

CLEMSON CORNERSTONE PROGRAM

# BRAND GUIDE

## **Clemson University Cornerstone Program**

November 2017

### **GENERAL OVERVIEW**

The Cornerstone Program will be led by a select group of innovative partners who will lead and help propel ClemsonForward to be one of the nation's top-ranked public universities. Cornerstone Partners will be committed to supporting ClemsonForward priorities at a new gift of \$2.5M or more.

# ACADEMIC CORNERSTONE

## i. Goal of Program

1. **Internal:** \$30M in 36 months, starting November 2017

## ii. Benefits

**Varies by donor.** See development officer for specific details.

## iii. Donor Recognition Gift

1. **Crystal flame** with customized wooden base
2. **Others** to be determined if needed.

# ATHLETIC CORNERSTONE

## i. Goal of Program

### 1. Internal:

- a. IPTAY Campaign 2017-2021: \$250M
- b. Athletic Cornerstone: TBA

## ii. Benefits

### 1. Recognition

- a. Recognition will be placed in a centralized location within the Athletic District with all Cornerstone Partners' names.
- b. Cornerstone Partners will be recognized in a prominent place in all the facilities impacted with Cornerstone Partners' support.
- c. A distinct logo will be created for all Cornerstone Partners which will be used on various items (i.e., access passes, lapel pins, etc.)

### 2. Engagement

- a. An invitation to a special social gathering for coaching staff, Cornerstone Partners and spouses
- b. Clemson Gear: Hats, shirts, pins, etc. from all Championship games (i.e., ACC Championship, CFP National Championship etc.)
- c. Away Games: Gift bags in room with note from coach when traveling to games, credentials/information for events, suites, etc., on site host/hostess ensure all Cornerstone Partners and families are aware of times/locations/etc. of games and activities.

### d. Championship Game Protocol:

- i. The Monday after the winning game, the ticket office will be contacted to hold tickets for any Cornerstone Partners that would like to purchase tickets.
  - ii. Cornerstone Partners will be contacted by their assigned Development Officer to inquire about the number of tickets and number of rooms needed.
  - iii. Travel agency will be contacted with the information and needs of the Cornerstone Partners.
  - iv. University events team contacted to ensure all Cornerstone Partners and family are included in post season activities.
  - v. Special in-room package with signed note from Coach Swinney.
- e. Yearly: A very exclusive trip/activity will be planned for the Cornerstone Partners, which may include the following:
- i. Trip with coaches – (Ex: D.C. National Championship Trip)
  - ii. Away event with a coach
  - iii. Private dinner with the coaches
  - iv. Ride with the team on the bus to Howard's Rock (home game)

## iii. Donor Recognition Gifts

1. **Cornerstone Partner Wooden Box** made from Clemson fallen trees

# BRAND MESSAGING

## i. Words

Characteristics of Partners	Results for Clemson
guidance	quality
leadership	strength
vision	integrity
knowledge	legacy
experience	shaping
boldness	foundation
wisdom	influence
commitment	future
courage	
importance	

## ii. Concepts

Key Messages	Current Donors	New Donors
Everything of substance, strength and integrity begins with a strong cornerstone.	●	●
The cornerstone program is marked by the commitment of generous individuals who have the vision to shape the future. As Clemson looks to build on the successes of the past, these courageous partners will be a vital source of knowledge, experience and guidance.	●	●
The cornerstone partners lay the foundation for Clemson’s influence moving forward, leaving a legacy of leadership that will impact generations.	●	●
Clemson can take confident steps into the future, directed by the boldness and wisdom of the cornerstone partners’ generosity. We have been champions for years, and your partnership will allow that reputation to continue.	●	●
Clemson is continually expanding its focus to improve a variety of programs, building upon its strong foundation in technical fields and always looking to widen its reach.	●	●

# WORDMARK TREATMENTS

Primary Logo (horizontal & vertical lockup)



# WORDMARK TREATMENTS

## Secondary Logos



# WORDMARK TREATMENTS

## Logo Application



### Full Color Cornerstone Logo:

This logo version can be placed over white or lighter backgrounds and photos. Do not place over dark or busy backgrounds or photos.





# WORDMARK TREATMENTS

## Logo Application



### Reverse Cornerstone Logo

This logo version can be placed over black, dark background colors or photos. Do not place over light colored backgrounds or photos.



# WORDMARK TREATMENTS

## Logo Application



### Partial Reverse Cornerstone Logo:

This logo version can be placed over solid color backgrounds or photos. Do not place over dark backgrounds or photos.



# APPLICATIONS



# APPLICATIONS



# APPLICATIONS

1

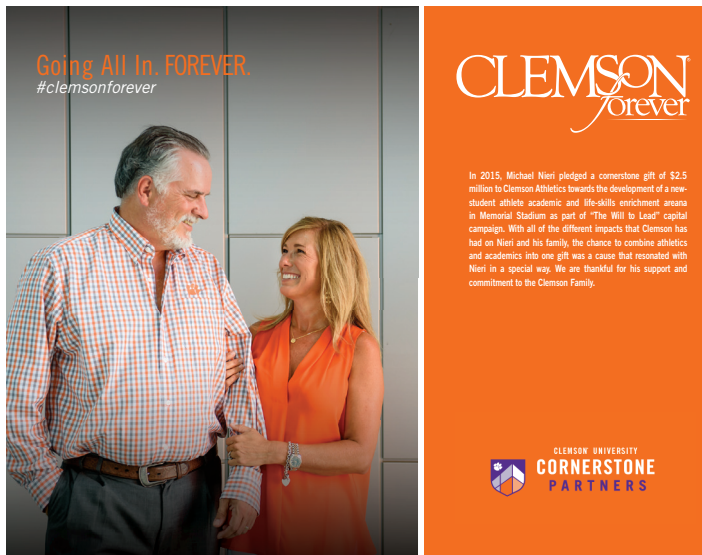


2



Example 1-3 shows the general application of the primary Cornerstone logo. This indicates a donor's membership in the program.

Example 4 shows the application of the secondary mark to indicate whether the Cornerstone Partner gave to the academic or athletic side of the university.



3



4

# LOGO/BRAND HIERARCHY



Development / Academic



IPTAY / Athletic

## DEVELOPMENT SUB-BRANDS: PATHS TO GIVING LOGOS



## DEVELOPMENT SUB-BRANDS: PROGRAMS TO HONOR GIVING

Primary Logo



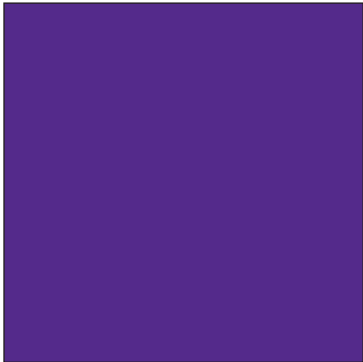
Secondary Logo Athletics / Academics



# PRIMARY COLOR PALETTE



Clemson Orange




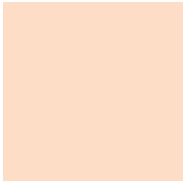

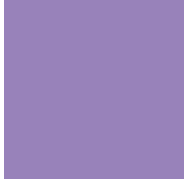
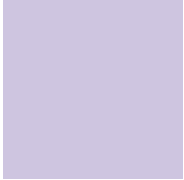
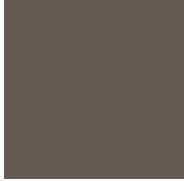
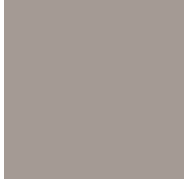
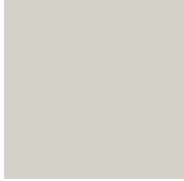
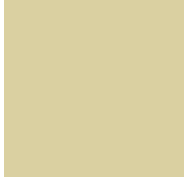
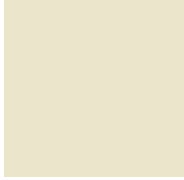


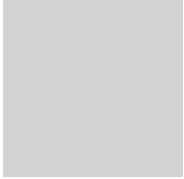
Regalia

The Clemson Cornerstone Program primary color palette includes Clemson Orange and Regalia from the Clemson brand. They are specifically chosen to tie the brand very closely to the University's top-level brand marks.

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

Extended color palette follows on page 13.

# EXTENDED COLOR PALETTE






	100%	50%	20%
Clemson Orange			
Regalia			
Howard's Rock			
Hartwell Moon			
Bengal Stripe			

Cornerstone Partners extended color palette includes the primary logo colors and two 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
	Black	0, 0, 0, 100	0, 0, 0	#000000

\* 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

Trade Gothic Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Trade Gothic Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Trade Gothic Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

**Trade Gothic Bold No.2**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Trade Gothic Extended  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Trade Gothic Bold Extended**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

TITLING GOTHIC SKYLINE  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Goudy Oldstyle  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Goudy Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

Trade Gothic has been a staple of graphic design for many decades. This typeface was 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.

Titling Gothic Skyline should be used only in all caps. It is recommended that this font be used primarily for headlines, subheads and initial caps.

Goudy Oldstyle is a highly legible font for body copy. It also lends itself well to formal invitations, programs or other instances calling for a more “traditional” font.

This suite of typefaces provides a comprehensive collection of fonts for any Cornerstone Partners publication, and has been comprised to meet the wide range of Development needs.