

## Nike



### Background

Nike, Inc. is an American multinational corporation that manufactures and sells footwear, apparel, equipment, accessories, and services.

### Brand Identity

The brand is famous for its swoosh logo and tagline that states "Just do it." They have become one of the most recognizable visual brand elements.

### Brand values

BRING INSPIRATION AND INNOVATION TO EVERY ATHLETE\* IN THE WORLD.

Our purpose is to unite the world through sport to create a healthy planet, active communities, and an equal playing field for all.

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Primary

Primary

## Clemson University



### Background

Today, Clemson is a nationally recognized land-grant research university providing students with the academic foundation they need to build meaningful careers and become leaders in their fields. Clemson is a student-centered institution whose mission is to educate students in a manner consistent with these values and to drive economic development in South Carolina.

### Brand Identity

*We see it anywhere in the world and know we've found family. The bold orange, the Tiger Paw, the CLEMSON — it means we share a determined spirit, a dedication to excellence.*

### Brand values

**Integrity** - Be honest, trustworthy, responsible and ethical.

**Respect** - Value the rights of others, their individual differences, beliefs and ideas. Actively listen and communicate. Seek to understand the challenges they face and be tolerant and forgiving.

**Diveristy** - Attract and retain students, faculty and staff with diverse backgrounds who come together as one inclusive Clemson Family.

**Patriotism** - Honor our military heritage and our commitment to duty, service, leadership, tradition and civic responsibility.

**Excellence** - Exceed expectations and continuously improve. Be creative and take appropriate risks. Learn from failure. Best is the standard.

**Self-Reliance** - Work hard, exercise self-discipline, be results-oriented and dare to do the right thing, even when it is difficult or unpopular.

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## Nike Pegasus 40

### Background

Whether you're logging marathon miles, squeezing in a speed session before the sun goes down or hopping into a spontaneous group jaunt, it's still the established road runner you can put your faith in — day after day, run after run.

Not only is Clemson a flagship partner with Nike, our brand is respected by Nike enough to have its own shoe. This is continuation of a successful relationship between the Paw and the Swoosh.

### Personality

A springy ride for every run, the Peg's familiar and just-for-you feel returns to help you accomplish your goals.

### Visual Identity

- Nike Logo
- White Base
- Clemson Primary Colors

## Visual Mood Boards

1

Concept 1

2

Concept 2

## Goals & deliverables

**"Cool shoes that Clemson fans happen to wear."**

### Goals

- Affinity with the brand
- Monetary - selling product
- Another recruiting opportunity - outperforming our competition of other universities.

Not only do we want sales, we want to drive excitement with the Clemson brand.

### Measuring success

- Number of units sold
- Amount of revenue generated
- Determining social reach of combination of posts
- Public response and sentiment

### Deliverables

- Video component(s)
- Stylized photo look-book
- Standardized photos for website
- Graphic element
- Team-specific photos for social

### Timeline

- Concept Decision
- Small Group
- Final Approval
- Execution
- Review
- Release

## Mediums

### Where will this go?

- @ClemsonTigers
- Individual sport accounts
- Emails
- [Fanatics.com](https://www.fanatics.com)
- Digital Advertising

### The audience

- 25-65 (Clemson Fans)
- 35-55 (Females)
- Perspective Clemson Fans



Target audience