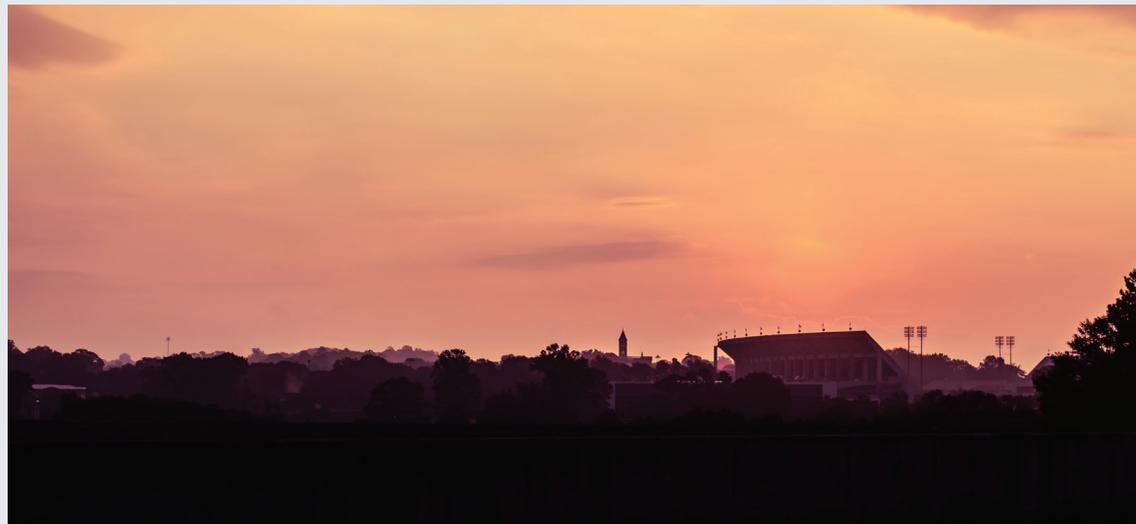
The _let's begin_ brand uniquely exists at those places where the Clemson Experience intersects with its outcomes in the world, and our photos and videos show those outcomes and intersections in a unique and compelling way.

Our images, particularly when blended with words, sound and music, should juxtapose not just ideas but also their associated outcomes, inspiring and engaging audiences in a way that copy alone cannot.

Photography

We have developed a unique style of photography to distinguish and differentiate Clemson from its competitors. Our photography utilizes leading lines to represent movement, direction and pathways. Additionally, it frames the specific over the generic, the iconic rather than the everyday.

The brand requires both intentional front-end photo direction and a distinctive back-end editing process. Other elements of our brand include:

> Leading lines.
> Use of directional light.
> Wider focus.
> Wider depth of field.
> Uncluttered environments.
> Subject looking at camera with the outcome in the background OR looking at action/showing the outcome.
> More editorial in nature: textured, layered, emotive.
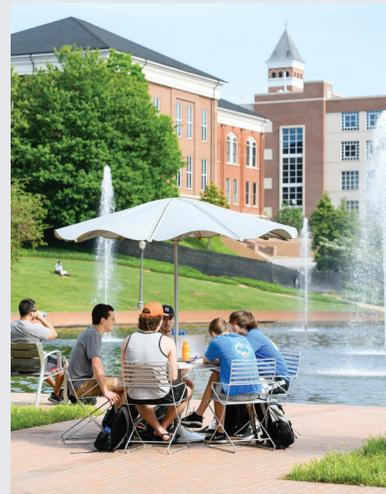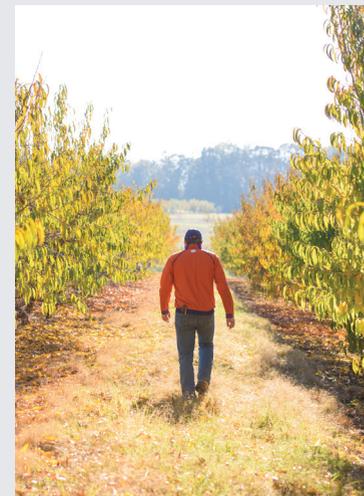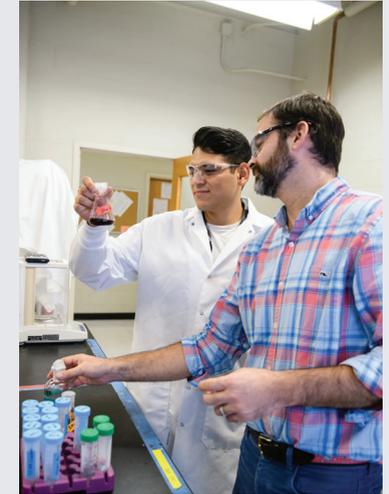
Photographic best practices

Ideally, our images should communicate collaboration. Some tips for doing this include:

> Avoid images of isolated people.
> Lean into authenticity.
> Be intentional but not at the risk of feeling staged.
> Show an emotional connection.
> Consider shooting the same situation from a variety of different angles.
> Consider versatility and utility of photos at all times (shoot horizontal and vertical, close up and farther out, etc.)

We will not stage moments as we execute on the new brand. Rather, we will set the stage for a beautiful, engaging photograph and let the moments happen.

PORTRAIT-STYLE PHOTOGRAPHY
Portrait-style photography has the subject (or subjects, ideally no more than three or four) engaging in their environment to tell the significance story. Should have enough negative space to allow incorporation of graphic lines/elements within the photo. Leading lines should draw the eye to the significance point of the photo.

LANDSCAPE-STYLE PHOTOGRAPHY
Geography-based intentionally shows the foreground and background or the subject or subjects in context. This treatment works better in horizontal, but it can and should be shot both horizontal and vertical for maximum flexibility. It is more textured and more editorial in style than past brand photography to communicate depth and authenticity and specificity.

Portraits

STUDIO

In-studio, backdrop portraits should be reserved primarily for headshots, which is to say strictly utilitarian use, such as newsletters, internal communications, informational listings or directories, etc. Reserved almost exclusively for faculty and staff (versus students). To book a headshot with a professional photographer, visit *clemson.edu/photoservices*.

ENVIRONMENTAL

Staged portraits in context can be useful for internal and external communications, but should be art directed for lighting, background clutter and authenticity. The subject can be smiling or serious and is ideally shot both ways.

Candids

ENVIRONMENTAL
multiple subjects in context

CAMPUS LIFE
activity, engagement that connects the geography of our campus with the people who use it

ICONIC
historic, traditional, timeless imagery that may or may not include people, but captures the identity of our historical institution

EDITORIAL
Some projects require the use of editorial photography to complement long-form editorial copy. This includes, but is not limited to *Clemson World* magazine, certain college and departmental publications, and occasionally long-form flipbook digital publications. Editorial photography is the most conceptual and technically complex form of photography, sometimes including more than one photographer, and is exclusively executed, edited and produced by photo services.

Video best practices

In addition to photography, the video telling of Clemson's story provides an opportunity for even greater impact on our audiences. This uniquely emotional medium, regardless of scope or audience, should employ the use of intentional lighting and intentional composition of interview subjects as much as possible.
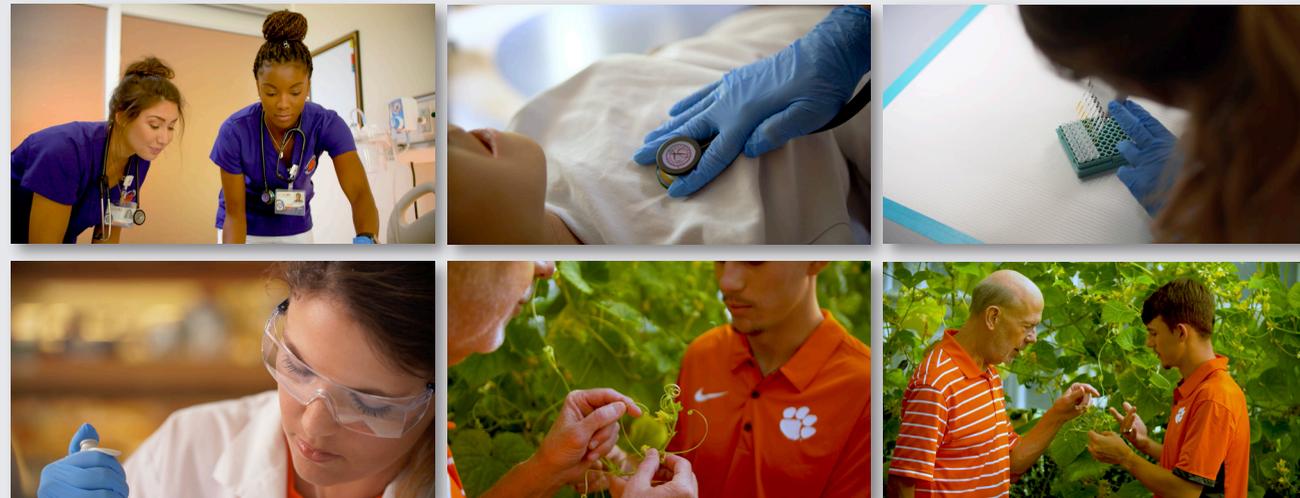
B-ROLL COMPOSITION AND TECHNIQUE

> Record various shot types of the same scene (wide and tight shots).
> Sequence b-roll as short "scenes" that tell a story or make a statement visually.
> When possible, utilize production lighting to achieve shots that have a more cinematic feel.

INTERVIEW COMPOSITION AND TECHNIQUE

> Utilize production lighting to achieve more dramatic, impactful looks.
> Select an environment that not only works for recording but also speaks to the subject.
> Use depth of field to create subject-to-background separation.
> Look for opportunities to incorporate leading lines into overall frame.
> If at all possible, record two camera angles.

Video production

As a component of the new *let's begin* brand, video services will employ a four-level system of video production.

LEVEL 1 represents the most conceptual and technically complex to execute, involving multiple creative teams and exclusively produced by Clemson University Video Services (CUVS). Scripting, custom sound, lighting and graphics, and the use of special footage (time-lapse, high frame rate, complex camera movements) can be incorporated. **TIMEFRAME:** *Multiple months required from planning to delivery.*

LEVEL 2 represents scripted or partially scripted documentary-style video, which may incorporate more technically complex cinematography and could be produced solely by CUVS or in partnership. **TIMEFRAME:** *These projects generally take a month or more to execute from conception to delivery, depending on campus partner involvement.*

LEVEL 3 videos may be CUVS-produced or may be produced at the partner level. Cinematic footage is preferred, but basic video footage from various sources may be used. Basic planning and scripting for questions (but not answers necessarily) may be employed. **TIMEFRAME:** *These projects generally take weeks to execute from conception to delivery, depending on campus partner involvement.*

LEVEL 4 videos are produced exclusively at the department level for small/narrow audiences or limited-scope projects. Compilation video projects, topical/news videos and department- or project-level social videos would fall under this category. Can incorporate limited use of "stock" footage, if necessary. **TIMEFRAME:** *These can be executed in days but ideally are planned out at least a week in advance.*

ACCESSIBILITY
Professional captioning must be made available as either closed or open captions for video content. There are many vendors available who can assist with this.

Contact Video Services with questions or for additional information and instruction on assigning, producing and captioning video content.

MOTION GRAPHICS
For information about motion graphic templates for general-purpose motion graphics —either for CUVS or videos produced at department level — contact Director of Video Services Eric Rodgers at *rodgers@clemson.edu.*
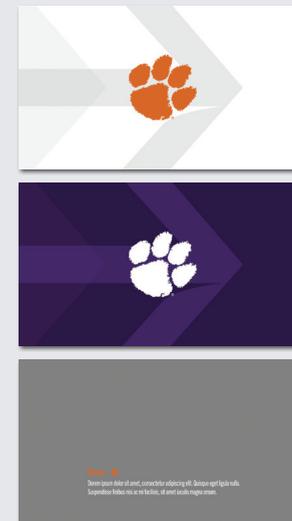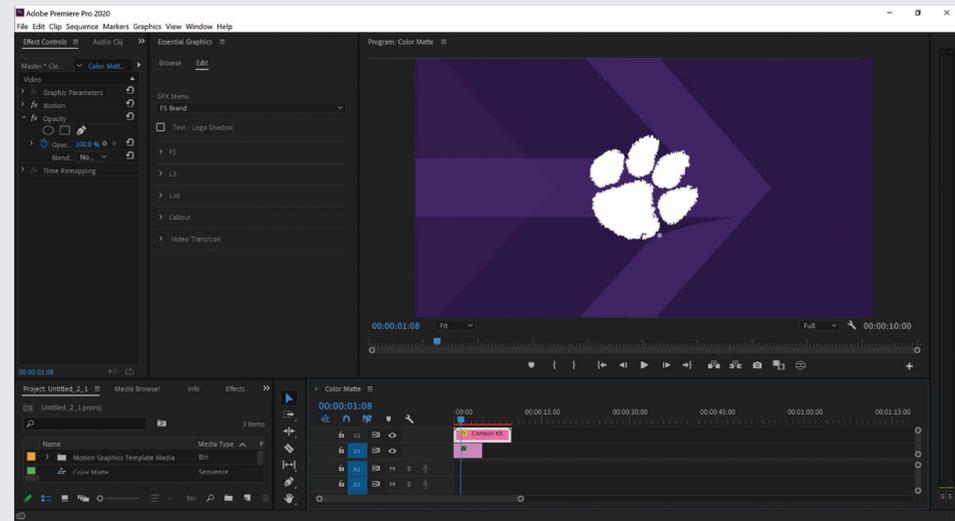
> Primary branding animations include an Orange Paw on White, and a White Paw on a Diploma, as well as transparency options.

> Lower third templates are built to be flexible for number and length of lines, and optimized for legibility.

06.

let's share...

Sample creative

The consistent use of visuals (including colors, fonts, graphic elements and logo placement) in print and digital advertising helps maintain a strong University identity. Whether you're creating an animated skyscraper or a static banner, program advertisement, billboard or magazine ad, it should contain the following structural elements:

> **Logo** — The amount of space available will dictate which version of the logo you can use. The Paw alone is never acceptable.

> **Message** — When the subject of your ad speaks, what do we hear? See? Feel? Copy should answer a brand question like this and include an active verb or outcome-based phrase and, above all, be specific as space permits.

> **Graphics** — The "let's begin" journey is communicated graphically through rule lines that extend the margins of the page, as well as the stylized arrow.

> **Call to Action** — What do you want your audience to do next? Tell users what you want them to do, how you want them to respond — ideally in four words or less.

> **Tagline** — let's begin.
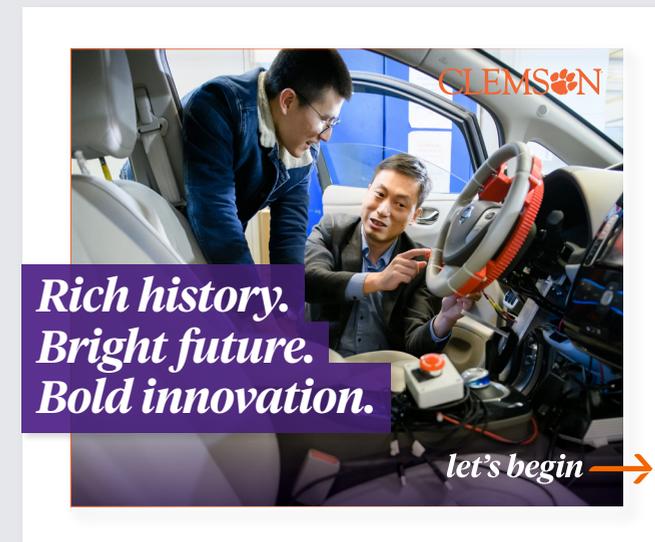
ADVERTISING CREATIVE SAMPLE

PRINT PUBLICATION
SAMPLE CREATIVE

A print communication should contain the core brand identity, as well as several identity extensions. The brand is flexible enough to allow advertisements to be visually related while still allowing for maximum design flexibility.
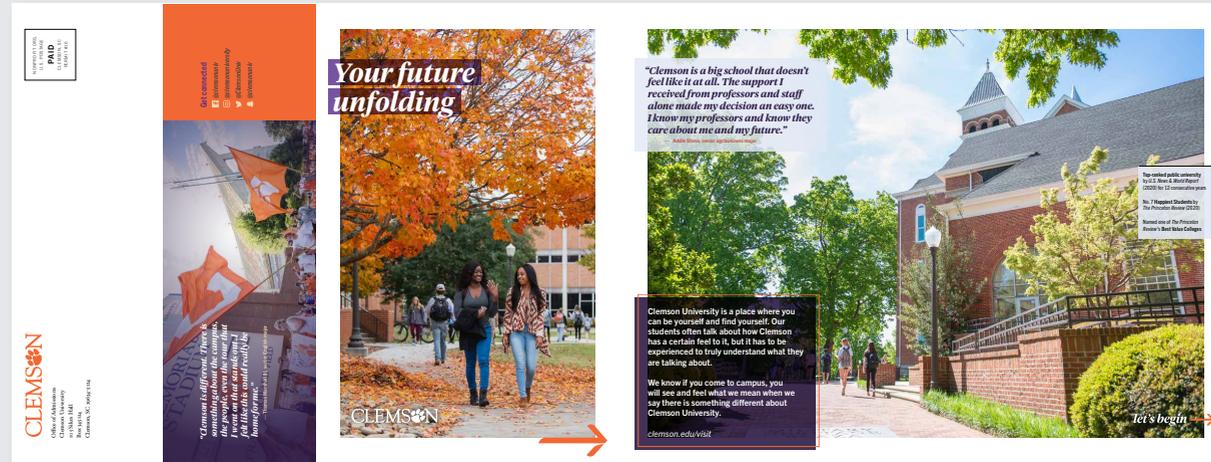
**WEB-SPECIFIC
SAMPLE CREATIVE**

The scale of our website's reach
and the diversity of our online
audience mean we set the bar
extremely high for its design and
messaging, with an emphasis on
clarity, accessibility and usability.
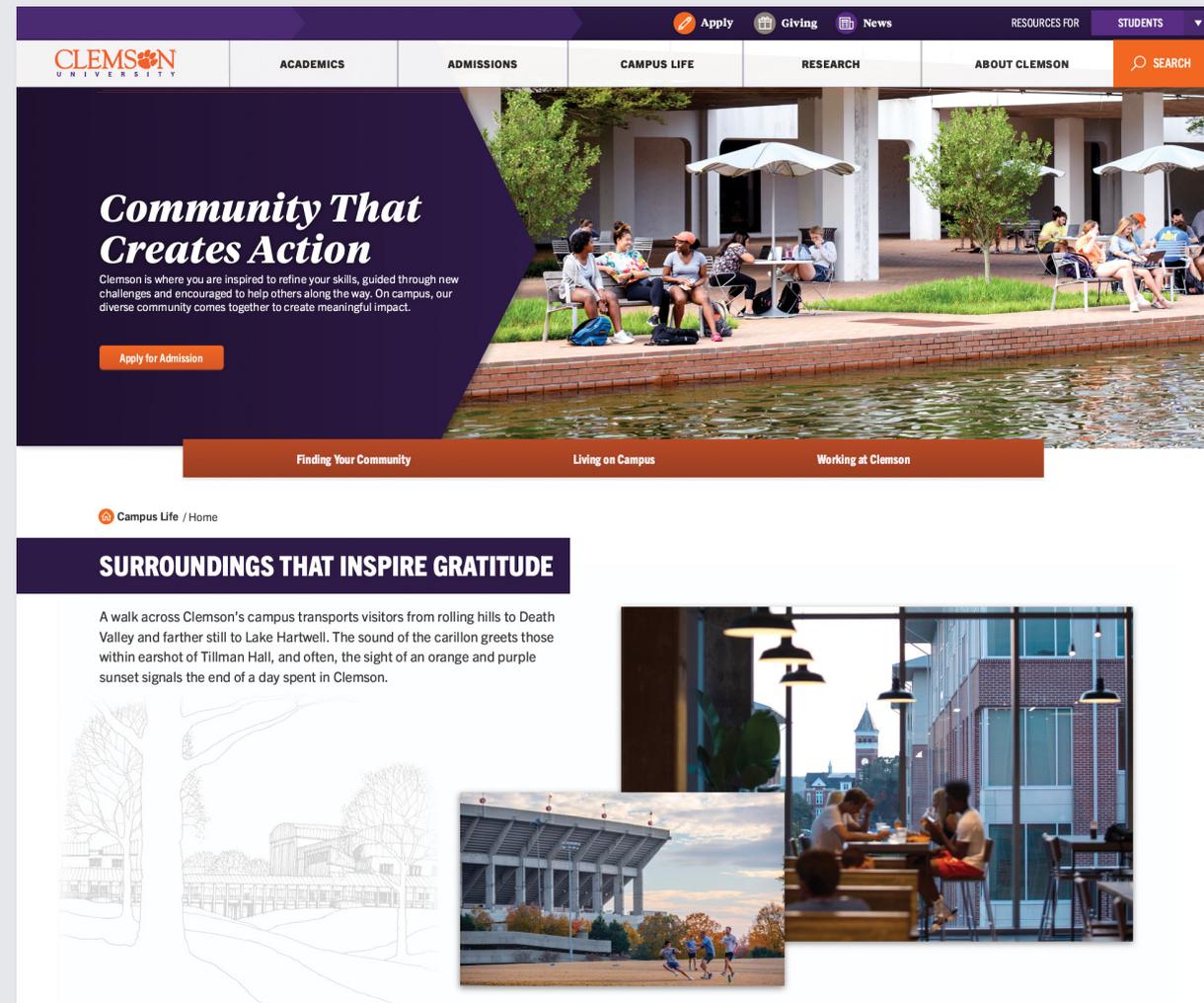
EMAIL BLAST
SAMPLE CREATIVE

Like print, email communications are designed to reach our constituencies wherever they are about the following of-the-moment activities:

> educational opportunities.
> cultural events.
> recreational services.
> athletic events.
> public broadcasting programming.
> employment opportunities.

Like print, it should contain the core brand identity as well as any applicable identity extensions such as use of the broader brand color palette, logo family, graphic elements, etc. that will make it both recognizable and engaging for audiences.
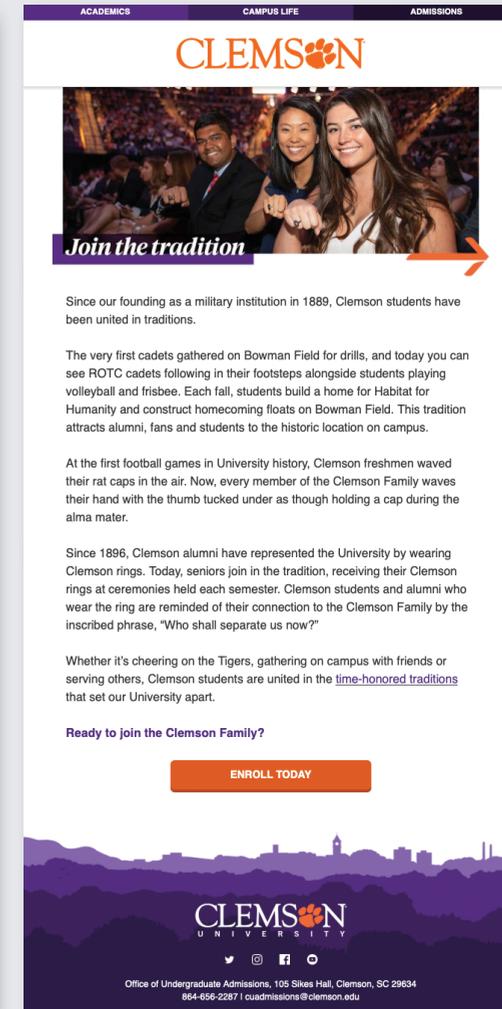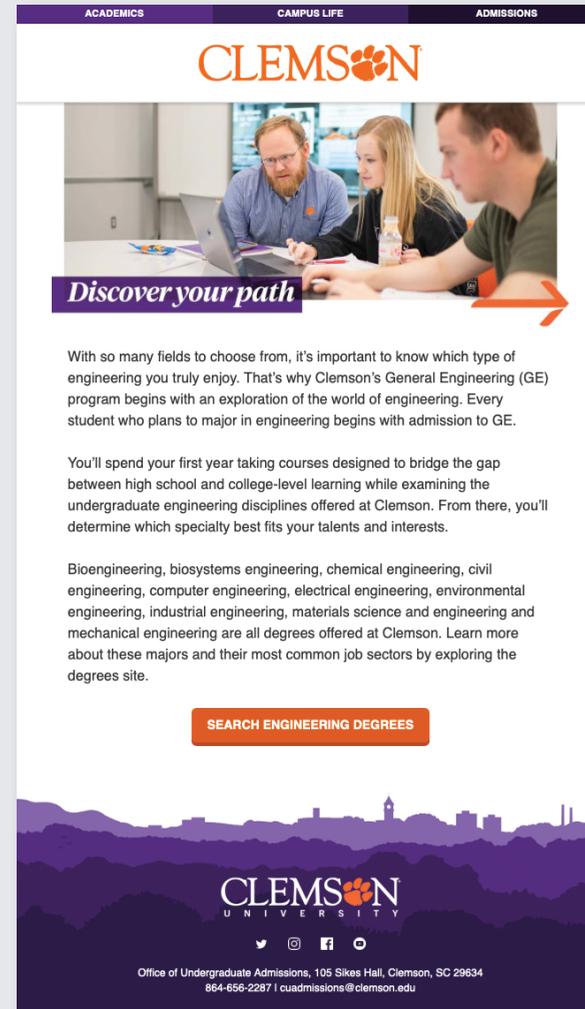
Our goal on social

When we tell our story on social channels, the goal should be to show audiences the impact they can have at Clemson University. Tell them the inspiring story: that by joining the Clemson Family, they will be empowered on their quest to make a difference.

Social stories also allow our audience to experience Clemson through the stories of the larger Clemson Family. We amplify those stories that pinpoint the moments that matter and show how those moments create change-makers that eventually walk across the graduation stage.

OUR MINDSET
At Clemson we have a determination to make a difference and make the world a better place. We know actions speak louder than words and constantly challenge ourselves to make our mark. It's an attitude we share and a truth that can't be denied once you've joined our family.
> We want to shape the future of our world.
> Our mission is to do things that matter.
> We want to contribute to something bigger than ourselves.
> We create our own opportunities.

OUR TRAITS
> WHAT WE DO: Inspire. Motivate. Celebrate. Engage.
> WHAT WE DON'T DO: Act overly serious. Be condescending. Be overly political.

How we sound...

DEFINING OUR TONE
> INQUISITIVE: We like to ask questions and seek new knowledge.
> WITTY: The perfect combination of being funny and clever without being a know-it-all.
> WARM: We are gracious. Like to show fondness. Endearing.

For more information on who to contact regarding Clemson's social media policies and guidelines, turn to "Help With the Brand" on page 70.

Web and the brand

It's the first place that people go for more information about Clemson: our website.

Clemson.edu serves as the single most forward-facing and highly consumed medium for our institution and by extension of that, our brand. It's really important.

Prospective students and their families rely on our website for a variety of information about all-things Tigers. But it's also how most people from inside our University — faculty, staff and friends — find vital information and inspiration about Clemson. And it's how the press, outside industry, nonprofit groups and government partners first connect with Clemson, and then it's often how they continue to gather information about new and inspiring ways to engage with us.

The scale of our website's reach and the diversity of our online audience mean we set the bar extremely high for its design and messaging. To make things more challenging, expectations and needs for digital media expand and change almost daily, so consistency both in the look and function of our webpages is paramount.

> Usability and accessibility remain top priorities in the maintenance and updating of *Clemson.edu* as a part of the Clemson brand.
> Consistency and quality with our visual guidelines and institutional voice will be phased in and then maintained on all webpages so that we create brand coordination across all print, digital, video and other messaging, as well as across the site as a whole.
> Wireframes, web hierarchies, metatags and general back-end information and web organization will be considered alongside personal preference in all web updates, both to avoid duplication and to improve usability and accessibility sitewide, in addition to creating more favorable analytics for *Clemson.edu*.

PRIMARY RULES FOR WEB MANAGERS
> Sitemaps should go no more than four levels deep from the departmental container down.
> Sites need to adhere to University accessibility standards, WCAG 2.0 AA, *ccit.clemson.edu/cybersecurity/policy/communication-access/*.
> Branding should be consistent with Clemson University branding requirements and use official Clemson logos.
> Sites built by externally contracted companies or internally by anyone other than the University Relations Web Services team require review and approval by Web Services to ensure that they meet accessibility standards and branding requirements before the site can be launched.

Clemson.edu has a detailed web strategy designed to provide a consistent approach to meet user needs across all our web properties. For specific information about planning, writing, designing and communicating on the web, including accessibility standards and branding requirements, contact Director of Web Design Services Mandi Hix at 864-221-1844 or *mhix@clemson.edu*.

Primary Palette Accessibility Usage

PUR 600 - Diploma

| Passes AA / **Passes AA** ✓✓ | Passes AA / **Passes AA** ✓✓ | Fails AA / Fails AA ✗✗ | Fails AA / Fails AA ✗✗ |

PUR 400 - Regalia

| Fails AA / **Fails AA** ✗✗ | Passes AA / **Passes AA** ✓✓ | Fails AA / **Passes AA** ✗✓ | Fails AA / Fails AA ✗✗ |

OR 400 - Clemson

| Passes AA / **Passes AA** ✓✓ | Fails AA / **Passes AA** ✗✓ | Fails AA / **Passes AA** ✗✓ | Fails AA / **Passes AA** ✗✓ |

White

| Passes AA / **Passes AA** ✓✓ | Fails AA / **Passes AA** ✗✓ | Passes AA / **Passes AA** ✓✓ | Passes AA / **Passes AA** ✓✓ |

Avenue

| Fails AA / **Fails AA** ✗✗ | Fails AA / **Passes AA** ✗✓ | Fails AA / Fails AA ✗✗ | Passes AA / **Passes AA** ✓ |

For Small Text on White Brick is Accessible

| Passes AA / **Passes AA** ✓✓ |

| Passes AA / **Passes AA** ✓✓ | Fails AA / **Passes AA** ✗✓ |

Digital writing: editorial and structural guidelines for web, social and multi-media

TECHNICAL REQUIREMENTS FOR WEBPAGES
> Sitemaps should go no more than 4 levels deep from the departmental container down.
> The top navigation of Cascade sites within the new templates may not be edited. This is to protect against user confusion through changes to navigation.
> Events with specific dates should not be added directly to a page, but instead should be loaded into the University Calendar and then pulled into the page. This is to protect pages from outdated content.

USABILITY & ACCESSIBILITY
> Sites need to adhere to University accessibility standards, WCAG 2.0 AA.
> Sites must use official Clemson logos.
> Sites built by externally contracted companies or internally by anyone other than the Office of Web Services must be reviewed to ensure that they meet accessibility standards and branding requirements before the site can be launched.
> All images should have alt text provided that succinctly describes the content and function of the image.
  • The alt text describes to a person using a screen reader what information an image contains.
  • Search engines also use the alt text to determine what is in the image when they crawl a webpage.
> All images should be sized and oriented appropriately for the section of the page that they will appear on.
> Do not create an image to convey important information that can be communicated through a webpage. For example, do not use an image of a single slide from a slideshow presentation instead of typing the information out into the page. Websites are not made to contain images of text, but instead to contain the text itself. Also, do not display an image of a PDF in place of linking to an actual PDF document.
> To be in line with Web Content Accessibility Guidelines (WCAG), there must be sufficient contrast between background and foreground colors (text and graphics) to accommodate low vision and colorblind users on *Clemson.edu.*

WRITING FOR WEB
> Headings
  • Headings are structural elements intended to reflect the hierarchy of topics presented on the page. Proper heading markup makes pages accessible to low-vision and screen reader users who tend to use headings to orient themselves on webpages. Screen reader users, like all users, also tend to skim headings as a way to assess a given page's relevance.
  • Use H1-H5 headings appropriately.
  • Create only one H1 heading for each page. One H1 is automatically created when setting up a page in cascade.
  • Properly nest all other heading levels (H2-H6) so that a given heading level does not appear on a page until the one immediately preceding it has.
  • Do not use H1-H6 header markup to style any content other than heading text.

> On-page SEO
  • The title tag for your webpage should be 55 characters or less. Title tags are truncated at 55 characters on mobile.
  • Write a concise meta description for your webpage that is 130 characters or less and includes a call to action. The meta description is essentially a pitch for search engine users to describe your page content and incentivize them to click.
  • Each webpage should include 300+ words of valuable copy.
  • Each webpage should include links that provide logical next steps for the user.
  • When writing for Clemson.edu, provide information in a concise manner, using headings to call out the most important information on your page. The goal is to create a webpage that provides valuable information in a skimmable format. Do not format the page with large paragraphs of text. Rather, break up the information with headings and shorter paragraphs to expand on the subject of the heading.
  • Each webpage should be optimized for one keyword. Include your keyword in your title tag and throughout your content as appropriate (3-4 times). Also consider language that is related to your keyword, incorporating synonyms for your keyword and related terms so that when the page is crawled, it is verified as a useful source of information on the keyword you are hoping to rank for.

> Naming Conventions, Punctuation and Formatting
  • Refer to the Clemson University Style Guide for Clemson-specific usage related to capitalization, punctuation, formatting and Clemson building names.

WRITING FOR SOCIAL MEDIA

> All social media posts published by Clemson University and its affiliates should be free from grammatical errors, factual mistakes and degrading content.
> When creating a social post, take time to consider your audience. Use the voice of our brand to stop their scroll with positive, informative content delivered from a position of strength.
> Use your opportunity to represent Clemson University through social media to build others up, to share relevant, informative content pertaining to our University and graduates.
> Refer to the Clemson University Style Guide for building names, capitalization rules and naming conventions.
> Social exceptions from the Clemson University Style Guide:
  • Numbers under 10 can be included numerically rather than spelled out in social posts when necessary.
  • The official name of an institution can be replaced with their social handle when necessary.
  • The registered trademark symbol does not have to be included in social references to the Call Me Mister program when the program is tagged @CallMeMiSTER
  • The % sign is acceptable in text.

> The ideal length for a Facebook post is 40-80 characters. Posts that contain 40 characters or less earn 86% more engagement.
> The ideal length for an Instagram Caption is 138-150 characters. The ideal number of hashtags for Instagram Captions is 5-10.
> The ideal length for a Twitter post is 71-100 characters. According to data from Buddy Media, Tweets with 100 characters get 17% higher engagement rates than longer Tweets.
> The ideal number of characters in a LinkedIn status update is 50-100 characters.
> The primary takeaway for social media captions: be concise, and include a call to action.
> The best calls to action from social media can be boiled down to two things: clicking a link or engaging with the post natively.

07..

let's ask...

Branding doesn't have to be hard.

BUT WE'RE HERE TO HELP IF IT STARTS TO FEEL THAT WAY.

MARK LAND
Vice President
University Relations
mdland@clemson.edu

DAVE DRYDEN
Associate VP, Marketing and Brand Strategy
University Relations
drydend@clemson.edu

JOE GALBRAITH
Associate VP, Strategic Communications
University Relations
joegalb@clemson.edu

Questions about logos, fonts, colors and design
DALE COCHRAN
Executive Director, Creative Operations
kcochra@clemson.edu

JESSE GODFREY
Director, Design Services
jesseg@clemson.edu

Questions about editorial style and brand writing
HEIDI CORYELL WILLIAMS
Director, Writing and Editing Services
coryelw@clemson.edu

Questions about *Clemson World*
NANCY SPITLER
Editor, *Clemson World*
nspitle@clemson.edu

Questions about advertising, marketing and brand strategy
CHRISTINE GREEN
Assistant Vice President, University Marketing
cgreen5@clemson.edu

Questions about social and digital content
LIZ BARTGES
Director, Social and Digital Strategy
ebartge@clemson.edu

Questions about University webpages and Clemson.edu
MANDI HIX
Director, Web Design Services
mhix@clemson.edu

Questions about press, crisis communications or strategic messaging
TARA ROMANELLA
Director, External Relations and Academic Communications
tromane@clemson.edu

Questions about internal communications
LAURIE HAUGHEY
Director, Institutional and Operational Communications
hlaurie@clemson.edu

Questions about student organization communications
PHILIP SIKES
Communications Director, Student Affairs
philips@clemson.edu

TINA LEMAY
Creative Director, Student Affairs
lemayd@clemson.edu

Questions about imagery
ERIC RODGERS
Director, Video Services
rodgers@clemson.edu

CRAIG MAHAFFEY
Director, Photo Services
cmahaff@clemson.edu

Clemson University Licensing Program
TIM MATCH
Associate Athletic Director/External Affairs and Director of Licensing
mtimoth@clemson.edu