Clemson's Logo System

Any mark that is intended to represent Clemson University is the property of the University and must adhere to all guidelines. A five-level system addresses current marks and marks that will need to be revised or created in the future. Please refer to guidelines for proper use at all levels.

Level One (University Wordmark, Tiger Paw and University Seal)- These masterbrand symbols are the strongest visible symbols of the University. They are strong enough to identify Clemson in the marketplace by themselves. The 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. The seal’s use is restricted to the president, board of trustees, and groups and uses created or designated by the president’s office.

Level Two (University Wordmark with Academic Symbol** and University Wordmark with Tiger Paw)- These variations on the wordmark may be used by anyone at the University. Research with key constituent groups shows that the academic symbol conveys academic quality and rigor while the Tiger Paw represents spirit and energy—all of which are integral parts of the Clemson brand.

Level Three- Level three marks are a visual “lock-up” that pairs Clemson University with a college, department or function unit name in a graphic file. The importance of this approach is to provide a valuable customer navigation tool and build unity across all University units. The unit name must be set in Trade Gothic and strictly follow the wordmark format. Units may choose to use the academic symbol*, Tiger Paw or no symbol at all in conjunction with the wordmark design.

Level Four- Level four marks represent a broad group of diverse subbrands such as alumni groups, funded student clubs and organizations, special projects and ongoing programs. All level four marks must use brand fonts as part of their design. Marks created prior to the development of these new guidelines will be evaluated on a case-by-case basis. Logos at this level must contain a wordmark or Tiger Paw, and Clemson Orange is strongly encouraged as a part of the mark’s design.

Level Five- Level five marks are product brands with significant recognition or equity in the marketplace beyond that of Clemson University. These marks also represent products or programs that are multi-institutional. Level five marks preferably use level one logos (masterbrand symbols), brand fonts and Clemson Orange in their design. If the design does not incorporate a masterbrand symbol, then the words “Clemson University” are required as part of the mark. If, because of an agreement with other institutions, Clemson University is not part of the group’s official name, the words “Clemson University” need to be used as part of the mark’s design when appearing in Clemson University promotional, communications or event materials.

*Commercial use of marks is governed by the Director of Trademarks and Licensing, (864) 656-2911.

**Use of the academic symbol by itself is allowed only in rare cases and must be evaluated by Creative Services. Please contact the department directly at (864) 656-2467 (drydend@clemson.edu) to obtain permission.

Use of Clemson’s registered marks, either commercially or non-commercially, on promotional items, requires that those items be produced by a vendor licensed by the Collegiate Licensing Company (CLC) in order to protect the integrity of the University’s licensing program. This does not include printed materials.
Level One

University Wordmark: In the wordmark, the words “Clemson” and “University” and the two rules (lines) are justified. The vertical space between all four elements is equal. The rule weight is approximately half the weight of the letterforms in the word “University.” The word “Clemson” must be in either Clemson Orange or white (Fort Hill). The rules and “University” should always be the same color, either purple (Regalia) or white (Fort Hill). On black-and-white pages, the wordmark may be printed solid black. It can also be reproduced entirely in Clemson Orange. In some circumstances there may be a need for the wordmark to appear in another color. Those alternatives need to be approved in advance by Creative Services. The University wordmark is a federally protected mark and must always carry the registration ® mark.

Tiger Paw: The Tiger Paw cannot be altered in any manner. No other style of paw is permitted. It must be tilted to one o’clock and reproduced in either white (Fort Hill) or Clemson Orange. It may be shaded in gray as a background element, but no type or other graphics can be placed on top of it. On black-and-white pages, the Paw may be printed solid black. The Tiger Paw is a federally protected mark and must always carry the registration ® mark.

University Seal: The seal’s use is restricted to the president, board of trustees, and groups and uses created or designated by the president’s office. In two-color uses, it should be reproduced as shown in Clemson Orange and purple (Regalia). On black-and-white pages, the seal may be printed solid black. In some circumstances there may be a need for the seal to appear in another color. Those alternatives need to be approved in advance by Creative Services. The seal is a federally protected mark and must always carry the registration ® mark.
University Wordmark with Academic Symbol: The wordmark itself needs to adhere to the guidelines listed under level one configurations. The top of the academic symbol needs to align with the top of the word “Clemson.” (The point on the shield can extend slightly above.) The bottom of the symbol needs to align with the bottom rule. The distance between the wordmark and the symbol is equal to the width of the ascender on the letter “L.” There is no vertical option for this mark where the academic symbol is stacked on top of or below the wordmark. The word “Clemson” must be in either Clemson Orange or white (Fort Hill). The rules and “University” should always be the same color, either purple (Regalia) or white (Fort Hill). It can also be reproduced entirely in Clemson Orange. On black-and-white pages, the wordmark may be printed solid black. In some circumstances, there may be a need for the wordmark to appear in another color. Those alternatives need to be approved in advance by Creative Services.

University Wordmark with Tiger Paw: The wordmark itself needs to adhere to the guidelines listed under level one configurations. The Tiger Paw needs to align with the top and baseline of the word “Clemson” and be tilted to one o’clock. The registration mark, which must always be used with the Paw, should align with the baseline. The word “Clemson,” the Tiger Paw and registration mark must be in either Clemson Orange or white (Fort Hill). The rules and “University” should always be the same color, either purple (Regalia) or white (Fort Hill). It can also be reproduced entirely in Clemson Orange. On black-and-white pages, the wordmark, Tiger Paw and registration mark may be printed solid black.
Wordmark variations identifying college, department or unit name: These marks need to adhere to guidelines stated earlier in terms of color, font and format except where noted below. The Tiger Paw or academic symbol may be used as part of the design, but no other symbol is allowed, except in instances where a University seal is determined to be appropriate and within guidelines. If no symbol is desired, a plain wordmark is acceptable. The college, department or unit name should be set in no more than two lines. The name must be set in Trade Gothic Bold No. 2 and in all capital letters. In cases where names begin with “College of” and “School of,” this portion should be set in upper and lower case (see examples) and cannot be excluded from the mark’s design. If a college or school bears a donors name it should be set in all upper case. “Department of,” “Division of,” “Office of” should not be used. Elements need to align as shown. Leading — the spacing between lines of type — may need to be refined in some cases. This is to be done only by the Creative Services’ design staff. All marks at this level must be approved by Creative Services before they are put into use.
Marks representing a broad group of programs, facilities and organizations: It is the preference that the majority of Clemson’s logos don’t vary in design beyond the guidelines established for level four marks. These marks, though diverse, still strongly communicate “Clemson University.”

Level four logos must contain either a wordmark or a Tiger Paw in their design. They may use the academic symbol if a wordmark (“Clemson” set in Goudy) is part of the design. Brand fonts and brand palette colors only must be used. Clemson Orange is strongly encouraged. All marks at these levels must be approved by Creative Services before they are put into use.
Marks representing entities with significant equity or recognition in the marketplace beyond Clemson University: Level five marks should be rare. These organizations compete with outside businesses and can make the case that their connection to Clemson can in some cases be a hinderance to the success of their particular organizational goals. Level five marks also represent programs that are multi-institutional and require the flexibility to use different college or university names in their design.

Level five marks preferably use a wordmark or Tiger Paw, brand fonts and Clemson Orange in their design. If the design does not incorporate a level one symbol, then the words “Clemson University” are required as part of the mark. If, because of an agreement with other institutions, Clemson University is not part of the group’s official name, the words “Clemson University” need to be used as part of the mark’s design when appearing in Clemson University promotional, communications or event materials. All marks at these levels must be approved by Creative Services before they are put into use.
Clemson University's academic symbol is the stylized face of a tiger, based on the University's centennial flag and coat of arms. Below the tiger face appear “1889,” the year of the institution's founding, and a star, representing our military heritage. The academic symbol may not be used by itself except in instances in which the associated branding in a communication piece is deemed strong enough to carry this mark. It has not built the equity to stand on its own as the Tiger Paw has over the years. Its preferable use is in association with a wordmark as described earlier. This mark should be reproduced in either Clemson Orange or white (Fort Hill).
Unacceptable Color and Photo Use with All Logos

Whether a logo prints in one color, two colors or is reversed, it must appear against a background of sufficient contrast to provide clarity. Be sure to follow all color guidelines for the use of any logo. Please consult with Creative Services if you have questions or wish to use a mark in a way that might run contrary to these guidelines.

- Do not use unacceptable colors for the entire logo or parts of the logo. This includes brand palette colors that are not approved for use with logos. Do not add any special effects such as bevels or drop shadows. Do not make logos appear three-dimensional.
- Do not reverse logos out of colors that minimize the mark’s ability to be seen and read clearly or colors that are not in the brand palette.
- Do not reverse logos out of a tint or screen lighter than 50 percent.
- Do not place logos on busy backgrounds of either photography or illustrative art. Do not put a color or black logo on a dark background unless there is sufficient contrast. Be careful of the clarity of Clemson Orange against certain background images and colors.

Using Photography with All Logos

Logos must be printed in the correct colors or be reversed in white.

- If a logo is placed on top of or reversed out of a photograph, the area surrounding the logo must have very little pattern and provide distinct contrast so that the logo appears legible and stands out noticeably. The logo should be of substantial size to clearly identify the University.

Minimum Size for All Logo Configurations

Logos must be reproduced in a way that provides the best clarity. Special care needs to be taken when reducing any of the University’s logos. The method of reproduction determines how small a logo can realistically be reduced. Please consult with Creative Services to ensure that your use of a mark maintains the quality of the program.
Clear Space Requirement

Logos must always have a clear space around them where no other elements appear. No typography, other logos, graphics or photos may intrude upon the marks. Be careful not to place logos too close to the edge of the paper or a fold. The clear space needs to measure no less than the distance between the two rules underneath the word “Clemson.” If there are two lines of text under “Clemson,” then the clear space needs to be expanded accordingly.

Electronic Usage

All guidelines apply to both print and electronic applications, unless specified otherwise. For example, all official University marks must appear prominently, retain ample clear space, use approved colors, and maintain maximum clarity within all Web, e-mail and other electronic applications.

• A master brand mark must serve as a link to the University’s homepage. Units may use their approved logos in their page headers on their sites, and those marks can serve as a link back to the unit’s homepage.
• An approved mark, preferably a master brand mark, must be visible on all electronic communication without scrolling when the monitor resolution is set to 1024 x 768.
• Logos must be scaled proportionately, and the resolution should be at a minimum 72 dpi at 100 percent size.
• Logos cannot be used as a three-dimensional image or altered in any way (shadowed, morphed, animated, blinking, etc.).

Logo Approval Process

All new logos need to be approved by the Office of Creative Services before they are put into use. Please submit a vector-version of the mark to Dave Dryden at drydend@clemson.edu. Any revisions to the mark once approved will require that it be resubmitted for approval. The approved logo will be kept on file.