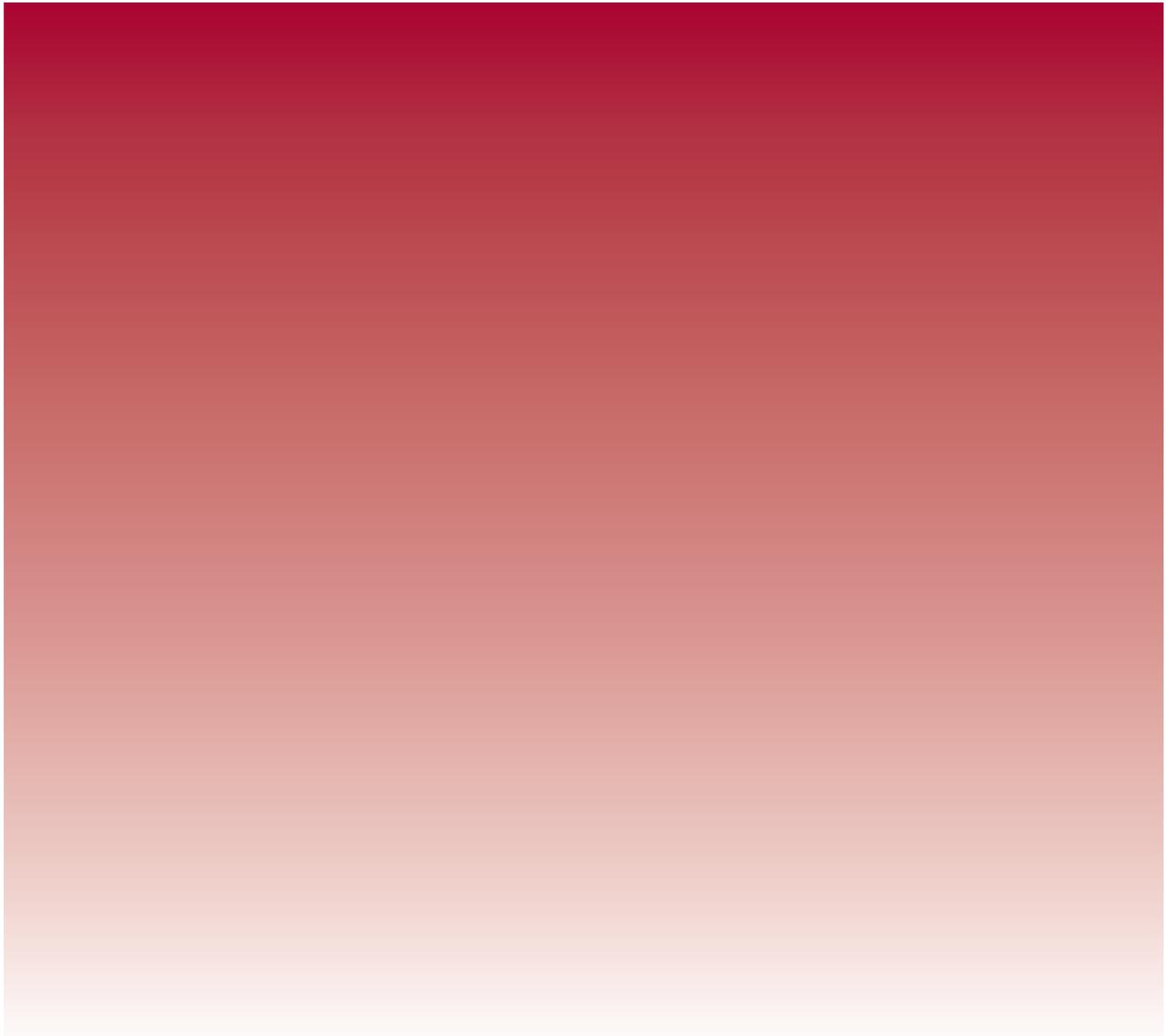


# Athletics Graphics Standards Manual



80% of height of letters

<i>height of letters</i> a r e a	<i>p r o t e c t e d a r e a</i>	<i>p r o t e c t e d</i>
<i>p r o t e c t e d</i>	<b>WINTHROP  EAGLES</b>	<i>a r e a</i>
<i>p r o t e c t e d</i>	<i>p r o t e c t e d a r e a</i>	<i>height of letters</i> a r e a

80% of height of letters

# Athletics Graphics Standards Manual

## Introduction

Building a winning tradition in NCAA Division I is a goal that is well in hand for Winthrop's athletics program. Coming off a number of Big South Championships, the Eagles are poised for the next level of competition and eagerly await additional chances to shine in division play. As the quality of Winthrop's athletics program has improved in recent years, so too has the attention paid to the graphics that represent the program. So much attention has been focused, in fact, that the university, in 2000, expanded the approved logos and logotype in order to meet increased needs in the athletics department and community.

As symbols of a winning athletics program, the logos and logotype must be used appropriately in both printed and electronic publications. When used correctly, the result is strong, consistent graphics that inspire confidence in players and staff and enhance the reputation of the program and the institution.

This graphic standards manual outlines how and when athletics department staff, merchandising and printing vendors, and the media may use the Winthrop athletics logos and logotype in publication. This manual covers most, but not all, examples of acceptable usage. For clarification on the appropriateness of other usages, please consult the athletics director or the Office of University Relations.

For more information on electronic reproduction of the logos and logotype, go to [www.winthrop.edu/web/logos.htm](http://www.winthrop.edu/web/logos.htm).

## Note

- 1 The information contained in this manual is intended as a guide to the graphic standards followed by the Winthrop University Athletics Department and the Office of University Relations. Staff members have been authorized and directed to review all logo applications, including those complying with the guidelines listed here.

If you have a question about any of the points mentioned in this publication, please contact the athletic director at 803/323-2129, extension 6226, or the director of University Relations at 803/323-2236.

# Graphic Standards Policy

All material printed or produced by the Winthrop University Department of Athletics, or in the name of Winthrop University Eagles, will adhere to the guidelines of the Winthrop University Athletics Graphics Standards Manual. Extra copies of the manual are available from the Department of Athletics, or you may print the electronic version of the manual found at the Department of Athletics Web page, [www.winthrop.edu/athletics](http://www.winthrop.edu/athletics).

## Winthrop University Athletic Logo

The Winthrop University athletic logos incorporate the outline of an eagle's head within the words "Winthrop" or "Winthrop Eagles." For the vast majority of applications, one of the logos at right should be used.

- Eagle Word Logo
- Horizontal Eagle Logo
- Stacked Eagle Logo

The following variations are permissible, but reserved for specialty applications. Their use should be approved in advance by the athletic director or the Office of University Relations.

- Go Eagles Logo
- Eagle Head Logo
- Eagle Head with Words Logo

The Winthrop University athletic logos are registered and fully protected trademarks. As such, the logos must only be used for approved purposes, and cannot be modified in any way without approval. To prevent the proliferation of unauthorized versions of the logos, as well as inappropriate applications, all vendors requesting an electronic transfer of a logo will be required to sign a statement prohibiting the vendor from any unauthorized reproduction of the logo. For the same reason, scanning the logos, whether using approved versions or previously printed materials, is also prohibited. Copies of the official logos will only be available for approved uses from the Department of Athletics or Printing Services.

## Licensing

Members of the external community or vendors who wish to use a logo on merchandise intended for resale must follow the provisions of the current, official institutional licensing agreement. Please contact the Office of University Relations, 200 Tillman Hall, 803/323-2236, for related information.



Eagle Word logo



Horizontal Eagle logo



Stacked Eagle logo



Specialty Application: Go Eagles logo



Specialty Application: Eagle Head logo



Specialty Application: Eagle Head with Words logo

# Athletics Graphics Standards Manual

## Guidelines

To assure that the logos are used correctly, the following guidelines have been established. Exceptions to the rules outlined below require approval of the Office of University Relations.

### Authorized Logo

The official Winthrop University athletic logo, combining eagle head and lettering, is preferred for most standard usages. The logo must be reproduced using authorized, camera-ready copies or “slicks” obtained from Printing Services or the athletic director. As previously stated, vendors requesting electronic transfer will be required to sign a statement prohibiting any unauthorized reproduction of the logo.

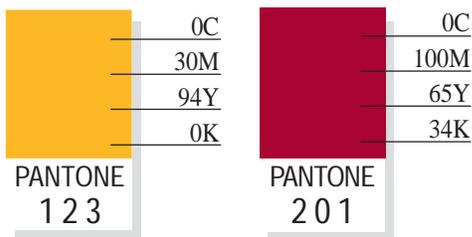
### Winthrop Eagle Head

The eagle head must always appear as shown in the official logo, and may only be used in specific instances determined by the athletic director or the Office of University Relations.

### Color Reproduction

The athletic logos are to be printed in two colors. The proper ink colors are PMS 123 yellow and PMS 201 red. It is acceptable to reproduce a logo in one color of ink, either in PMS 201 red or black. Any other colors must be approved in advance by the athletic director or Office of University Relations before printing.

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Pantone Matching System inks



Eagle Word logo



Eagle Head logo



Eagle Word logo

1 color



Eagle Word logo

PMS 201



Eagle Word logo

2 color



Eagle Head logo

1 color

2 color

---

## Reproduction and Minimum Size

Whenever possible, the logo should be used in one of the standard sizes as described in this manual. The logo must never be reproduced smaller than the minimum size. The minimum size for each logo varies. See minimum sizes at right.



Minimum width  $1\frac{3}{8}$ " or 8.5 picas



Minimum width  $\frac{3}{4}$ " or 4.5 picas



Minimum width 2" or 12 picas



Minimum width  $1\frac{3}{8}$ " or 8.5 picas



Minimum width  $1\frac{3}{8}$ " or 8.5 picas

# Athletics Graphics Standards Manual

## Reverse Applications

An athletic logo, on occasion, will need to be printed in reverse (white logo on dark background). Special artwork for this usage has been created so that the eagle head will always be easily distinguishable. When this form of use is required (in black and white or in color), the correct artwork must be obtained from the Office of University Relations along with printing advice and approval.

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1 color Horizontal Eagle logo



1 color Stacked Eagle logo



1 color Eagle word logo



1 color Eagle Head with Words logo



1 color Eagle Head logo



2 color Horizontal Eagle logo



2 color Stacked Eagle logo



2 color Eagle word logo



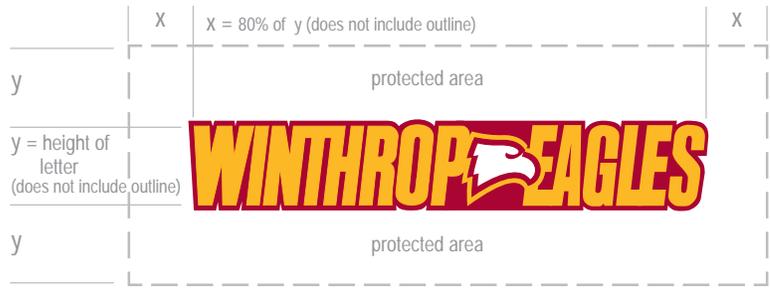
2 color Stacked Eagle logo



2 color Eagle Head logo

## Protected Area

When using the logo, it is important that the area immediately surrounding the logo remain free of type or other graphics, so that nothing competes with the logo itself. The rule of thumb for determining the required protected area in relation to the size of the logo is as follows: If  $x = 80$  percent of height of logo words (not including outline), then the protected areas on the left and right sides of the logo are also  $x$ . In the same example, if  $y =$  height of logo words (not including outline), then the protected areas above and below the logo are also  $y$ .



Protected area

## Angle of Reproduction

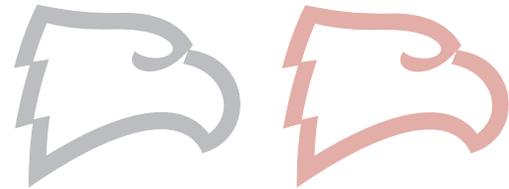
Under normal circumstances, the logo will not be printed at an angle other than horizontal. Exceptions must be approved by the athletics director or the Office of University Relations.



Angle of Reproduction

## Screening

The logo should not be line screened under normal circumstances. Exceptions must be approved by, and the appropriate artwork supplied by, the Office of University Relations. If a logo application is approved for screening, the logo must be reproduced in a screen of black or PMS 201 red and all elements of the logo must be screened at the same percentage.



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## Logo Use with Other Symbols

Only the athletic logo or Winthrop University logo is to be used on official university publications. The Winthrop athletic logo may appear on the same page with that of another organization, but only to show co-sponsorship of an event or program, or as an illustration of group membership (i.e. Big South Conference institutions); in either case, approval by the athletic director or Office of University Relations is required.

Horizontal logo at 30% black and 30% PMS 201



## Specialty Applications

Specialty applications of the logo (mugs, bumper stickers, T-shirts, decals, etc.) must be approved in advance by the athletic director or Office of University Relations.



Logo usage with other symbols

# Athletics Graphics Standards Manual

## Samples of Other Approved Formats

Occasionally specific graphics needs require departure from the guidelines, as is the case with the following approved formats. These designs combine the logos with athletic department sub-unit names for cohesive presentation. Other approved formats which follow include designs for athletic department business cards, letterhead and envelopes. Questions regarding these formats should be directed to the Athletics Director or Office of University Relations. To order business cards or letterhead, contact the Office of University Relations or Printing Services.



**LADY EAGLES BASKETBALL**

Horizontal Eagle logo with department sub-unit



**LADY EAGLES BASKETBALL**

Eagle Word logo with department sub-unit

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**LADY EAGLES BASKETBALL**

Stacked Eagle logo with department sub-unit



**LADY EAGLES BASKETBALL**

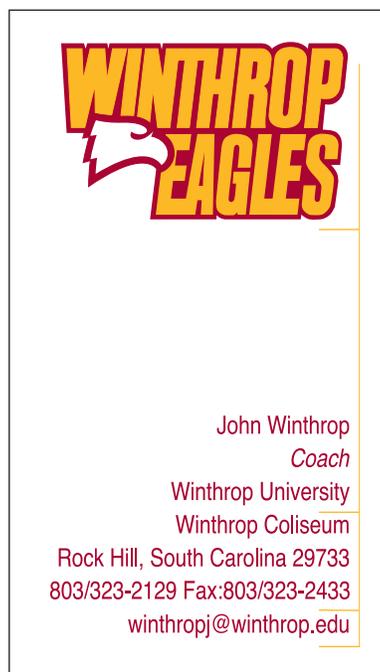
Eagle Head with Words logo with department sub-unit

## Business Card Formats

Two versions of the official Winthrop University Athletic Department business card are available. The horizontal format uses the official authorized version of the logo and allows for six lines of information. The vertical version, created to accommodate staff members with longer titles and/or more contact information, features the stacked version of the logo and allows for up to nine lines of information. Staff members should limit the information on their business cards to that pertaining to their official positions with Winthrop University. Home phone numbers are allowed. No deviations from the standard versions are allowed.



Horizontal business card

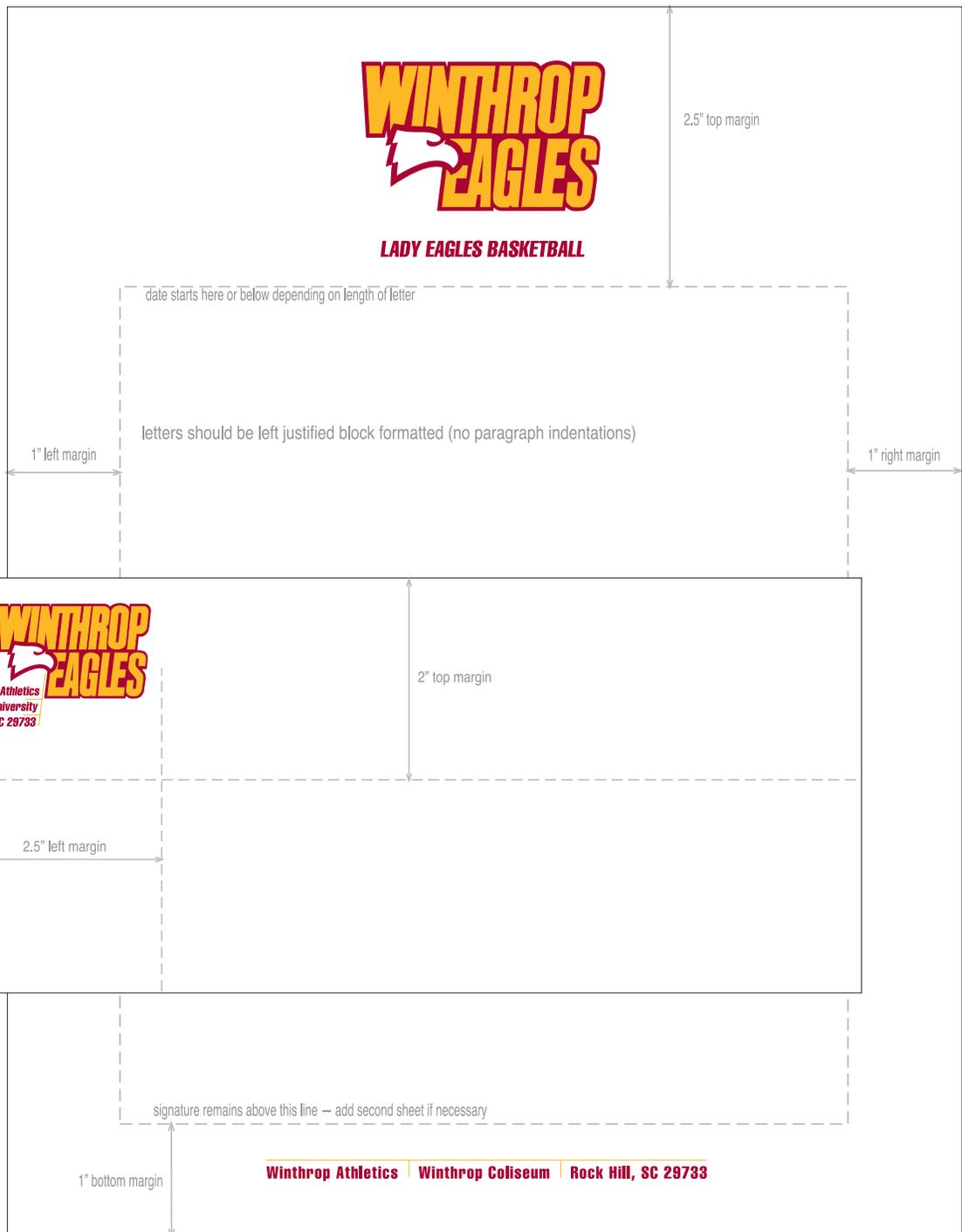


Vertical business card

# Athletics Graphics Standards Manual

## Letter Formatting

The professional impact of the athletics department's letterhead and envelopes can be greatly enhanced by formatting letters with appropriate alignment, spacing and typefaces. To maximize the impact of university correspondence, all letters on Winthrop athletics letterhead should be left justified and block formatted (no paragraph indentations). Also, the preferable typeface for letters is Times or Times Roman. If Times is not available, use another readable serif type. Sans serif type such as Arial is difficult to read and should be avoided. Follow the margins shown below.



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shown at 67%  
of original size

# Unacceptable Usage

For consistency, the Winthrop University athletic logo must be used as presented in this manual. To assist in avoiding misuse, the following illustrations show some variations of the logo that are not permitted:

1. The logo should never be reproduced from a Web site or previously printed publication.



2. The logo cannot be redrawn, re-set, re-proportioned or distorted, nor can it be printed from an unapproved or unenhanced electronic output (for example, laser printer, fax or copy machine).



3. The logo should never be printed within a border or other type of artwork.



4. To ensure legibility, the logo is best used on a solid background, rather than over-printed on a photograph, on a heavily textured design or on top of other words.



5. The logo cannot be substituted for the words “Winthrop Eagles” in a publication’s title; nor can it be used as the subject “Winthrop Eagles” in a sentence, tag line or slogan.

Support the **WINTHROP EAGLES** at...

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6. The words “Winthrop Eagles” cannot be set in another typeface and used in place of the official logotype.



7. The eagle head should not be reversed; the head must appear to be looking right.



8. Colors should be printed exactly as shown in the color breaks, or as necessary to comply with NCAA regulations.



9. The logo should not be reproduced at an angle other than horizontal.





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