CLAFLIN
UNIVERSITY

BRAND GUIDELINES

CONTENTS

4 STRATEGY

11 VOICE AND TONE

18 LOGO

26 COLOR PALETTE

28 TYPOGRAPHY

33 GRAPHIC ELEMENTS

38 PHOTOGRAPHY

45 BRINGING IT ALL TOGETHER

Introduction

Welcome to Claflin University's brand guidelines. These guidelines are designed to ensure that the Claflin brand is represented consistently and accurately across all channels, from print and digital to social media and events. By adhering to these guidelines, we can maintain a strong and recognizable brand that reflects our values, mission, and vision.

At Claflin, we are committed to providing a high-quality education that prepares students for leadership, service, and success in a global society. Our brand is a key part of that commitment, as it communicates our identity and reputation to our stakeholders, including prospective students, alumni, faculty, staff, donors, and partners.

These guidelines cover a wide range of topics, including our color palette, typography, imagery, voice and tone, messaging, and more. They are intended for use by anyone who creates or distributes materials that represent Claflin, including employees, students, vendors, and partners.

We encourage you to familiarize yourself with these guidelines and to apply them consistently in your communications. If you have any questions or need additional guidance, please contact the Office of Communications and Marketing. Thank you for your commitment to promoting and protecting the Claflin brand.



STRATEGY

The strategy captures the importance of our brand, identifying the ideas that define a unique story that is authentically Claflin's. As the blueprint for telling the Claflin story, it sets the foundation and focus for the creative platform, and is a acts as inspiration for anyone who communicates on behalf of the university.

STRATEGY COMPONENTS

Our strategy is made up of four key components. These components—audience, positioning, message, and personality—build on each other, creating a strategic foundation for the brand that is focused, compelling, and aspirational.

AUDIENCE

Whom do we need to reach?

POSITIONING

What do we stand for?

MESSAGE

What do we offer and why does it matter?

PERSONALITY

How do we look, sound, and feel?

AUDIENCE

Claflin engages with a broad and diverse group of communities. Our messaging and creative platform must prioritize these audiences and address our goals for each of them.

Note: *To better group these audiences, we've given each segment a unique category identifier.*

Audience

FUTURE STUDENTS

Who They Are

Those navigating the decision of whether or not to attend Claflin

Prospective students

Parents and families

High school counselors

College search partners and personal influencers

The Opportunity

MOTIVATE and **INSPIRE** ambitious, motivated students, highlighting the Claflin experience and the ROI of a Claflin degree.

Audience

CURRENT CLAFLIN COMMUNITY

Who They Are

Those best positioned to convey the Claflin experience and impact today

Current students

University leadership

Faculty and staff

Alumni and donors

The Opportunity

AMPLIFY and **ALIGN** this group around the evolved Claflin brand, underscoring key differentiators in community, academics, and student success.

Audience

OPINION LEADERS

Who They Are

Those looking to Claflin as a leader in the market and driving widespread perception of the university

Leaders of peer institutions

Peers in higher education

Media

The community at large

Business community

Public stakeholders

The Opportunity

ELEVATE and **LEAD** the conversation and consideration of Claflin as a top-tier university.

POSITIONING

Our positioning provides a central focus for the brand and captures our unique reputation and differentiators. Every marketing decision should align with and support this positioning statement.

WHOM
WE'RE FOR

Diverse, motivated students from all walks of life who are seeking elevation and a high-profile education.

WHAT
WE DO

Prepare individuals to enter the world with a stronger sense of self and the intellect required to thrive in their careers and in life.

HOW
WE DO IT

Through a community rooted in belonging, nurturing support, and a preeminent educational experience.

WHY
WE DO IT

Manifested potential has the power to change lives. Some call it transformation; we call it "Claflin magic."

MESSAGING

Our core message is supported by three key themes that shape the Claflin story. These themes organize our key brand attributes and help us to communicate the university's core value proposition clearly and consistently.

NOTE: *This core message is not a tagline, a slogan or outward-facing language. Rather, it articulates the core principles that all campaign messaging and creative should draw inspiration from.*

CORE MESSAGE

Claflin University's student-centered, liberal arts education equips students with the academic expertise, essential critical thinking, and problem-solving skills that prepare them for visionary leadership in today's global society.

SUPPORTING MESSAGES

COMMUNITY

From the Parting Ceremony to long after graduation, Claflin is a forever family for all who set foot on its campus. Thanks to the collective contributions of dedicated leaders and faculty, and the Panther pride of alumni and students, every Claflin student belongs, and the love always feels like home.

ACADEMIC EXCELLENCE

Claflin believes students can achieve excellence through rigorous preparation and a dedicated commitment to exceeding expectations to fulfill their purpose.

STUDENT SUCCESS

A Claflin degree transforms careers and lives. Whether a student is their family's first generation to attend college, or it's simply their first time away from home, Claflin equips students with the confidence, support, and strong sense of self to improve their lives and, in turn, change the world. Here leaders are made, not born.

PERSONALITY

The personality traits that Claflin embodies inspire our voice and humanize the brand.

The following outlines how audiences should think and feel about the evolved Claflin brand.

How we want our audiences to **THINK** of Claflin

PRESTIGIOUS
Our approach to academics and developing leaders is distinct, unique, and noteworthy.

RESULTS-DRIVEN
We have success stories to back up our words.

CONFIDENT
We are certain in our ability to transform a student's life.

RELATABLE
Here, success is possible for all who are ready to achieve.

How we want our audiences to **FEEL** about Claflin

PROUD
Claflin is great, and others should know about it.

INSPIRED
Claflin is for the motivated student who's ready to rise higher.

WELCOMED
We are a forever family.

IMPRESSED
Claflin is a best-in-class institution.



VOICE AND TONE

In the simplest terms, our message is what we say and our voice is how we say it. And it's through our tone — informed by our brand personality traits and guided by our institution's ethos — that our voice takes shape, expressing who we are in a way that feels like Claflin, to our core.

BRAND NARRATIVE

These short paragraphs are the basis for relating our story at the highest level, and help set the tone for the language we use. These words, phrases, and lines can help us translate our brand strategy to audience-facing language, carrying our message in a way that makes our audiences pay attention.

This language isn't intended to be used word for word in external communications. Instead, use it as inspiration: pulling relevant phrases when appropriate, adopting its tone whenever possible, and mirroring elements of its construction when that's helpful.

For some, it's enough to simply follow the crowd. To find comfort in the status quo. But for a Claflinite, "just enough" never is. We hear the call to explore. To pursue. To achieve. And we answer.

Because Claflin was built for the audacious. For those who are called to take action, push boundaries, and excel against all odds. Free thinkers who don't wait to be told what to do, where to go, or who to be.

Because, to our core, Claflin is different.
Confident. Focused. Connected.

We move with reverberating effects. And we don't need to shout the loudest for our message to go far.

Because only the intrepid make waves in classrooms, careers, and communities.

And at Claflin, excellence is inherent, and success is ours for the taking.

The legacies we create are on our own terms. Our authenticity becomes our authority. Our unique self-expression shapes the landscape of tomorrow.

When we're called upon for our next feat of excellence, we move.

And when **Claflin calls,** the world moves with us.

NARRATIVE BREAKDOWN

Here we break down the reasoning behind the brand narrative, section by section, outlining the ways we weave both strategy and story into our voice.

For some, it's enough to simply follow the crowd. To find comfort in the status quo. But for a Claflinite, "just enough" never is. We hear the call to explore. To pursue. To achieve. And we answer.	At Claflin, we don't settle for the "regular" or popular questions, journeys, or solutions. We're always pushing for the best, and by doing so, we're setting a higher standard for everyone.
Because Claflin was built for the audacious. For those who are called to take action, push boundaries, and excel against all odds. Free thinkers who don't wait to be told what to do, where to go, or who to be. Because, to our core, Claflin is different. Confident. Focused. Connected.	Claflinites are distinct, sharp, and ambitious. We're not afraid to take things into uncharted territory, and we don't hesitate to become leaders. Claflin is the place that encourages and embraces this particular kind of excellence for this particular kind of learner.
We move with reverberating effects. And we don't need to shout the loudest for our message to go far. Because only the intrepid make waves in classrooms, careers, and communities. And at Claflin, excellence is inherent, and success is ours for the taking.	Our impact is made and felt through meaningful action, not vanity or publicity. Our graduates bring what they learned at Claflin to the greater community, and in the process, they provide what the world needs.
The legacies we create are on our own terms. Our authenticity becomes our authority. Our unique self-expression shapes the landscape of tomorrow.	We don't need the outside perception of Claflin to validate or create our legacy. We're active participants in shaping it — because we're so distinctly us.
When we're called upon for our next feat of excellence, we move. And when Claflin calls, the world moves with us.	When we feel compelled to take action, we have no choice but to move with conviction. And when see that change needs to be made, we lead our communities forward with precision.

HEADLINE CONVENTIONS

The importance of headlines can't be overstated. They make a strong first impression, they capture interest, and they go a long way toward brand consistency. Instead of using headlines simply as labels, use them to grab your audience's attention and make them want to read more. The following headline constructions are easy go-to's when implementing our brand.

Call / Answer

_____ calls.
_____ is calling.
_____ Answer the call.

Success is calling your name.

**When our community calls,
Claflin answers.**

**Ready to meet your potential?
It's time to answer the call.**

Playing off our narrative hook, you can insert any of the powerful causes, values, or entities that Claflinites may call for or answer.

Three-word convention

____. ____. ____.

Unrivaled. Unmatched. Uncommon.

**Claflinites are the proud.
The powerful. The passionate.**

Courageous. Creative. Clever.

**Answer the call. To support.
To embrace. To uplift.**

This convention can be used (with or without alliteration) to highlight three strong words or actions that represent the Claflin mindset.

_____ to our core.

Confident to our core.

We're dynamic to our core.

**Claflinites don't wait for instructions.
We're inquisitive to our core.**

This simple convention highlights our authenticity. Use words that show the true nature of Claflin and Claflinites.

MESSAGING THEMES

While headlines make a great first impression, it's important to infuse our story at every level of our communications. When writing stories or crafting content, keep these high-level themes in mind to stay true to the Claflin story and accurately describe what it means when Claflin calls for something big.

Claflin believes in Claflin.

We call it Claflin Confidence. It's not arrogance or boastfulness — it's certainty in our ability to transform a student's life. We're beyond being the best-kept secret, and ready to be known for the meaningful differences we make. We allow students to become their best selves. We enable generational change. And it's time that the world knows us.

Claflin believes that community is our strength.

We're made up of people from all walks of life, and we're unified by Claflin magic — the unexplainable, encouraging energy that you can feel coursing through our campus. We are a forever family that shows up for one another in every way — always affirming each other, holding each other accountable, and providing guidance.

Claflin believes in excellence.

Unapologetic academic excellence is a core part of our identity. Our students are motivated, and arrive at Claflin ready to meet their full potential. Here, we push them, helping them grow and form a stronger sense of self — providing what they need to continually go above and beyond what's expected.

DIALING IT IN

A recognizable tone is about striking a fine balance. Here are some qualities that are informed by our brand personality traits. These explore the continuum ranging from just right to too much.

CONFIDENT	but not	**ARROGANT**
NURTURING	but not	**PATRONIZING**
RELATABLE	but not	**EXPECTED**
BOLD	but not	**EDGY**
AUTHENTIC	but not	**RAW**
RESULTS-DRIVEN	but not	**RIGID**
KNOWLEDGEABLE	but not	**HAUGHTY**
WARM	but not	**FLIPPANT**
ACCESSIBLE	but not	**CASUAL**
DISTINCT	but not	**QUIRKY**
COMMUNITY-FOCUSED	but not	**SMALL-MINDED**
SELF-ASSURED	but not	**SELF-ABSORBED**
INCLUSIVE	but	**PROUD OF OUR HISTORY**

WRITING BEST PRACTICES

No matter what kind of piece you're writing for, keep these simple tips in mind.

SPEAK NATURALLY.

Seems easy enough, but in academia, it's especially important to remember we could be talking to people of any background. People who use contractions and sentence fragments (when appropriate), and probably don't know all of our insider acronyms. Once you're finished writing, read your copy aloud to make sure it sounds natural and conversational, not stuffy and formal.

BREAK IT DOWN.

Readers have increasingly short attention spans, and in our communications, we want to make every word count. Make your communications more digestible by employing bullet points, infographics, and clear content hierarchies with headlines, subheads, and body copy.

SPARK ACTION.

Everything we create has a purpose, and the potential to drive further engagement. Where appropriate, make sure to include a call to action (CTA) to tell your reader what to do next, whether it's requesting more information, signing up for a campus visit, or applying for a program.

SHOW AND TELL.

Our communications are more powerful when we back them up with proof. If you're writing about how planned gifts will make a monumental difference, give specifics about what the funds will be used for and describe the impact on current and future students. If you're creating a piece about our commitment to social justice, include a testimonial from someone who has experienced it firsthand.

KEEP IT FOCUSED.

When you try to say everything all at once, you're likely to confuse your reader and overwhelm them with information. With the exception of multi-page pieces like viewbooks and newsletters, make sure each communication is focused on a single message. That way, it's much more likely to be heard, understood, and remembered.

VOICE and TONE CHECKLIST

So you've used these guidelines to craft a beautiful communications piece — well done! Let the copy sit, then use this checklist to give it one more gut check. You can even use these questions as you're writing.



Does this relate to the idea of Claflin Calling?



Do the headlines communicate our voice, instead of just labeling the content that follows?



Does it contain at least one key message?



Does it avoid tackling too many messages?



Does it get to the point quickly, instead of burying the key message?



Does it sound like something that someone with our personality traits would say?



Before the introduction of a distinct logo, the university often relied on its intricate seal for various design needs. This practice presented challenges, especially when resizing for smaller applications where those details were lost and flexibility in placement was limited.

Using the official university logos correctly and adhering to established guidelines is crucial. Official logos must not be modified, altered, stretched, or distorted under any circumstances. Use of the Claflin University logo requires approval from the university's Communications & Marketing department. Vendors interested in featuring logos on merchandise for sale should contact Collegiate Licensing to discuss rights and usage terms.

Logo and Lockups

The redesigned logo streamlines the original seal while honoring its essence. The cupola is simplified, and the sun rays are creatively repositioned as a subtle accent in the upper left corner, symbolizing new beginnings and elevation as they appear to break free of its box.

Additionally, a new wordmark features “CLAFLIN” in bold, all-caps letters to capture attention. It is complemented by the word “university” in smaller, yet still capitalized letters to further emphasize the name ‘Claflin’. The wordmark can also be used independently (only when necessary), providing additional flexibility in how the brand is presented.

The stacked lockup is generally recommended and may be used for any university communciations or marketing need. It must always be presented in its original format—never altered or manipulated.

There may be instances where the horizontal version or even the wordmark is more suitable. Just like the stacked arrangement, the same guidelines for color, size, and clear space must be followed.

For specific sizing needs or questions about proper usage of the university logo, please reach out to the Communications and Marketing team at communications@claflin.edu.

PRIMARY LOGO

CLAFLIN
UNIVERSITY

HORIZONTAL LOGO

CLAFLIN
UNIVERSITY

WORDMARK

CLAFLIN
UNIVERSITY

Acceptable Color Variations

Whenever feasible, it is strongly recommended to use the two-color version of the logo. Should the need arise for a single-color variation, acceptable options include black, maroon, orange, and white, as demonstrated to the left. The orange variation is only allowable on maroon backgrounds. All graphic files for the university logo and its approved variations are accessible on the Communications & Marketing web page.























Scale and Clear Space

Never reproduce the stacked (vertical) logo at heights smaller than 1 inch for print or 72 pixels for digital, and the horizontal logo at widths smaller than 1 inch for print or 72 pixels for digital. There is no maximum size limit, but use discretion when scaling the logo. It should never be the dominant element on the page; instead it should work comfortably and clearly as an identifying mark.

Ensure that clear space is maintained around the logo. That way, it remains fully legible and has room to breathe. Use the height of the “A” as a measuring tool for proper clearance as illustrated below.







Lockups for Schools

The alternate lockups displayed are tailored for schools and are intended for external marketing initiatives. While these lockups should not be used on letterhead, they are appropriate for certain return address uses. When creating materials that involve multiple schools, colleges or departments, refrain from using logos from different units together. Instead, use the primary university logo to best represent all entities involved. These lock ups are available on the Communications & Marketing web page.

















Lockups for Units

The alternate lockups displayed are tailored for select departments, and are intended for external marketing initiatives. While these lockups should not be used on letterhead, they are appropriate for certain return address uses. When creating materials that involve multiple schools, colleges or departments, refrain from using logos from different units together. Instead, use the primary university logo to best represent all entities involved. These lock ups are available on the Communications & Marketing web page.

DEPARTMENT *of*
MATHEMATICS & COMPUTER SCIENCE
SCHOOL OF NATURAL SCIENCES & MATHMATICS
CLAFLIN UNIVERSITY

DEPARTMENT *of* ENGLISH
SCHOOL OF HUMANITIES & SOCIAL SCIENCES
CLAFLIN UNIVERSITY

ALICE CARSON TISDALE
HONORS COLLEGE
CLAFLIN UNIVERSITY

THE OFFICE *of*
CAREER DEVELOPMENT
CLAFLIN UNIVERSITY

Prohibited Logo Use

Using official university logos correctly and adhering to established guidelines is crucial. Official logos must not be modified, altered, stretched, or distorted under any circumstances. Vendors interested in featuring logos on merchandise for sale should contact Communications & Marketing to discuss rights and usage terms.



Don’t alter the colors of the logo

The university logo is crafted to consistently represent Claflin University with integrity. To ensure this, it is crucial to use the logo as originally designed, including its specific colors. You can find the correct two-color logo file at [sharepoint site].



Don’t create unauthorized one-color variations of the logo

The one-color logo should only be used in black, maroon, orange, white, or in special circumstances can be produced using metallic inks or foil applications. See “Acceptable Color Variations” for details.



Don’t use the two-color logo on a colored background

If the logo needs to be placed on a colored background or colored paper, opt for a one-color version to enhance contrast and readability. The two-color version of the university logo should only be used on a white or pale gray (#f2f2f2) background.



Don’t sacrifice legibility

When reversing the logo out of a photograph or another background, ensure it is placed in a section of the image that maintains its clarity and legibility.



Don’t use the logo for decorative purposes

The university logo should be a prominent feature on all documents issued by Claflin University. Utilizing it as a background or decorative element undermines its significance and breaches the required clear space guidelines.



Don’t apply effects to the logo

Dimensional effects—such as drop shadows, highlights, bevels, or radial or gradient fills—should never be applied to any part of the university logo.

Prohibited Logo Use



Don’t manipulate the logo’s orientation or dimensions

The logo should always be displayed in its original orientation and proportions. It must not be rotates, tilted, stretched, or compressed, as these alterations can detract from the logo’s intended appearance and recognition.



Don’t rearrange the logo elements

The components of the logo are designed to be presented in a specific arrangement. Rearranging any elements of the logo disrupts its design integrity and can compromise the brand’s consistency and recognition.



Do not lockup any other elements with the logo

The logo should stand alone without being combined with any other design elements or text. Avoid locking up any additional elements with the logo to maintain its integrity and effectiveness.



Don’t change the font or recreate the logo

Always use the approved logo files exactly as they are provided to ensure brand consistency and recognition. Modifying the font or reconstructing the logo in any way is strictly prohibited.



Don’t obstruct the logo

Ensure the logo is placed on a clear, uninterrupted surface. Avoid positioning it over doors, zippers, or any other elements that could divide it into two parts.

The University Seal

The formal identifier of Claflin University, the university seal, was created by Dr. Leo F. Twiggs, a Claflin alumnus, world-renowned artist, and Claflin Distinguished Artist-in-Residence.

Use of the university seal is restricted to official university documents (such as diplomas, certificates, commencement programs) and presidential documents (such as inauguration, event invitations). The seal should not be altered in any way or used in any trivializing manner (screened, cropped).

The “PANTHER” Mascot

The Claflin University Panther Mascot, also known as the athletics logo, embodies the spirit of the Claflin community. The Panther icons were developed primarily for use by Claflin University varsity athletic teams and the Department of Athletics, but may be incorporated into non-athletics designs.

NOTE: The combination of the letters “CU” should not be used as a Claflin University icon in any situation. The University wants to be



COLOR PALETTE

Beyond our logo, color is the most recognizable aspect of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials feel cohesive.

Our color palette is made up of two layers: primary and secondary. Communications should lean heavily on the primary palette, but may use the secondary palette to keep layouts from becoming too stale or one-dimensional.

Brand Colors

The Claflin palette, made up of Maroon and Orange, is a nod to our history colors. These are our primary colors; turn to them for general use.

Although our primary palette should lead in most materials, certain instances require additional options. In general, secondary palette should be used sparingly, as accents, but can be more prominent in some instances.

It is strongly recommended that designers avoid using orange a as stand-alone color to avoid creating confusion with other regional universities' school colors (i.e. Clemson).

PRIMARY PALETTE

PANTONE 209 C

MAROON

HEX #722540
CMYK 0 68 44 55
RGB 114 37 64

PANTONE 158

ORANGE

HEX #F58024
CMYK 0 61 99 0
RGB 245 138 36

SECONDARY PALETTE

TAN

HEX #F7E5D1
CMYK 2 9 17 0
RGB 247 229 209

GRAY

HEX #777678
CMYK 55 47 45 11
RGB 119 118 120

BLUE

HEX #0688A6
CMYK 84 33 26 1
RGB 6 136 166

YELLOW

HEX #F1BE20
CMYK 5 25 98 0
RGB 241 190 32

BLACK

HEX #171317
CMYK 100 100 100 50
RGB 24 20 24

GREEN

HEX #75A642
CMYK 60 16 99 1
RGB 117 166 66

TYPOGRAPHY

Typography plays a large part in our visual brand. It's an active and personal element, with a mix of options that can tell our story in a number of engaging ways. Our brand uses two typefaces: Montserrat and Adelle Sans. These typefaces work together to bring our messages to life. They each have their own strengths and unique characters, so use the following section to guide your typographic choices.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789!@#$%^&*()

Aa

Type in Layout

How we use type to convey our story is as important as the story we tell. For the Claflin brand, we understand the significance of type in creating visually captivating and impactful designs, particularly on the covers of brochures, magazines, and ads.

To ensure a consistent and memorable visual identity, we have carefully curated a limited selection of typefaces specifically for these key touchpoints. These typefaces have been thoughtfully chosen to align with the essence of Claflin, capturing our values of excellence, diversity, and innovation.

When designing covers for brochures, magazines, and ads, we recommend utilizing our designated primary typeface. This typeface embodies the timeless elegance and forward-thinking nature of Claflin, lending a sense of authority and sophistication to our brand.

In addition to our primary typeface, we have also identified a secondary typeface that can be employed sparingly to add emphasis or variation when needed. However, it is essential to exercise restraint and moderation, as the overuse of multiple typefaces can detract from the overall impact and cohesiveness of our visual storytelling.

By adhering to these guidelines and strategically utilizing our limited type options, we can create captivating covers that effectively communicate the essence of Claflin. Let the power of type harmonize with our storytelling, leaving a lasting impression on our audience and reinforcing our brand identity.



MONTSERRAT

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789!@#$%^&*()

Primary Typeface

Uses

Headlines
Subheads
Callouts

Font Weights

Thin
Thin Italic
Extra Light
Extra LightI Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Black
Black Italic

ADELLE SANS

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789!@#$%^&*()

Secondary Typeface

Uses

Subheads
Callouts
Body Copy

Font Weights

Thin
Thin Italic
Light
Light Italic
Regular
Italic
SemiBold
SemiBold Italic
Bold
Bold Italic
ExtraBold
ExtraBold Italic
Heavy
Heavy Italic

Text Hierarchy

Title

Montserrat ExtraBold, 50 pt

Leading: 64 pt

Lead

Monserrat Regular, 26 pt

Leading: 30 pt

Paragraph

Adelle Sans Light, 15 pt

Leading: 24 pt

Button

Adelle Sans, 20 pt

Link

Adelle Sans, 14 pt

LOREM IPSUM

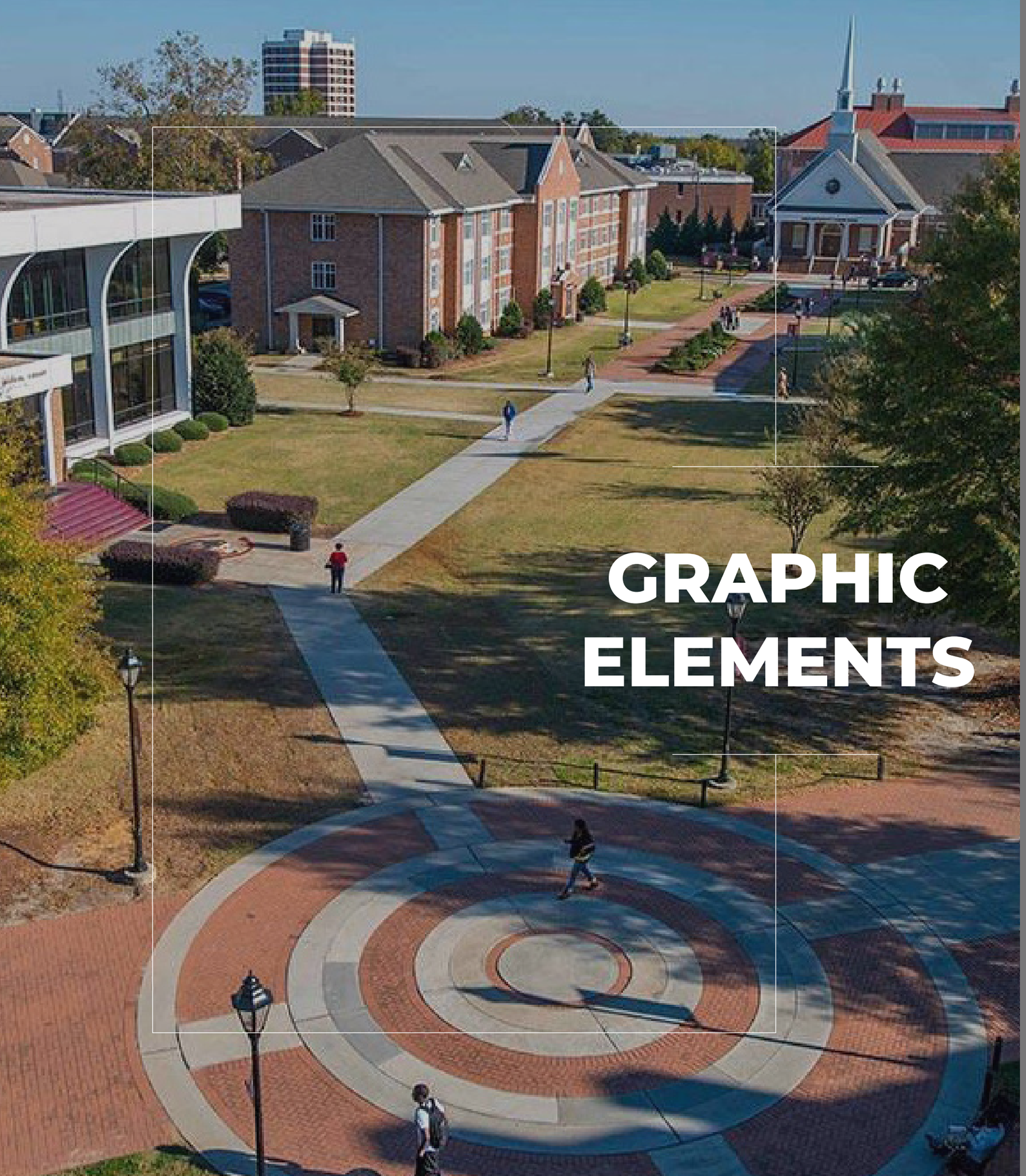
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Get Started

Donate

Learn more



GRAPHIC ELEMENTS

Graphic elements make up the framework that ties our brand together visually. Used properly and consistently, they help ensure that our visual language conveys strength and refinement.

Power “C”

The Power “C” is a dynamic visual element derived from the distinctive letterform of the Montserrat ExtraBold font. It serves as a unique framing device that embodies the spirit and energy of Claflin University’s brand. This versatile element can be utilized both independently and in conjunction with other graphic elements to create compelling visual compositions.

As a stand-alone element, the Power “C” symbolizes strength, unity, and forward momentum. It can be placed strategically in various layouts, such as the corners of a brochure cover or as an anchor element in an advertisement, to draw attention and convey a sense of confidence and purpose.



Power “C”

When used as a frame for images, the Power “C” adds a powerful visual impact, highlighting the subject and reinforcing the connection to Claflin’s brand. It encapsulates the essence of our institution, framing moments of achievement, diversity, and life on campus.

It is important to exercise restraint and ensure that the Power “C” is applied purposefully and sparingly. Overuse or misuse of this element can dilute its impact and diminish its effectiveness in capturing attention and conveying our brand identity.



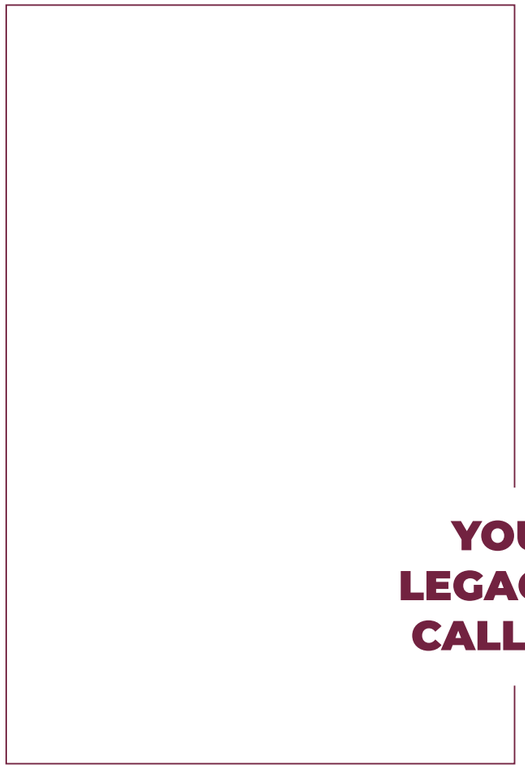


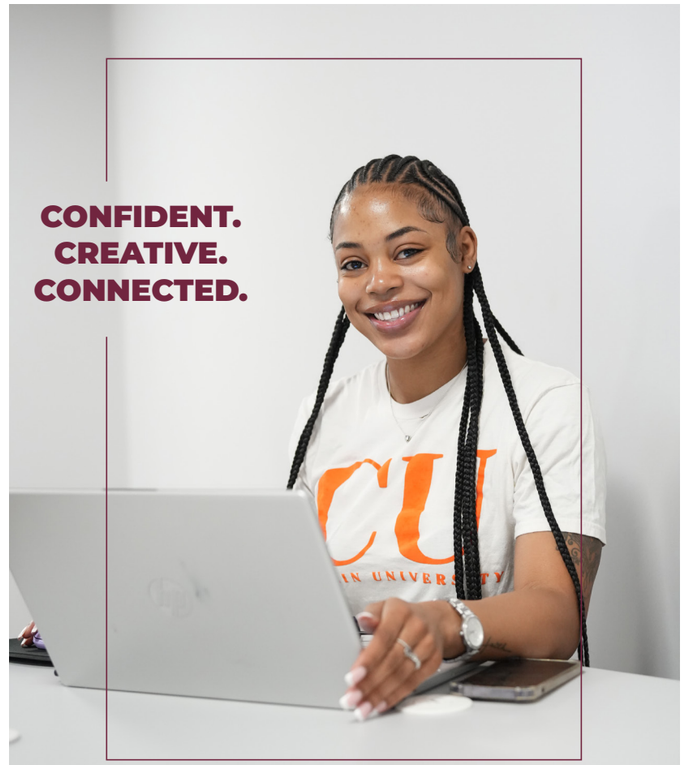
True Line

The true line is a design element that can frame and add character to a photograph. It's constructed from a stroke line that's typically be 1pt or less (based on the scale of the image). It can be appear in any of the colors from the Claflin palette, but the element should always contrast from the background clearly.

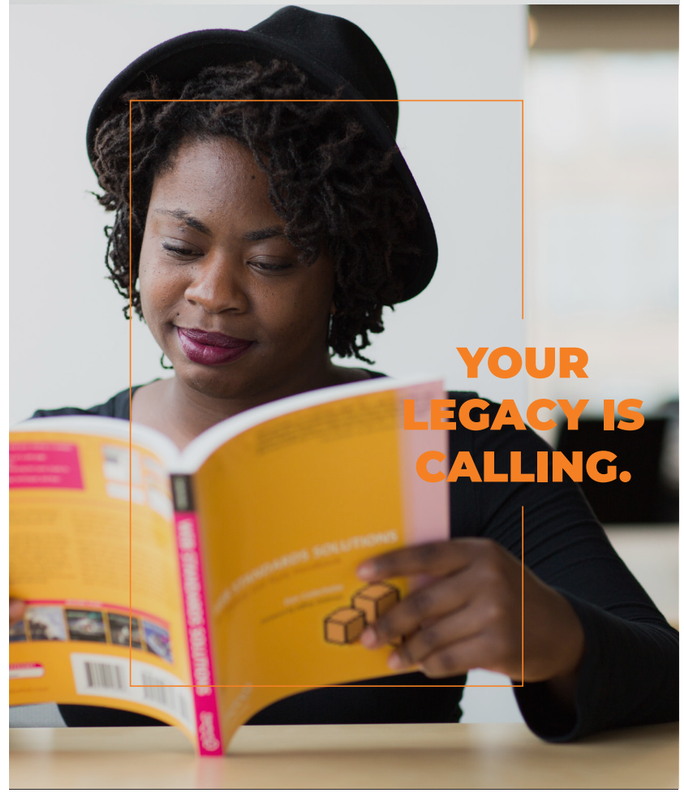
Opening on the right side of the shape often features a bold headline that merits the reader's attention.

Use with discretion when framing photos with the truth line. The stroke should never overpower the image.





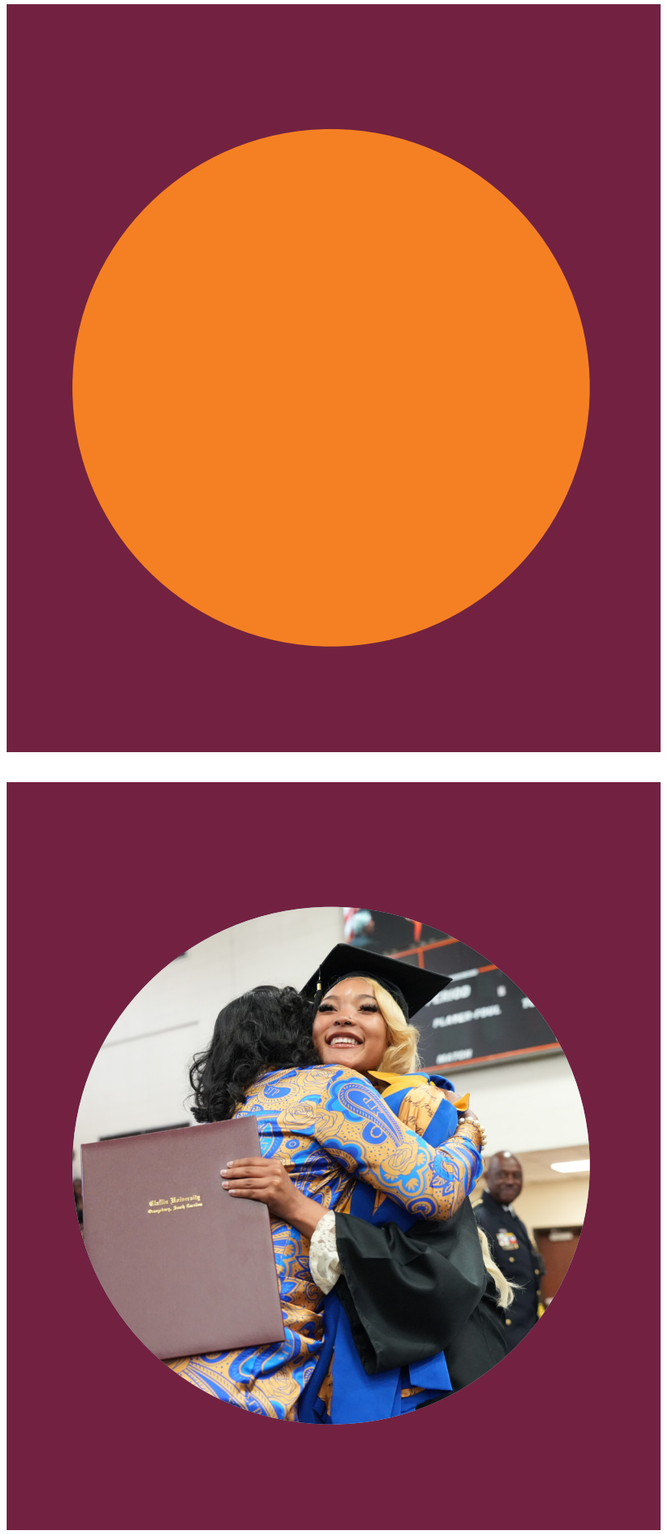




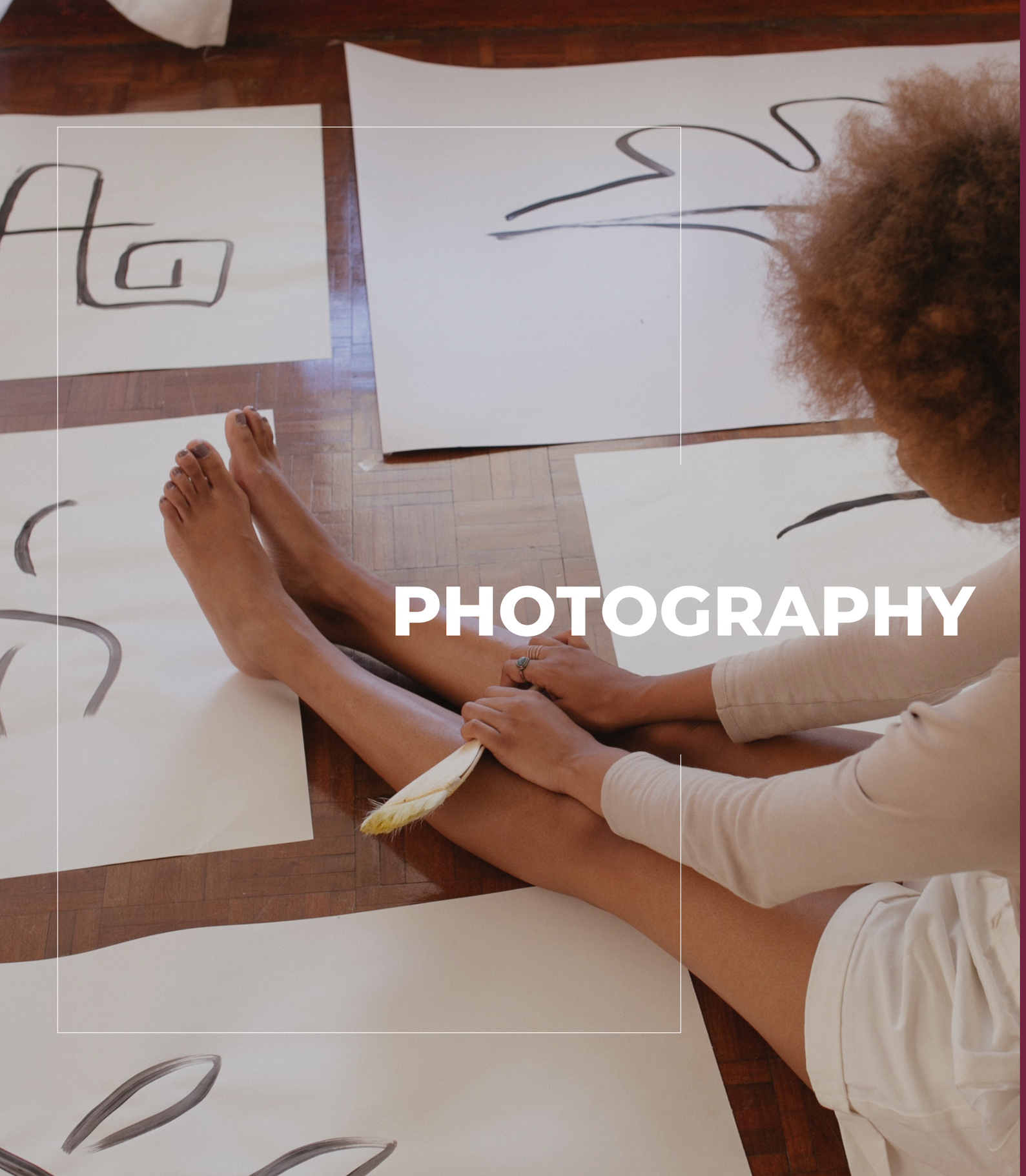
Circle Frame

The circle frame is inspired by the Claflin legacy logo. It serves as a storytelling device, designed to bring focus to a particular image in context. The circle frame should always appear in with one of the primary colors. The image it contains should relate to the surrounding context.

When using the optional crossbar element, be mindful of be mindful of how it interacts with the image behind it. Avoid placing the crossbar over faces, necks, or other important visual information.







PHOTOGRAPHY

Photography is a crucial aspect of the Claflin visual brand and plays a significant role in how we communicate with our audiences. Our images should capture the essence of our institution and the people who make us who we are. Whether we use existing photographs or shoot new ones, each image should fall into one of the following categories:

- **PORTRAIT**
- **CREATIVE**
- **ACADEMIC**
- **COMMUNAL**
- **CLAFLIN CONFIDENCE**

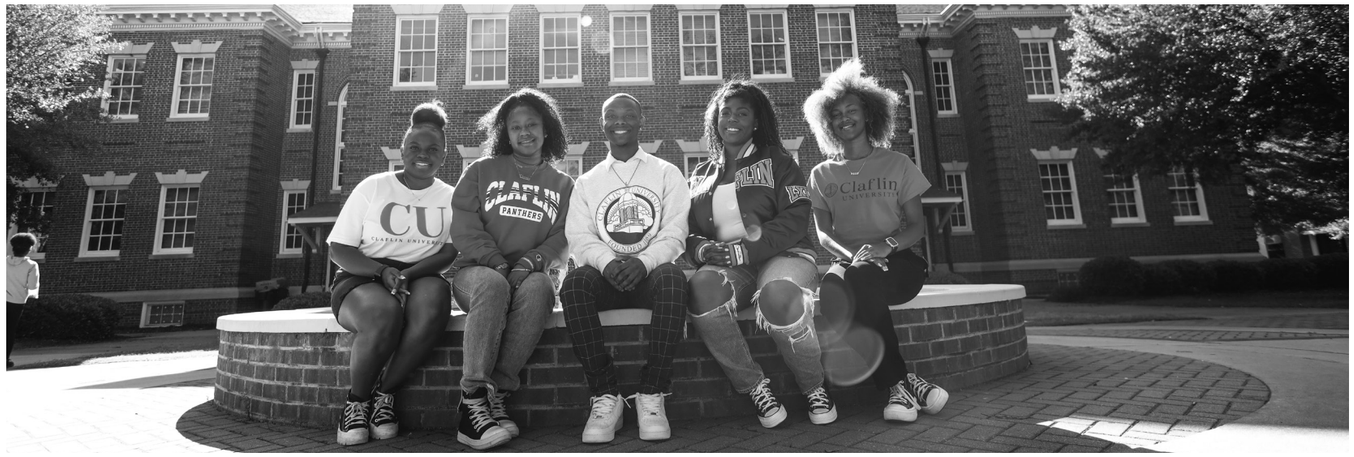
Overview

No matter what category they fall under, our photos should display the following characteristics: warmth, friendliness, creativity, academic excellence, Claflin Confidence,

community, authenticity, and diversity. Keeping these traits in mind will help ensure that our images accurately represent Claflin and communicate effectively with our audiences.

We're proud of our diverse body of students and alumni, and we want our photos to reflect that. Candid images of diverse people are a great way to draw attention and showcase our inclusivity.

Photos of groups and activities should appear candid and not staged. We want to avoid anything that looks contrived or forced. (The exception to this rule is the "Claflin Confidence" category, where the subject is looking directly at the camera.) In every case, we want our images to feel authentic and genuine, capturing the true essence of our university.









Portrait

Portraits should feel warm, friendly, and natural, and not overly posed. The subjects should appear comfortable and at ease, and the images should reflect the diversity of our student and alumni body.











Creative

Creative photos should showcase the unique and innovative aspects of our University. With these images, we want to highlight the creativity and talent of our students and faculty, and showcase the beauty and richness of our campus environment.







Academic

Academic photos should highlight our more serious and studious nature, conveying a sense of intellectual rigor and academic excellence. This category can also include images the depict our campus and student life.













Communal

Communal photos should highlight our sense of community and inclusivity. We want to showcase the relationships and connections that make Claflin a special place.









Claflin Confidence

Claflin Confidence is a critical part of our brand, and we want our photos to reflect that. Images in this category should transport the viewer to the heart of Claflin and help them experience the energy and vibrancy of our community. Compared to our standard portraits, these images should feel more serious and more intimate. We often achieve this by pairing two individual portraits next to each other. This gives way to a more documentary that can work well for a range of applications. The closeness also conveys rigor and confidence in the Claflin Calling.







BRINGING IT ALL TOGETHER

In this section, we show how all of the brand's elements work together to tell a powerful story about Claflin University.

Viewbook



Viewbook


TRANSFORMATION
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Viewbook

CLAFLIN WAS BUILT FOR THOSE WHO ARE BUILT DIFFERENT.

Claflin elevates the ambitious scholars of today into the trailblazing leaders of tomorrow.

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Viewbook



Claflin elevates the ambitious scholars of today into the trailblazing leaders of tomorrow.



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Viewbook



SUCCESS IS YOUR FOR THE TAKING.

Claflin believes in excellence.

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Viewbook


EXCELLENCE
IS YOUR
BIRTHRIGHT.
Transformation is your destiny.
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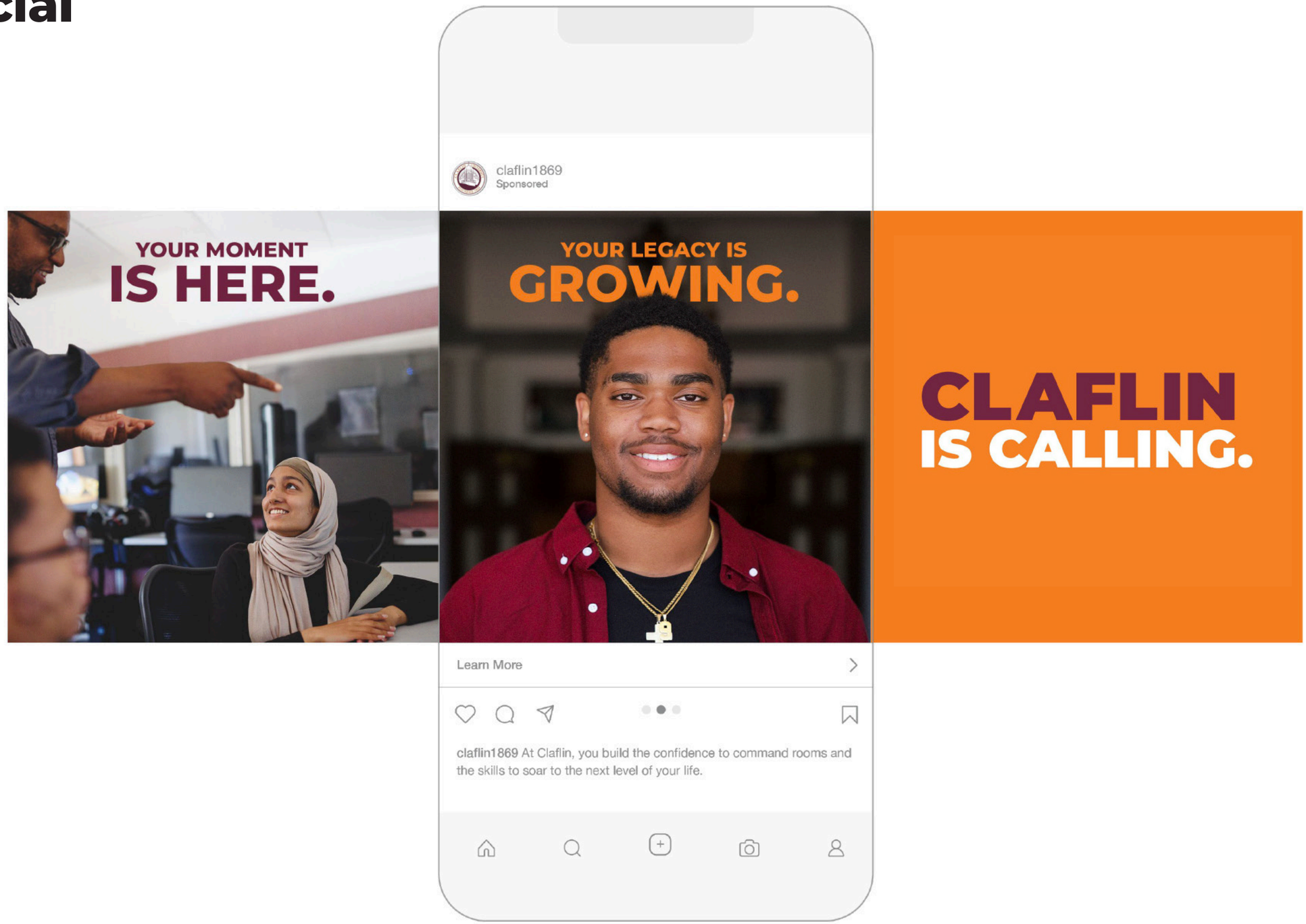
Out-of-Home



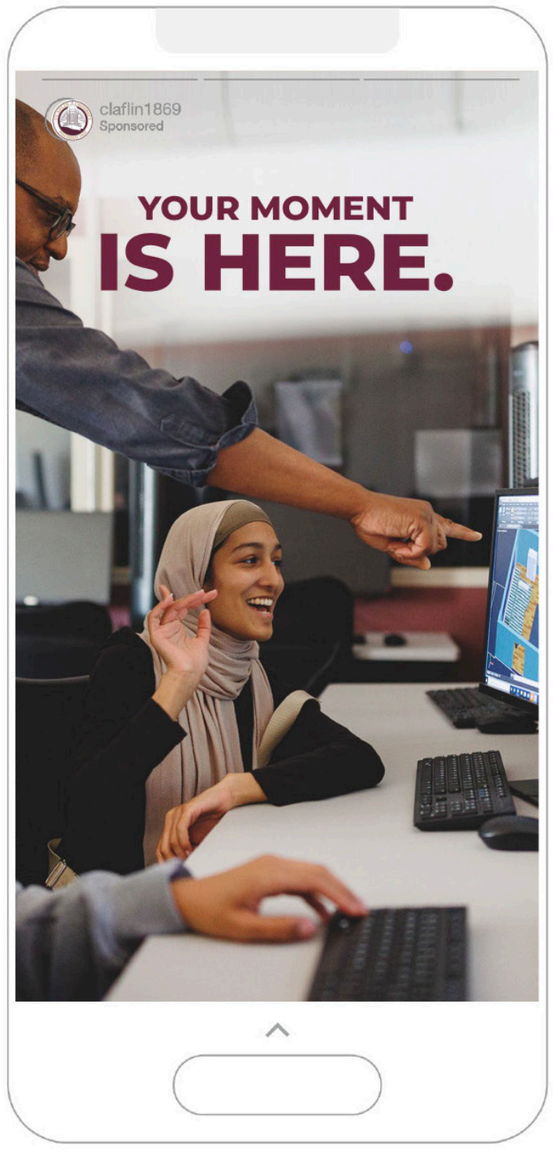
Out-of-Home

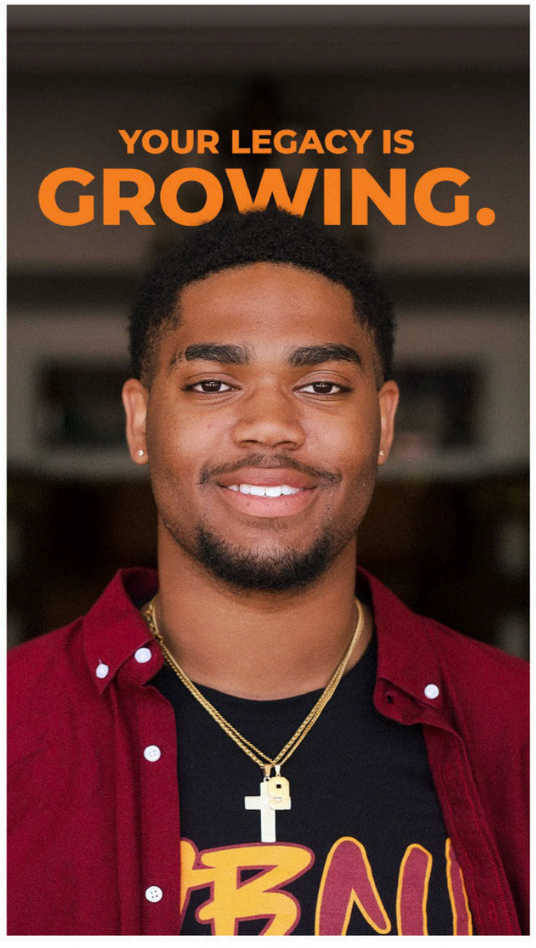

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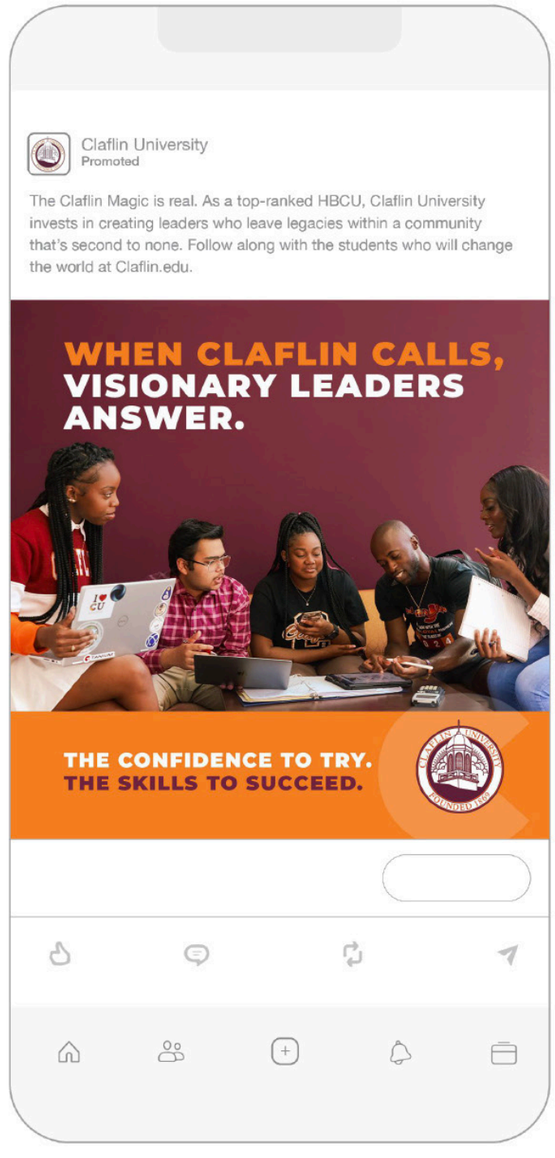

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THE SKILLS TO SUCCEED.



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ELEVATION & TRANSFORMATION



NOTE: The photographs used throughout this document are brand examples, and should serve only to guide photo style.
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