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In order to protect the 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 provision 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.*
SCIENCE 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 logo family. What we say is as important as how it looks. The new college brand requires that all college communications convey Faculty Excellence, Academic Excellence, and Inclusive Excellence.

3. As of November 2017, the College of Science is represented by the “SCIENCE” logo.
   a. With projects where the primary audience is within Clemson University, you must always use the Clemson College of Science logo in conjunction with the SCIENCE logo.
   b. With digital, promotional material, and outward facing projects, you must always use the Clemson University logo in conjunction with the SCIENCE logo. The Clemson College of Science and Clemson University logos should be significantly smaller and appear on the back side or bottom of the piece. (See Examples of Logo Usage, p. 8-9)

4. Because people think at the department level, we describe biological sciences, chemistry, genetics and biochemistry, mathematical sciences, and physics and astronomy as five diverse but equal pillars supporting a stronger college unit. The department wordmark is appropriate to use as a replacement for the College of Science wordmark.

5. Our College of Science is now represented by simply SCIENCE, hence this replaces the previous acronym COS. Acronyms that arise out of a need for shorthand internal communication are often confusing and alienating to external users. All members of the College need to fully transition to using SCIENCE and eliminating the use of COS.

6. The use of any Clemson icon requires adherence to the University licensing program guidelines. (See Licensing, p. 19)

7. In the College of Science our primary color is Regalia. 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. 17)

8. 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. Exceptions to this style include field research or situations where the scene is valuable to the content.

9. 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.

10. 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.
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 features Clemson University’s strongest brand element, the Tiger Paw. Tilt the Tiger Paw to one o’clock and the registration mark must be included. The word “Science” stands as a bold, forward facing representation of the College of Science.

The phrase “Locally Relevant Globally Impactful” can be replaced with departments, centers, and organizations. This written in Trade Gothic, which is part of university-wide branding. (See p. 12 for departmental logo usage)
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.
LOGO REVERSAL

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.

Full logo reversal can occur on either Clemson Orange or black when the symbol and logo/department are reversed.

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.
To adhere to the university brand, outlined in the *Clemson University Editorial Style Guide*, a level one or two logo must always be used alongside the primary SCIENCE logo. The level one or two logo should be smaller than the primary SCIENCE logo and should never be more prominent.

In situations where the logo is used on promotional branding items or outward facing pieces (shirts, drinkware, notepads, etc), the University wordmark with the Tiger Paw logo should be used. The University wordmark with the Tiger Paw logo should be placed in sign-off position, keeping the primary SCIENCE logo as the dominate branding element.

In situations where the logo is used on pieces internal to Clemson University, the Clemson College of Science logo should be used. The Clemson College of Science logo should be placed in sign-off position (on the back cover of brochures, bottom right-hand corner of posters, bottom of pages), keeping the primary SCIENCE
EXAMPLES OF LOGO USAGE
UNACCEPTABLE “SCIENCE” 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. 7)

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.
UNIVERSITY MARKS TO AVOID

Don’t use these outdated logos.

The seal is reserved for use by the President’s office. A stand alone Paw should be reserved for less academic uses.
All media produced by departments, clubs, organizations, events and other affiliations must include either the college logo or the logo each department has adopted. When a club or group is the primary producer, the club or group logo should be the most prominent, and the college and Clemson University logos should be in sign-off position (on the back cover of brochures and bottom right-hand corner of posters).

When a department is the primary producer, the logo chosen by the department should be the most prominent form of branding. Logo placement, clear space and color treatments should adhere to all guidelines detailed at clemson.edu/brand. For individual department logo treatments, please see p. 13

A note about the use of COS: The use of “COS” as an acronym is no longer permitted. Acronyms that arise out of the need for communication are often confusing and alienating to external users.
The following branding has been chosen by the appropriate advisory committee. For consistency, all departments have agreed to use the following logos exclusively from October 1, 2018 to August 1, 2019.
COLLEGE DEPARTMENT
LOGOS

The following branding has been chosen by the appropriate advisory committee. For consistency, all departments have agreed to use the following logos exclusively from October 1, 2018 to August 1, 2019.
The following branding has been chosen by the appropriate advisory committee. For consistency, all departments have agreed to use the following logos exclusively from October 1, 2018 to August 1, 2019.
The college extended color palette includes the primary logo colors and additional hues from the Clemson brand.
EXTENDED COLOR PALETTE

Using tints of these colors is acceptable unless otherwise restricted by these guidelines.
LOGO TYPEFACES/BRAND TYPEFACES

Trade Gothic Light
ABCDEFghijklmnopqrstuvwxyz

Trade Gothic Medium
ABCDEFghijklmnopqrstuvwxyz

Trade Gothic Bold
ABCDEFghijklmnopqrstuvwxyz

Trade Gothic Bold No.2
ABCDEFghijklmnopqrstuvwxyz

Trade Gothic Condensed No. 18
ABCDEFghijklmnopqrstuvwxyz

Trade Gothic Bold Condensed No. 18
ABCDEFghijklmnopqrstuvwxyz

Goudy Oldstyle
ABCDEFghijklmnopqrstuvwxyz

Goudy Bold
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.

This suite of two 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.
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 clemsonlicensingl@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.

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