Communicating the Will to Lead Brand

The identity of the Will to Lead for Clemson campaign is created through consistent communications, whether visual, oral, written or otherwise. This guide is intended to help Clemson employees, volunteers, students, alumni and friends understand the campaign brand and communicate it effectively.

The following pages describe the written and visual standards for the campaign. They also contain boilerplate copy that should guide campaign communications.

Proper adherence to these standards will help ensure a clear and consistent brand experience, which will help the Clemson Family understand — and, in turn, support — the Will to Lead for Clemson campaign.

If you have any questions regarding the brand or need assistance, the Office of Creative Services (656-2467) and the campaign communications director, Michele Cauley (656-1685), are here to help.
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.

Clemson University’s overall brand guidelines are at: www.clemson.edu/guidelines
Q: Why do we need a brand for the Will to Lead for Clemson campaign?
A: How we talk about and visually represent the campaign is directly related to how successful the continuation of the campaign will be. To harness the power of the Clemson Family, we must all work consistently, communicating the same goal to our supporters. That goal is to fund Clemson by focusing on students and faculty.

Q: How does the Will to Lead for Clemson brand fit into Clemson University’s brand?
A: Just like Clemson, the Will to Lead for Clemson campaign is visionary, bold and focused. When we talk about the campaign, we can tell this story — the Clemson story — through clear, consistent language and visuals.

Q: How can I adapt the Will to Lead for Clemson brand to fit my college or area?
A: The strength of any brand depends, in part, on consistency. A variation of the Will to Lead for Clemson logo has been created for use by every college, IPTAY, athletics, student affairs and libraries as seen on page 5.

Q: What does the Will to Lead for Clemson logo represent?
A: The campaign logo uses Clemson’s official brand fonts in its design. The mark contains a representation of a quill pen signifying Thomas Green Clemson and the signing of his will — an act of philanthropy that founded the University. The mark is an evolution of the Will to Lead logo that was used during the first phase of the campaign. The arrows signify forward progress and point toward the future just as the campaign focuses on Clemson’s advancement.
Q: How should refer to the campaign?
A: The official name of the campaign continuation is:

The Will to Lead for Clemson

In print or Web, the full name should appear on the first reference in non-italics. No comma should come after “Clemson.” (Example: The Will to Lead for Clemson is an effort to raise $1 billion in support of students and faculty.)

In subsequent references, a shortened version of the name may be used:

the Will to Lead campaign

In this version, “Will” and “Lead” are capitalized, while “the” and “campaign” are lowercase. All should be typeset in non-italics.

Alternatively, in subsequent references,

the campaign

may be used only when it is clear that it is referring to the Will to Lead for Clemson campaign. In these instances, “campaign” should be lowercase. All should be typeset in non-italics.

Q: What materials do these brand guidelines apply to?
A: All Web, email, print, PowerPoint and other media should reflect the campaign brand architecture. Messaging, color palette, typography, photography and logos need to be consistent across every medium.

Q: What are the Will to Lead brand colors?
A: The campaign brand colors are a subset of the University’s brand colors. For the Will to Lead campaign, we will be using Clemson Orange and Innovation. Black (Bengal Stripe) can be used when printing or copying in black and white.

Q: What is the Will to Lead for Clemson brand photography style?
A: Our brand architecture has a photography style characterized by people engaged or absorbed in activity. Photos are cropped tightly to their subjects. (See Photograph p. 16.)

Q: What materials should we use?
A: Will to Lead for Clemson brand letterhead, envelopes and note cards are available for correspondence about the campaign. Campaign business cards will not be created; standard Clemson University business cards should be used. Additional campaign-specific materials will be available for the University’s Office for Development.
Campaign Snapshot

The Will to Lead campaign successfully exceeded its goal of $600 million by raising $608,839,594 by 2012.

These funds allowed Clemson to:

- grant 357 scholarships and fellowships to deserving students,
- establish 95 new endowed chairs, professorships and faculty support,
- increase student engagement opportunities, and
- impact through new construction or renovation over one million square feet of facilities, including:
  - Watt Family Innovation Center
  - WestZone
  - Class of 1956 Academic Success Center
  - Thomas F. Chapman Grandstands at Doug Kingsmore Stadium
  - Harris A. Smith Building
  - Zucker Family Graduate Education Center
  - Lee Hall

In order to continue to fund the areas of strategic need pinpointed in the 2020 Road Map, campaign leadership, in support for Clemson University leadership, has made the bold decision to extend the campaign to a goal of $1 billion, the largest goal ever set by a public university with an alumni base of our size.

The need is still great.

The priorities of the $1 billion effort are:

1. Students: Enhance student quality and performance
2. Faculty: Attract, retain and reward top people
3. Facilities: Build to compete — facilities, infrastructure and technology
4. Engagement: Provide student engagement opportunities for all students
STUDENT SUPPORT

Specific priorities for student support:
In-state students
- Need-based scholarships
- Additional merit-based scholarships

Out-of-state students
- Need-based scholarships

FACULTY SUPPORT

Specific priorities for faculty support:
- New endowed chairs and professorships
- Salary enhancements for current faculty
- New faculty hires in core curriculum
- New faculty hires in emphasis areas

FACILITY NEEDS

Specific priorities for facility needs:
Renovations, expansions and new construction in the areas of:
- Student life
- Academic and research
- Athletics

STUDENT ENGAGEMENT

Specific priorities for student engagement:
- Creative Inquiry
- Scholarships for study abroad
- Increased on-campus internships
- Additional living-learning communities
The primary mark for the Will to Lead campaign is a combination of brand fonts and a quill pen. The mark alludes to both the will of Thomas Green Clemson and spirit of innovation that drives the University to succeed.

The two brand fonts used in this mark are Goudy Oldstyle and Trade Gothic.

The mark also incorporates Clemson Orange and Innovation from the brand color palette.

Logo versions and guidelines will be posted online at clemson.edu/guidelines/campaign.
One-Color Logo

The one-color version of the primary campaign mark can be reproduced in Clemson Orange, Innovation or black (Bengal Stripe). No other colors are allowed.

Clemson Orange is the preferred one-color version. Use the Bengal Stripe version only when the project is black and white.
Logo Reversal

The logo can be reversed as long as legibility is not diminished.

A partial logo reversal can be used over darker value colors by keeping the plume of the quill pen and the text “for Clemson” in Clemson orange and reversing the rest.

Full logo reversal can occur on sufficiently dark color values.

When printing over photography, the logo can be partially or fully reversed. The logo should be large enough to be clearly identifiable. The surrounding area must have very little pattern and provide distinct contrast so the logo is legible and stands out.
Alternative Representations of the Campaign Name

THE WILL TO LEAD
FOR CLEMSON

There will be times when there is a need to visually represent the name of the campaign in a way other than using the logo due to legibility issues or space restraints. We recommend contacting Creative Services (656-2469) in these instances to ensure integrity of the campaign identity.

The name of the campaign — “The Will to Lead” — should be set in Trade Gothic Extended in these instances. Ideally “for Clemson” should always be used as well. It should be set in Goudy Oldstyle in all capitals.
Unit-Specific Logos

The Quill Pen

The quill pen from the primary logo can be used as a design element. The preferred use is in Clemson Orange. Other applications may be permitted with approval from Creative Services.

If a piece is reproduced in black and white, it is acceptable to print the entire quill pen in black (Bengal Stripe).

The quill pen can also be engraved or etched.

The quill pen should be used only on campaign communication pieces that are clearly identified as being distributed by Clemson University. The mark does not have enough equity to stand on its own.
The use of a consistent color palette for the campaign will create unity across all marketing and communication pieces. The campaign color palette is a subset of colors pulled from the University’s overall brand color palette. This will tie campaign communications to the larger institutional brand while helping to create a unique personality for campaign communications.

Using tints of these colors is acceptable.
Graphic Accents

Arrows

The arrows of the Will to Lead for Clemson brand mark are an indication of the outlook of this, the second phase of the campaign. They are to indicate forward movement, advancement, looking to the future and leading.

Arrows are to be a part of the overall design and should be in either Clemson Orange or Innovation. Multiple arrows should always be a single-color element. In one-color designs, the arrow(s) may be used as gradients of black.

A single arrow may also be employed in appropriate applications in either Clemson Orange or Innovation. The arrow(s) may be etched or engraved and may be used in both print and broadcast media.

Arrows are always to be pointed to the right or up in a manner to indicate progress. The arrow(s) are to be used as part of the campaign branding and are not to appear apart from other Will to Lead for Clemson branding. The mark does not have enough equity to stand on its own.
Photos are about visual storytelling. In today's media-rich environment, people often look first to images, then to words. With this in mind, it is important that every image be carefully selected to communicate with impact. Not only should the subject matter help communicate the priorities of the campaign, it should also be distinctively Clemson. This is often achieved by official Clemson logos appearing as part of images and a strong presence of Clemson Orange.

We strongly discourage posed photos or what are often referred to as “grip and grins.” Posed or set-up shots lose vital energy, which translates into weaker impact. Allow the subject to walk, talk, move, to be him/herself, to be comfortable. It should appear as if you happened upon the person doing something and just snapped a picture. The subject seems unaware of the camera being there. Photos should, in most cases, be tightly cropped.
Eight pop-up banners that are 2 feet wide by 6.5 feet high are available for staging. These banners emphasize campaign priority areas. These banners are available by reservation through Creative Services (656-2467).