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.*
COLLEGE OF ENGINEERING, COMPUTING AND APPLIED SCIENCES
BRAND ARCHITECTURE

Tips about the college brand architecture

1. The Clemson brand is ferocious, and the college can leverage this and 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 college brand requires that all college communications convey academic excellence, entrepreneurship, intellectual capital and technological innovation.

3. Do we have to follow these guidelines? Yes. It’s better for Clemson and it’s better for the college. The strength of any brand depends, in part, on consistency. The Office of Creative Services is ready to help at 864-656-2467.

4. Because people think at the department level, we describe engineering, computing and applied sciences as three diverse but equal pillars supporting a stronger college unit. “Clemson Engineering” or “Clemson Computing” or “Clemson Applied Sciences” is appropriate language if used in conjunction with the Clemson Wordmark. This approach will allow college communications to better reach and motivate their target audiences.

5. We discourage the use of acronyms such as “CECAS” in place of the full college name. Why? Acronyms that arise out of a need for shorthand internal communication are often confusing and alienating to external users.

6. Research was conducted with a wide range of Clemson constituents 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.

7. The use of any Clemson icon requires adherence to the University licensing program guidelines. (See Licensing, p. 29.)

8. We have incorporated a new graphic element: the icon. The icons convey the mission and vision of the college through modern, interesting design that conveys topical categories in our core focus areas: collaboration, global impact, communication, innovation, economic development, leadership, education, research, entrepreneurship, sustainability, excellence and technology.

9. The square shape should be incorporated as much as possible into all publication designs. The regularity of a geometric shape like the square communicates structure and organization; its right angles represent order, mathematics, rationality and formality. The rectangle is the most commonly encountered shape in design. A square is less common, communicating that the college offers something different and unique within the framework of excellence.

10. Orange is still the No. 1 color at Clemson. We can dial Clemson Orange up or down, though, depending on need. Other colors in the expanded color palette give us a great degree of flexibility in conveying the serious nature of our school. (See Extended Color Palette, p. 16.)

11. Our brand architecture has a photography style characterized by people engaged or absorbed in research and hands-on learning. Photos are cropped tightly on their subjects. (See Photography, p. 24.)

12. Our newsletters, Web pages, Facebook, Twitter, email and PowerPoint communications should reflect the new brand architecture. Messaging, color palette, typography, photography and logos need to be consistent through every medium.
MISSION / VISION / POSITIONING

Mission
Our mission in the College of Engineering, Computing and Applied Sciences is to create future graduates who can be productive in a global economy. Because today’s global citizen is expected to have experience beyond his or her primary discipline, our academic structure encourages cross-disciplinary collaboration. Engineering, computing and applied sciences represent independent degree programs that stand united in contributing to the overall success of the college. In addition, we provide a number of experiential learning opportunities that require students to transfer academic knowledge and experience from the classroom to real-world work environments.

We support the college’s mission and the University’s strategic initiative to remain among the top 25 national public universities by demonstrating what makes Clemson distinct through image, words and graphics.

Vision
Our vision is to create engineers and scientists who are critical thinkers entrepreneurs and innovators who understand the social and business implications of their work. When attracting new and retaining existing talent, we should seek out individuals who are able to communicate their ideas coherently and work effectively in teams. Above all, the college provides leadership that works toward solving society’s big problems.

Positioning
The students who come to Clemson are the best and brightest, and they have been for over a century. We have established a palette of tools that, when combined, tell the story of our college and our institution as a whole; reflecting our commitment to undergraduate research and top-ranked academics from a setting of intense beauty with a heart and a drive to be the best.

Positioning Tools
Our visuals should demonstrate innovation, creativity, ingenuity and academic excellence:
• Real-life stories of successful students and faculty
• Powerful storytelling imagery that evokes the sense that to come to Clemson is to share in the future of this cutting-edge industry
• An inventory of logos that embody the college’s key brand attributes and categories of research and development
• Graphic sans serif typography (with the exception of limited Goudy usage) combined with collage effects, sleek design elements such as graphic lines through fonts and illustration-style images and logos, interesting shapes for publications — especially the use of the square.
• A color palette that draws from industry, while also pulling from the natural backdrop of the school
COLLEGE BRAND PROMISE, ATTRIBUTES

Brand Promise
The College of Engineering, Computing and Applied Sciences serves the creators of the future, both inside our school and through initiatives that we organize and sponsor outside it. We are a timeless institution that brings only the most talented and promising future engineers and scientists into our ranks.

Brand Attributes

Academic Excellence — A top-25 school, we serve and recruit the best and the brightest, and we offer the top-notch facilities and faculty to cater to the academic elite.

Impressive Talent — The most innovative ideas, research, equipment and academic offerings come out of the college.

Innovative People — The college is served by an international faculty with global experience that conducts world-changing research.

Inspiring — Our work should inspire the college faculty, staff, current and prospective students, alumni and outside stakeholders to stay engaged with and supportive of ongoing college efforts.

Leadership — The college serves the creators of tomorrow and the leaders of tomorrow.
EDITORIAL STYLE

For a quick, clear reference, see the Editorial Style Guide at clemson.edu/brand.

Accuracy and consistency are essential to maintaining a positive, professional image of the college 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 the college.

In brief, the Associated Press Stylebook (AP) 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.
The primary college logo is a marriage of Clemson icons. 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, the date “1889” appears, which is the year of the institution’s founding and a star, representing our military heritage.

The college name is written in Trade Gothic, which is part of universitywide branding.
The one-color version of the primary logo can be either Clemson Orange or black. No other colors are to be used for this version. The sanctity of the brand is reliant on consistent and tasteful use of this, our trademark image.

Use the all-black logo when the project is black-and-white or has no Clemson Orange.

The Tiger Paw logo may still be used sparingly, but it should be reserved for non-academic purposes only.
Logo reversals should be done with care. A partial logo reversal can be used over darker value college brand colors by reversing “Clemson” and keeping the rest in Regalia.

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 be 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.
The college logo must be protected and elevated, always having a clear space around it where no other elements appear (such as no typography, other logos, graphics or photos that intrude upon the logo).

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

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.
UNACCEPTABLE LOGO APPLICATIONS

Do not use non-college colors for the logo or any of its parts. This includes unacceptable use of brand colors. Do not add any effects such as bevels, 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 Office 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.

The logo must contain “College of Engineering, Computing and Applied Science.”
UNIVERSITY MARKS TO AVOID

Don’t use these outdated logos. Materials with the Engineering and Science mark, either with the Tiger Paw or the academic shield, can be used until supplies run out.

The Tiger Paw logo may still be used sparingly, but it should be reserved for non-academic purposes only.

The seal is reserved for use by the President’s office. The paw should be reserved for use less academic in nature.
All media produced by the College of Engineering, Computing and Applied Sciences, its departments, clubs, organizations, events and other affiliations must include the college logo. When a club or group is the primary producer, the club or group logo should be the most prominent, and the college logo should be in sign-off position (on the back cover of brochures and bottom right-hand corner of posters). This reverses for college-produced events and publications. Logo placement, clear space and color treatments should adhere to all guidelines detailed at clemson.edu/brand.
Some groups, initiatives and programs are permitted to develop unique logos that stay within the brand, but can be differentiated for audiences. Creative Services determines the need for each mark on a case-by-case basis. For more information, visit clemson.edu/brand/guide/logo.html.
The college extended color palette includes the primary logo colors and additional hues from the Clemson brand. Grays and blues represent industry. Reds and browns represent the facilities and the natural beauty of campus.

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

<table>
<thead>
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<th>Web Safe</th>
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<tr>
<td>11</td>
<td>57 57 64 25</td>
<td>104 92 83</td>
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</tr>
</tbody>
</table>

* CMYK values are DEPENDENT on printing systems. The above values assume a press that is calibrated to GRACoL 2006 Coated 1.
Graphical icons are a device that can be used to convey the mission and vision of the college and its core values. Through repetition within single documents and over the broad spectrum of publications and materials generated by college, these icons should become a “key” to communicating those ideals that the college embraces and seeks to foster.

Icons may be white on an orange background or Innovation on a white background, contained in a circle.

Icons may be screened back. Icons may be used without a label. If used with a label, it should appear as it is shown here.

No other colors or backgrounds may be used with the icons.
THE ICONS AS GRAPHIC BACKGROUND

When a visual element is needed as a component of design, icons can be used behind text in varying sizes. Icons can be a dotted line (the dot should be equal to the weight of the line) or a solid line, in either Hartwell Moon or Howard’s Rock. No other colors are permitted when using this graphical treatment.
THE USE OF LINES

Half-point lines when used in a design harken to the days when drafting and engineering were in lockstep, and they convey the historical nature of our college, as a school with an agricultural history and mechanical roots. Visually, these lines also reflect contemporary ideals.

The lines can either be single or double, and they may cross. The lines must be .5 point, unless it is a double line. This may be created by setting the weight to 4 points and choosing the line style to “thin-thin.”

Lines cannot be used in any other color or weight.

The use of curved lines that vary in weight should be discouraged.
THE THREE PILLARS: TYPE TREATMENT

The above type treatments are not replacement logos and must be used in conjunction with the official college wordmark. For example, it’s appropriate to feature one of these type treatments on a webpage if the college wordmark is in the header, or to use one on the back of a business card if the college wordmark is on the front. Type treatments are also acceptable in various other contexts when the intent is to emphasize a specific part of the college — engineering, computing or applied sciences. Keep in mind the goal is to creatively highlight one of three distinct pillars supporting a collaborative unit while still recognizing the college as a whole.

Colors used for these type treatments include Clemson Orange and Innovation.

The Office of Creative Services is available to answer any questions regarding guidelines at 864-656-2467.
THE THREE PILLARS: TYPE TREATMENT COLOR VARIATIONS

The colors seen here are Blue Ridge from the primary color palette and Innovation from the extended color palette. Use these color variations in place of or in addition to Clemson Orange.

Full or partial reversals can be used over any college brand color. The same rules regarding color usage for logos apply to these type treatments. (See logo reversal, p. 9.)

Because the purpose of these color variations is to call attention to only one of the college pillars at a time, only one type treatment should be used on a single page at a time. When referencing the college as a whole, use the college logo.
LOGO TYPEFACES / BRAND TYPEFACES

Trade Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold No. 2
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Condensed No. 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold Condensed No. 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Titling Gothic Skyline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Goudy Oldstyle
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Goudy Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic has been a staple of graphic design for many decades. These typefaces were developed, in part, to bridge the gap between quirky, grotesque fonts of the late 19th century and the carefully modulated typefaces that emerged in the mid-20th century. Because Trade Gothic does not display as much unifying family structure as many other sans-serif families, it appears to be more hand-worked. But the dimensions of this font frame up well: They are bold without being distracting and the letters are tough and upright, communicating strength.

The brand equity of the Clemson wordmark is of utmost importance, so retaining the Goudy Oldstyle typeface for limited usage is strategically beneficial in some limited usage.

Titling Gothic Skyline communicates innovation and cutting-edge ideals. This font should be used only in all caps.

This suite of three typefaces provides a comprehensive collection of fonts for any college publication, and it has been comprised so that it is all that is needed to create appropriate and effective emphasis in all the college communications.
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.

Posed photographs should appear as natural as possible. Posed shots are at risk of losing vital energy, which translates into weaker impact. Allow subjects to walk, talk, move, and comfortably be themselves. Subjects should seem unaware of the camera. Ideally, subjects are not working alone, but rather are collaborating.

In most cases, photos should be tightly cropped.

Portraits
The college vision can be powerfully conveyed through a portrait photo that puts the subject in a relevant context while creating a sense of place. Photos should capture a moment infused with real emotion and should communicate tenacity, spirit, challenge or achievement or a combination of these attributes.

Particularly in a lab setting, subjects should be wearing the gear/uniform/lab coats that would be required in that relevant setting.

Photographs should seem natural while conveying energy, action and engagement. Subjects should be photographed in an environment that corresponds to the purpose of the portrait. For example, if a student is studying electrical engineering with a focus on public policy, consider shooting in a lab setting, where power grids or other electrical equipment can be manipulated.

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.
A lifetime ago, when he was in high school, Clemson mechanical engineering professor Joshua Summers built wind tunnels, and entered them into science fair competitions — successfully winning the fair share of blue ribbons and prize money. He used the cash to help pay for college. More importantly, he developed an appreciation for the practical application of one’s studies.

From left to right: ME professor Joshua Summers; a ME student; a Clemson mechanical engineering student and is a part of Summers’ Creative Inquiry program.

Joshua Summers at home during his high school days building a wind tunnel.

Nearly three decades later, Summers finds himself teaching a course that is a direct descendant of the one he took as a student. Indeed, he even met his wife, Linda, in the very same class. Summers credits the class for his interest in the practical applications of mechanical engineering.

“Hands-on” has meant doing design work for NASA, those tools more portable, more efficient and quieter.

Today, Summers leads a Creative Inquiry program of about a dozen mechanical engineering undergraduates who divide their time between developing prototypes of new and improved power tools and presenting their work to industry officials for consideration.

“Real-world opportunity. Most engineering programs require a senior capstone project, but our industry-sponsored projects that Clemson’s mechanical engineering program makes available, particularly to its undergraduates, are unique,” says Melur “Ram” Ramasubramanian, chairman of the mechanical engineering department and the D.W. Reynolds Distinguished Professor. “Our students are able to present their ideas and innovative solutions, and by partnering with business, they gain real-world experience before they even graduate. It’s a win-win.”

Summers advises the group, but he says the students are doing the work. “They’re working on physical deliverables and making improvements, and developing a mechanism to escape. Lately that’s meant building and testing power tools — in other words, to engineer something that would contain the sound but allow heat generated by the mechanism to escape. ‘This end goal is coming up with something innovative, something novel,’” Moylan says, “and ultimately come up with product that’s going to be on the market.”

If he hopes his project will make its way to the marketplace in the next year or so.

Adam Richard is a native of Birmingham, where he attended Robert E. Lee High School. He transferred from the University of Alabama in Tuscaloosa to Clemson University’s College of Engineering, Computing and Applied Sciences and therefore is of utmost importance for communicating the mission and ideals of the college while also serving as a standard bearer for the new college brand.

Reporters and editors will find the new college brand in the heart of its table of contents and throughout its editorial spreads to represent the various categories of research, work and innovation that take place inside the college and outside its classrooms — both through initiatives and via its pioneering faculty, staff, students and alumni.
The requirements for admission to the PHD program are higher than those for a MS degree. International applicants should also submit TOEFL scores. To guarantee review for the upcoming academic year, completed applications must be submitted by December 31. Exceptional applicants may be considered past this deadline.

Here are some examples of ways the new college brand can be incorporated into a variety of layouts and for a variety of purposes. In addition to being representative of the brand, these materials will be designed with economy, relevance and flexibility in mind:

**Faculty Brochure**

This piece incorporates a square shape and large-format photography, along with graphical elements in a traditional faculty portfolio. Loose-leaf biographies organized and held in a square-shaped folder can be easily updated and changed out when new faculty are added/existing faculty leave, and it can also update with current research, awards, publications, etc., on a case-by-case basis without having to reprint the entire document.
**WHY CLEMSON?**
- Second of the top 10 land-grant universities for undergraduate engineering, according to U.S. News and World Report
- 10th of the top 20 most innovative universities by U.S. News and World Report
- 18th of the top 20 best value among public universities, according to Kiplinger's
- 20th of the top 20 best universities, according to BestColleges.com

**BE: DEFINED**
- Protection: the home and environment
- Environment: the resources and habitats we depend on
- Food: the life-sustaining substances that make us grow
- Energy: the power that makes our world function

**BE: JOBS**
- Renewable energy systems
- Environmental protection
- Sustainable agriculture
- Food production and processing
- Forest products
- Water resources
- Biofuels
- Bioremediation
- Health and wellness
- Food safety and security

**MAKE IT COUNT: A CLEMSON DEGREE**
- Environmental engineering
- Environmental sciences
- Environmental health
- Environmental policy
- Environmental economics
- Environmental education
- Environmental biotechnology
- Environmental chemistry
- Environmental biology
- Environmental geology

**WHERE TO FIND US:**
- Biosystems Engineering
- Environment and Earth Sciences
- Sustainable Energy and the Environment
- Environmental Engineering
- Environmental Science

**Sample Branded Layouts**

**Undergraduate Department Brochures**
Traditional tri-fold brochures have been replaced by a tri-fold document that incorporates the square shape and utilizes large-format photography on the cover and the interior pages.

**Pocket Folder**
The recruitment folder is designed to hold traditional 8.5x11 papers with a pocket that also accommodates new, square-shaped department brochures. The geometric cover illustration is modern and eye-catching.

**Undergraduate Viewbook**
Although a traditional 8.5x11 size, this recruitment piece reflects the color palette and general design aesthetic of the college brand, with updated fonts, design elements and photography treatment.
An emphasis on electronic communication is part of the new college brand, and all e-newsletters and formal communications should adhere to updated design standards. When possible, both from a consistency standpoint and a cost-saving one, department, student and alumni communications in a newsletter-type format should use a college-provided template, keeping in mind the quality of any graphical images or photography that are used in these communications.
LICENSING — PRODUCTION 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, Clemson Ring Crest and others. Any mark that is intended to represent Clemson University is the property of the University. clemson.edu/brand/standards

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 production 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 email 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 — Production 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