

When combined appropriately, the suite of typefaces allows for the variety needed to create emphasis in all communications media.

The Clemson wordmark with its current typographic styling has great brand equity. Therefore, retaining the **Goudy Oldstyle** typeface makes good strategic sense. It serves as an anchor to tradition and familiarity. It is preferred that Goudy Oldstyle bold and bold italic are used only in rare instances because they lack the elegance of the regular and regular italic font family members.

The addition of a new sans-serif face called **Trade Gothic** provides a fresh and sophisticated look when used as a lead typeface but pairs well with the traditional Goudy by providing an appropriate contrast.

The handwritten script **FG Saga** is introduced to provide a friendly, approachable style element that reflects the warm and welcoming aspect many feel on campus. It also suggests a nod to Clemson's handwritten will that was the inspiration for the school's legacy.

Zapfino is a formal script to be used on invitations, diplomas, certificates and documents of an official nature. It can also be used as a complement to Goudy Oldstyle and Trade Gothic when trying to strike a more elegant tone.

Barker's Pen is a custom font that is derived from President James F. Barker's actual "hand." He uses this style of printing when he titles, signs and dates his architectural sketches. The use of this font is reserved for purposes deemed appropriate by the President's Office and the Office of Creative Services.

Verdana is the approved font family for use in the design of Web sites, PowerPoints and other forms of electronic communication where the use of Goudy, Trade Gothic and FG Saga are not available or practical.

Goudy Oldstyle, Trade Gothic, FG Saga and Zapfino are available to campus communicators who are producing marketing and promotional collateral. Contact Dave Dryden at (864) 656-2469 or drydend@clemson.edu if you would like to receive the suite of typefaces.

If you are working with outside agencies or freelancers in the production of marketing collateral, they need to use the correct versions of Clemson's official typefaces. The fonts were purchased from Monotype (www.fonts.com), and the Goudy version is URW Goudy Old Style. Typefaces with the same name by different companies vary in their design so attention to using versions with the correct letterforms is necessary. We do not encourage the manipulation of type from its original, intended design nor do we promote the use of extended or expanded forms of any font. Use of Goudy Bold Italic is discouraged.

Goudy Oldstyle Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Trade Gothic Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

FG Saga

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Zapfino Family

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890*

Barker's Pen

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Verdana Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890