



# Graphics Standards Manual

## Introduction

When Winthrop gained university status in 1992, the occasion was marked by the unveiling of a new logo reflecting the institution's distinctive qualities. Although the newness of being a university has faded, each time the Winthrop University logo appears, it remains a tangible reminder of the important role the university plays in the educational life of this region.

Frequently, the first contact people have with Winthrop is through a letter, publication or commemorative item bearing the university logo or through the Winthrop Web site. As symbols of Winthrop, any graphic images must be used appropriately in both printed and electronic publications to ensure that the institution is properly recognized and its reputation enhanced.

This graphic standards manual outlines how and when campus departments may use the Winthrop logo in printed publications. For more information on use of the logo on the Web, go to [www.winthrop.edu/web/logos.htm](http://www.winthrop.edu/web/logos.htm). These standards ensure that each time the logo is used, the public receives a clear and consistent message concerning Winthrop's identity. A uniform presentation by all constituents will help strengthen the public's perception of Winthrop as an educational leader, committed to quality higher education.

**1** For these reasons, Winthrop's president has directed the Office of University Relations to review all common applications of the institution's logos to ensure compliance with the standards presented on the following pages.

This manual covers most, but not all, instances of the logo's usage in printing and publications. If you need further clarification, please consult the Office of University Relations, 200 Tillman Hall, or 803/323-2236.

# Graphic Standards Policy

All material printed or produced by Winthrop University, or in the name of Winthrop University, will follow this version of the Winthrop University Graphic Standards Manual. Extra copies of the manual are available from University Relations, or you may print the electronic version of the manual found on the University Relations Web page located at [www.winthrop.edu/relations](http://www.winthrop.edu/relations). At the direction of the president, publications personnel in the Office of Uni-

versity Relations are responsible for reviewing all common applications of the Winthrop logo to ensure compliance with graphic standards. Written requests for departure from the graphic standards policy should be directed to the Office of University Relations.

## The Winthrop University Logo

The Winthrop University logo comprises a shield with the Tillman tower and a typographic treatment of the words “Winthrop University.” For the vast majority of applications, the logo may only be used in the horizontal form shown to the right.

The other variations presented on this page are permissible, but reserved for specialty applications. Their use should be approved in advance by the Office of University Relations.

The Winthrop University logo is a registered and fully protected trademark. As such, the logo must only be used for approved purposes, and cannot be modified in any way without approval. To prevent the proliferation of unauthorized printed versions of the logo, as well as inappropriate applications, no electronic logo files will be distributed to campus constituents for production of printed material. For the same reason, scanning the logo, whether using approved versions or previously printed materials, is also prohibited. Copies of the official logo will only be available for approved uses from the Office of University Relations or Printing Services.

For information on the use of the logo on the Web, please refer to [www.winthrop.edu/web/logos.htm](http://www.winthrop.edu/web/logos.htm).

## 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 the Office of University Relations for related information.



Horizontal logo

min. width 1<sup>3</sup>/<sub>8</sub>"



Stacked logo

min. width 1<sup>3</sup>/<sub>8</sub>"



Words only logo

min. width 1<sup>3</sup>/<sub>8</sub>"

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## Guidelines

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

### Authorized Logo

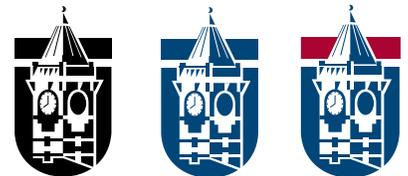
The official Winthrop University logo, combining shield and lettering, is preferred for most standard usages. It must be reproduced using authorized, camera-ready copies or “slicks” obtained from the Office of University Relations or Printing Services. To avoid the proliferation of unauthorized versions of the logo and inappropriate applications, the Office of University Relations is responsible for all electronic transmissions of the logo to vendors who prefer electronic transfer. Vendors are asked to sign a statement prohibiting them from any unauthorized reproduction of the logo.



Authorized logo

### Winthrop University Shield

The shield must always appear as shown in the official logo, and may only be used independently in specific instances determined by the Office of University Relations.



Shield logo

1 color

PMS 540

2 color

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### Reproduction and Minimum Size

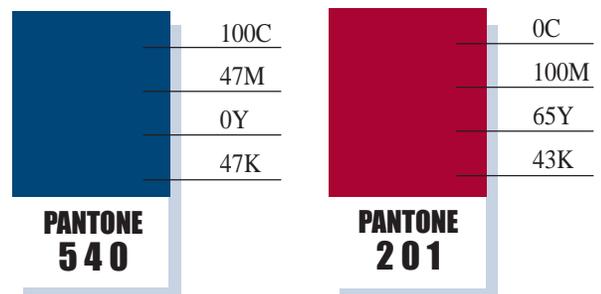
The logo must never be printed smaller than the minimum size, 1 3/8 inches across.



Minimum width 1 3/8" or 8.5 picas

### Color Reproduction

The official university logo is to be printed in two colors. The proper ink colors are PMS 540 blue and PMS 201 red. It is acceptable to reproduce the logo in one color of ink, either in PMS 540 blue or black. Any other colors must be approved by the Office of University Relations before printing.



Pantone Matching System inks

## Reverse Applications

The logo, on occasion, may be printed in reverse (white logo on dark background). Special artwork for this usage has been created so that the shield will not appear as though it were a negative. The Tillman tower should always be silhouetted against the dark shield. When this form of use is required (in black and white or in color), the correct artwork may be obtained from the Office of University Relations along with printing advice and approval.



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## Protected Area

When using the logo, it is important that the area immediately surrounding the logo remain free of type or design images, 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  $x$  = the width of the shield, then the protected areas on the left and right sides of the logo are also  $x$ . In the same example, if  $y$  = the height of the letters in *Winthrop*, then the protected areas above and below the logo are also  $y$ . Please note that for the protected area above the logo,  $y$  should be measured from the top of the shield, not from the tower's pinnacle.



Protected area

## Signature Area

An exception to the protected area is the use of a Winthrop “signature” on a printed publication. An example of a signature is located to the right.



Office of University Relations  
200 Tillman Hall  
Rock Hill, South Carolina 29733  
803/323-2236  
Fax: 803/328-2855

Signature area

## Screening

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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 540 blue and all elements of the logo must be screened at the same percentage.



Horizontal logo at 30% black and 30% PMS 540

## Logo Use with Other Symbols

Only the university logo and athletic logos are to be used on official university publications. Logos for sub-units of the university may not be designed or utilized without approval of the Office of University Relations. Grant-funded programs which are housed at Winthrop University, but not part of the university, are not bound by this rule. The Winthrop University 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; in either case, approval by the Office of University Relations is required.



Logo usage with other symbols

## Specialty Applications

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

# Letterhead Version

The logo as it appears on official university letterhead has the shield and words spaced farther apart than on the official authorized logo. This version is only used on 8½” x 11” letterhead and No. 10 envelopes; it is inappropriate for **all other usages**.



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200 Tillman Hall  
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# Graphics Standards Manual

## Letter Formatting

The professional impact of university 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 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.



## Business Card Formats

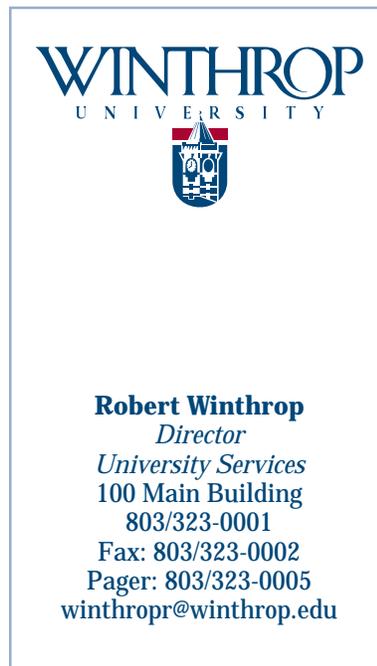
Two versions of the official Winthrop University business card are available. The horizontal format uses the official authorized version of the logo and allows for six lines of information. The vertical version, created to accommodate faculty and staff with longer titles and/or more contact information, features the stacked version of the logo and allows for up to nine 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 are allowed. No deviations from the standard versions are allowed.



Horizontal business card



Horizontal business card



Vertical business card

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## Unacceptable Usage

For consistency, the Winthrop University 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 University” in a publication’s title; nor can it be used as the subject “Winthrop University” in a sentence, tag line or slogan.

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

**7.** The shield cannot be positioned to the right of the words “Winthrop University.”

**8.** The shield cannot be incorporated into an existing logo or used as an element in designing a logo.

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



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# Other Institutional Symbols

The following institutional symbols used on specialty publications are to be used only under the direction of the Office of University Relations.

## The Winthrop University Seal

The seal is used only on diplomas and other documents requiring official insignia. It is rarely used on general printed materials.



Winthrop University Seal

## The Coat of Arms

The Coat of Arms is used only for approved applications of special historic significance.



Coat of Arms

## Athletic Department Logos

For information on official Winthrop University athletics logos and their applications, please refer to the Winthrop University Athletics Graphics Standards Manual. For a copy of the manual, contact the Athletics Department at 803/323-2129.

# Samples

Samples of the approved formats of common stationery items which include the logo are available to assist you in placing orders for your office. Please contact Printing Services to view samples.

# Final Note

The information contained in this manual is intended as a guide to graphic standards at Winthrop University. University Relations has been authorized and directed to review all logo applications, including those which comply with the guidelines listed here.

If you have a question about any of the points mentioned in this publication, please contact a member of the publications staff in the University Relations office at 803/323-2236.

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