

WU Graphics Standards Manual



Introduction

As a highly residential campus of exceptional beauty, Winthrop's strategic planning process continually creates environments for both intentional and casual interactions by members of the campus community. As part of that process, a consistent look and feel for this infusion of gathering spots across campus has been developed. The WU logo, which will primarily be used for campus signage and to identify community gathering spots, will help create an environment conducive to walking and sitting outside. Traditional Winthrop University logos, including the Tillman Tower or athletic logos, should continue to be employed in most external communications.

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 campus departments may use the WU logo in printed publications. 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.

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.

Graphics Standards Policy

All material printed or produced with the WU logo will follow this version of the 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.

At the direction of the president, publications personnel in the Office of University Relations are responsible for reviewing all common applications of the WU 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 WU Logo

The WU logo comprises the university's well-known garnet and gold signature colors and a typographic treatment pulling from familiar aspects of the athletic logo. The logo should serve only as a second tier logo, while the Tillman Tower or athletic logos should continue to be employed as the primary logo in most external communications.

The WU 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.



1 color

2 color

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.

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.

Reproduction and Minimum Size

The logo must never be printed smaller than the minimum size, 1/2 inch in width.

Color Reproduction

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

Reverse Applications

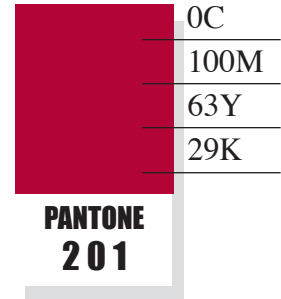
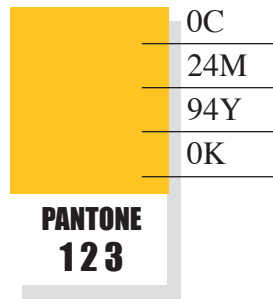
The logo, on occasion, may be printed in reverse (white logo on dark background). Special artwork for this usage has been created. When this form of use is required, the correct artwork may be obtained from the Office of University Relations along with printing advice and approval.

Protected Area

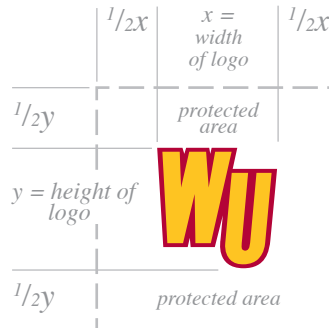
When using the logo, it is important that the area immediately surrounding the logo remain free of type or design images, so that nothing competes with the logo itself. The rule of thumb for determining the required protected area in relation to the size of the logo is as follows: If x = the width of the logo, then the protected areas on the left and right sides are $1/2 x$. Similarly, if y = the height of the logo then the protected area above and below the logo are $1/2 y$.



Minimum width 1/2" or 3 picas



Pantone Matching System inks



Protected area

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 the 2-color PMS 123 gold and 201 red or the one-color black or PMS 201 red. All elements of the logo must be screened at the same percentage.

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.

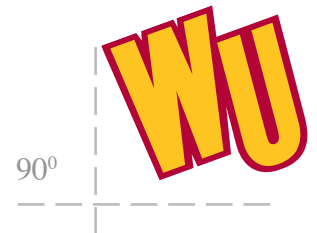
Unacceptable Usage

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 incorporated into an existing logo or used as an element in designing a logo.
6. The logo should not be reproduced at an angle other than horizontal.



1 color

2 color



Final Note

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