

# CU-ICAR Brand Guidelines:

Official Colors (CU-ICAR)

## Orange and Metallic Silver

1. CMYK: Orange- 70M,100Y; Silver 47C,37M, 38Y, 9K
2. HTML: Orange- F66733; Silver- 86898C
3. RGB: Orange- 246R 103G 51B; Silver- 134R 137G 140B

The center's entire name is usually stated in full on the first reference:

- Clemson University International Center for Automotive Research  
In subsequent references, initials may be used:

- CU-ICAR

Always use a hyphen between CU and ICAR.

Do NOT use the following names by which the center was earlier known:

- Clemson-ICAR, ICAR, Clemson University-ICAR

The graduate engineering program's entire name is usually stated in full on the first reference:

- Carroll A. Campbell Jr. Graduate Engineering Center  
There is no comma before or after Jr.

In subsequent references, the following may be used:

- Campbell Graduate Engineering Center  
or graduate engineering center

The BMW center's entire name is usually stated in full on the first reference:

- BMW Information Technology Research Center  
In subsequent references, initials may be used:

- BMW ITRC

Individual technology neighborhoods should be identified as follows:

- Technology Neighborhood I
- Technology Neighborhood II

- Technology Neighborhood III
- Technology Neighborhood IV
- Technology Neighborhood V
  - Always use Roman numerals (I) rather than spelling out cardinal numbers (one).

Individual collaboration buildings should be identified as follows:

- Collaboration 1
- Collaboration 2
- Collaboration 3
- Always use cardinal numerals (1) and do not spell them out. Do not use Roman numerals.

### Visual Integrity

The logo must not be altered in any way and should always be used in the three styles shown. Attention must be given to ensure that the logo is always readable and that other images or design elements do not visually interfere. Doing such dilutes the integrity of our visual identity.

- It is the responsibility of all persons involved in communications to participate in implementing this new visual and editorial identity program. A strong identity will contribute not only to CU-ICAR's but also to Clemson University's overall image and branding efforts. Questions should be directed to the **Department of Creative Services** by calling 864-656-2467.
- The official CU-ICAR logo is the keystone of our new identity program and is the only graphic mark approved to represent the center. The logo has two elements: logotype and supporting text. Different logo styles have been carefully designed to allow for flexibility when incorporating them into the design of your communication materials.
- The logo may vary in size, but it should not be used extremely small (less than 1/2 inch). The supporting text should be dropped when the mark is used at a size that the words become illegible.
- **Incorrect Usage**
- The logo is not to be altered or replicated in any way. Always use the original art in a high resolution format.
- The logo should not be scaled disproportionately, distorted or skewed. The typography has been custom created and does not

exist outside of the original art. The logotype and supporting text cannot be keyed in on any computer.

- The logo **can be** used vertically on banners or in other spaces that might require a vertical treatment. The logo should run from bottom to top.

#### Clemson University Wordmark

- The Clemson University wordmark should be used on CU-ICAR communication materials. The use of the University's overall identifying mark is important in connecting CU-ICAR to the University. The Tiger Paw is not appropriate for use as part of CU-ICAR's identity except under certain circumstances. These circumstances should be determined by the Department of Creative Services.