

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 COLLEGE OF HEALTH, EDUCATION AND HUMAN DEVELOPMENT

CLEMSON THE GRADUATE SCHOOL

CLEMSON COLLEGE OF ENGINEERING AND SCIENCE Department of Physics and Astronomy

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

Mark Kendall '87

Juliette Morris '06

Amil Samit '11

summer events

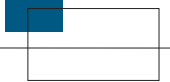
Event Goes Here

hear me ROAR

CLEMSON UNIVERSITY

Alumni Relations E-Newsletter

College Specific Web Home Pages



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Branded Service Vehicles



Branded Merchandise

