

- It was actually almost exactly three years ago today that I came on campus for the first time. Now, I was an outsider and had not been here before, and frankly I was immediately confused. I thought the colors were garnet and gold, but I saw blue banners everywhere I went around campus.
- I actually asked someone, "Why the blue?" and he said, "Well, those are the academic colors. And the garnet and gold are the athletics colors, and he said that as if everybody does that and that's normal. They don't and it's not. I also saw a number of different logos that seemed that they were from different universities because they were not connected in any way that I could tell. Now I'm not necessarily a marketing expert, but I know that was a problem."
- Then, two years ago, we began our strategic plan process which resulted in the Winthrop Plan. It soon became clear that refining and highlighting what makes Winthrop special was very important to our efforts in recruiting, fundraising, and creating a focus for the pride we all feel for being a part of Winthrop. And a key first step in that effort had to be establishing a more consistent way to present our university and in a way that was unique to us, unique to Winthrop.
- While we certainly wanted to develop something that would connect with current and future students, we wanted to make sure that we developed something that all groups that cared about Winthrop would like.
- We hired a consultant, FMB, to help us conduct research and flesh out the details associated with a new look. That initial work took over six months and feedback from about 1,100 respondents either through surveys or focus groups. Again, representatives from all of those groups for whom Winthrop is important.
- The creative work then began. And how can we visually respect our past, but also look boldly to the future, became our focus.
- Now here is a short video that will sum up what we learned, how we tied it back to our identity, and it ends with our new logo, about which I will explain more about after the video:

#### VIDEO PLAYS

- Now as you saw in the video, our new symbol is uniquely Winthrop's. I'd like to walk you through how we came up with this, really with the input and support of all of you.
- First of all, the shield. The shield actually comes from our university seal, and this also allowed us to incorporate the gold so that we have both the garnet and gold in our logo.
- The eagle is, of course, our eagle -- the big eagle statue in the front of campus. It matches that completely. There's no other statue quite like that. It was actually created specifically for Winthrop and actually specifically to match the Eagle head that Athletics uses and will continue to use. It's OK to have different symbols as long as they connect. Now they will connect. I will say, a lot of places have clock towers on their logos, so that is not at all unique. Some have eagles, none have our eagle. It is uniquely Winthrop's eagle.

- And notice what hasn't changed...the word, "Winthrop." Frankly, we tested some more modern looking fonts, and y'all didn't like them. As we talked to you, again and again, you talked about how much you liked what this Winthrop represented.
- ...that it spoke to our long history and tradition of academic excellence, that it says we've been around for a while, that that we've been doing this right for a very long time. We listened, so it's remained the same. I should also point out that this was something that was developed years ago specifically for Winthrop, so again, it is uniquely ours. No one else uses this particular font.
- The result is our new logo, which also uses our garnet and gold. You again spoke loud and clear in favor of emphasizing the garnet and gold. Honestly, in the past we have not been very consistent with the version of garnet that we used. So, we tested out different versions of garnet and this is the one that you all chose. So, again it will be our garnet.
- The end result is a new logo that is uniquely ours. It is the shield from our university seal, it is the eagle from our statue, it is the Winthrop that only we use, and it is uniquely our garnet and gold.
- With the help of all of the members of the Winthrop family, we have developed the basis for a consistent presentation of our university that connects the past with our future and is unlike any other. It is ours alone.