

Case Study: Clemson University Brand ID

The Goal: help Clemson rise from 27th to 20th nationwide

The Need: create a strong brand

The Steps:

1. A Communications Audit revealed that inadvertent misuse of the tiger paw athletic symbol was diluting the great athletic brand and fragmenting serious consideration of Clemson academics
2. A Brand Promise Workshop established the Clemson message hierarchy for external and internal audiences and that founder Thomas Clemson's vision is still vital
3. Brand Identity development brought variety and sophistication to the orange and purple with an extended color palette drawn from the lake, light and land of this land-grant institution
4. Further Brand ID development created, tested and established the typeface, photo style and – most important – the "Determined Spirit" brand theme



Undergraduate Recruiting Collateral

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College Specific Direct Mail

“ideas” turning into it takes

“discover” the more I become

“making a difference” is why I'm here first place

CLEMSON COLLEGE OF HEALTH, EDUCATION AND HUMAN DEVELOPMENT

Clemson University

CLEMSON COLLEGE OF HEALTH, EDUCATION AND HUMAN DEVELOPMENT

a gift for teachers' renewal

CLEMSON THE GRADUATE SCHOOL

rotten reaches = biofuel

CLEMSON COLLEGE OF ENGINEERING AND SCIENCE

Department of Physics and Astronomy

graduate studies in physics

Summer 2008

tiger TALES

NEWS & EVENTS PROGRAMS & SERVICES GIVING TO CLEMSON HONORS & AWARDS

All in the family

ALUMNI PROFILES MAKING A DIFFERENCE IN THE WORLD

summer events

Mark Kendall '87

Juliette Morris '06

Amil Samit '11

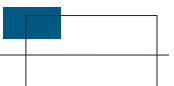
hear me ROAR

CLEMSON UNIVERSITY

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Alumni Relations E-Newsletter

College Specific Web Home Pages



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Branded Service Vehicles



Branded Merchandise

