

PRESS RELEASE

Contact: Chesley Tench
800-648-0683
864-226-0005
Email: chesley@lockedesign.com

IMMEDIATE RELEASE

July 16, 2009

Greenville, South Carolina
Anderson, South Carolina
New York, New York

Design Grant Awarded to Clemson University, Robert J. Rutland Institute for Ethics

Locke Design Omnimedia and the Locke Design Foundation recently awarded a design grant to The Robert J. Rutland Institute for Ethics at Clemson University. As part of the grant, Locke Design created a new logo for the organization which promotes ethics across all curriculums at the University and serves as a resource for businesses regarding ethical concerns. The Rutland Institute seeks to bring ethics to the forefront of society and promote discussions in multiple arenas.

The new logo which is a logotype was created to be cohesive with the branding of Clemson University because the mark must be displayed with Clemson's logo as well as the logos of other institutes. The word "Ethics" is seen as a gradient, not completely in focus, because so many times ethical decisions can be unclear until reflected upon. This further illustrates the tagline of "bringing ethics into focus".

For more information contact Chesley Tench, Marketing Director at Locke Design toll free at 800-648-0683 or Linda Gallicchio, Associate Director at the Rutland Institute at 864.656.3407.

For information on The Locke Design Foundation and grant programs please visit us at <http://www.lockedesign.com/#/locke-foundation>

Please visit Locke Design's press room at <http://www.lockedesign.com/#/press-lounge>

More information on the Rutland Institute can be found at <http://www.clemson.edu/ethics/programs/REA/index.php>

Attachment: Rutland Institute Logo

Rutland
INSTITUTE FOR



CLEMSON[®]

bringing ethics into focus