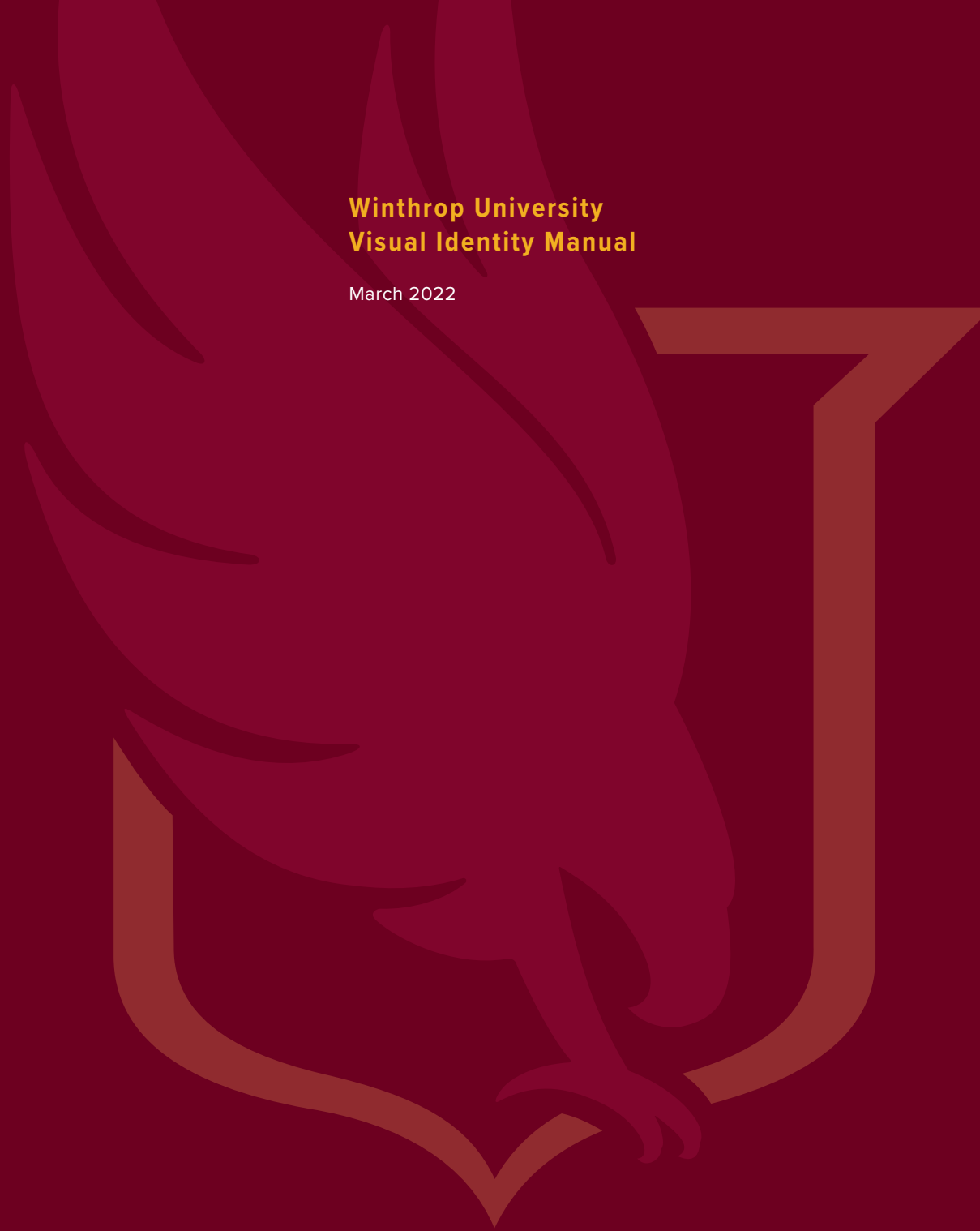


**Winthrop University  
Visual Identity Manual**

March 2022



# Winthrop University Visual Identity Manual

March 2020



This manual is an Adobe Acrobat 9.0 PDF file for viewing on Macintosh or Windows platforms. We recommend downloading the file and viewing it on your desktop. All entries on the contents page are linked to their respective pages. The complete file or its individual pages also may be printed on 8.5"x 11" paper, preferably using a color printer.

The most current version of the manual is available online at [www.winthrop.edu/ucm/visualidentity](http://www.winthrop.edu/ucm/visualidentity).



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## Introduction

A university's logo is the visual cornerstone of its brand identity. The initial interaction with this impactful symbol is typically through a letter, publication, commemorative item or a visit to the Winthrop website. All bear the Winthrop University logo, the face of the brand that engenders recognition, communicates differentiation and imbues recall.

The Winthrop University brand, logo, visual identity, marks and graphic images must be used appropriately in printed and electronic mediums to ensure the brand recognition and integrity of the institution are maintained. This Visual Identity Manual outlines how and when the official Winthrop University logo can be used. These standards ensure that each time the logo is used, the public receives a clear and consistent message concerning Winthrop's brand. A uniform presentation by all constituents will help strengthen the public's perception and understanding of Winthrop as an educational leader, committed to quality higher education.

For these reasons, Winthrop's President has directed University Communications and Marketing to review all applications of the institution's logo to ensure compliance with the standards presented on the following pages. Written requests for departure from the

Visual Identity Manual should be directed to University Communications and Marketing.

## Visual Identity Policy

All material printed or produced by Winthrop University, or in the name of Winthrop University, will follow this version of the Winthrop University Visual Identity Manual. You may print the electronic version of the manual found on the University Communications and Marketing web page located at [www.winthrop.edu/ucm/visualidentity](http://www.winthrop.edu/ucm/visualidentity).

## Logo Usage

Use of the official Winthrop University logo is carefully controlled to prevent unauthorized or graphically inappropriate applications. Procedures related to use of the logo are detailed on pages 1.2 through 1.11.

Your cooperation in adhering to published logo guidelines is essential to the preservation of a consistent and enduring brand image of the university to the public.

## HOW TO REQUEST A LOGO FILE

For specific logo files, creation of logos with co-brand units, creation of electronic (HTML) letterhead or general questions, please contact the Director of Printing and Creative Services at 803/323-2236.

## CONTACT INFORMATION

For additional information on producing Winthrop publications or if you have questions about the Visual Identity Manual, please contact:

University Communications and Marketing  
200 Tillman Hall  
Rock Hill, SC 29733  
803/323-2236  
[www.winthrop.edu/ucm](http://www.winthrop.edu/ucm)



### The Official Winthrop University Logo

The official Winthrop University logo is shown to the left. It is the primary element of the Winthrop University visual identity and must appear on Winthrop University communications.

The Winthrop University logo is comprised of the eagle, shield, and specific typographic treatment of the words “Winthrop University.”

The Winthrop University logo is a registered and fully protected trademark. The logo must only be used for approved purposes and cannot be modified in any way. All approved logo versions are outlined in this Visual Identity Manual.

The official logo can only be used for approved purposes and must be obtained from University Communications and Marketing. **Scanning the logo or using a logo obtained from the Winthrop website for printed publications is prohibited.** Any publications that use the logo must be reviewed by University Communications and Marketing.

The official Winthrop University logo should not be line screened unless approved by University Communications and Marketing. This applies to all versions of the logo, as well as the logotype and logomark.



**The Logo: Horizontal Version**

The horizontal version of the logo is preferred and should be used in most applications except where space limitations prohibit its use.



Minimum width = 1.375 inches



Protected area's width and height equal the cap height of the "W."  
Gray squares represent protected area.



**The Logo: Stacked Version**

When a layout calls for a centered presentation, the stacked version of the logo is preferred.



Minimum width = 1 inch



Protected area's width and height equal the cap height of the "W."  
Gray squares represent protected area.



WINTHROP  
UNIVERSITY

WINTHROP  
UNIVERSITY

Minimum width = 1 inch



Protected area's width and height equal the cap height of the "W."  
Gray squares represent protected area.

### The Logo: Logotype

The logotype must always appear as shown in the official logo. This logotype alone may only be used in specific instances approved by University Communications and Marketing.



Minimum width = 0.35 inches



Protected area's width and height equals 50 percent of the width of the shield. Gray squares represent protected area.

### The Logo: Logomark

The logomark must always appear as shown in the official logo. This mark may only be used in specific instances approved by University Communications and Marketing.



Horizontal, One Line



Horizontal, Two Lines



Horizontal, Three Lines



*Admissions*

Stacked, One Line



*Richard W. Riley  
College of Education*

Stacked, Two Lines



*Department of  
Accreditation, Accountability,  
and Academic Services*

Stacked, Three Lines

**The Logo: Co-brand**

The name of major units within Winthrop University, such as colleges and some administrative offices, may be added alongside the Winthrop logo under strict co-branding guidelines.

Co-branded units may choose among two configurations; horizontal and stacked, employing one, two or three lines for the unit name. Number of lines is based on length of unit name and/or space limitations of logo usage.

If your unit desires to be co-branded with the official logo, contact the University Communications and Marketing Director of Printing and Creative Services at x2236, for more information.

When co-branding unit names, University Communications and Marketing considers exceptions only when absolutely necessary.

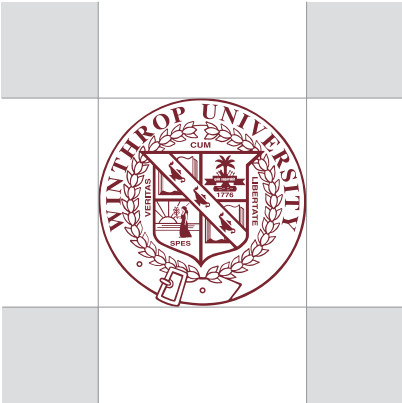


**Official University Seal**

The seal is used only on diplomas and other approved documents requiring official insignia. It may only be used independently in specific instances determined by University Communications and Marketing.



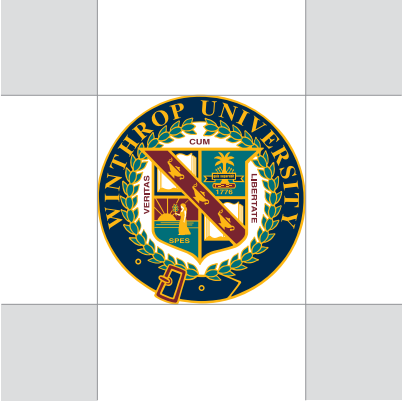
Minimum width = 1 inch



Protected area's width and height equals 50 percent of the diameter of the seal. Gray squares represent protected area.



Minimum width = 1 inch



Protected area's width and height equals 50 percent of the diameter of the seal. Gray squares represent protected area.



1



2



3



4



5



6

*College of  
Arts & Sciences*



7



8



9

**The Logo: Unacceptable Uses**

It is extremely important for brand integrity that the official Winthrop University logo be displayed correctly. Always use the correct typefaces and the correct relative positioning and size of all elements.

The examples on this and the following page illustrate unacceptable displays of the official Winthrop University logo and apply to the entire family of official Winthrop University marks.

1. Do not distort any portion of the logo.
2. Do not crop any portion of the logo.
3. Do not tilt the logo.
4. Do not rearrange components in the logo.
5. Do not rotate the logo.  
*An exception to this guideline is a vertical street pole banner where the logo appears in a vertical position by necessity.*
6. Do not alter the alignment of any component of the logo or co-brand unit.
7. Do not alter the relative size of the logo or co-brand unit.
8. Do not remove the eagle from the shield.
9. Do not flip the direction that the eagle is flying in the opposite direction.



8



12



9

*COLLEGE OF  
ARTS & SCIENCES*



13



10



14



11

WINTHROP  
UNIVERSITY



15

### The Logo: Unacceptable Uses (continued)

8. Do not alter the typeface of the logo.
9. Do not alter the typeface of a co-branded unit.
10. Do not add a drop shadow to any part of the logo.
11. Do not combine the official university seal with the logotype.
12. Do not alter the relative size of the elements of the logo.
13. Do not use the seal in place of the university logo.
14. Do not violate the minimum surrounding clear space requirements by attaching type or graphics to the logo. See clear space requirements for logo and other official marks on pages 1.3-1.6 and 1.9.
15. Never reproduce the logo from a web site or previously printed publication.

- 2.1 Primary and Secondary Color Palettes
- 2.2 The Logo: Two-Color Reproduction
- 2.3 The Logo: One-Color Reproduction
- 2.4 The Logo: Reverse Applications





**Garnet**

Print

**Pantone Matching System:** PMS 188C

**Four-Color Process:** C16 M100 Y65 K58

Digital

**RGB:** R102 G0 B0

**HEX:** #660000



**Gold**

Print

**Pantone Matching System:** PMS 7409C

**Four-Color Process:** C0 M31 Y100 K0

Digital

**RGB:** R240 G179 B35

**HEX:** #F0B323

**Primary Color Palette\***

The primary colors for the Winthrop University identity system are Garnet, PMS 188C, and Gold, PMS 7409C. Equivalent color formulas for four-color process printing and digital media are provided at left.



**Red**

**Four-Color Process:**  
C20 M100 Y80 K20

**RGB:** R166 G26 B50

**HEX:** #A61A32



**Green**

**Four-Color Process:**  
C96 M0 Y30 K45

**RGB:** R0 G111 B121

**HEX:** #006F79



**Purple**

**Four-Color Process:**  
C84 M99 Y0 K12

**RGB:** R75 G40 B132

**HEX:** #4B2884



**Blue**

**Four-Color Process:**  
C100 M51 Y0 K30

**RGB:** R0 G84 B142

**HEX:** #00538E



**Gold 2**

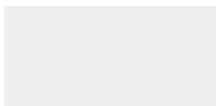
**Four-Color Process:**  
C6 M32 Y100 K24

**RGB:** R188 G141 B22

**HEX:** #BC8D16

**Secondary Color Palette\***

The secondary color palette consists of accent and neutral colors to complement the primary Garnet and Gold.



**Gray 1**

**Four-Color Process:**  
C0 M0 Y0 K6

**RGB:** R239 G239 B240

**HEX:** #EFEFF0



**Gray 2**

**Four-Color Process:**  
C0 M0 Y0 K20

**RGB:** R209 G211 B212

**HEX:** #D1D3D4



**Gray 3**

**Four-Color Process:**  
C0 M0 Y0 K80

**RGB:** R89 G90 B92

**HEX:** #595A5C



**Navy**

**Four-Color Process:**  
C100 M57 Y12 K66

**RGB:** R0 G42 B78

**HEX:** #002A4E

\***Color Management:** Printing and production processes often generate slight color deviations depending on a variety of factors such as the material on which the color is being applied, the finish being used, screen resolutions, etc. Always work closely with your vendor and/or Winthrop's Senior Designer to ensure the best color match is achieved.



**The Logo: Two-Color Reproduction**

The official Winthrop University logo horizontal and stacked versions must be printed in the primary colors, Garnet (PMS 188C) and Gold (PMS 7409C), as shown in the examples to the left. This also applies when using the logomark alone.





### The Logo: One-Color Reproduction

The official Winthrop University logo and seal must be printed in Garnet (PMS 188C) or black, as shown in the examples to the left. This applies to all versions of the logo, as well as the logotype and logomark. See examples at left.



### The Logo: Reverse Applications

The official Winthrop University logo and seal may be printed in reverse (light logo on dark background). This applies to all versions of the logo, as well as the logotype and logomark. See examples at left.

3.1 Primary Typefaces and Accent Typeface

3.2 Secondary Typeface and Primary Typeface for Web



Proxima Nova

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Light *Light Italic*

Regular *Italic*

**Bold *Bold Italic***

**Black *Black Italic***

Light Condensed *Light Condensed Italic*

Condensed *Condensed Italic*

**Bold Condensed *Bold Condensed Italic***

**Black Condensed *Black Condensed Italic***

Adobe Garamond Pro

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Regular *Italic*

Semibold *Semibold Italic*

**Bold *Bold Italic***

**Primary Typefaces**

Proxima Nova and Adobe Garamond Pro have been chosen as the primary typefaces for Winthrop University.

**Proxima Nova** is the primary sans serif typeface. The default weight to use is Proxima Nova Light. For short text and headlines, the different weights and treatments allow for a wide range of uses while maintaining consistency across materials. When text is set in all caps, increased letter tracking is recommended.

In cases where Proxima Nova is not available, use Arial as a substitute.

**Adobe Garamond Pro** is the primary serif typeface and is used for all logo co-brands. The default weight to use for correspondence and body copy is Adobe Garamond Pro Regular.

In cases where Adobe Garamond Pro is not available, use Times New Roman as a substitute.

Rockwell

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Regular *Italic*  
**Bold *Bold Italic***

Raleway

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz 1234567890

Regular  
 Medium  
 SemiBold  
**Bold**  
**ExtraBold**  
**Heavy**

**Accent Typefaces**

Rockwell and Raleway have been chosen as the accent typefaces for Winthrop University.

**Rockwell** is the serif accent typeface. The default weight to use is Rockwell Regular. This typeface is only to be used for short text, headlines, and call-outs.

**Raleway** is the sans serif accent typeface, and the selected typeface for all web applications. The default weight to use for body copy is Raleway Regular. For email communications only, Arial may be used as a substitute.



## Stationery System and Templates

4.0

- 4.1 Stationery Standards
- 4.2 Letterhead
- 4.3 Standard Envelope
- 4.4 Electronic Letterhead
- 4.5 Business Cards
- 4.6 Mailing Label
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- 4.8 Note Card
- 4.9 Note Card Envelope
- 4.10 Other Envelopes
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- 4.12 Name Tag
- 4.13 Panel Card
- 4.14 E-mail Signature
- 4.15 Power Point Templates
- 4.16 Power Point Templates (continued)
- 4.17 Flyer Template
- 4.18 Trifold Brochure Template
- 4.19 Research Poster Templates



*University Communications  
and Marketing*



*University Communications and Marketing  
200 Tillman Hall  
Rock Hill, SC 29733*

200 Tillman Hall  
Rock Hill, SC 29733  
803/323-2236  
803/328-2855 (fax)

## Stationery Standards

The standards provided in the following pages are an essential part of the Winthrop University visual identity system and are to be used by all units within the university.

Contact Printing Services for the production of stationery for all colleges, departments or offices at x2221 or [printingservices@winthrop.edu](mailto:printingservices@winthrop.edu).



**Letterhead**

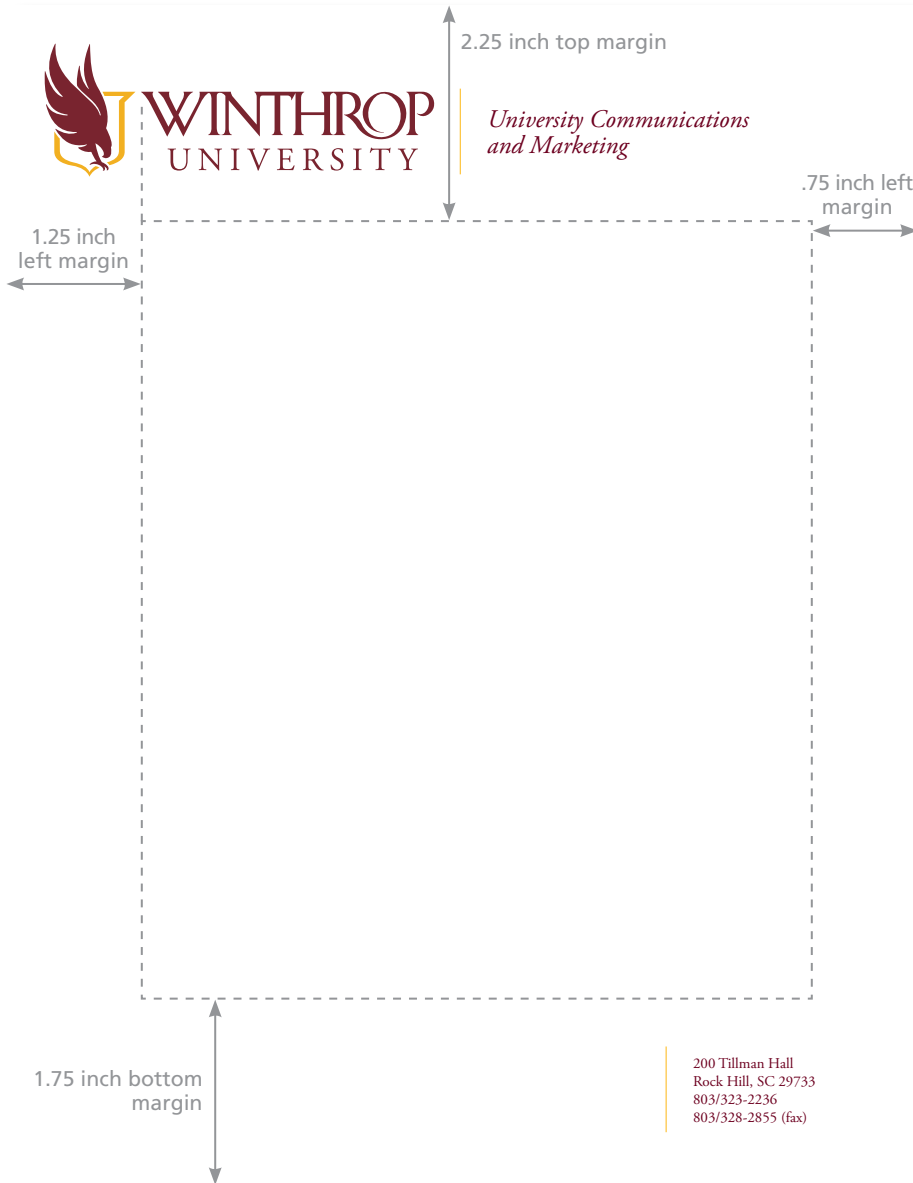
**Logo:** Two-color, horizontal version of the Winthrop University logo

**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** 8.5" x 11"

**Paper:** Domtar Cougar, Smooth, White, 70lb Text

**Note:** Suggested margins indicated at left are optional.



Not actual size

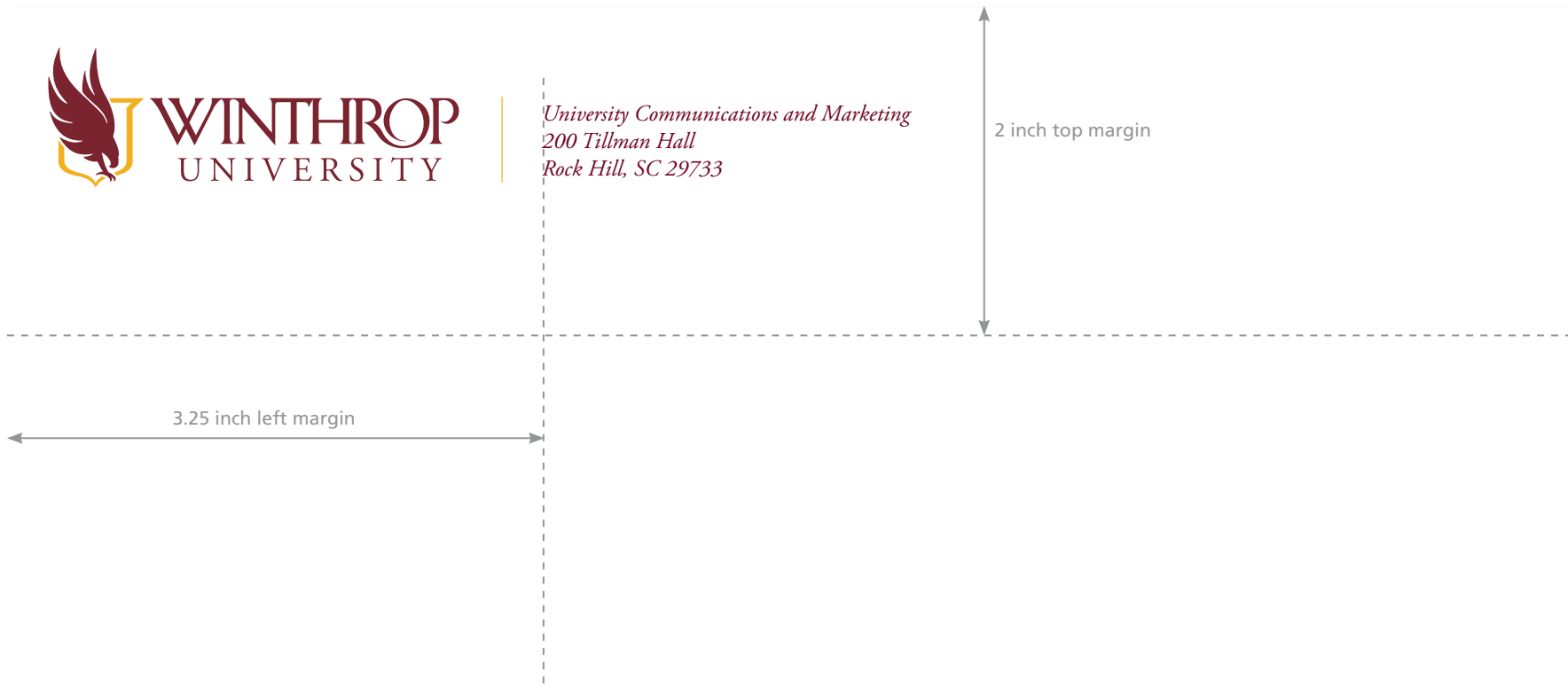
**Standard Envelope**

**Logo:** Two-color, horizontal version of the Winthrop University logo

**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** #10 Envelope, 9.5" x 4.125"

**Paper:** Domtar Cougar, White, Smooth, 24lb Text



Not actual size

### Electronic Letterhead

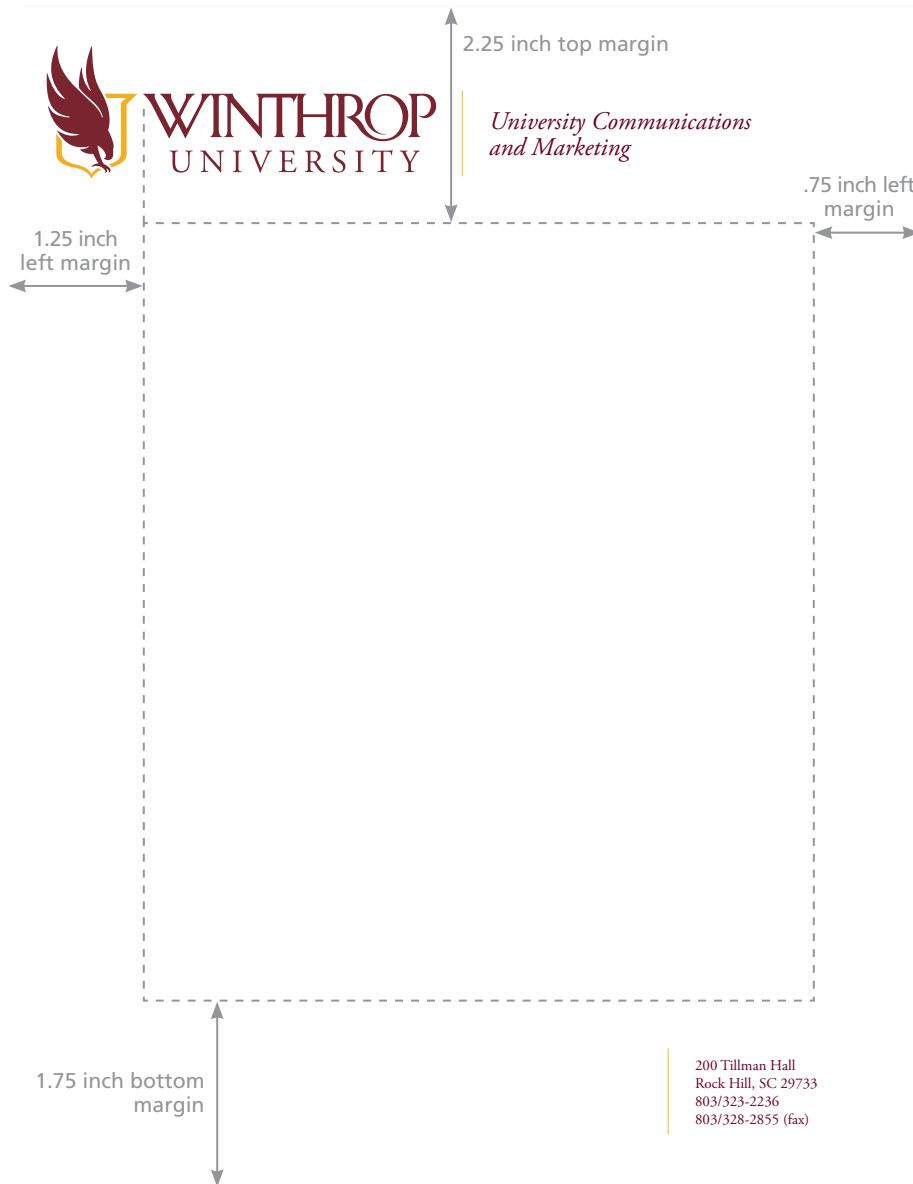
**Logo:** Two-color, horizontal version of the Winthrop University logo

**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** 8.5" x 11"

**Note:** Suggested margins indicated at left are optional.

Typically provided as a fillable .pdf file, unless circumstances require a different file type.



Not actual size

### Business Cards

The official Winthrop University business card uses the official authorized stacked version of the logo and allows for 10 lines of information. Campus constituents should limit the information on their business cards to that pertaining to their official positions with Winthrop University. Home phone numbers and cell phones are allowed if desired. No deviations from the standard versions are allowed.

#### Standard Business Card

**Logo:** Two-color, horizontal version of the Winthrop University logo

**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** 3.5" x 2"

**Paper:** Domtar Cougar, White, Smooth, 100lb Cover

The web address on side two of the business card can be customized to a web address that is one extension off of the home page.



Standard Business Card



Standard Business Card: Optional reverse side printing

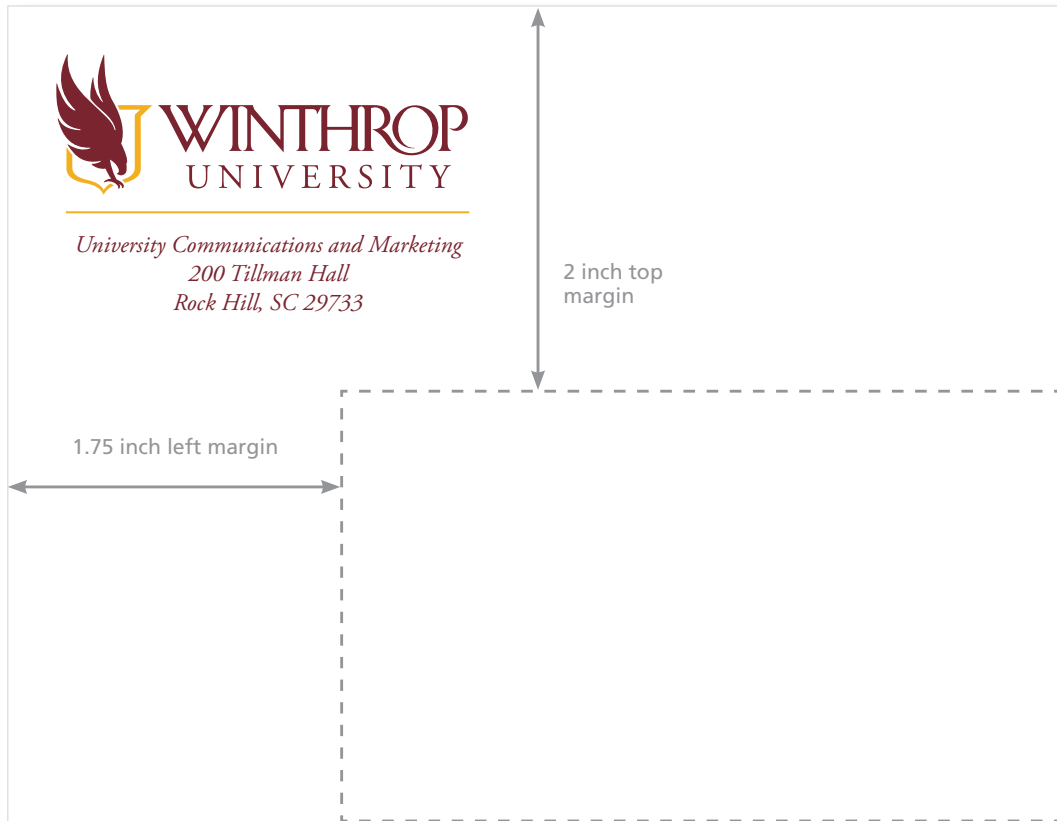
### Mailing Label

**Logo:** Two-color, horizontal version of the Winthrop University logo

**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** 4.25" x 5.5"

**Paper:** Mac Papers, Starboard Tack, White, 60lb Offset, pressure sensitive, scored liner



### Compliments Card

**Logo:** Two-color, horizontal version of the Winthrop University logo

**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** 3.75" wide x 4.25" tall (folded)

**Paper:** Domtar Cougar, White, Smooth, 65lb Cover

**Note:** single fold card, prints two color on one side.

*Compliments of  
Robert Winthrop,  
Director of  
University Services*



**Note Card**

**Logo:** Two-color, stacked version of the Winthrop University logo

**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** 5.5" x 4.25"

**Paper:** Domtar Cougar, White, Smooth, 65lb Cover

**Note:** Garnet Gouffalon shape continues to the second side where sender's address is also included.



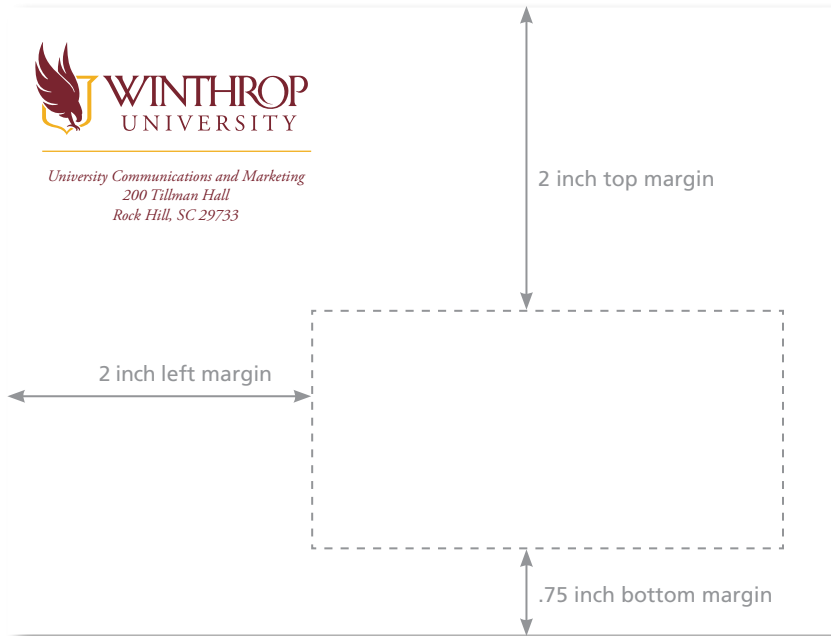
**Note Card Envelope**

**Logo:** Two-color, horizontal version of the Winthrop University logo

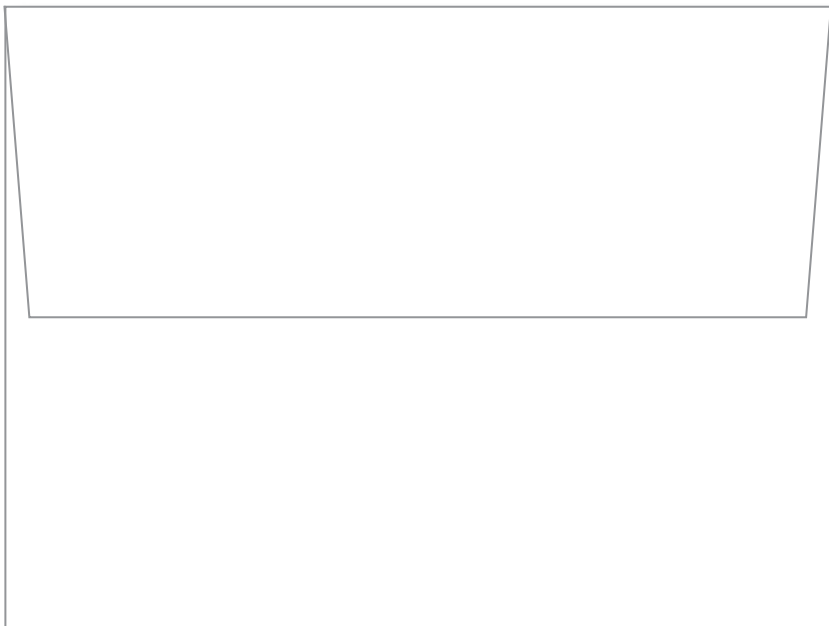
**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** A-2, 5.75" x 4.375"

**Paper:** Domtar Cougar, White, Smooth, 70lb Text



Not actual size



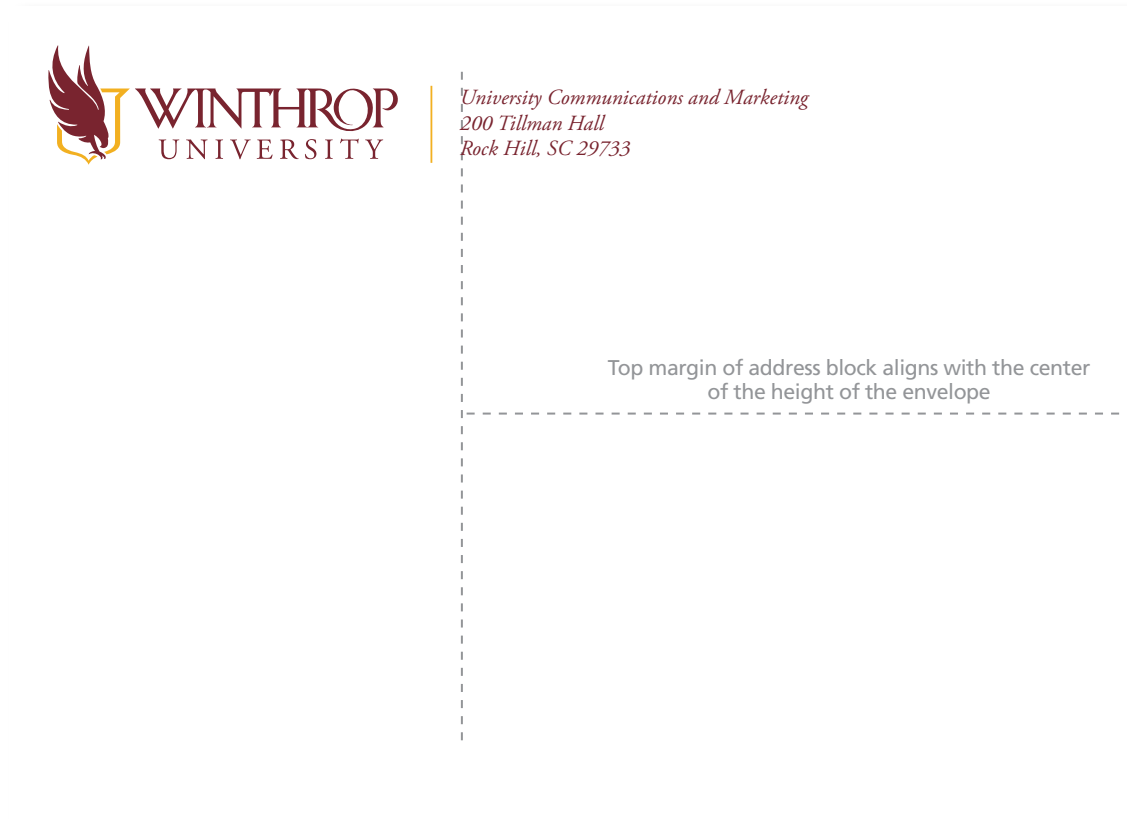


### Other Envelopes

Other size envelopes can be constructed as needed, using similar specifications.

The position of the two-color, horizontal version of the Winthrop University logo and return address should maintain the same position in relationship to the upper left corner as the standard envelopes.

The address of the recipient should be positioned flush left with the address block, and the top should align with the vertical center of the envelope.



Not actual size

### **Pocket Folder**

**Logo:** Two-color, horizontal version of the Winthrop University logo

**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** 9" x 12"

**Paper:** Domtar Cougar, White, Smooth, 100lb Cover

**Note:** This folder has two four-inch pockets with slits for holding business cards on right hand pocket.



Not actual size

### Temporary Name Tag

**Logo:** Two-color, horizontal version of the Winthrop University logo

**Inks:** Garnet (PMS 188C) and Gold (PMS 7409C)

**Size:** 4.25" x 2.75"

**Paper:** Mac Papers, Starboard Tack, White, 60lb Offset, pressure sensitive, scored liner

**Note:** Two name tag design options.



Design A: two-color horizontal logo on white background



Design B: two-color reverse logo on garnet background

### Panel Card

**Logo:** Two-color, horizontal version of the Winthrop University logo

**Inks:** Garnet (PMS 188U) and Gold (PMS 7409U)

**Sizes:** No. 5 1/2 Bar, 5.5" x 4.25"

**Paper:** Domtar Cougar, White, Smooth, 100lb Cover

**Headline:** Adobe Garamond Pro, Semibold  
or Helvetica Neue Heavy  
18 pt.  
Center aligned  
PMS 188U

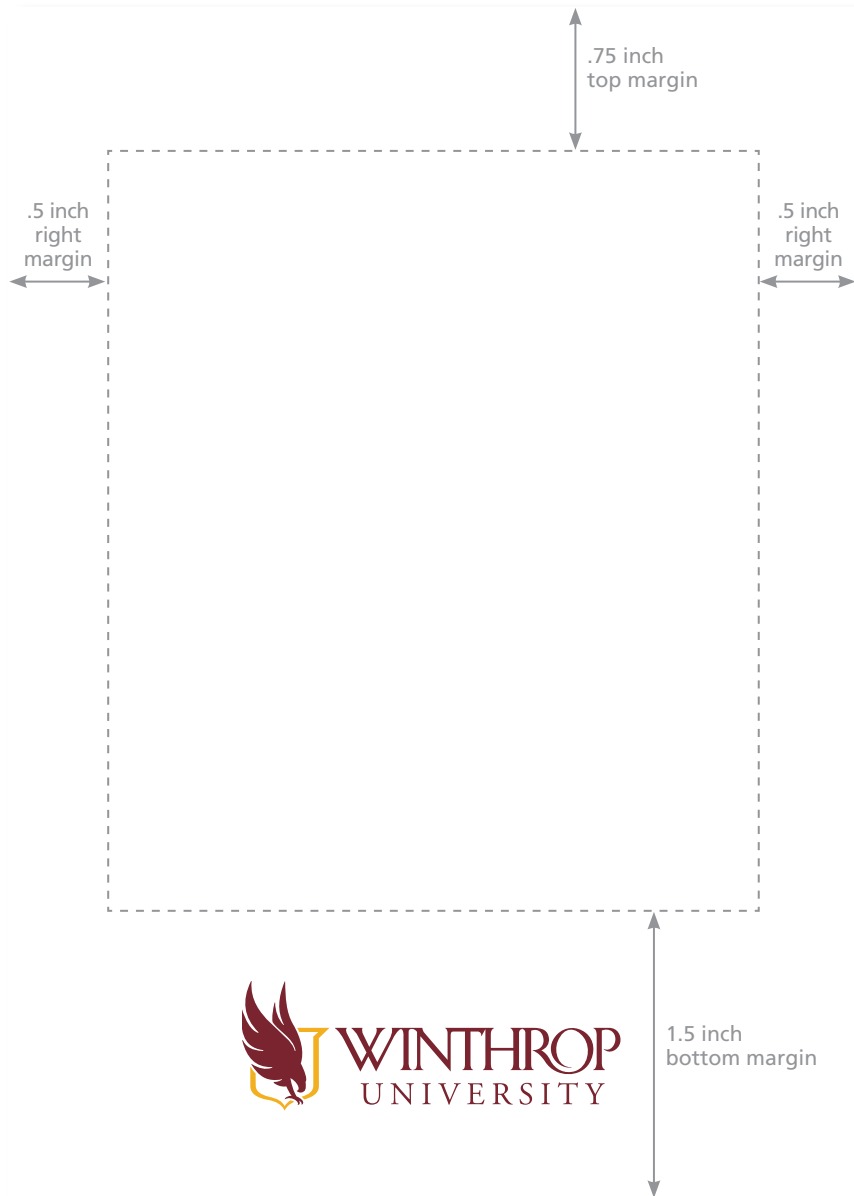
**Space:** 6 pt.

**Subhead:** Adobe Garamond Pro, Regular or  
Helvetica Bold  
15 pt.  
Center aligned  
PMS 188U

**Space:** 6 pt.

**Body copy:** Adobe Garamond Pro, Regular  
11 pt.  
Center aligned or center justified  
PMS 188U or black

**Note:** Suggested margins indicated at left are optional.



**First I. Last Name**

*Title*

**Winthrop University**

Office/Department  
Building, Suite or Room #  
Rock Hill, SC 29733

803/000-0000  
803/000-0000 (FAX)  
emailaddress@winthrop.edu  
www.winthrop.edu

**E-mail Signature**

Name: Arial Bold, 9 pt, flush left

Title: Arial Italic, 9 pt, flush left

Space

Institution Name: Arial Bold, 9 pt, flush left

Office: Arial Regular, 9 pt, flush left

Building, Suite or Room #: Arial Regular, 9 pt,  
flush left

Space

Telephone: Arial Regular, 9 pt, flush left

Fax: Arial Regular, 9 pt, flush left

E-mail: Arial Regular, 9 pt, flush left

Website: Arial Regular, 9 pt, flush left

Garnet color: R=102, G=0 ,B=0

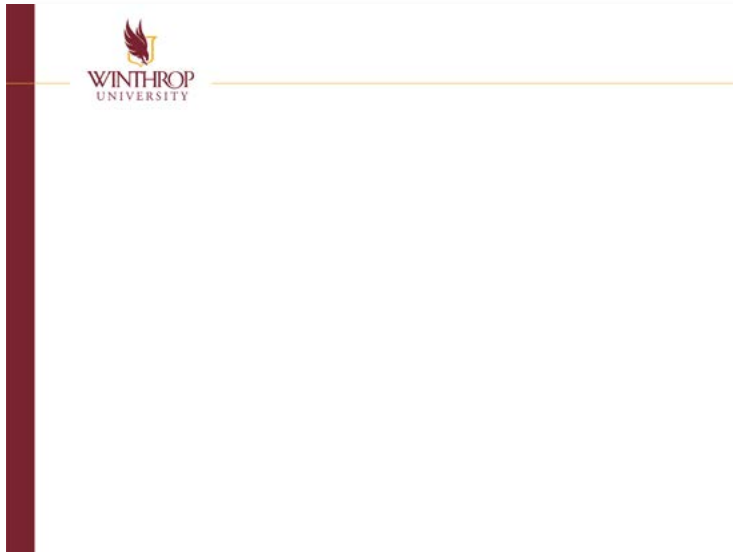
For instructions on how to change your e-mail signature in Outlook, choose e-mail signature instructions under Related Files and Downloads on the [Visual Identity Manual](#) site.

**Power Point Template: 1024 X 768**

**Logo:** Two-color, stacked version of the Winthrop University logo

**Dimensions:** 1024 pixels wide by 768 pixels tall

**Note:** Two template options are provided. Available for download under Related Files on the [Visual Identity Manual](#) site.



Power Point template A



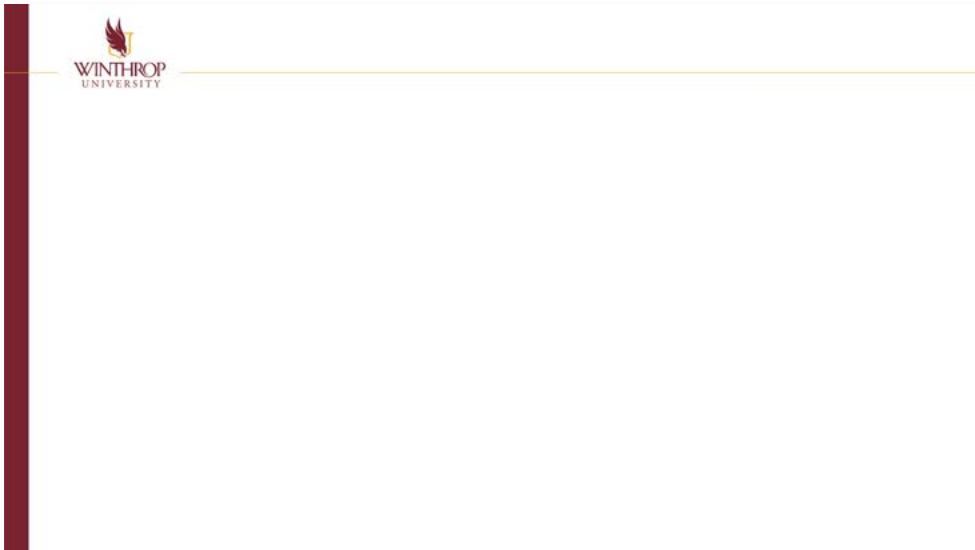
Power Point template B

**Power Point Template: 1600 X 900**

**Logo:** Two-color, stacked version of the Winthrop University logo

**Dimensions:** 1600 pixels wide by 900 pixels tall

**Note:** Two template options are provided. Available for download under Related Files on the [Visual Identity Manual](#) site.



Power Point template A



Power Point template B

Flyer Template

Logo: Two-color, stacked version of the Winthrop University logo

Inks: Garnet (PMS 188C) and Gold (PMS 7409C), digital printing

Size: 8.5" x 11"

Paper: Domtar Cougar, White, Smooth, 100lb Text



Flyer template front



Flyer template back



**Trifold Brochure Template**

**Logo:** Two-color, stacked version of the Winthrop University logo and two-color unit signature

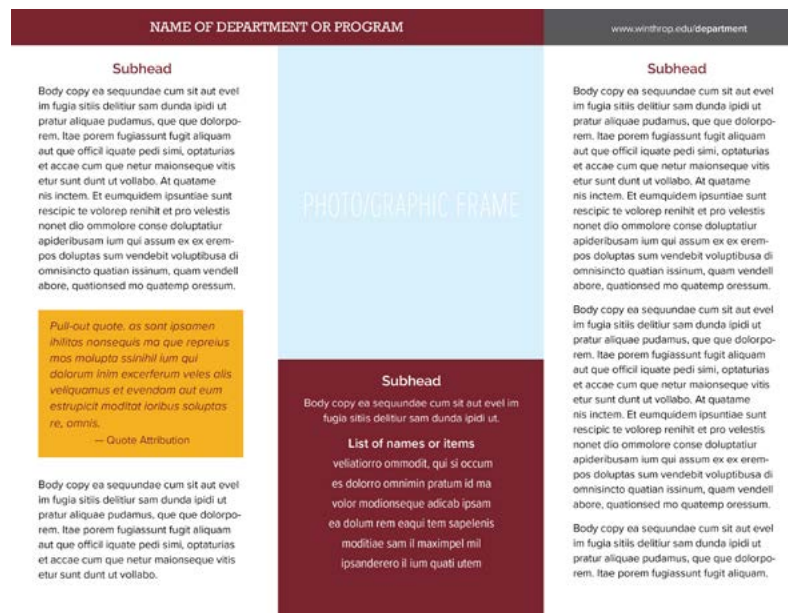
**Inks:** Four color process, digital printing

**Size:** flat, 8.5" x 11"; folded 3.6875" by 8.5"

**Paper:** Domtar Cougar, White, Smooth, 70lb Text



Trifold brochure outside



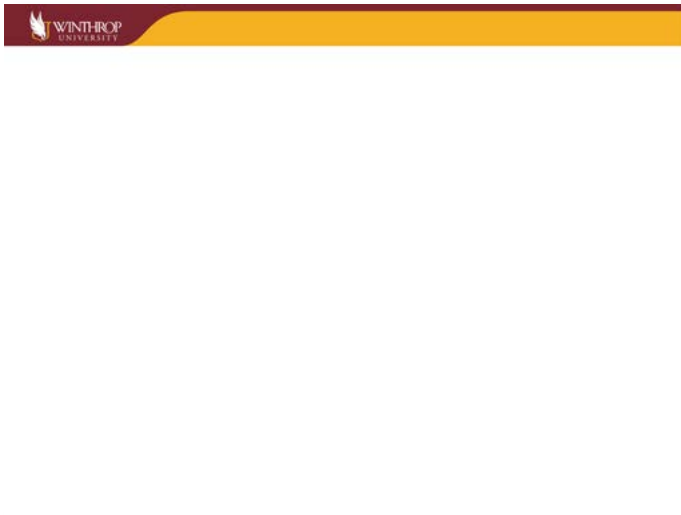
Trifold brochure inside

### Research Poster Templates

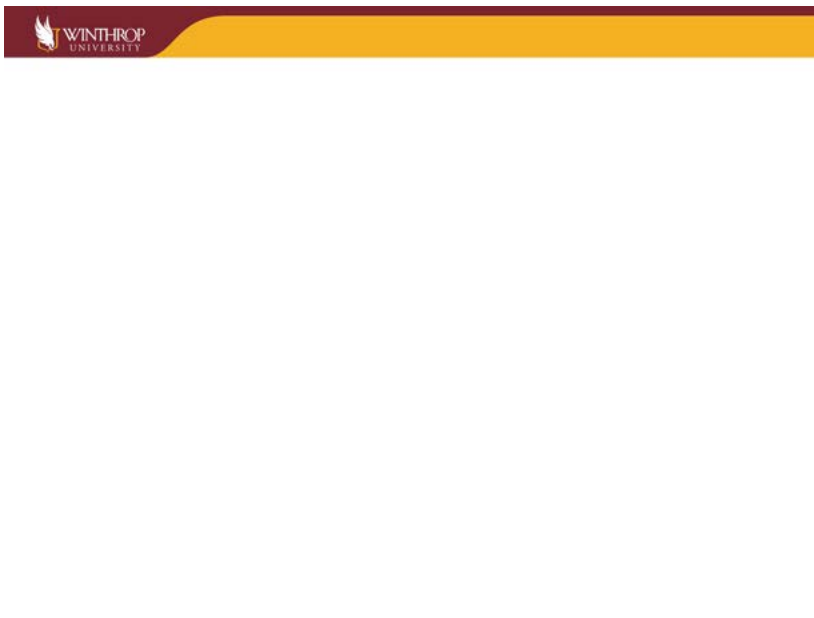
**Logo:** Two-color, horizontal Winthrop University logo

**Inks:** Four color process

**Note:** Available for download under Related Files on the [Visual Identity Manual](#) site.



40 inch by 30 inch poster template



48 inch by 36 inch poster template



## Applications

5.0

- 5.1 Campus Dressing
- 5.2 Campus Dressing (continued)
- 5.3 Vehicle Graphics



Winthrop University street banners



Front campus street banner



Back campus street banner, gold



Back campus street banner, garnet

### Campus Dressing

Displayed on this page are examples of the current campus dressing featuring the Winthrop University logo or spirit mark.

Winthrop University street banners

Front campus street banner

Back campus street banner, gold

Back campus street banner, garnet



Congratulations, Graduates! front entrance banner



Welcome to Winthrop front entrance banner



Welcome, Winthrop Alumni! front entrance banner



Joynes Hall building entrance banner



Sykes House building entrance banner

### Campus Dressing

Displayed on this page are examples of the current campus dressing featuring the Winthrop University logo.

Congratulations, Graduates! front entrance banner

Welcome to Winthrop front entrance banner

Welcome, Winthrop Alumni! front entrance banner

Joynes Hall building entrance banner

Sykes House building entrance banner

Winthrop University flag



Winthrop University flag



### Vehicle Graphics

The image on this page shows the appropriate display of a Winthrop University logo on a vehicle.

Protected area applies in placement of Winthrop University logo on vehicle with other graphics (examples are vehicle number or make/model script).

- 6.1 How to Prepare a Winthrop Publication
- 6.2 How to Prepare a Winthrop Publication (continued)
- 6.3 How to Prepare a Winthrop Publication (continued)
- 6.4 How to Prepare a Winthrop Publication (continued)
- 6.5 Procedures for Using a Freelance or Student Designer
- 6.6 Procedures for Using a Freelance or Student Designer (continued) and Licensing



## How to Prepare a Winthrop Publication

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University Communications and Marketing is committed to helping you produce professional, practical, attractive, well-written publications. In assisting you, we also have the responsibility to maintain a consistent design and literary style for the presentation of the Winthrop University brand to all external publics. Quality communications enhance the university's image and help relate Winthrop's mission more effectively to students, parents, faculty, staff, alumni, potential donors, prospective students, and the general public.

To ensure quality and consistency, University Communications and Marketing has been directed by the President to prepare or examine all materials that incorporate the Winthrop logo and/or target external publics. They are responsible for seeing that such items meet high-quality writing, editing and design standards, and comply with visual identity requirements.

If you are planning a publication that is targeted to, or could reach, an external public, you will work with University Communications and Marketing to ensure that the finished project best represents you, your department and Winthrop. Professional editorial and design assistance is free of charge.

### Step 1: Project Planning

Almost all areas of the university are concerned with publications at one time or another. Whether your department has one project or many, we encourage you to contact the Director of Printing and Creative Services in University Communications and Marketing at x2236 as soon as you are aware of your publication needs. By scheduling a meeting with them, information can be gathered about your publication: its purpose, intended audience, budget considerations, possible formats, etc. This will ensure that your input is obtained before editing or design time begins on the project. Such a meeting may also be useful for an existing publication if extensive changes are necessary or if the existing format could be improved.

The following checklist will assist you in planning for your meeting with the publications staff:

#### WHO

Who is the audience for the publication? Will you be communicating information to prospective students, the Rock Hill community, employers, etc.?

#### WHAT

What type of publication do you need? A flyer? Brochure? Newsletter? Booklet? What do you want to communicate? Will you need photographs or special illustrations? What is your budget for the publication?

#### WHERE

Where should the publication be delivered? To your office? To another department? To a mailing service?

#### WHEN

When do you need to have the publication delivered? In determining this date, you will want to allow for additional time if the pieces are to be mailed.

#### HOW

How many copies do you need? How will the piece be distributed? Will it be mailed? If so, will you need envelopes or will it be a self-mailer? Does it need a reply card?

If your project will be produced using freelance or student design assistance, you must review the procedures outlined on pages 6.5-6.6.

If the project is an identical reprint of something originally printed on campus, sending a completed print request form to Printing Services is sufficient to initiate this kind of job.

### Step 2: Preparing Your Text

University Communications and Marketing prefers that any copy submitted for a project is complete and final, and that it has achieved any necessary departmental approval prior to submission. On a limited basis, copy-writing assistance on projects may be provided. However, copy-writing services must be



### ***How to Prepare a Winthrop Publication (continued)***

discussed well in advance of scheduling the project to allow for adequate time to complete any research associated with those services.

When final copy is complete it should be submitted via e-mail, typed in Microsoft Word format for PC and saved as a Word document, prepared according to the bulleted specifications below. A hard copy print out of the text should accompany the print request.

University Communications and Marketing and Printing Services convert most copy into a format compatible with available desktop publishing systems. To facilitate this conversion, your copy should be prepared as follows:

- Please single-space all copy, using a one-inch margin on all sides.
- Use blank lines to indicate copy breaks or new paragraphs.
- The university adheres to style guidelines as set forth in The Associated Press Stylebook and Libel Manual. The copy you submit will be reviewed and if necessary, edited, based on AP style guidelines. An abbreviated version of the university AP style guide is available on University Communications and Marketing's web site.
- Avoid using tabs, indents or columns in the final copy submitted. They do not convert easily to desktop publishing software. If a document contains a tabulated chart, that chart should also be submitted as a

separate file in a text-only format.

- Do not use ALL CAPS, or insert commands for bold, italics or underlining. Again, these commands may cause problems in the conversion and design stages. Instead, insert a hand-written note on your accompanying hard copy to highlight copy points requiring emphasis.
- Please keep in mind that the information you provide does not need to look like the layout of a final printed piece. Copy will be graphically manipulated after it has been converted for desktop publishing.

### **Step 3: Print & Purchase Requests**

When you are ready to schedule production of a publication, a Printing Services print request form should be completed and sent to University Communications and Marketing along with final copy. The form is not considered complete unless the following information is included:

- Budget Number
- Authorized Signature
- Date Needed
- Quantity
- Delivery Location
- Contact Person

If the job requires off-campus printing, a purchase requisition form must also be completed. In the space for a suggested

supplier, type "For Bids Only."

If you are planning to reprint an on-campus printing job with only minor copy changes, a print request form with detailed instructions will suffice.

### **Step 4: Scheduling Your Project**

In a given calendar year, University Communications and Marketing coordinates more than 400 printed pieces for academic units and administrative offices on campus. Because of this volume, we ask that you contact us as soon as you are aware of your publication need. The timetable for producing a publication varies greatly depending upon the complexity of the project. To assist with scheduling projects, the publications staff follows an established publications priority list. In general, the following publications are treated on a priority basis:

1. Publications for special events of university-wide significance (e.g. commencements, convocation)
2. Publications for special events of major significance (e.g. homecoming and reunion weekend celebration, orientation, admissions open houses)
3. Admissions and marketing materials
4. Scheduled periodicals and publications (e.g. Winthrop Magazine)
5. Publications for regularly scheduled events

### ***How to Prepare a Winthrop Publication (continued)***

or activities (e.g. concerts, lectures)

University Communications and Marketing must limit its involvement to publications that reach external publics, simply because of staffing considerations. On-campus posters, T-shirt/sweatshirt designs for student organizations, departmental in-house newsletters, and other publications created for on-campus audiences only cannot be created by our design staff. By appointment, our designers will be glad to review on-campus publications and offer suggestions if requested. Any use of the Winthrop logo must be approved by University Communications and Marketing.

University Communications and Marketing prefers a minimum of six weeks notice, even on simple jobs, because of the time needed to phase a project into the production schedule, and to permit adequate time for editing, designing, proofing, printing and (if necessary) shipping. More complex jobs can require much longer lead times — in some cases, four to six months. Production schedules are occasionally subject to change when unexpected contingencies occur. The best precaution is to provide notice at the earliest opportunity.

In rare cases, work volume may make it impossible for University Communications and Marketing to guarantee completion of a job within the necessary time frame. Should this occur, the department will assist in making an outside referral, and retain rights of final

approval, based on the image considerations outlined above. If work with a freelance or student designer is required, please refer to Procedures for Using a Freelance or Student Designer on pages 6.5-6.6.

#### **Step 5: Creative Collaboration**

University Communications and Marketing wants to ensure that your project best represents you and your department. Therefore, it's important that your comments and suggestions for copy and design be presented in a meeting to review the project. During the creative process that follows, your suggestions will be considered and incorporated in accordance to the mandate set forth to create appealing, effective publications for the campus community. For that reason, final creative decisions including editorial, design and printing matters must rest with University Communications and Marketing.

#### **Step 6: Production Process**

Once the parameters of a project have been established, and the necessary text and paperwork have been received in the proper format, University Communications and Marketing will begin its “hands on” work. What follows is a description of the production flow for a typical job:

1. Editing ensures that the submitted copy is appropriate, effective and follows Winthrop AP style guidelines. If this process necessitates major rewriting or editing by the publications staff, a copy proof will be sent for your review prior to layout.

2. Design is one of the most important and time-consuming stages. It involves formulating an effective visual communication strategy, then developing the concept using layout, photography, illustration, or related graphics. Paper stock and ink specifications are determined at this time.
3. Proofing is the next stage. Most proofs are generated as PDFs and sent by email. At this point, clients are asked to proof all copy. Any copy corrections should be indicated on the proof, either by printing out the pdf and physically writing on it or by placing digital sticky notes with comments in the PDF document itself. Please remember that extensive changes or delay in returning the proof could hinder the final delivery of the print job.
4. Approval by a faculty or staff member with budget authorization is required prior to printing. An email sent to the Director of Printing and Creative Services stating the approval of the most recent proof will suffice. It is imperative that a project manager seeks the highest level of approval necessary (director, vice president, president, etc.) for the project prior to printing.
5. Prepress is the last stage before a job goes to press. Conversion of the desktop file to printing plates happens at this stage. For off-campus printing, the vendor usually

### ***How to Prepare a Winthrop Publication (continued)***

handles all prepress work.

6. Printer proofs are the last furnished proofs before actual printing begins. Off-campus vendors submit a forms proof which is an ink jet print-out showing all prepress work. Along with a color digital proof, the forms proof provides the best idea of what a publication will look like. The purpose of these proofs is to check position of image elements, folding, color breaks, etc. Because editorial changes made at this stage are time-consuming and expensive, all routine proofing for factual accuracy and typographical correctness is completed at an earlier stage. In most cases, a forms proof and color match proof will be reviewed only by the publications staff.

#### **Step 7: Printing**

When all prepress work is complete, the printing process will begin. Printing Services staff cut the paper stock, make printing plates if necessary, and ink the press. After the job is run and appropriate drying time has been allowed, the individual printed sheets must be scored, perforated, folded, collated and bound, depending on the complexity of the job.

The publications staff maintains regular contact with Printing Services, as well as off-campus printing vendors. If your printing can be handled on campus, both University Communications and Marketing and Printing

Services will work with you to get the job done as efficiently and economically as possible.

If the printing requirements are outside the scope of Printing Services' capabilities, University Communications and Marketing will determine printing specifications and will work with Procurement on bidding. See the Printing Services website ([www.winthrop.edu/printing/](http://www.winthrop.edu/printing/)) for detailed information about on-campus printing capabilities.

Whether printing on-campus or off, University Communications and Marketing makes every effort to specify recycled papers and environmentally safe soy-based inks. They will also recommend appropriate cost-efficiency measures where applicable.

For any off-campus printing project, the guidelines in the South Carolina Government Printing Services Manual apply, and approval by University Communications and Marketing is required. They can provide assistance in completing printing specifications forms.

## Procedures for Using a Freelance or Student Designer

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When working with freelance or student designers, it's important that the work meets university visual identity standards and that the designer is aware of the intellectual property rights which govern the work submitted for university use.

When using a freelance or student designer, University Communications and Marketing's role is limited to the approval of properly completed specs sheets, design and copy as well as general consultation.

Freelance or student designers should consult with Printing Services prior to beginning their design if the project is intended for on-campus printing. Printing Services will need to discuss with them the layout and other production details which may play a fundamental role in the way their project should be designed for on-campus printing.

Steps for working with a Freelance or Student Designer:

1. The department's budget coordinator must complete a purchase requisition form for the publication if the publication will be printed off-campus.
2. Freelance and student designers must sign and date a contract verifying their understanding that, upon completion, all work will become the intellectual property of the university and that no further royalties will ensue. The university is thereby protected from any misunderstandings concerning royalties or accessibility to artwork the designer has created. Ultimately this supports the university's effort to maintain a certain caliber of work and empowers the designer to consider university requirements in establishing contract terms.
3. Copy for the publication should be written and submitted to University Communications and Marketing for review. Copy is edited in accordance with the university AP style guide. In the case of minor copy updates, only updated copy needs to be submitted.
4. The designer should determine photography needs. Existing photographs taken by the university are available digitally in University Communications and Marketing. The designer can contact the Director of Printing and Creative Services for more information.
5. The designer should layout the publication to determine specifics such as size, number of pages and folds.
6. If the publication will be printed off-campus, the designer must complete South Carolina Printing Specifications sheets and submit it to Purchasing electronically. The printing specifications sheets tell the printer all about the job: the type of paper and number of pages, the number and color of inks, the size of the finished job, the type of folds and bindery, and, most importantly, the copy-ready date. An accurate copy-ready date helps the printer schedule your job for time on press. The specs sheet should also include important contact information in case the printer has any questions once they receive the job. The printer will also use the contact information to send printer proofs to the designer.
7. The designer designs the publication. The finished design must correspond with the specifications listed on the specs sheets. University Communications and Marketing is available at any time during the design

Many projects are updated from the previous year. In this case, the printing specs sheets can be very similar to the previous year's, but the specs sheets should be reviewed and copy-ready date must be updated before sending them to Purchasing.

Typically, when a freelance or student designer is handling a job, they complete the specs sheets on their own. University Communications and Marketing can review specs sheets if needed.

The specs sheets must be submitted to Purchasing at least two weeks before the copy-ready date.

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### ***Procedures for Using a Freelance or Student Designer (continued)***

process for consultation or review of design. Especially with new publications, it is helpful to obtain early design approval instead of waiting until the end of the production process.

8. The freelance or student designer submits the design and copy to University Communications and Marketing for final review to ensure consistency with the Visual Identity Manual and AP style guide. Please allow time for the review of materials, as well as time for the designer to make any changes needed.
9. The designer makes any necessary changes and sends the file to the printer. The file can either be transferred electronically through an FTP site or burned to a CD and shipped overnight. If Printing Services will be printing the piece, a printing request form must be completed and submitted along with the file.
10. The printer's proofs will come to the attention of the designer. The proofs should be reviewed immediately and any necessary changes noted. Return proofs to the printer the same day, if possible.
11. Equally as important is getting all publication artwork on disk for future use or reference. Having a print-quality digital file and native working file of the project will enable the design to be amended by others (e.g. date changes, etc.) if the designer is no longer available and a revision/reprint is desired.

Therefore, two digital copies of the final art should be provided upon completion of the project — one copy for departmental reference and one copy to be forwarded to the Senior Designer in University Communications and Marketing. The latter should include compilation art, all fonts, and all high-resolution photos and graphics required for final printing.

#### **A Final Note**

Electronic publishing has greatly enhanced the services and capabilities of University Communications and Marketing and Printing Services. Staff members produce publications in a timely and efficient manner.

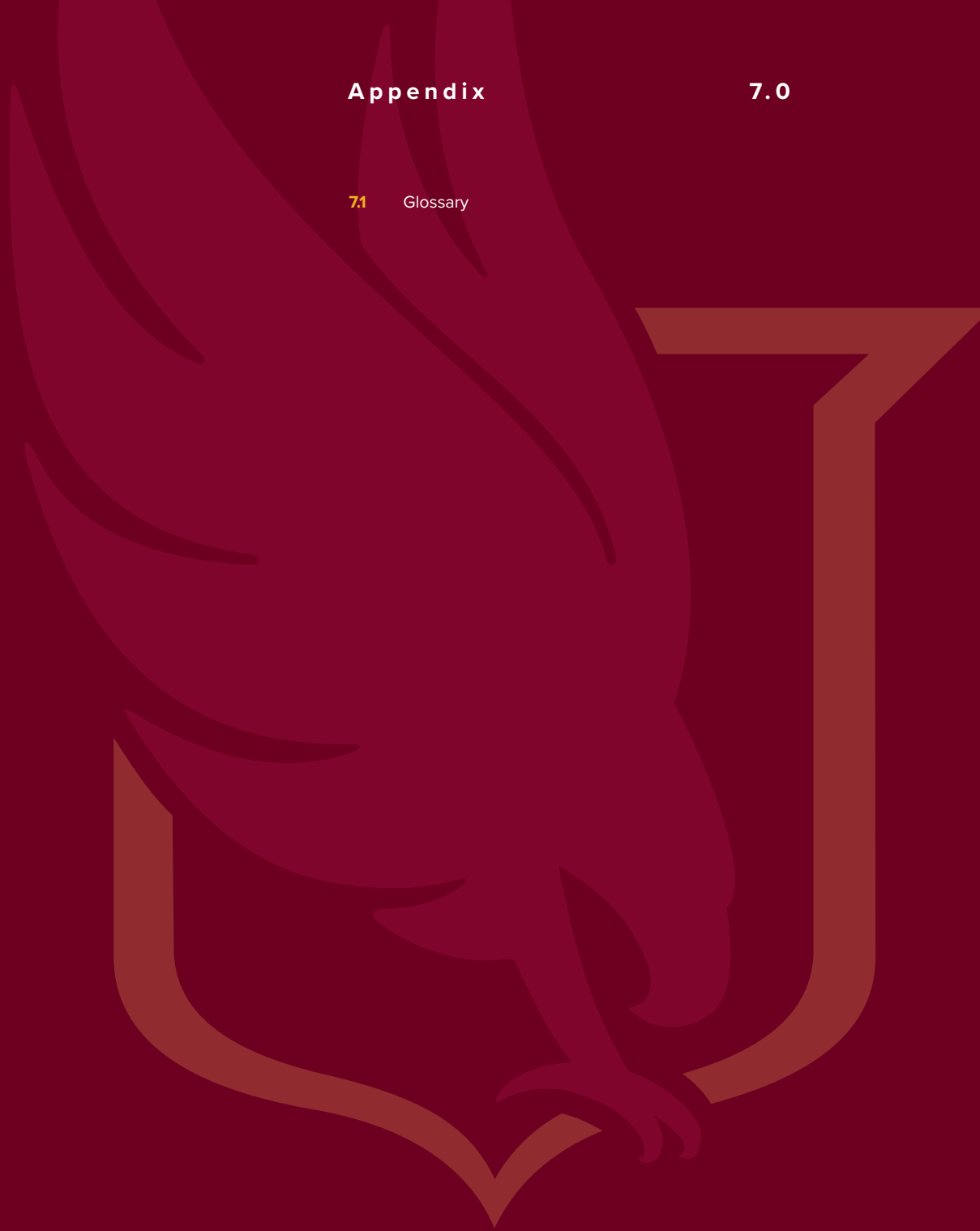
With these strides has come a proliferation of desktop publishing software on campus. While non-professional electronic design is certainly possible, it is rarely acceptable in publications distributed to external constituencies. The majority of laser printers and copiers available on campus are also below industry standard quality, 1,800-2,400 dpi (dots per inch) output, for the production of external print communications.

Last updated September 2018

#### **LICENSING**

Members of the external community who wish to use the logo on merchandise intended for resale must follow the provisions of the current, official institutional licensing agreement. Please contact:

Affinity Licensing  
 Wil Spires  
 760-860-4005 ext. 270  
[wil@affinitylicensing.com](mailto:wil@affinitylicensing.com)



## Glossary

**Cap Height:** A unit of measurement describing the height of a capital letter in a given typeface.

**Color Palette:** A selection of specific colors that are chosen to coordinate, contrast, and harmonize. It is used as an aide to maintaining a desired degree of consistency within a visual identity system.

**Font:** Within a typeface there are fonts of varying weights or other variations, e.g., light, bold, semi-bold, condensed, italic, etc. Each variation is a different font.

**Logo:** A generic term for a unique graphic symbol, display of a name, or a combination of both, that is used to represent a product, company, organization, or other entity.

**Logomark:** A generic term for a unique graphic symbol.

**Logotype:** A logo composed of type.

**Primary Color Palette:** The core selection of identifying colors that are used in a logo.

**Seal:** In an institution, the official logo used on legal or ceremonial documents, often rendered within a circular shape.

**Serif/Sans Serif:** In typography, a sans serif typeface is one that does not have the small thorn-like feet called “serifs” at the end of strokes within letters.

**Co-brand:** The combination of the logotype with an additional, more specific identifier.

**Secondary Color Palette:** A selection of colors designed to supplement the primary color palette for use in all related communications.

**Template:** A file with an associated style sheet and all standing and serial elements in place on a master page, used for publications following the same design.

**Typeface:** A set of one or more fonts each composed of glyphs that share common design features.

**Units:** Divisions within an organization.

**Visual Identity Manual:** A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo, logotype or wordmark, stationary, print and web applications.



University Communications and Marketing  
200 Tillman Hall  
Rock Hill, South Carolina 29733  
803/323-2236