

The Story of Clemson

You See History Here.

The City of Clemson's history is richly textured. This place began as a small village founded near the railroad that has evolved into a dynamic community where educating young lives is a mission embedded in our core. We strive to explore our complex past with open eyes knowing that history ties place to people and enriches our understanding of how we came to be.

You See Progress Here.

This place is ever changing and to many it is forever young. We are part of a dynamic and growing region where the pace of change can sometimes feel disquieting. Yet, the City of Clemson looks to the future knowing that intentional growth and change have always been part of this place. We endeavor to curate a careful balance of preserving what makes each neighborhood and district distinct while acknowledging growth is always on the horizon.

You See the Outdoors Here.

The City of Clemson's parks present an opportunity to play and relax. From an evening stroll along Lake Hartwell to a game of tennis, from a day at the pump track to a swim at the beach, from a picnic under the trees to a ride along the greenway; the mixture of outdoor activities available in our parks and recreation sites is unrivaled. You will find more public lake access than any city in South Carolina and the breathtaking paradise of the Blue Ridge Mountains with hundreds of miles of trails, parks, rivers, and waterfalls to explore are just minutes away.

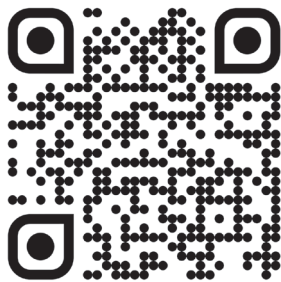
You See Diversity Here.

The hills that surround this city shelter a diverse community. People from across the nation and world find their way here. Students in our schools speak languages seldom heard in other towns our size. Retirees come here through ties to this place or the discovery that a small South Carolina city can offer amenities eclipsing many larger places. Families settle here to enjoy the warmth and safety of a true hometown. Our goal is to make Clemson your home wherever you are from.

You See Yourself Here.

Clemson is a city that serves an outsized role in South Carolina. The thousands of lives that have touched this community over many generations cannot help but leave an indelible imprint on this place. And the cadence of this place echoes through time making its own mark on each person who lives, works, studies, and visits here. This City envelops and embraces our namesake University where the ties are ever present while pursuing our mission to preserve and enhance our superior quality of life.

City of Clemson. See You Here.



To view the companion video,
visit the City of Clemson
Youtube channel,
or scan the QR code above.



Brand Breakdown

The Colors

The **orange** mimics the beautiful sunsets for which Clemson is so well loved.

The **deep blue** illustrates the Blue Ridge mountains.

The **light blue** represents and illustrates Lake Hartwell, a centerpiece and an asset to our community.

The **green** represents the trees and the parks and the general outdoor recreation that is prevalent and valued.

The Visual Imagery

During the roundtable discussions held by our representatives from Arnett Muldrow, the outdoors were frequently mentioned. The trees, mountains, lake and sunsets all afford area residents with many opportunities, so this new City logo depicts a tree by the lake with the sun setting over the Blue Ridge mountains in the background, with a “C” surrounding this image to tie it all together.

The tree is the focal point as one of the more consistent visual images associated with the City. The previous two logos have also contained trees, and the City has been a designated Tree City for several years. Additionally, the City recently completed a tree canopy study and is now working on methods to maintain and increase the canopy percentage. The ground around the tree suggests the roots that are essential to a trees resilience, acknowledging the importance of our City’s roots to the City of today.

The mountain range in the background was illustrated using an image of the actual mountain range as seen in Clemson. The brand consultants took an image and traced over it to create the illustration.

The Tagline

“See You Here” holds layered meanings. In some ways, it is the more formal way of saying “see ya,” which is often used as a salutation. From a tourism perspective, it is an invitation for others to visit Clemson, promising the ability to see yourself somewhere in the vast opportunities. The usage of “you” was an especially important choice. During the roundtable discussions, one discussion that stood out was the concept of the “we” and its vague and subjective meaning that may actually be more exclusive than inclusive. For those who do not feel part of the “we,” for whatever reason, use of “we” can feel immediately exclusive. So, use of the second person is meant to address everyone, asking each person to view Clemson with their individual experiences and find what Clemson means to them.

A Few Nods

- The orange of the sunset is just a few shades different from the University’s orange.
- Look closely at the lower right hand corner of the tree, and you may notice a familiar little fishhook. The tree was drawn around the University’s tiger paw.
- The icon used in the logo (with the C around the tree) is reminiscent of the iconic and unique Clemson ring worn by the University alumni.
- “See you” here brings to mind the “CU” vernacular often used around campus.

A note on the City’s seal:

The seal lists the year of Clemson’s incorporation as 1943, which may seem a little too recent. However, this is the year that Clemson was incorporated. Prior to 1943, the town was called Calhoun, which was incorporated in 1937. So while the town has existed in some way for longer than 80 years, its has only bore the name of “Clemson” for those 80 years.

