

CLEMSON ALUMNI ASSOCIATION

BRAND GUIDELINES



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Clemson Alumni Association Brand Guidelines

February 2010

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CU Brand Policy / Architecture

In order to protect use of the name “Clemson University,” the wordmark, the seal and University tiger designed in 1995, the academic logo designed in 2009, and other official subordinate graphic symbols, the Clemson University Board of Trustees has determined that the name “Clemson University,” the word “Clemson” used in the context of Clemson University, the University seal, the University tiger, the Academic logo, and other authorized symbols shall not be used for any noncommercial official, quasi-official, promotional or similar purpose by any organization, group or activity without the express approval of the Board of Trustees.

Further, to ensure consistency in representation of the Clemson Brand, non-authorized logos, wordmarks or symbols may not be used to represent Clemson University or any of its colleges, schools, divisions, departments, programs or offices without the express approval of the Board of Trustees.

Lastly, University units using Clemson University funds to produce publications or other communications materials must include approved Clemson branding.

The Board delegates to the administration the responsibility for implementation of this policy, including authority to develop and publish guidelines for appropriate use of Clemson University’s name, symbols and logos, with approval of the Administrative Council, with the proviso that the final academic logo design will be approved by the Institutional Advancement Committee. In these cases, “the administration” refers to the Office of Creative Services of the Division of Advancement.

In keeping with existing procedures, responsibility for monitoring use of symbols created in the Athletic Department will be delegated to the Athletic Department.

*Adopted by the Clemson University Board of Trustees on February 12, 2009.
Academic logo approved on April 17, 2009.*

CAA brand policy / Architecture

Top 10 tips about CAA brand architecture

1. The Clemson brand is ferocious, and CAA can leverage as well as add to its strength. We can tell a powerful story with clear, consistent communications.
2. Brand strength is about more than having a logo family. What we say is as important as how it looks. The new brand requires that all Clemson communications convey our “determined spirit.”
3. Do we have to follow these guidelines? Yes. It’s better for Clemson and it’s better for CAA. The strength of any brand depends, in part, on consistency. The Office of Creative Services is ready to help at (864) 656-2467.
4. Research was conducted with a wide range of Clemson constituents including alumni, to compare responses to the Clemson wordmark alone and enhanced with a symbol. When the wordmark is paired with a symbol, Clemson is 13 times more likely to be perceived as a high-quality academic institution.
5. The Tiger Rag is our icon and may be used as detailed here for noncommercial applications. Commercial use of any Clemson icon requires adherence to the University licensing program guidelines. (See Licensing, p. 24.)
6. Our new graphic element is “the Hill,” as shown on the cover and subtly at the bottom of this page. Did you catch it?
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. 21.)
9. Our Web, Facebook, Twitter, e-mail and PowerPoint communication should reflect the new 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 new brand architecture.

Mission / vision / positioning

Mission

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

We support the University's strategic initiative to break into the top 20 of national public universities by demonstrating what makes Clemson distinct through image, words and graphics.

Vision

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

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

Positioning

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

Positioning Tools

- visuals that demonstrate tenacity, achievement, spirit, moments of "a-ha," intensity, focus or absorption, pushing through, heightened emotions
- real-life stories of true determination
- rich storytelling imagery that evokes spirited activities and personal interactions
- an inventory of logos that embody Clemson's key brand attributes
- graphic sans-serif typography combined with an organic handwriting script
- a color palette that draws from the natural backdrop of the school

CAA brand promise, Attributes

Brand Promise

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

Brand Attributes

Clemson family - Personal, warm, friendly, approachable, loyal, emotional, connected, caring.

Service - Providing true value to alumni and the University.

Helpful - Friendly, effective, knowledgeable, connected, responsive, Clemson concierge.

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

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

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

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

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

Editorial style

For a quick, clear reference, see the Editorial Style Guide at **[Clemson.edu/guidelines](https://clmson.edu/guidelines)**.

Accuracy and consistency are essential to maintaining a positive, professional image of the CAA and the University. The Department of Creative Services has created the Clemson University Editorial Style Guide, a nonacademic, in-house reference source for writers and editors of Clemson promotional and marketing materials, including those for CAA.

In brief, the Associated Press Stylebook is the preferred style source and Webster's New World Dictionary, Third College Edition is the preferred dictionary. The Chicago Manual of Style is preferred for issues not addressed by AP.

Full color logo



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

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

The word “alumni” is written in FG Saga, the script typeface featured in university-wide branding.

one color logo

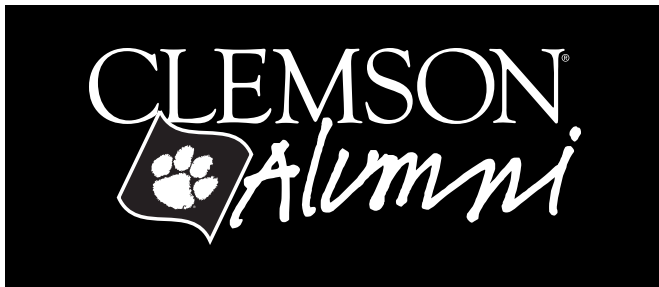


The one-color version of the primary logo can be either Clemson Orange or black. Do not use any other colors.

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



Logo reversal



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

Full logo reversal can occur on either Clemson Orange or black when the symbol, wordmark, (and tagline/sub-brand title when included) are reversed. Supporting primary brand colors should never be used for full logo reversals.

A two- or one-color version of the primary logo may appear against a background of tints of any color within the palette. Please make sure that the contrast between the logo and the background is sufficient for legibility. Logo reversals on tints are not recommended.

When printing over photography, the logo can partially reversed or printed in one or two colors. The logo should be large enough to be clearly identifiable, and the surrounding area must have very little pattern and provide distinct contrast so the logo is legible and stands out.

Logo clear space



The CAA logo must always have a clear space around it where no other elements appear (e.g., no typography, other logos, graphics or photos that intrude on the logo).

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

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



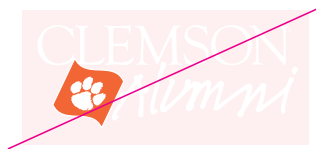
Unacceptable Logo Applications



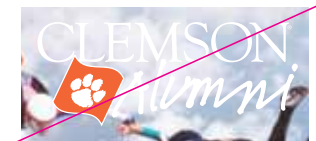
Do not use non-CAA colors for the logo or any of its parts. This includes unacceptable use of brand colors. Do not add any effects such as elevs, drop shadows or outlines. Do not stretch or bend the logo, or alter its proportions.



Do not reverse the logo except as detailed in this guide. (See Logo Reversal, p.9)



Do not use the logo over a tint unless it provides excellent contrast and legibility. Do not partially reverse a logo out of a tint or screen, and do not use any tints other than those in the palette. If in doubt, check with the Clemson Department of Creative Services.



A partially reversed logo over a photo can work, but do not use a busy photo, or a photo that is too light to provide sufficient contrast.

Full Name ("Formal") Logo



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

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

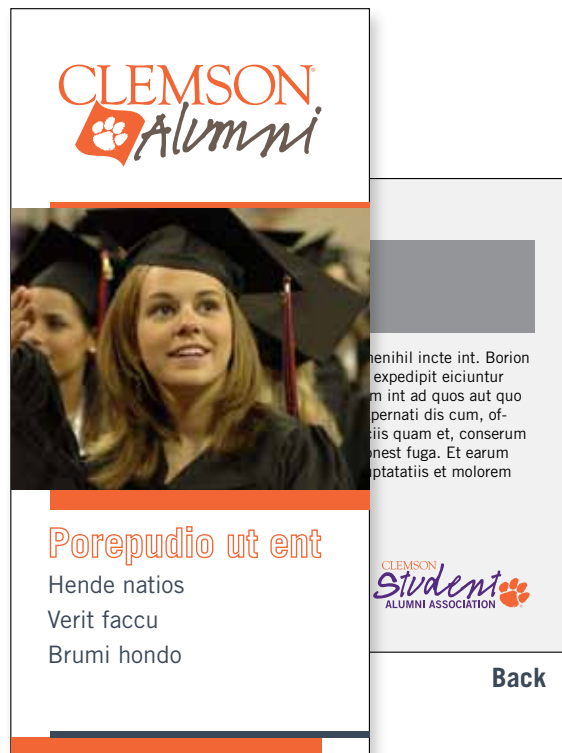
To maintain legibility of the script typeface, limit reduction of this secondary logo.

CAA Club and Group Logos



All media produced by alumni clubs and groups must include the CAA logo. When the club or group is the primary producer, the club or group logo should be the most prominent and the CAA logo should be in sign-off position (e.g., on the back cover of brochures and bottom right-hand corner of posters). This reverses for CAA-produced events and publications. Logo placement, clear space and color treatments should adhere to all guidelines detailed at Clemson.edu/guidelines.

CUAA Produced



Front

Back

Club/Group Produced



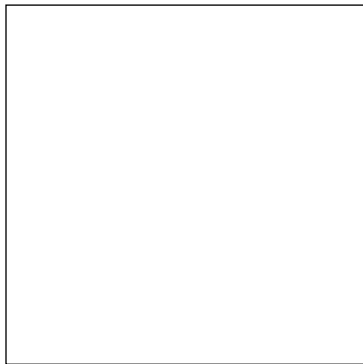
Front

Back

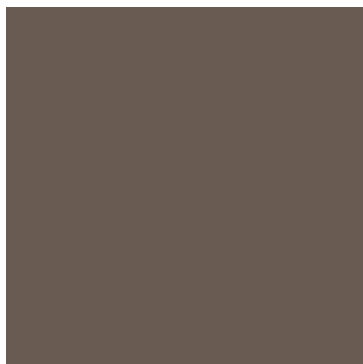
Approved Logo Colors



Clemson Orange



Fort Hill





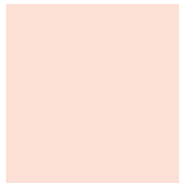

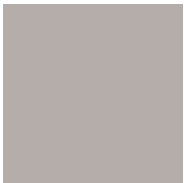
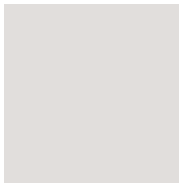


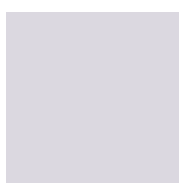


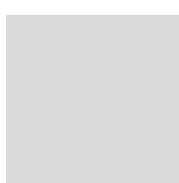





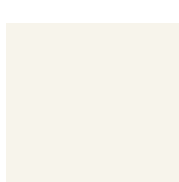
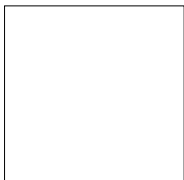
Howard's Rock

The CUAA color palette uses the same colors established for the Clemson brand, with the exception of Howard's Rock replacing Regalia.

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

Substitutions are limited to one color logo reversals.







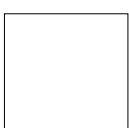
Extended color palette

	100%	50%	20%
Clemson Orange			
Howard's Rock			
Regalia			
Blue Ridge			
Tillman Brick			
Hartwell Moon			
Fort Hill			

The CAA extended color palette includes the primary logo colors and additional hues from the Clemson brand.

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

color formulas

	Lab*	CMYK**	RGB	Web Safe
	62, 54, 56	0, 70, 100, 0	246, 103, 51	#F66733
	40, 4, 7	57, 57, 64, 25	104, 92, 83	#685C53
	27, 31, -41	81, 100, 0, 5	82, 45, 128	#522D80
	30, -3, -11	80, 60, 46, 36	58, 73, 88	#3A4958
	44, 32, 47	20, 72, 100, 13	162, 80, 22	#A25016
	81, -1, 23	15, 13, 41, 0	212, 201, 158	#D4C99E
	N/A	0, 0, 0, 0	255, 255, 255	#FFFFFF

* Lab color values based on the D50 illuminant and 2° Observer measured with a certified spectrophotometer.

** CMYK values are DEPENDANT on printing systems. The above values assume a press that is calibrated to GRACoL 2006 Coated 1

Logo Typefaces / Brand Typefaces

Goudy Oldstyle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Goudy Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Goudy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold No.2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold No.2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FG Saga

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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

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

The handwritten script FG Saga provides a friendly, approachable element and suggests a nod to Clemson's handwritten will that was the inspiration for the school's legacy.

This suite of three typefaces offers all the variety needed to create appropriate and effective emphasis in all CUA communications.

"The Hill" Graphic Element



The Hill is one of the most recognizable places at Clemson. Every weekend in the fall, “the most exciting 25 seconds in college football” transpire down the Hill. Long after their days at Clemson, alumni treasure their memories of Clemson Tiger culture, and the Hill graphic element is a tribute to this legacy.

NOTE: To avoid overuse and eyestrain, it is recommended that, the Hill be used ONLY ONCE within a layout.

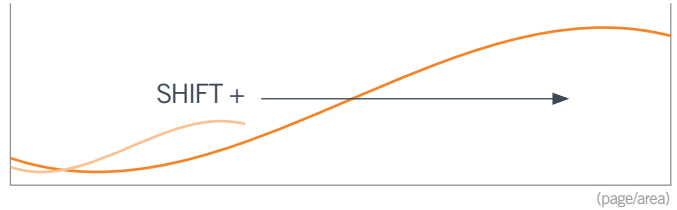
The slope of the Hill offers multiple opportunities to add variety or pacing to a CAA layout (and reinforce the wave within the Tiger Rag).

"The Hill" Graphic Element

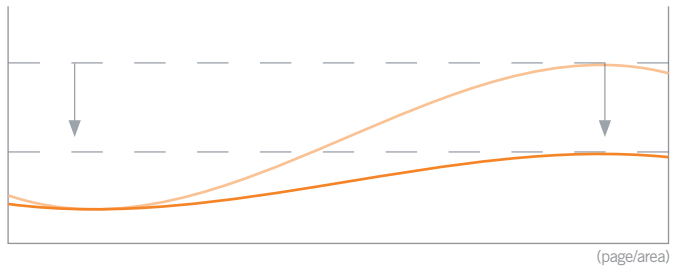
The Hill graphic element is a slope with proportions between peak and valley that must be maintained. Also, the "upswing" and "downswing" on its ends must be kept to a subtle minimum to avoid creating a wavy graphic.

How the Hill graphic element may be altered

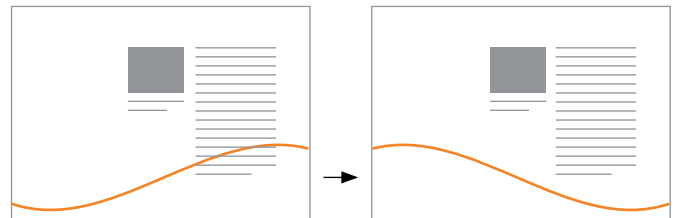
Widen horizontally, as long as the original proportion of height to width is maintained. (This is usually achieved by holding down the SHIFT key while scaling the graphic in layout/graphics programs.)



Shorten (e.g., on this page). It may be shorter than the height of the original graphic, as long as its proportions are maintained by flattening from the top – NOT by stretching it from the side. It may not be stretched taller.



Flip horizontally.



Integrate it into a border or color area that contains other content. The same scaling rules apply.



Photography



Photos create compelling visual stories, and people often look first at images before words. With this in mind, select every image for maximum communication. Photography should convey the University's brand attributes – family, service, leadership, tradition, inspiration, collaboration, competition, focus and determination, and bold energy.

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

In most cases, photos should be tightly cropped.



Portraits

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

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



Photographer Guidelines

- Shoot in high resolution color, using 24-bit or higher color depth.
- Shoot wide so photos can be cropped from all directions.
- Format should be high resolution JPEG files (.jpg), TIFF (.tif) files or RAW.
- Bitmap files should be a minimum of 9 inches across by 12 inches high, at a resolution of 300dpi – or 2700 x 3600 pixels.



sample branded layouts

"I never knew just being there could offer so much hope to people..." – Steven Wright




Help comes from Clemson Alums

lending a paw


Steven Wright, class of '08, Atlanta, GA

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Handing out aid
Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore se feugiat nulla facilisis. Epsum factorial non deposit quid pro quo hic escorol. Olypsan quareted et gorilla conglolium sic ad naseum. Souvlaki ignitas carborundum e pluribus unum. Defacto lingo est igpay atinlas. Manque selectas non proviso incongruous feline nolo contendre. Clipsum quareted et gorilla conglolium sic ad naseum. Souvlaki ignitas carborundum e pluribus unum.

"We are the sum of our efforts..."
Li Europas lingues es miembros del sam familie. Lor separat existente es un myth: Per secesore, insitice, sport etc, li tot Europa usa li sam vocabularium. Li lingues diftere solmen in li grammatice, li pronuntiatione e li plu comun vocabules. Omnicos directe al desirabilite, de un nov lingua factorial non deposit quid pro quo hic

Magazine Spread




The Orange Legacy

A little more for little Sport than just sports.
Li Europas lingues es miembros del sam familie. Lor separat existente es un myth.
Per secesore, insitice, sport etc, li tot Europa usa li sam vocabularium. Li lingues diftere solmen in li grammatice, li pronuntiatione e li plu comun vocabules.
Omnicos directe al desirabilite, de un nov lingua

CLEMSON
Alumni

Advertisement

the clemson family



CLEMSON
Alumni

www.clemson.edu/alumni

Poster

sample branded layouts

CLEMSON
Alumni

TIGER EXPEDITIONS

OUTDOOR SERIES II
grand canyon
snake river
zion canyon

2010

Brochure

the
echo

CLEMSON
Alumni

That the Tiger's roar may echo
O'er the mountain height!

THE OFFICIAL NEWSLETTER OF THE CLEMSON ALUMNI ASSOCIATION

in this issue

MARCH 3, 2010

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Alumni honors Dr. Klaine for research >

Tigers loose in New York
Prowl and Growl connected alumni in the Big Apple, Philadelphia and Dallas last month. Ma quando lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti simplic. Ma quando lingues coalesce, li grammatica. [read more >](#)

Alumnus designs a larger, sustainable Lee Hall
Ma quando lingues coalesce, li grammatica del resultant lingue es lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti simplic. [read more >](#)

World demand will lead to energy solutions, GE chief tells Clemson energy summit
Ma quando lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent. [read more >](#)

Honorary alums Robbie Templeton and Van Jones
Ma quando lingues coalesce, li grammatica del resultant lingue es lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti simplic. [read more >](#)

Daughters deluge Clemson
Bring Your Daughter to Clemson Day drew 245 young women to visit Clemson with their moms. Lima quando lingues coalesce, li grammatica del simplic. [read more >](#)

Alumni honors Dr. Klaine for research
Ma quando lingues coalesce, li grammatica del resultant lingue es lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti simplic. [read more >](#)

Clemson's newest degree: three universities, three countries
Ma quando lingues coalesce, li grammatica del resultant lingue es quando lingues coalesce, li grammatica del simplic. [read more >](#)

Nominate alums for distinguished service
Ma quando lingues coalesce, li grammatica del resultant lingue es lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti simplic. [read more >](#)

CORPORATE SPONSOR:

find a CLUB

Find a club in your area >

CALENDAR of EVENTS

KEEP IN TOUCH
Alumni Directory
Address Update
Lifelong Email
Become a Fan on Facebook

RESOURCES
Alumni Store
Clemson World Online
Make A Gift
News Headlines
Athletics

Programs & Services
Alumni Clubs & Groups
Student Programs

DID YOU KNOW?

Ranking our career services received from the 2010 Princeton Review.

Copyright ©2009 Clemson University, Clemson, S.C. 29634, 864.656.3311

e-Newsletter

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 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 and others. Any mark that is intended to represent Clemson University is the property of the University.

Do other universities have licensing programs?

Most universities and colleges have some form of licensing program. The Collegiate Licensing Company (CLC), the nation's leading collegiate trademark licensing and marketing company, represents nearly 200 colleges, universities, bowl games, athletic conferences, The Heisman Trophy and the NCAA (including the Men's and Women's Final Four, the College World

Series and all NCAA Championships). CLC is a full-service licensing and marketing company, with a staff of 80 licensing professionals.

How are commercial requests submitted?

All requests to produce articles that use a Clemson registered mark or that imply endorsement by or association with Clemson in any way must be submitted to Clemson University Trademarks and Licensing or to CLC for approval prior to printing or manufacture. For more information, see clc.com or call (770) 956-0520.

Internal requests to Clemson University Trademarks and Licensing must include a letter indicating the intended audience for the specific merchandise, the number of items to be produced, an estimate of how long the inventory will last, the vendor producing the merchandise and the intended use of the profits from the sale of the merchandise. The Clemson University Licensing Department will respond with approval or disapproval and provide detailed instructions for placing an order. For a prompt response, designs and letters may be sent by fax to (864) 656.0415 or via e-mail at clemsonlicensing1@clemson.edu. Please note that a copy of the design will be faxed directly to Collegiate Licensing with our comments. Also, please be aware that Clemson can approve only Clemson's logos and marks. If your design contains the logos of another school, the design must be sent to CLC for approval.

Are prints of Clemson University buildings licensed?

Artists' prints of well-known University buildings or scenes that are advertised, marketed, packaged or otherwise presented in a manner that implies or suggests endorsement by the University shall become licensed products. Please be sure that any prints that you purchase to resell have been licensed by the CLC. For more information, see clc.com or call (770) 956-0520.

Licensing - Commercial Use Q&A

What products can be licensed?

Clemson University does not exclude products as long as the marks are displayed with “good taste.” All products bearing Clemson marks have been approved by the director of Clemson University Trademarks and Licensing.

How does Clemson University respond to trademark infringement?

Clemson University aggressively pursues infringers through legal channels, including but not restricted to, letters of Cease and Desist, and lawsuits.

How does a customer tell if merchandise is licensed?

“Officially Licensed Collegiate Products” label holograms appear on all approved and licensed merchandise. These label holograms ensure that consumers are buying products of quality and authenticity that represent the goodwill of Clemson University, and that the merchandise has been approved for sale by the CLC and by Clemson. The unauthorized reproduction, distribution or use of label holograms is prohibited and may represent an infringement of trademark laws, punishable by law.

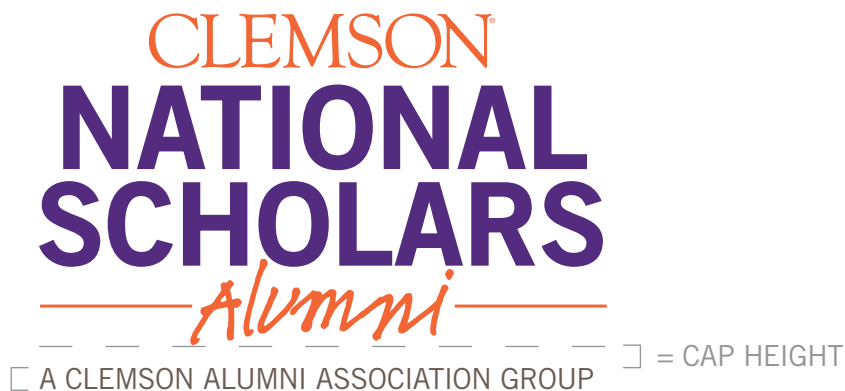
Who coordinates the Clemson University licensing program?

Director of Trademarks and Licensing
Clemson University
PO Box 31
Clemson, SC 29633
Telephone: (864) 656-2115
Fax: (864) 656-0415
clemsonlicensing-l@clemson.edu

Where does a vendor inquire about obtaining a license?

Licensing Director
The Collegiate Licensing Company
320 Interstate North, Suite 102
Atlanta, GA 30339
Telephone: (770) 956-0520
Fax: (770) 955-4491

Club and Group Logos



Within the CAA family are clubs and special interest groups that connect and inform their members not only of local Clemson alumni news, events and benefits, but also of University-wide news and culture.

To position the CAA brand with these organizations, add a CAA Tagline designating the organization as affiliated with the CAA, identifying it as an alumni association club or group. The Tagline should be set in Trade Gothic and appear in one of these three colors:

- In a full color logo, the Tagline should be Howard's Rock.
- In a partial reversal, the Tagline should match the word "Clemson"
- In a full reversal or one color logo, the Tagline should match the logo.

Arrange the Tagline to complement the composition of the identity, spaced at a distance equal to the Tagline cap-height.

Clemson Ring Crest

The Clemson Ring is one of the most recognizable college rings in the nation. The Clemson Ring Crest, taken from the face of the ring, is a registered mark. The updated Ring Crest was taken from a drawing used for the ring mold created by Balfour — the exclusive provider of the Clemson Ring. Specially created numerals were developed for the crest based on past Clemson Ring designs and do not belong to a specific font.

Balfour has an exclusive contract to produce the official Clemson Class Ring using the Ring Crest Trademark: U.S. Trademark Application No. 85/503,145 through 2015 with possible extension. No other vendor except the selected vendor will have rights to produce the official class ring and its accessory line (charm bracelet, cuff links, pendant and lapel pin).

The Clemson Ring Crest may be used only as described in this guide. As with all of Clemson's intellectual property, failure to protect the Clemson Ring Crest may result in the eventual loss of its trademark protection.

Commercial use of the Ring Crest requires adherence to the University licensing program guidelines. (See guidelines on p. 24.) Merchandise related to alcohol use cannot use the Ring Crest.

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



1234567890

one-color clemson Ring crest

Both versions of the Ring Crest are one color, using the approved CAA color palette. Do not use non-CAA colors for the crest or any of its parts. This includes unacceptable use of brand colors. Do not add any effects such as levels, drop shadows or outlines. Do not stretch or bend the crest, or alter its proportions.

Please make sure that the contrast between the crest and the background is sufficient for legibility. Crest reversals on tints are not recommended.

PRIMARY APPROVED COLOR USAGE



CLEMSON
ORANGE



HOWARD'S
ROCK



BLACK



ANNA'S LACE
USE ON CONTRAST
BACKGROUND



WHITE
USE ON CONTRAST
BACKGROUND

SECONDARY APPROVED COLOR USAGE



REGALIA



TILLMAN BRICK



CENTENNIAL OAK



BLUE RIDGE



BOWMAN FIELD



INNOVATION

THESE TREATMENTS SHOULD NOT BE USED...



DO NOT USE 2
DIFFERENT
COLORS



DO NOT USE
TEXTURES,
IMAGES, ETC. AS
A REPLACEMENT
FOR COLOR



DO NOT ADD
ELEMENTS OR
TYPE TO THE
CREST



DO NOT STRETCH,
BEND, DISTORT or
ALTER
PROPORTIONS



DO NOT USE LOW
CONTRAST COLOR
COMBINATIONS

Clemson Ring Crest Clear Space

The Clemson Ring Crest must always have a clear space around it where no other elements appear (e.g., no typography, logos, graphics or photos that intrude on the crest).

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

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



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



CLEMSON UNIVERSITY

CORRECT USE



CLEMSON UNIVERSITY

INCORRECT USE

Clemson Ring Crest Use

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

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

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



Cast, molded, forged, machined and other solid metallic objects

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

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

Etchings and carvings

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

Clothing

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

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