



CLEMCO.U

presents:

# BRAND PROJECTION 101

*The Allegory of an Industry-Leading &  
Culture-Shifting Movement*

**Clem Harrod**

Designed by Ben Poe

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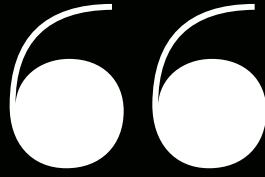
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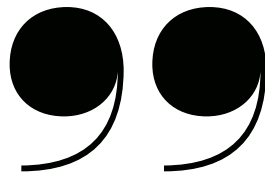
"To the youths who march onward and upward toward the light, this volume is respectfully dedicated."

-Charles H. Wesley



"For generational knowledge and understanding is one of the most powerful things in the world. However, the lack thereof is one of the deadliest."

-Clem Harrod





# DEDICATION

To my **AMAZING** Mother,

I do not begin to understand all that you are because you are so many things to so many .

What I do understand is that in the pursuit of finding myself, I lost myself, and now that I've found myself, I have discovered a greater sense of self.

Your strength, love, patience, and dedication to your beliefs have played a major part in guiding me to become the person I am.

I would not be without you and without you I would not be .

Your sight beyond sight has become my site beyond site.

Your choice to accept God's love, see the path He set before you, have faith enough to take the first step, and receive encouragement from your sisters in Christ, allowed me to see the path to freedom through self-awareness and self-love. Without that insight, I don't know where I would be, or where my children would be.

Thank you .

I dedicate this book to you, Mom.

My creativity, intentionality, focus, determination, desire, understanding, and discipline exist because of the core and foundational values you instilled in me at such a young age.

Thank you, and I love you, Denise Renee Philip .

To God be the glory,

Onward & Upward, and as always,

See it . Believe it . Achieve it .  
#Projection101

# FOREWORD

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If you've ever heard the saying, "You don't know what you have until you've lost it," you will understand what I mean by the words you'll read next.

I've been a graphic designer/creative director for quite some time, and one thing I've noticed over the course of my years is that it's not always easy – but it's always worth it. I first met Clem a few years ago, and was inspired by his passion alone. When he dreams of something, he will do everything in his power to see it through, and with that I knew I could learn something from him, but we lost touch.

**Such is the course of life, at times.**

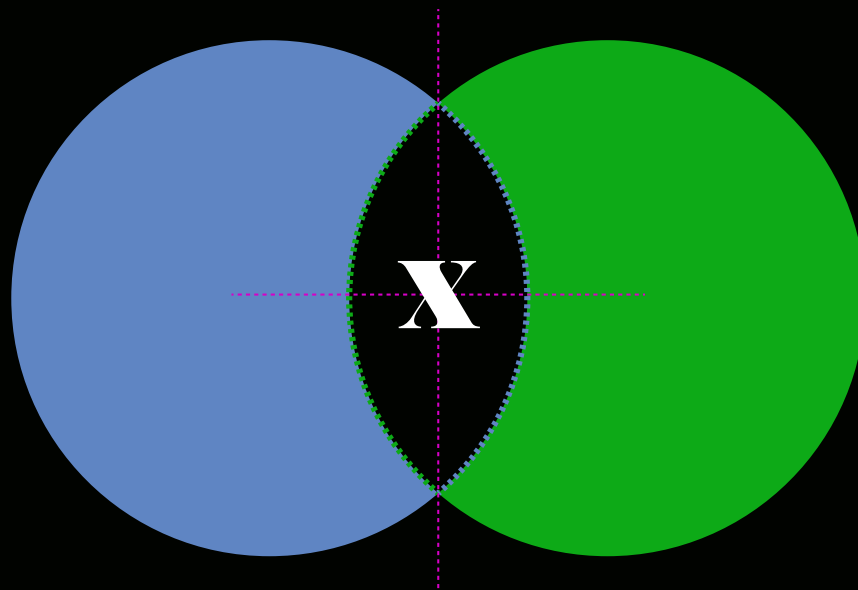
In the midst of a pretty drastic situation of my life I reached out to Clem, not necessarily knowing what I'd receive out of the conversation, just needing someone to talk to and give me a chance. After days of dialogue, life-giving conversations, and advice, he dreamed up this project and welcomed me as his designer to see the project through.

If it weren't for the belief he has in me as a creative, or the risk he was willing to take on me, I wouldn't be where I am today.

You don't know what you have until you you've lost it. **I'm thankful I found it again** with the help of Clem and his passion.

I sincerely hope you enjoy reading through this interesting take on a brand guideline as much as I enjoyed designing it.

– Ben Poe



# INTRODUCTION

Lin-Manuel Miranda, Nas, Dave East, and Aloe Blacc collaborated to create the masterpiece “Wrote My Way” Out for *The Hamilton Mixtape* album. At the end of the track, Nas states;

Really, I saw, like, a hole in the rap game, so, if I wanted to put my little two cents in the game, then it would be from a different perspective.

I thought that I would represent for my neighborhood and tell their story, be their voice, in a way that nobody has done it.

Tell the real story.

I realized that in my desire to tell the story of the people behind the curtains of production, and life, I needed to be in tune with my own story: the story of Clem, and the story of CLEMCO.

This branding guide, or brand projection, is the intentional story and meaning behind everything that was in my head, and my heart. This is my lived experience and my life projection.

I pray you are able to take this information and use it to project your desired image into the world – to project your brand.

Once you start the process, what was once intangible will become tangible.

See it . Believe it . Achieve it .

#Projection101



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Chapter 1: The Story

Chapter 2: The Logo

Chapter 3: The Colors

Chapter 4: The Type

Chapter 5: The Photos

Chapter 6: The Social

Chapter 7: The Decks

Chapter 8: Resources

Chapter 9: Our Prayer

IT  
WAS  
ALL  
A  
DREAM

**T H I S I S**

---

**C** O A C H  
**L** E A D  
**E** D U C A T E  
**M** E N T O R

**C**  
**O**



# CHAPTER ONE

## SEE IT . BELIEVE IT . ACHIEVE IT .

From a young age, Clementé Linwood Philip Harrod was exposed to the art of storytelling and using imagery to help share one's vision. His mother, Denise Philip, a gifted photographer, graphic artist, and dancer, raised Clementé as a single mother and frequently shared stories of her late father, Clement Philip Jr.

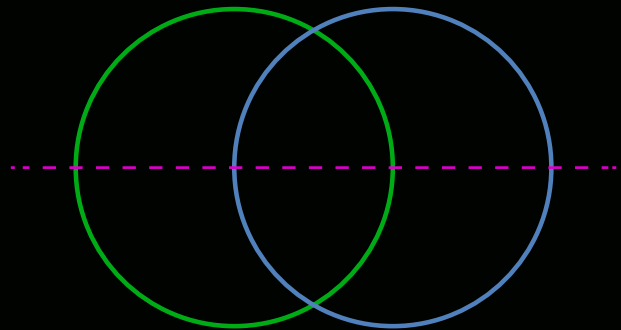
Clement, or Clem as he was affectionately called, possessed a love for life, the Arts, and inspired Denise through his singing, dancing, filming of home videos, and various wood crafts he often created. Denise would speak of Clement's journey as an immigrant from Trinidad and shed light on how his drive and work ethic as a landlord, custodian, and special needs teacher afforded Clement opportunities that others were not.



In addition, there was a kindness, friendliness, and ability to connect with others that came so easily to Clement. Jokingly, his peers and coworkers would say things like, "Everyone loves Clem."

Frequently hearing these stories, and being raised in the image of his grandfather, the "Clement Mindset" became the framework, or grid, for who Clementé would eventually become.

# the story.



Clement and Clementé's images were so intentionally aligned that Clementé would subconsciously take on the nickname Clem and begin embodying the meaning of their names: kind and merciful. It was as if Clem/Clement/Clementé was a spirit that was recognized, respected, loved, and familiarized by similar beings like the Major League Baseball player, international humanitarian, and Puerto Rican superhero, Roberto Clemente.

Clementé "Clem" Harrod, following in the footsteps of his mother and grandfather, began studying the Arts in elementary school, and by middle school, focused his sights on television and media production. This focus carried over into volunteering with his church's Communication Department, attending a technical arts high school, studying multimedia production in college, and eventually led to Clem's internship with the NBA franchise, the Orlando Magic.

Clem was fortunate enough to enjoy a 15-year career in professional sports broadcasting and simultaneously balanced a career in the Convention & Conference sector of the Live Event Production Industry.

Understanding how blessed he was to have found his passion and delight in a fruitful and prosperous career following it, Clem made it his mission to help the next generation of artists, audio-visual technicians, and entrepreneurs who would potentially follow a similar career path.

To provide a guiding light, Clem has authored, and will continue to author, books to share the knowledge and wisdom he obtains throughout his career. "I don't want this information to die with me. I want to share it before I transition onward and upward." This is something Clem often says when asked why his books were so important to him.

This branding guide is another reflection of Clem and his Coach, Lead, Educate, Mentor mindset. See his vision, embrace what he has created, and understand why it is important. There is meaning in every word, every character, and every spacing . Consume CLEMCO's story and know it is yet another body of work, piece of art, and gift, to you, from the Professor of Projection, Clementé "Clem" Harrod.

See it . Believe it . Achieve it .  
#Projection101



# PROJECTING THE BEST IMAGE POSSIBLE .



Starting his journey at Jesus People Ministries in Miami, Florida then studying sports broadcasting with Seminole Productions at Florida State University, Clem later worked with the Orlando Magic, Tampa Bay Lightning, Tampa Bay Rays, Tampa Bay Buccaneers, and many Fortune 500 companies throughout his career as a camera operator.

Clem then transitioned from a camera operator to the role of a Stagehand, Breakout/AV Technician, Playback & Record Operator, and eventually became a well-respected Video Projectionist in the Live Event Production Industry.



During the COVID-19 Pandemic, Clem used his news broadcasting and event production experience to engineer a virtual studio and create protocols and procedures that helped businesses and other audio-visual technicians maintain financial stability and security during a world-wide epidemic and crisis.



Now, after 30 years of perfecting his craft and growing his business, Clem has decided to share his knowledge and understanding of multimedia production in physical and virtual spaces, the ability to turn a dream into a reality, and overall entrepreneurship with individuals, organizations, and institutions of higher learning.



# CHAPTER TWO



**CLEMCO**

**#projection101**

**the  
logo .**



# OUR LOGOMARK

While on a show-site in October of 2013, Bruce Couch was inspired by a Video Projectionist who was working so intently to align his front- and rear-edge-butted images onto three separate screens. Thinking to himself, "This guy is so smooth," Bruce took a photo with his iPhone 5 and later posted the image on social media. Viewed and liked by their mutual friend Ben Standfield, it wasn't long before the image made its way into Clem's email inbox.



Later iconized by James Leslie for CLEMCO.U's video series, The Top 10 Budgeting Tips for Independent Contractors, our logo is comprised of elements that, when placed together, represent the heart of CLEMCO and what our Founder, Clem Harrod, believes in: the people, the knowledge within, the world, and our ability to create balance by being a guiding light and illuminating the path to freedom.



# OUR LOGOTYPE

We believe that one should never waste an opportunity to shed light on a message of hope through a Coach, Lead, Educate, Mentor mindset. Thus, our logomark, CLEMCO, is foundationally supported by #projection101 with the intent to inspire viewers to feel empowered in their lives and understand that, "adjustments made in the present day can help you achieve the ideal image and future of your dreams."

-Clem Harrod

Main Logotype

**CLEMCO**  
#projection101

It's all based on perspective. When you only see life from your own vantage point, it can be limiting. However, when you embrace what is beyond your comprehension and unlock the limits of your boundaries, you open yourself up to the greatness that lies within.

See it . Believe it . Achieve it . #Projection101

# SUB-ENTITIES

CLEMCO.U

CLEMCO.AV

CLEMCO.HR

Certified AV

# JUST DON'T DO IT.

We've worked so hard to ensure the integrity of our logo remains intact, if you mess with it, we're afraid it may come off as wack.

Take a look at these "no-no's" when it comes to making adjustments to our logos.



CLEMCO  
#projection101

**Resize the Logotype**



CLEMCO  
#projection101

**Reposition the Logotype**



CLEMCO  
#projection101

**Warp the Logo**



CLEMCO  
#projection101

**Gradient the Logo**



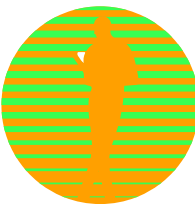
CLEMCO  
#projection101

**Squish the Logo**



CLEMCO  
#projection101

**Change the Font**



CLEMCO  
#projection101

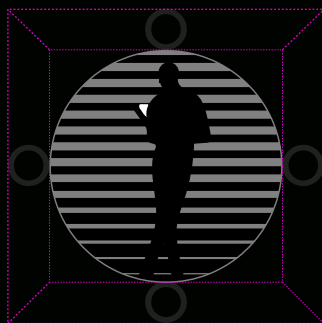
**Re-Color the Logo**



CLEMCO  
#projection101

**Add a Drop Shadow**

THE LOGOMARK



Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The use of clear space ensures that a logo has maximum visibility and impact. Cluttered designs can distract the audience from what the design contains and the messaging the designer intends.

Our desire is to allow our logomark and logotype an opportunity to breathe . This gives the viewer the spatial awareness and experience they didn't necessarily know they wanted, or needed.

This is similar to life. We often find ourselves in the hustle and bustle of the rat race. However, when you find your clear space and allow yourself to breathe, you can make your next move your best move.

THE LOGOTYPE





# MERCH ANDISE



A diversity of thought and representation are examples of what has allowed us to continuously grow as a people. At CLEMCO, we believe in both, and we always represent.

Therefore, the placement of our logo on merchandise, wearables, and other items is a crucial part of our brand. The logo needs to remain visible, positioned appropriately, and free from obstructions.



Imagine navigating your way backstage and trying to avoid the many obstacles and trip hazards on your path. The lights of a multi-view monitor, video switcher, and strategically placed gaff tape are some of the resources that are guiding your way, but they aren't always providing the best light for your line of sight. This is a metaphor for the life and professional experience of our Founder, and this is why he is so passionate about creating a clear pathway through education and resources for others.

# MERCH ANDISE



The majority of our prints and merch tend to be dark in tone and reflect that “backstage” lifestyle, look, and feel that is brought to life through our vibrant accent colors.

Whether you’re at a concert, conference, in the office, or on a golf course, our goal is to provide high-quality merchandise for you to advocate the CLEMCO brand.

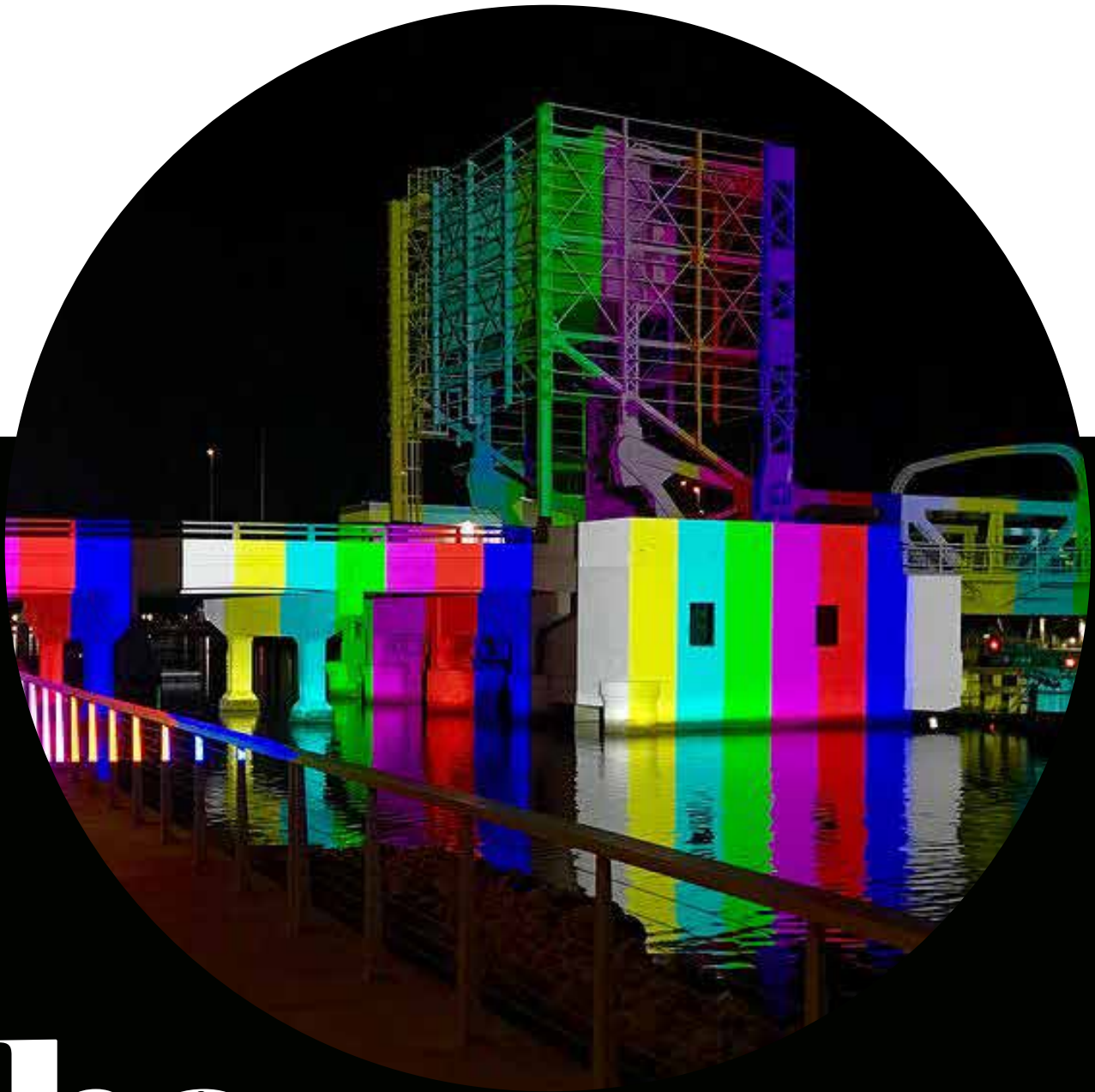


Built for the people, by the people, we are always pressing for new ways to display our message, and help others project the best image possible.

We believe in CLEMCO, and we are proud of the organization that we continually grow into. Be on the lookout for more wearables, journals, pens, hats, etc., coming soon!

# 3

## CHAPTER THREE



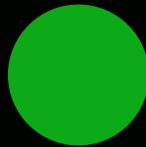
B R A N D G U I D E L I N E S

# the colors .

# “Color is a power which directly influences the soul.”

-Wassily Kandinsky

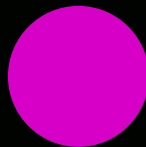
**GROW WITH ME GREEN**  
HEX: 4CD836



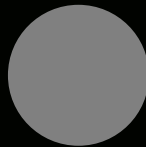
**FLOW WITH ME BLUE**  
HEX: 5BA7E6



**LOVE THE AUTHENTIC ME RED**  
HEX: FF18F4



**ENLIGHTEN MY SOUL GREY**  
HEX: 9C9C9B



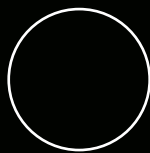
What would our world be without the gradient of a sunset, or the colors of a rainbow? Universally, how would we exist without the diversity of people behind the scenes, and curtains, of life? It's nearly inconceivable to picture.

Because of that, we find it necessary to display brilliant and contrasting colors throughout our designs and visual presentations. Our color palette was inspired by the elements of nature and the everlasting glow that is established through fruitful relationships and collaboration.

When placed on the black background of new beginnings and hope, these beautifully divergent colors spark creativity and come to life.

B R A N D G U I D E L I N E S

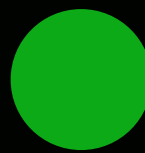
## COLOR USAGE



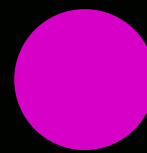
Background



Primary



1st Accent



2nd Accent

# CHAPTER FOUR



the  
type .



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The job of a Video Projectionist is to ensure that the source’s message is clear, concise, and free from blur or distraction. This is done through proper alignment and a strong attention to detail.

To take the image from a video projector in one location and create the ideal Future image in another, it could mean making Bold moves and adjustments. This lack of fear, for what could be perceived as uncomfortable, is often managed through proper planning and strategic placement.

That’s what the Futura and Encorpada fonts mean to CLEMCO. Robust, full-bodied moves to achieve the desired future of our dreams. A sans-serif created in 1927, the Futura font family is modern, legible, and timeless. Accompanying Futura, is our accent type “Encorpada Classic Bold,” a trendy, negative-spaced serif. These two font types blend harmoniously for a smooth and balanced

### FUTURA MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
! ? . & ( ) [ ] < > / | \ % \$ # @

### FUTURA BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
! ? . & ( ) [ ] < > / | \ % \$ # @

### ENCORPADA CLASSIC BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
! ? . & ( ) [ ] < > / | \ % \$ # @

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D

**When emphasizing  
a point you want  
someone to think  
about deeply, place  
the period at the end  
of the last word after  
pressing the  
space-bar once .**

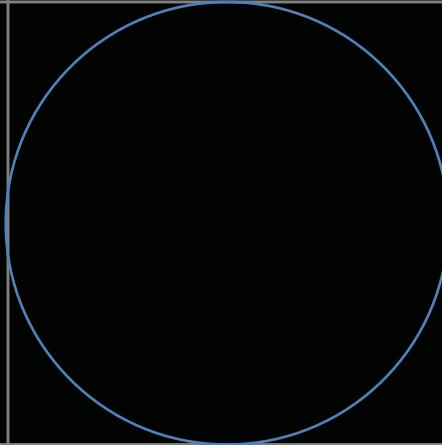
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LIKE THIS

This variable, or nuance, is our way of saying “PERIOD” and forcing people to pause, breathe, and think about what was just read.



# CHAPTER FIVE



# the photos .

B R A N D G U I D E L I N E S



With the hustle and bustle of life and the hurry up and wait nature of the industry, we find it a privilege to recognize and capture those precious moments in- and outside of the event space. As we often find ourselves sitting in a “standby mode” with our hearts and minds ready to serve our clients and create lasting memories, we, at CLEMCO, make it a point to be deliberate in our use of pictures and imagery.

“Pictures are worth a thousand words, and what we desire to inspire are a thousand-plus memories.”

– Clem Harrod

When selecting the right photo, one must ensure that it is of high-resolution, rich in contrast, diverse in people, frame, and scenario, and not overtly “stocky” in nature.

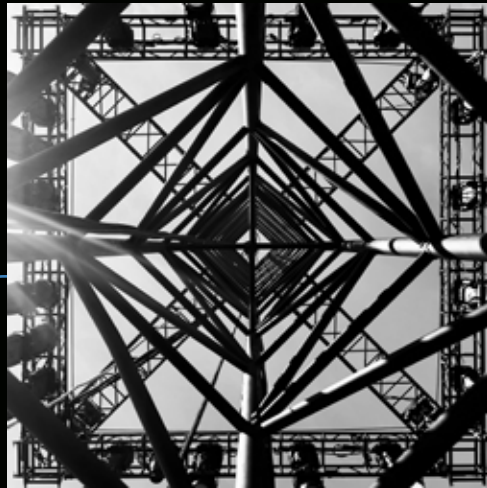
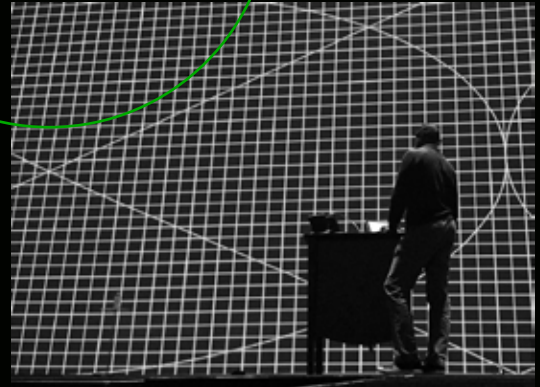
Our photos should be edited with intentionality, bringing tonal cohesion to the overall design in which they are placed.

“Photos should not only add quality to the overall look and feel of a design, but they should also support the message that is being communicated. Choose creatively . Choose wisely .”

– Ben Poe



# LET IMAGERY TELL THE STORY.



# take it all in.

## THE MONEY SHOT .

If we were to be proud of any particular image, this would be the one. Taken after a screen calibration at the University of Central Florida during a collaboration with the Evolve Media Group, this photo harnesses the magnanimity of projecting something that is truly larger than yourself.

Every line, every grid, every circle, and every negative and positive space directly correlates to the lives we live, and the lives we touch, every day. Your decisions matter . Your values matter .

This picture serves as a reminder that if you can SEE IT and BELIEVE IT, you can undoubtedly ACHIEVE IT .

It is then imperative to take it a step further, and rest, knowing that you fulfilled your mission and what you set out to accomplish, is complete.

#Projection101



**CHAPTER SIX**

B R A N D G U I D E L I N E S

**the  
social .**

# MAKING SOCIAL MEDIA SOCIAL AGAIN .

Nothing is more validating and rewarding than when people desire to connect with you for who you are as your authentic self. Our social media channels are fully engaging, not only offering advice, but also general updates, Projection 101/Inspirational Moments, and our CLEMCO Team just enjoying life.

Our posts must meet a standard of content diversity, contrast, variety, and the people’s interest. We strive to deliver what the people want, while understanding what the people need. We refuse to devalue who we are as an agency because we know who we stand for – the people .

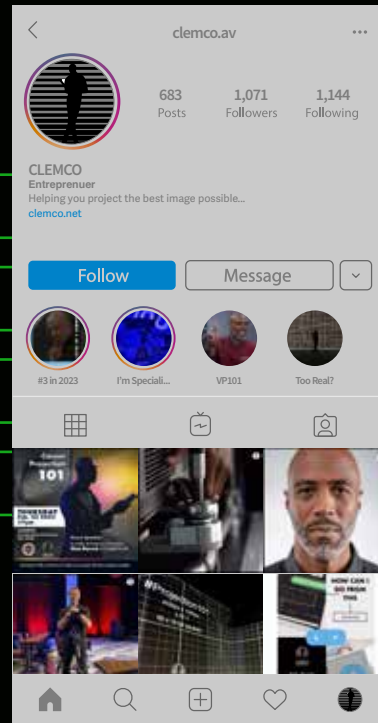
We want our followers to feel inspired and connected to all that’s happening not just within CLEMCO, but within the industry. We aren’t just technicians and coordinators. We are humans, living and experiencing life together.

See it . Believe it . Achieve it .  
#Projection101

B R A N D G U I D E L I N E S

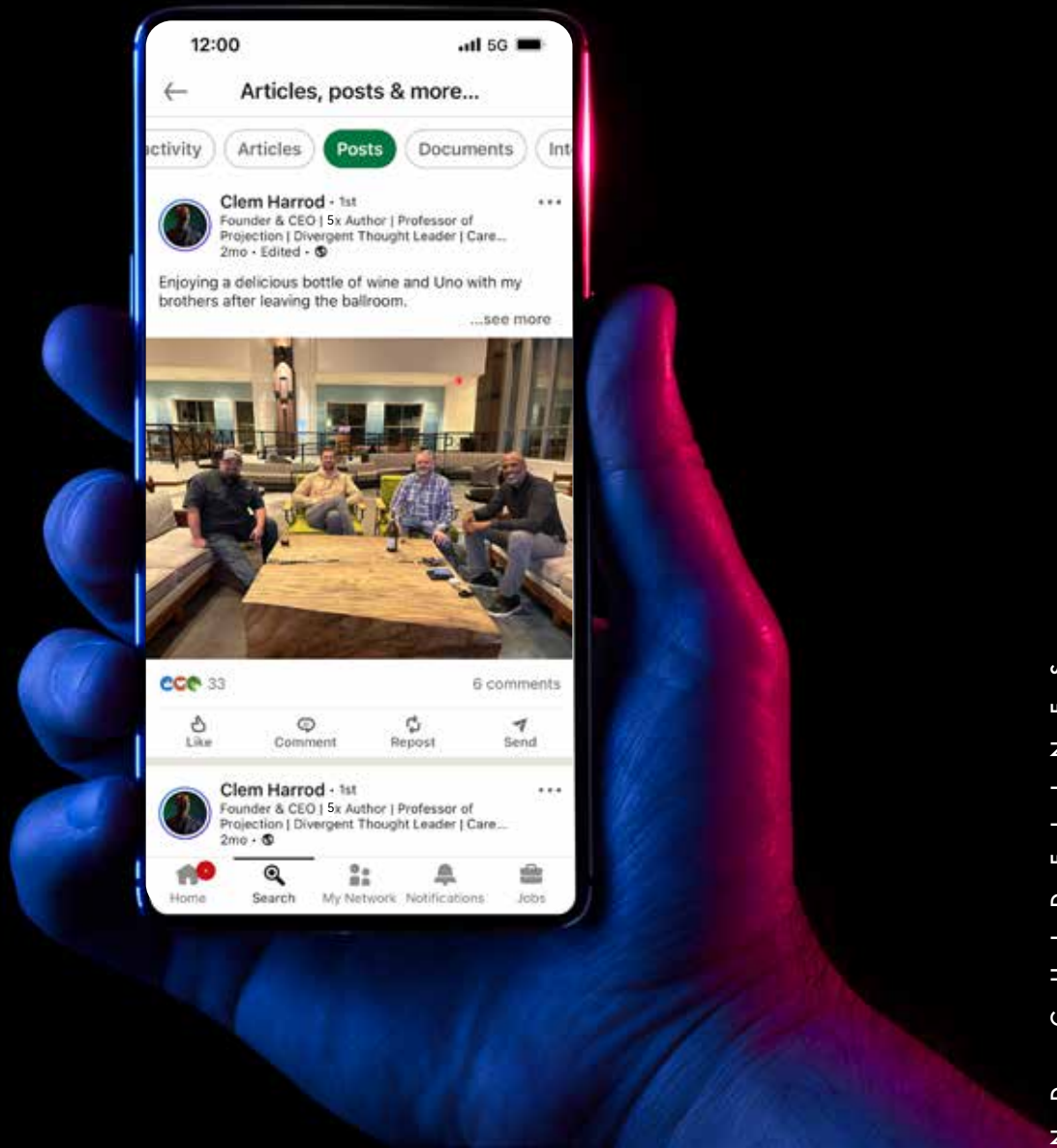


Example of an Instagram Reel



Example of an Instagram Gallery

# SOCIAL



B R A N D G U I D E L I N E S

LinkedIn, and other social media platforms, are not merely a means for us to showcase our work. For us, it's deeper than that. We use these tools to serve people through a digital interface and inspire them to understand that they CAN achieve all that they set out to do.

In addition, our social media is not singularly focused and measured by likes, comments, or re-shares. Rather, our posts are meant to influence thought and affect change. Because social media is community-driven, our goal is to keep in touch with our audience. This is how

growth and evolution happens – not through the number of followers, but through the number of human connections.

Based on this understanding, our graphics, videos, pictures, and blog articles all have a consistent look and feel throughout our accounts. The goal is for a viewer to, at first glance, be able to identify a CLEMCO post through the use of our colors, font types, and visual assets. We want to stand out in an ocean full of boats, or an industry full of vendors.

# CHAPTER SEVEN



B R A N D G U I D E L I N E S

# the decks .



Presentation decks are another way that we display our brand to mass audiences and allow people an opportunity to connect with CLEMCO and our Projection 101 mindset.

Our decks are tailored to the session, meaning that every client has the opportunity to experience something completely unique and personal, to them and their brand. To pull this off, we modify our imagery to tether a cohesive look to the overall experience. This can be done by desaturating photos, increasing vibrancy, changing images to black and white, cropping photos, or

even laying them out in a specific grid-like pattern.

Our goal is to have a consistent look and feel to ensure the message is received by the end-client, the attendees. This is imperative. We strive for succinct text throughout our design in hopes that the viewer can quickly glance at our presentation, listen to the words and sounds being projected, and understand the meaning of what is being conveyed.

Humans desire connection, and we cannot connect without effective communication.



Words are just words, but putting action behind those words is what makes all the difference. Use the below links to gather assets, read/view content, purchase books, and become one with the "CLEM-pire".

If you're consuming this digitally, tap the icons to be directly linked to the resources you wish to view. Or, if you desire an alternative form of engagement, visit our webpage [www.CLEMCOAV.com/branding](http://www.CLEMCOAV.com/branding) to get connected.



logo



fonts



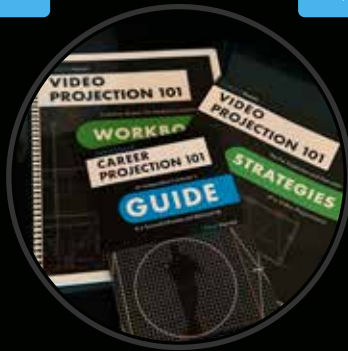
photos



videos



website



books

# resources

We pray this Branding Guideline has not only informed you, but also inspired you to understand the power of creativity and the importance of freely living as your authentic self.

This is NOT your typical rules or standards by which a company organizes and maintains brand consistency.

Rather, this is a story of perseverance, persistence, and fortitude.

Feel the love and intention we've had in creating CLEMCO. We are an entity that is meant to support those who matter the most – YOU, the people .

Accept this resource, and all our other resources, as a guiding light to empower you and transform your story into something greater.

XX

see it .

believe it .

achieve it .

#PROJECTION101

# PHOTO CREDITS

Michael Sarricchio

Donovan Muir

Isaiah Smallwood

Rich Johnson

Bruce Couch

Lynnette Wisk

Keith Elliott

Brian James

Reginald Duncan

Stephen M. Dowell

Kim Klement

Danny Harris

Jason Crawford

Crystal Crawford

Tom Bollard

Sarah Richter Creter

Caren Mastroianni

Ed Soto

Melvin LeGrand

LMG

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Joslynne Harrod: 04.9.27.43

Clemson "CJ" Harrod: 09.3.9.14

Kinley Harrod: 10.3.13.10



# The Man with the Vision

Professional Projectionist, Clem Harrod, brings over 25 years of knowledge and experience to his company CLEMCO.AV. He established the organization with the mission to Coach, Lead, Educate and Mentor those studying Audio-Visual Technology and working in the Live Event Production Industry.

Clem now focuses his energy on helping Independent Contractors enjoy a life with less stress and more financial opportunities.

With Brand Projection 101, Clem is sharing the grid and framework he used to achieve a life beyond his dreams in hopes that it would inspire readers to achieve a life beyond theirs.

See it . Believe it . Achieve it .  
#Projection101



**Clem Harrod**  
Chief Projection Officer,  
CLEMCOAV

"CLEMCO is a company that transcends audio-visual technology by leveraging decades of experience to support live event professionals in and outside the ballroom."

**Chris Lawson** | Owner, CCS Marketing

"By identifying what CLEMCO is, Clem has created a brand that defines excellence for clients before he even steps into a meeting."

**Sarah Richter Creter** | Director, Branding & Communications, J.S. Held

