

BRAND GUIDELINES

CLEMSON[®]
FORWARD

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CLEMSONFORWARD

Brand Guidelines

April 2016

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CU BRAND POLICY

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.*

MESSAGING

What is CLEMSONFORWARD?

After attaining many of the goals of the 2020 Road Map, the obvious question for our bold, driven University was simple — What's next? What challenges will Clemson accept? What goals will we set? What problems will we solve? What impact will we have?

President Clements invited the University family to help build a new strategic plan to take Clemson forward, to solidify our place among the nation's great public universities and to prepare not just for 2020, but for the next 50 years.

What developed was a plan grounded in Clemson's historic strengths but aimed at the future. It is specific and focused. The plan — which was presented to the Board of Trustees in February 2016 — focuses on four strategic areas: research, engagement, the academic core and living; specific goals and tactics will guide each area. Together, they create a playbook that calls for the highest level of performance from every member of the team. And it is designed for the University to play — and win — at the highest levels.

It is at once visionary and practical, challenging and attainable, bold and SOLID Orange. It looks ahead and never looks back. It is our map to greatness. It is ClemsonForward.

CLEMSONFORWARD's key enablers

ClemsonForward is about moving Clemson to the next level, preparing us for the next 50 years and solidifying our place among the nation's most highly regarded research, land-grant public universities. It is about making a great university even better — by recruiting and retaining outstanding faculty, staff and students; preparing students for whatever comes next; and contributing to the prosperity of our state and nation through research, innovation and service.

At its core, the ClemsonForward plan rests on four critical enablers:

- **Strategic Revenue Growth** — Manage enrollment, entrepreneurial activities, development priorities, operational efficiencies and revenue allocation to support ClemsonForward initiatives.
- **College reorganization** — Enhance the learning and working environment in the seven academic colleges.
- **Building Futures** — Build state-of-the-art new facilities, renovate aging structures and create multi-function spaces that provide a vibrant academic environment.
- **Focus and Accountability** — Prudently manage existing resources. Concentrate metrics on measuring impact rather than activity.

MESSAGING

CLEMSONFORWARD's foundational areas

As Clemson implements the ClemsonForward strategic plan, the focus will fall on four key foundations that will prepare Clemson for greatness for many years to come. Specific goals and tactics will guide each of those four areas. Together these pieces form and support real impact, real experience, real intellect, real family.

RESEARCH — REAL IMPACT

Strengthening the research focus at Clemson will elevate our scholarly impact and build academic reputation in discovery, innovation and creativity. Clemson's goal is to continuously improve its research quality, quantity and impact; to foster a rich, curiosity-driven intellectual environment; to solve real problems; and to create more opportunities for graduates and alumni. This includes continuing unique public/private partnerships driven by the University's innovation campuses as well as focusing on the University's six strategic innovation areas — big data/cyber; health innovation; sustainability; human resilience, transportation, energy and advanced manufacturing; and advanced materials.

ENGAGEMENT — REAL EXPERIENCE

Engagement was a cornerstone of the 2020 Road Map and is at the heart of the land-grant mission. ClemsonForward capitalizes on existing strengths and opportunities to emphasize high-impact, evidence-based academic and global engagement. It also emphasizes rigorous assessment so that we are better able to understand and measure the links between these engagement experiences and student learning and success.

ACADEMIC CORE — REAL INTELLECT

We will create an optimal path for academic programs — both undergraduate and graduate — to achieve national prominence. For undergraduate students, the focus will fall on a revision of general education, construction of new academic facilities, development of Grand Challenge minors and enhanced academic advising. For graduate students, the focus will be on building more nationally competitive graduate programs and increasing graduate enrollment. Underlying both these will be a plan to manage enrollment strategically.

LIVING — REAL FAMILY

ClemsonForward will strengthen the cherished sense of community and connectedness that defines the Clemson Family by creating an environment that is diverse, respectful and inclusive, further enhancing the quality of student life and developing policies, facilities and support systems that will make Clemson a great place to work, study and live.

MESSAGING

CLEMSONFORWARD's audiences and relevant messages

FACULTY

Academic reputation
Elevating research
Diversity
Family-friendly workplace
Reorganization
Facilities

STAFF

Role of staff in the strategic plan
Leadership development
Diversity
Family-friendly workplace
Reorganization

STUDENTS

Clemson Experience
Engagement
Facilities
Value of degree
Diversity
Entrepreneurship and leadership

TRUSTEES

Academic reputation
Build research and Ph.D.s
Benefits to faculty, staff, students and the state
Enrollment plan

DONORS

Outcomes and impact
Benefits
Alignment with specific interests

LEGISLATORS

Benefits to the state
Workforce readiness of graduates
Innovation that drives economic growth
Land-grant mission

PRIMARY LOGO



The primary ClemsonForward logo combines the upper portion of the university's wordmark with a portion of the 2020Forward logo. The word Clemson is typeset in Goudy Oldstyle. The word "Forward" is typeset in Trade Gothic Bold Condensed No. 20 Oblique. The letter D is stylized and contains a forward facing arrow.

This logo fits the standards for a level four logo as outlined in Clemson's brand guidelines.

ACCEPTABLE LOGO VARIATIONS



A version of the Clemson Forward logo has been created that contains a Tiger Paw replacing the letter "O." This is an acceptable variation to use as determined by the target audience and media.



A version of the Clemson Forward logo has been created that contains only the Tiger Paw and the word Forward. This is an acceptable variation to use as determined by the target audience and media.

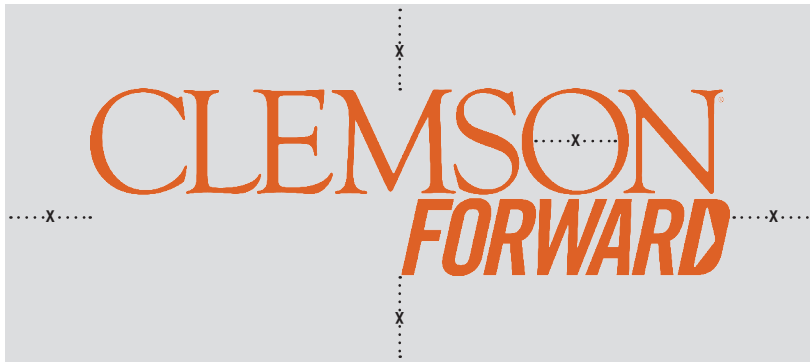
LOGO REVERSAL



Logo reversals should be done with care. Logo reversal can occur on Clemson Orange, Regalia or Howard's Rock.

When printing over photography, the logo can be reversed or printed in one color. 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 ClemsonForward 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 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.

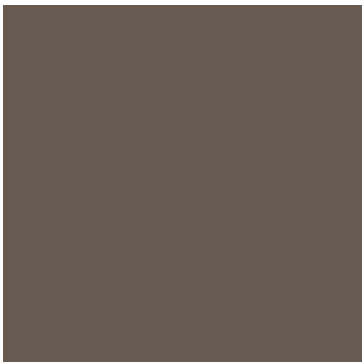
PRIMARY COLOR PALETTE



Clemson Orange





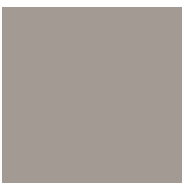
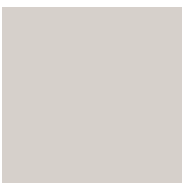
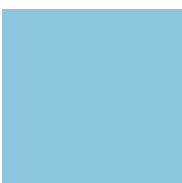
Regalia



Howard's Rock

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



EXTENDED COLOR PALETTE

	100%	50%	20%
Clemson Orange			
Regalia			
Howard's Rock			
Hartwell Moon			
Gameday Sky			

The ClemsonForward 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

	Pantone	CMYK*	RGB	Web Safe
	1595	0, 72 100, 3	234, 106, 32	#EA6A20
	268	81, 100, 0, 5	82, 45, 128	#522D80
	Warm Gray 11	57, 57, 64, 25	104, 92, 83	#685c53
	4535	15, 13, 41, 0	212, 201, 158	#D4C99E
	7459	76, 6, 8, 15	16, 157, 192	#109dc0

* CMYK values are DEPENDENT 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 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Trade Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold Condensed No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold Condensed Oblique No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The font families, Goudy Oldstyle and Trade Gothic, provide a selection of typefaces that will work for most ClemsonForward communication. In rare instances these fonts may not be available, and the system font Verdana should be used.

PHOTOGRAPHY



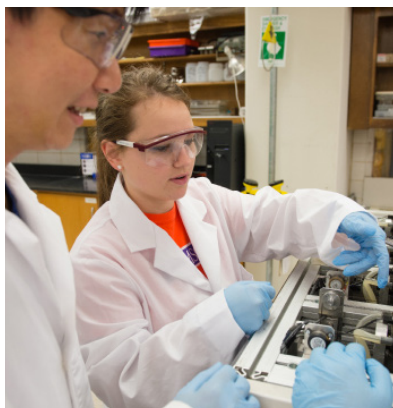
Photos create compelling visual stories, and people often look first at images before words. With this in mind, select every image for maximum communication. Photography used in Clemson Forward communications should convey the University's brand attributes — intelligence, vision, drive, leadership, optimism, competitiveness and family.

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.

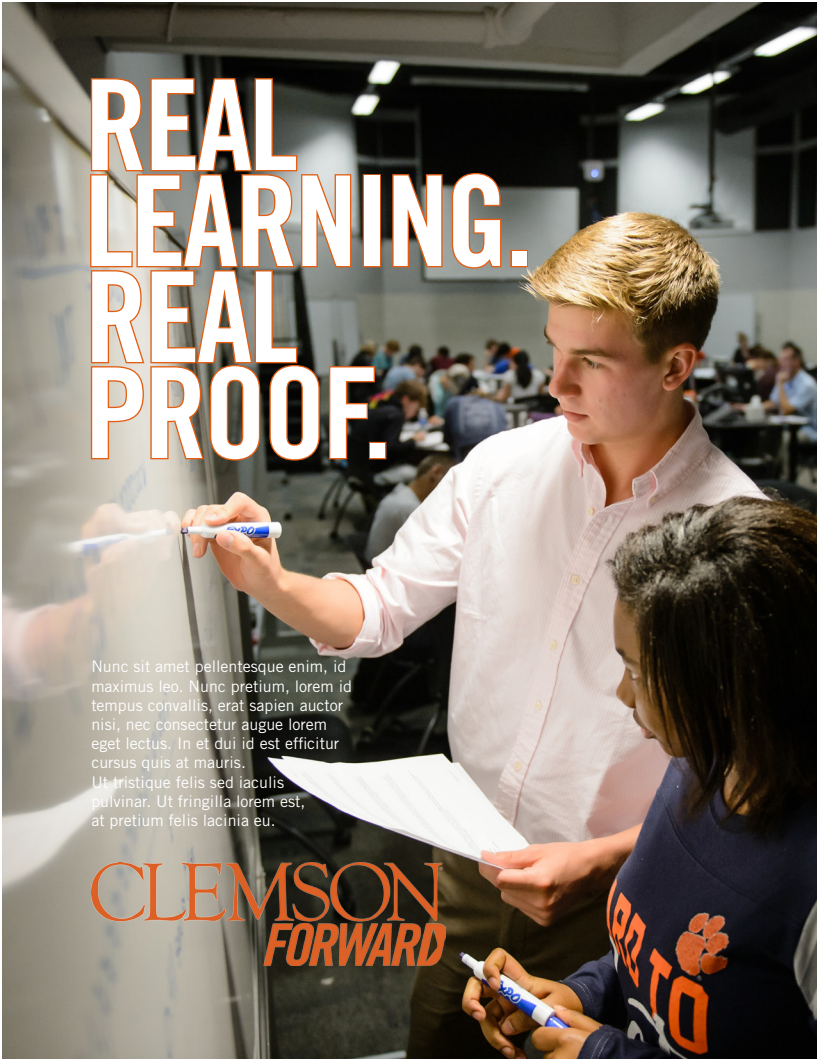
In most cases, photos should be tightly cropped.

Photographer Guidelines

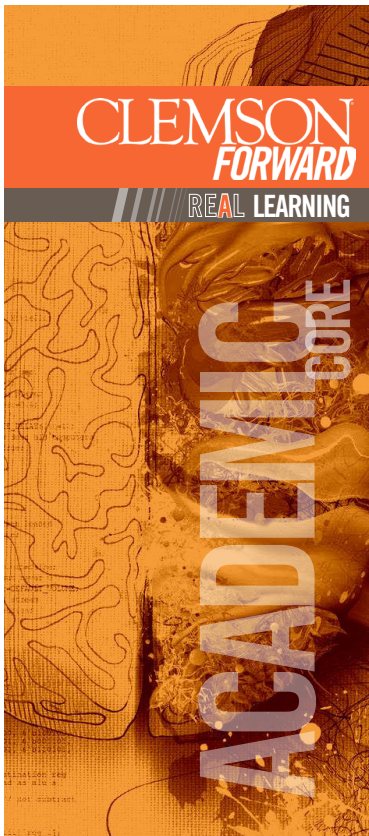
- Shoot in high resolution color, using 24-bit or higher color depth.
- Shoot wide so photos can be cropped from all directions.
- Format should be high resolution JPEG files (.jpg), TIFF (.tif) files or RAW.
- Bitmap files should be a minimum of 9 inches across by 12 inches high, at a resolution of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



SAMPLE BRANDED LAYOUTS



SAMPLE BRANDED LAYOUTS



BRANDING YOUR STRATEGIC PLAN

How to use the ClemsonForward brand in your communication

ClemsonForward is a strategic plan to prepare Clemson University for the next 50 years — a plan to drive real innovation and economic growth, solve real problems facing society and prepare students for what comes next as they find their place in an inter-connected, diverse and globally-focused world. All areas of the University have a role to play in the plan's success.

In developing and communicating their own strategic plans, colleges, departments and administrative units are encouraged to show alignment with the ClemsonForward plan under the following brand guidelines.

To avoid confusion and miscommunication, ClemsonForward visual and verbal branding should be used only in relation to a strategic plan. It should not be used as a tagline, report title or presentation unrelated to strategic planning.

ACCEPTABLE CO-BRANDED LOGO FORMAT



A variation on the ClemsonForward logo can be used when colleges, departments and administrative units are branding their individual strategic plans. This alignment with ClemsonForward is encouraged if your strategic goals contribute to the overall plan.



Co-branded logos need to contain the Forward element from the primary logo and an orange horizontal rule. The space above and below the line needs to be equal distance. The rule helps provide clear separation between the unit and primary marks. The unit logo needs to be an official, approved university mark and it needs to be proportionately sized as shown to the left.



Beyond the use of co-branded logos, all other ClemsonForward guidelines apply and need to be followed when developing the visual look and design of your strategic plan documents.

BRANDING YOUR STRATEGIC PLAN

Connecting verbally

ClemsonForward has four strategic goals, easily remembered by the acronym REAL. Departments are not expected to contribute to every goal. Be realistic about where your goals “fit” – using the following definitions as a guide (key terms are in bold). If your strategic goals fit, they can and should be described as contributing to ClemsonForward.

RESEARCH

The primary objectives of ClemsonForward are to increase **sponsored research expenditures** and contribute to **economic development**.

Core strategies include

- Alignment with **six innovation clusters** -- advanced materials; cyberinfrastructure and big data science; energy, transportation and advanced manufacturing; health innovation; human resilience and sustainable environment.
- **Collaboration** involving multi-disciplinary (or institutional) teams
- Leveraging research **centers and institutes** and off-campus **innovation centers**

ENGAGEMENT

Student engagement was a cornerstone of the 2020 Road Map, which invested in programs with an **academic or professional development focus** – such as Creative Inquiry, UPIC internships and living-learning communities. ClemsonForward maintains this commitment while increasing focus on **high-impact, evidence-based** and **global** engagement.

Core strategies include:

- Greater integration with the **undergraduate curriculum**
- Leveraging the **Watt Family Innovation Center** as a hub of engagement
- **High-impact** engagement opportunities outside the classroom

ACADEMIC CORE

Clemson’s reputation for quality is grounded in its academic core, primarily for providing an **exceptional undergraduate experience**. ClemsonForward enhances the commitment to undergraduate education with new initiatives and extends the focus on **quality** to **graduate education**.

Core strategies include:

- **Grand Challenge minors** program
- Revisions to **General Education**
- Increasing the number of **nationally prominent graduate programs**
- Professionalizing academic **advising**

BRANDING YOUR STRATEGIC PLAN

LIVING

A critical step to sustaining the strength of the Clemson Family is the ability to recruit and retain top talent from across the country. ClemsonForward initiatives include a compensation program to recognize and reward **top performance**, enhanced **diversity**, and **policies and programs** that provide greater **work-life balance** and make Clemson a great place to work.

Core Strategies include:

- Increase the **diversity** of Clemson's students, faculty and staff.
- Build an **inclusive and supportive climate** that attracts and retains a diverse student body, faculty and staff
- Lead the nation in **workplace quality of life** and **performance-based compensation programs**.

Administrative and support units may also find ways to align with ClemsonForward through their responsibilities for one of **four key enablers**:

- Academic College Reorganization
- Strategic Revenue Growth
- Building Futures
- Focus and Accountability