Brand Guidelines

TigerLive Entertainment's visual and content style guide to presenting a consistent brand.

Document last updated on: 04/20/2025

01 Brand Introduction

Consistency is key. Whether it's our logo, colors, typography, or social media presence, maintaining a unified brand identity helps TigerLive Entertainment stand out and remain recognizable across campus. By following these guidelines, we ensure that every event and communication aligns with our mission and keeps students engaged.

TigerLive Entertainment is the premier student-led programming board at Clemson University, dedicated to creating dynamic and memorable experiences for the campus community. We specialize in hosting a diverse range of events—from concerts and comedy shows to cultural celebrations and interactive activities—that bring students together and enhance campus life.

02 Brand Identity

Brand Vision

Our vision is to make TigerLive synonymous with excitement, belonging, and impact, ensuring that every Clemson student finds something to enjoy, celebrate, and be a part of. We aspire to build a legacy where each event not only entertains but also fosters connections, strengthens school spirit, and leaves a lasting impression on the Clemson community.

Brand Mission

The TigerLive brand exists to represent energy, inclusivity, and student spirit through bold visuals, clear messaging, and a consistent voice that reflects the vibrant culture of Clemson University.

Brand Principles

Brand principles serve as guiding pillars of the brand. It states how brands are presented and communicated to the audience.

Energy	Student Spirit	Authenticity
TigerLive brings vibrant, bold energy to every event and communication, sparking excitement and engagement across campus.	Our ideas are fresh, dynamic, and student-centered, we're not afraid to try new things or push creative boundaries.	We stay true to our values, representing TigerLive with honesty, clarity, and a genuine student-driven voice.

03 Brand Voice

The TigerLive Brand Guide ensures our voice, visuals, and messaging stay consistent, inclusive, and uniquely us. Use this guide to represent TigerLive with clarity, energy, and pride across all platforms and materials.

Do's	Dont's
• Maintain and upbeat, welcoming tone in a communications	• Don't use negative, exclusive, or sarcastic phrasing
• Use relevant hashtags in all social media posts	• Use gendered words to refer to a group of people. Opt for more inclusive ones, like "team" instead of "guys."
• Always proofread for grammar, spelling, and brand tone	• Don't make assumptions about messaging without consent of the Director of Marketing

04 Brand Typography

TigerLive's typography should be bold, clear, and consistent. It reflects our energetic, student-focused brand across all digital and print materials.

	Canva	Adobe Express	Microsoft Office Cloud Fonts	Web Fallback Fonts
Trade Gothic Next LT	Libre Franklin	Trade Gothic Next LT	Franklin Gothic	Franklin Gothic or Verdana
Tiempos	Source Serif Pro	Dejanire Headline/Text	Sabon Next LT	Times New Roman
Biotif	Garet	Sofia Pro	Century Gothic	Century Gothic

Font Applications

This is Clemson

Clemson University is located in Clemson, South Carolina, and is a public land-grant institution.

HEADING: | Biotif Semibold

PARAGRAPH: | Tiempos Text

THIS IS CLEMSON

Clemson University is located in Clemson, South Carolina, and is a public land-grant institution.

HEADING: | Tiempos Headline Fine

PARAGRAPH: | Trade Gothic Next Regular

THIS IS CLEMSON

Clemson University is located in Clemson, South Carolina, and is a public land-grant institution.

HEADING: | Trade Gothic Heavy Condensed Italic

PARAGRAPH: | Trade Gothic Regular

THIS IS CLEMSON

Clemson University is located in Clemson, South Carolina, and is a public land-grant institution.

HEADING: │ Biotif Medium

PARAGRAPH: │ Tiempos Text Regular Italic

This is Clemson

Clemson University is located in Clemson, South Carolina, and is a public land-grant institution.

HEADING: │ Trade Gothic Next Light Italic

PARAGRAPH: │ Biotif Bold

TigerLive follows Clemson University's typography. For more information on typography, [click here](#).

05 Brand Logo

The TigerLive logo is the centerpiece of our brand identity. It represents who we are – bold, student-driven, and full of energy. To maintain brand consistency and recognition, the logo should always be used in its approved formats, without distortion, recoloring, or unauthorized edits.

Logo Variations

Primary Logo	Primary Logo (White)

Logo Best Practices

- The logo color can only be orange or white. Any other colors is strictly prohibited by TigerLive and by Clemson University.
- No distortion of the logo, it must be clear and concise.

For dark backgrounds, use the whiteout version of the logo.

06 Brand Colors

Primary Colors

Below are the color for TigerLive, a couple of which are also Clemson University colors.

Regalia	TLE Black	Goal Line	Clemson Orange
Hex Code #F56600	Hex Code #A066CB	Hex Code #FFFFFF	Hex Code #F56600
CMYK 81% 100% 0% 5 %	CMYK 17% 40% 0% 20%	CMYK 0% 0% 0% 0%	CMYK 0% 74% 88% 0%
RGB 82-45-128	RGB 160-102-203	RGB 255-255-255	RGB 245-102-0

Accessible Color Pairings

These are the suggested color pairings for texts and respective background colors.

Color Pairing 1	This is a sample text to show accessible color pairings with backgrounds.
	This is a sample text to show accessible color pairings with backgrounds.
Color Pairing 2	Another sample for accessible pairing.
	Another sample for accessible pairing.
Color Pairing 3	Another sample for accessible pairing.
	Another sample for accessible pairing.

07 **Applications**

Digital Applications

Brand Gear

09 Brand Asset Library

Brand Assets	Owner	Link	Notes
Clemson University's Style Guide	Clemson University	[Document Link](#)	N/A