

Policy Number/Title:	10.1.1 Visual Identity Manual
Effective Since:	09/01/2018
Last Revision Approved:	09/01/2018
Responsible Officer:	University Communications and Marketing

1. Scope:

The provisions set forth below apply to all full- and part-time employees, as well as external audiences, who create or design projects that incorporate one or more of Winthrop's foundational design elements.

2. Definitions:

This section was intentionally left blank.

3. Policy:

The visual identity system includes all Winthrop word marks, logos and symbols, accompanied by the policies and guidelines that define how the marks are to be used. This comprehensive system ensures that the public receives clear and consistent messages regarding Winthrop's identity. The system is the foundation for other elements of an effective communications program, one that will drive marketing and enrollment well into the future.

Please see "Resources" for manual.

4. Procedures:

This section was intentionally left blank.

5. Resources:

Visual identity manual:

<https://www.winthrop.edu/ucm/visual-identity-manual.aspx>



<https://www.winthrop.edu/uploadedFiles/ucm/VisualIdentityManual.pdf>

6. History of Revisions:

09/01/2018 Policy first established

7. Approvals:

Responsible Officer Signature/Date:

Vice President/Senior Administrator Signature/Date:

President Signature/Date: