

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.
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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