WINTHROP UNIVERSITY

BRAND ROLLOUT

VERSION 1.0 MARCH 2026

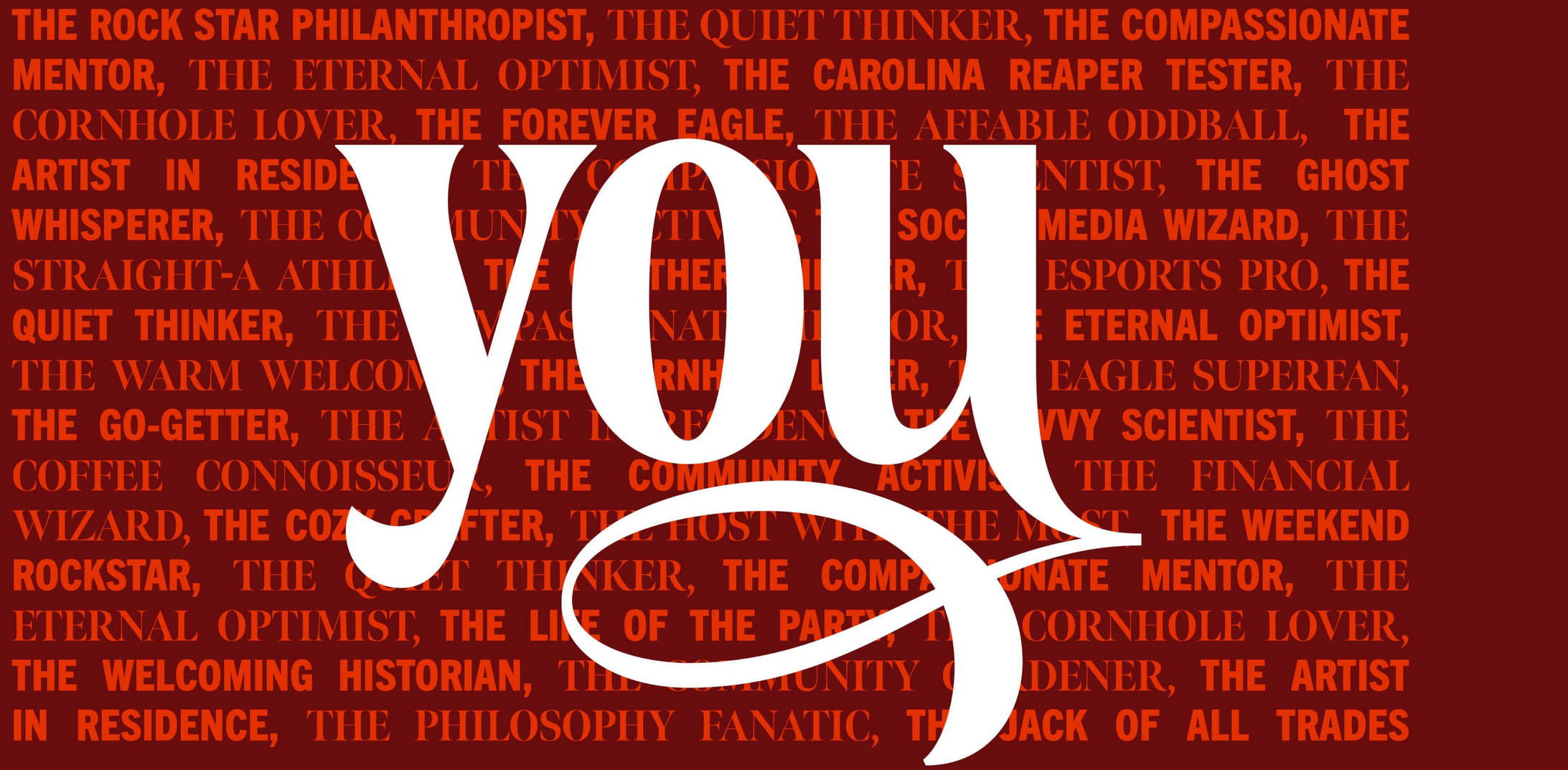
THERE'S A LOT OF

IN THIS ROOM

WHO REPRESENTS GENERATIONS OF EAGLES

THE FIRST IN YOUR FAMILY TO CROSS OUR GRADUATION STAGE

THE ONE SCROLLING ON YOUR PHONE AND MISSING THIS VERY BESPOKE INTRO


THE ROCK STAR PHILANTHROPIST, THE QUIET THINKER, THE COMPASSIONATE MENTOR, THE ETERNAL OPTIMIST, THE CAROLINA REAPER TESTER, THE CORNHOLE LOVER, THE FOREVER EAGLE, THE AFFABLE ODDBALL, THE ARTIST IN RESIDE
NTIST, THE GHOST WHISPERER, THE C
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MEDIA WIZARD, THE STRAIGHT-A ATHL
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OF THE PART
CORNHOLE LOVER, THE WELCOMING HISTORIAN, THE
DENER, THE ARTIST IN RESIDENCE, THE PHILOSOPHY FANATIC, TH
JACK OF ALL TRADES
you

HAVE HELPED US GROW AND EVOLVE BY BRINGING YOUR GUIDANCE, PASSION, EXPERTISE AND VISION.

we

HAVE AN OPPORTUNITY TO HELP THE NEXT GENERATION OF EAGLES BRING THEIR OWN STRENGTHS AND IDENTITY TO WINTHROP.

WE NEED A BRAND THAT SHOWCASES **OUR PERSONALITY.**

WE NEED A BRAND THAT SHOWCASES **OUR PERSONALITIES.**

WE NEED A BRAND BIG ENOUGH **TO TELL OUR STORY.**

WE NEED A BRAND BIG ENOUGH **TO TELL OUR STORIES.**

WE NEED A BRAND **BOLD** ENOUGH TO TELL OUR STORIES.

WE NEED A BRAND **FLEXIBLE** ENOUGH TO TELL OUR STORIES.

WE NEED A BRAND **FLEXIBLE** ENOUGH TO TELL OUR STORIES.

UNCONVENTIONAL

WE NEED A BRAND **FLEXIBLE** ENOUGH TO TELL OUR STORIES.

UNCONVENTIONAL

WARM

WE NEED A BRAND **FLEXIBLE** ENOUGH TO TELL OUR STORIES.

UNCONVENTIONAL

WARM

CONFIDENT

WE NEED A BRAND **FLEXIBLE** ENOUGH TO TELL OUR STORIES.

UNCONVENTIONAL
WARM
CONFIDENT
INSPIRING

WE NEED A BRAND **FLEXIBLE** ENOUGH TO TELL OUR STORIES.

UNCONVENTIONAL
WARM
CONFIDENT
INSPIRING
US

WHICH IS WHAT BRINGS YOU

WHICH IS WHAT BRINGS YOU, AND YOU

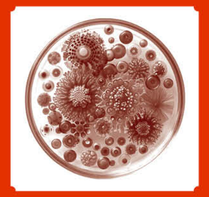
WHICH IS WHAT BRINGS YOU, AND YOU, AND YOU

WHICH IS WHAT BRINGS YOU, AND YOU, AND YOU, AND US

WHICH IS WHAT BRINGS YOU, AND YOU, AND YOU, AND US
HERE TODAY.

Welcome
WINTHROP UNIVERSITY
WINTHROP UNIVERSITY

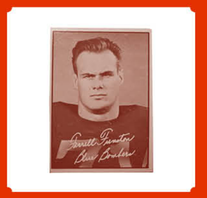
WINTHROP
GO EAGLES



WINTHROP
WINTHROP
WINTHROP

ΑΔΠ

PASSPORT
United States of America



WINTHROP

WINTHROP

ASYLUM

WINTHROP
UNIVERSITY
BRAND
ROLLOUT

GOALS FOR THE BRAND

1. **Create a consistent,** bold, flexible, multi-year communications platform
2. **Celebrate Winthrop** and heighten awareness among all key audiences
3. **Elevate Winthrop's** reputation among prospective students, parents, faculty, staff, and peers

GOALS FOR TODAY

1. **Introduce the brand** and strategy
2. **Better understand** the new storytelling platform
3. **Be inspired** to apply elements of the new system
4. **Strengthen communication** between Winthrop and our audiences

AGENDA

1. Brand Positioning
2. Brand Strategy
3. Brand Platform
4. Brand Guidelines

BRAND
POSITIONING

SO, WHAT IS A BRAND?

IT'S MORE THAN OUR LOGOS

OUR LOGO IS
STILL OUR LOGO

IT'S MORE THAN OUR COLORS

ALTHOUGH WE DID
ADD SOME NEW ACCENTS

IT’S MORE THAN A TAGLINE

IT'S WAY BIGGER THAN THAT

A BRAND IS A PLATFORM FOR SHARING OUR STORY

WHY WE NEED IT

1. **Align our communications** around a singular focus
2. **Heighten awareness,** perception and reputation
3. **Increase enrollment,** support and impact

The 160over90 team, in collaboration with Winthrop, have been working diligently over the past year on developing a new brand.

Starting in 2025, we met with key partners and stakeholders, developed a campaign strategy and delivered a new creative storytelling platform—while incorporating feedback from you along the way.

Today, we're excited to share where we've landed: an updated Winthrop look, feel and voice to serve your needs today and into the future.

THE TEAM

and many, many more.

BRAND

STRATEGY

WHAT WE REVIEWED

- Discovery Interviews
- Brand Site
- Assets & Branding
- Previous Research and Client Provided Assets
- Competitive Analysis
- Strategic Plan

WHO WE SPOKE TO

President

Campus Leadership

College Deans

Trustees

Alumni & Donors

Comms & Marketing

Student Affairs

Enrollment

Advancement

Athletics

Students

and many more.

2
WEEKS

25+
SESSIONS

65+
INDIVIDUALS

WHERE WE WENT

Campus

The Thread

Old Town Rock Hill

Knowledge Park

The Farm

Lowenstein Building

WHAT WE HEARD

Place

People

Culture

Category

PEOPLE

“Students like the hands-on atmosphere and we as a faculty tend to know their personal lives. We want them to succeed, we’ll drag them across the finish line.”

- DISCOVERY INTERVIEW

CULTURE

“This is a place where people have found acceptance for the first time in their lives.”

– DISCOVERY INTERVIEW

PLACE

“Our goal is to connect the university with the city—providing more jobs and a more integrated feeling.”

- DISCOVERY INTERVIEW

CATEGORY

“We’re having conversations about what could be, rather than sticking to traditions for tradition’s sake.”

- DISCOVERY INTERVIEW

WHICH LED TO OUR BRAND PURPOSE

AN EXPERIENCE THAT IS

ANYTHING BUT NORMAL

Higher Ed needs more bold, more unexpected, more human, more real.

Like a tour guide who mentions how often the President walks his dog—and right on cue, he walks by. Or an arts program that promotes creative expression by putting actual paintbrushes in high schoolers' hands. Why can't a school embrace its haunted side? And pass down stories of supernatural swims? What's wrong with starting up a brand new team, in a brand new sport, and then immediately sending them off to Japan?

When a university embraces these peculiarities, it becomes free from longstanding archetypes.
Creating an environment that feels more like a family than a white-haired institution.

People find a place to fit in, maybe even for the first time. Students feel like they can chart any path and have total control of their future. They come as they are and leave as more than they could have ever imagined. They find a home in Rock Hill they can return to—to work, to live, to be.

At a school that started as a one-room building, and was transferred brick by brick—utterly transformed—and then became transformative. There's no room for the expected, only the expectation that being here will change absolutely everything.

AN EXPERIENCE THAT IS

ANYTHING BUT NORMAL

HOW DO WE SUPPORT THIS?

AN EXPERIENCE THAT IS

ANYTHING BUT NORMAL

BRAND PILLARS

Unconventional Caring Ensemble

Who & Where We Are

Find a Way Together

What We Do

Heart and Hustle

How We Do It

Soaring with Confidence

Why It Matters

AN EXPERIENCE THAT IS

ANYTHING BUT NORMAL

HOW DO WE EXPRESS THIS?

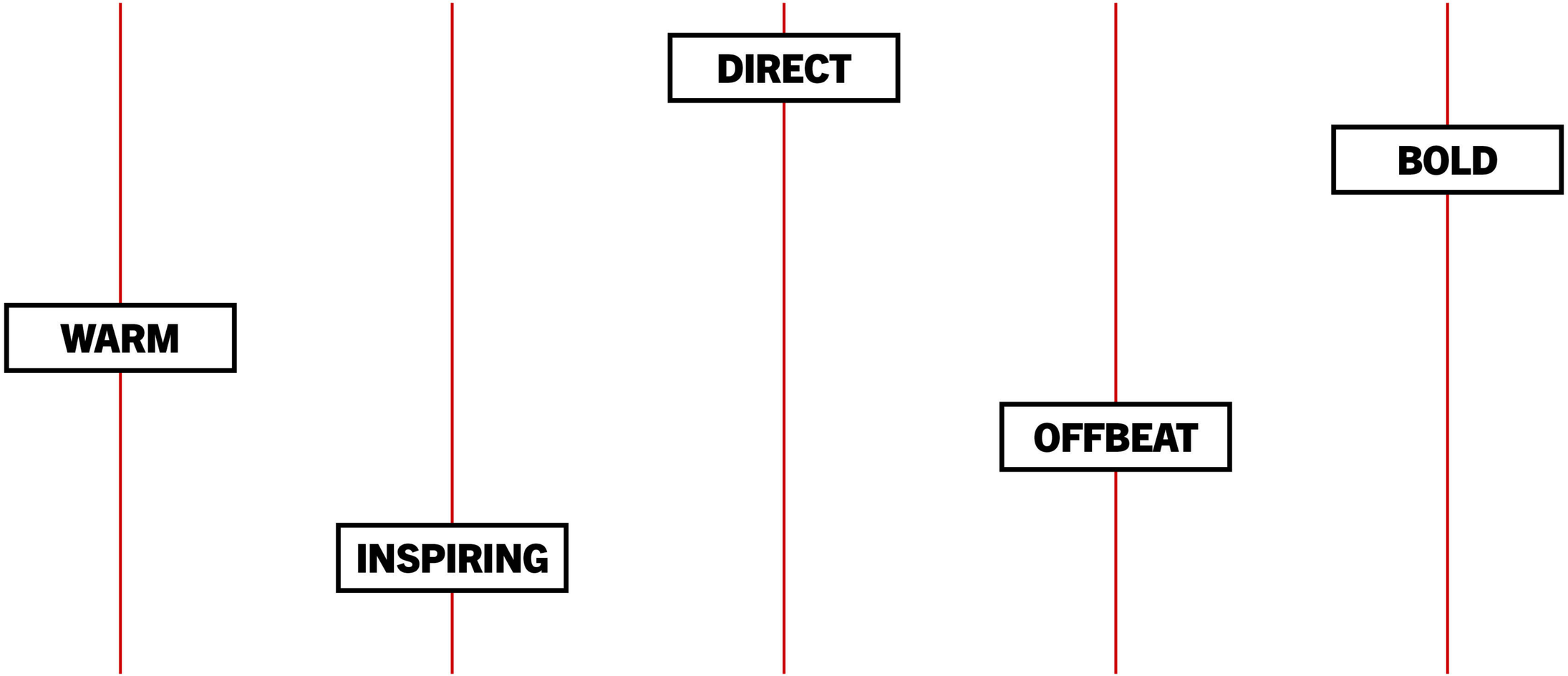
Warm

Inspiring

Direct

Superstar
NATSOFF Rob V5
Just the Warm up V5 Jump Nat on
Float On
Natural Footings V4
Nats On Arm
Hang on Thomas Nats On
Challenge Fit Rylee's Climb
NATSON
Black, white, and Read All
5.7?
Follow Nats on #7 Thomas 5.10c
More R
NATS OFF V3
Stairway to Heaven
5.9h #7 Robert
5.9b #2
Tricky Arthurs 5.10L
BIG KISS NATS ON
GO UP!
NATS OFF Sydney
Red Drag
Nat on
Offbeat
Schem
THE CLOSET
NATS OFF Robert
Nats on
Cramp City
Liv. Hayden. Sydney
Confetti
Nats on
HI BARBIE
NATON SITSTART
Nats on
its not a boulder its a *rock*
5.11b rope ?
Nats off!!
Robert
Alphabet SOUP
NATS ON Rocky
Go in ABC order
Pink V4
Lemonade
Tail
E+L
Nats on
NOOKS 'n CRANNIES
Nat on R
5.9d

Bold


WARM
INSPIRING
DIRECT
OFFBEAT
BOLD

AN EXPERIENCE THAT IS

ANYTHING BUT NORMAL

BRAND PILLARS

Unconventional Caring Ensemble	Find a Way Together	Heart and Hustle	Soaring with Confidence
Who & Where We Are	What We Do	How We Do It	Why It Matters

BRAND TONE

Warm / Inspiring / Direct / Offbeat / Bold

BRAND PLATFORM

BRINGING THE BRAND TO LIFE

HOW DOES “ANYTHING BUT NORMAL” GET TRANSLATED FOR THE OUTSIDE WORLD?

RATIONALE

Enough with the same already. Same this, same that, same cookie-cutter campus with the same cookie-cutter college experience—shaping students into the same-shaped image.

What if we didn’t “mold young minds” but threw out the molds entirely?

What if we built a university around the ones who are actually building it?

We say, bring it.

Bring the bold. The different. The shy, the loud, the thoughtful and provocative, the do-gooders and the daring, the ones from down the road and the one from 1,500 miles away. Then mix all these awesome, unique, one-of-a-kind individuals together—to spark boundless, positive friction. An energy that can't be reproduced anywhere else, because it doesn’t exist anywhere else. Throw the support of 6,000 Eagles behind you —and you’re ready to take on absolutely everything.

RATIONALE

You will be
INVOLVED.
CONNECTED.
EMBRACED.
CHALLENGED.
SUPPORTED.
WINTHROP UNIVERSITY
WINTHROP UNIVERSITY

LUSH FOLIAGE, HAUNTED BUILDINGS, *&* 6,000 INCREDIBLE, INDELIBLE, INDIVIDUALS.

WINTHROP UNIVERSITY

THEY CALL
US EAGLES

BUT WE'RE
SO MUCH MORE.

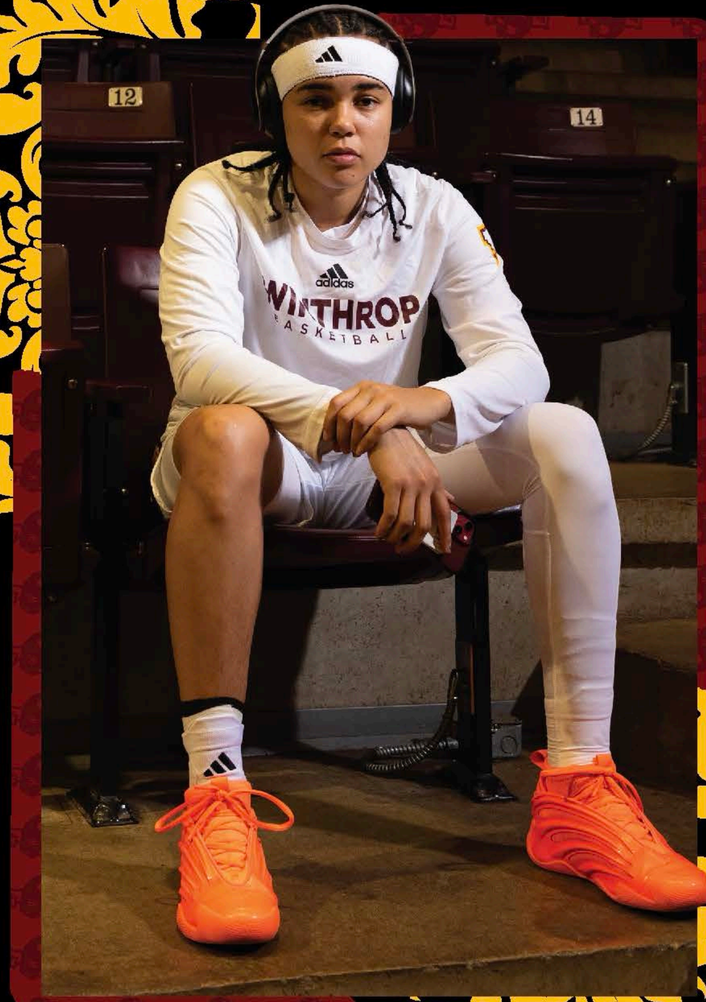
WINTHROP UNIVERSITY

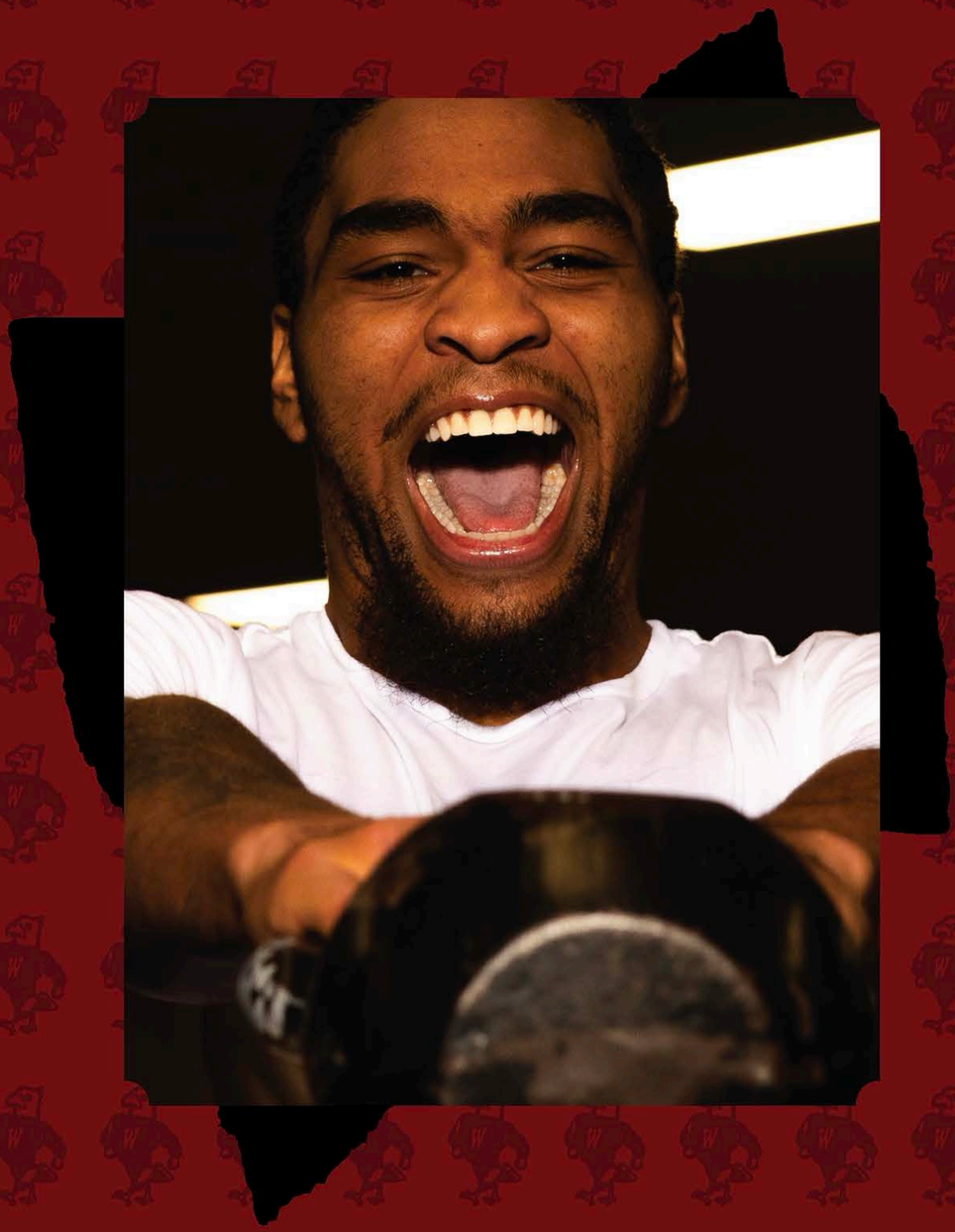
WINTHROP UNIVERSITY

WE'RE ATHLETES & ARTISTS. TEACHERS & LEARNERS. ROCK HILL HEROES & TRANSFERS FAR FROM HOME.

BUT NO MATTER WHAT MAKES US, WE HAVE ONE THING IN COMMON:

WE BRING
EVERYTHING
WE ARE
TO EVERYTHING
WE DO.

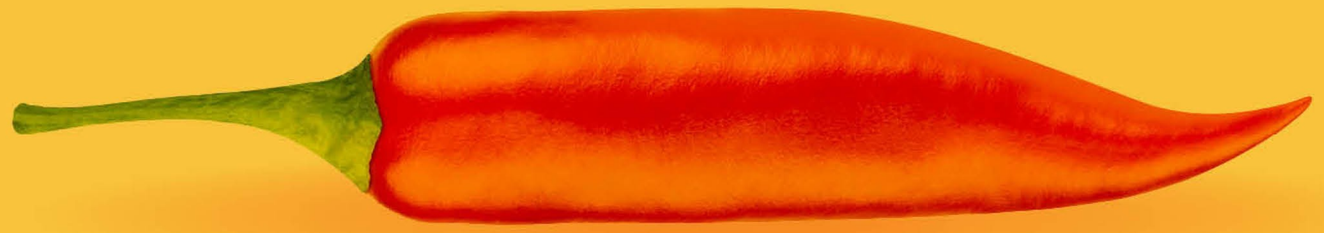

12
14
adidas
WINTHROP
BASKETBALL



Turn Chem 101 up to One Million Scoville

CHEMISTRY DEPARTMENT

WINTHROP UNIVERSITY



Winthrop chemistry students verified that "Pepper X" – which made an appearance on Hot Ones – is now the world's hottest chili pepper.

YOUR

OUT-THERE THINKING

COULD CURE BRAIN CANCER.

BIOCHEMISTRY DEPARTMENT

WINTHROP UNIVERSITY

AMERICAN CORNHOLE LEAGUE
NATIONAL CHAMPIONS

Make a backyard sport front-page news

WINTHROP CORNHOLE

WE'LL BRING A NETWORK

68,000

STRONG

TO CARRY YOU OVER THE FINISH LINE

All the career-readiness and confidence to take on anything. And a family who will do absolutely everything to make you the most “you” you can be.

WINTHROP UNIVERSITY

ALL WE ASK OF YOU
BRING YOUR
WORLD
TO THE
KINDERGARTEN
CLASSROOM

Bring
the
Polish
WINTHROP UNIVERSITY

Bring the Movement
WINTHROP UNIVERSITY

Bring the Passion
WINTHROP UNIVERSITY

Bring
the Rebel
WINTHROP UNIVERSITY
WINTHROP UNIVERSITY

Bring
the Noise
WINTHROP UNIVERSITY
WINTHROP UNIVERSITY

Bring
the Spirit
WINTHROP UNIVERSITY
WINTHROP UNIVERSITY

Bring the You

BAZEMORE DESIGN CENTER

AND you WILL BE

Bring the You
WINTHROP
UNIVERSITY

Fintech isn't the future.
WINTHROP FINANCE
It's a major.
And it's happening right now, right here. We'll connect you with Charlotte's booming fintech industry – all we ask is that you bring everything that makes you, you.
BRING THE YOU AT WINTHROP.EDU
WINTHROP UNIVERSITY

BRING THE
BIG STUFF

YOU SET IT UP

WINTHROP VOLLEYBALL

SO SHE CAN KNOCK IT DOWN

WINTHROP BASKETBALL

Meet the
Winthrops
WINTHROP
UNIVERSITY

TH
ILLUST
WHO E
AT E

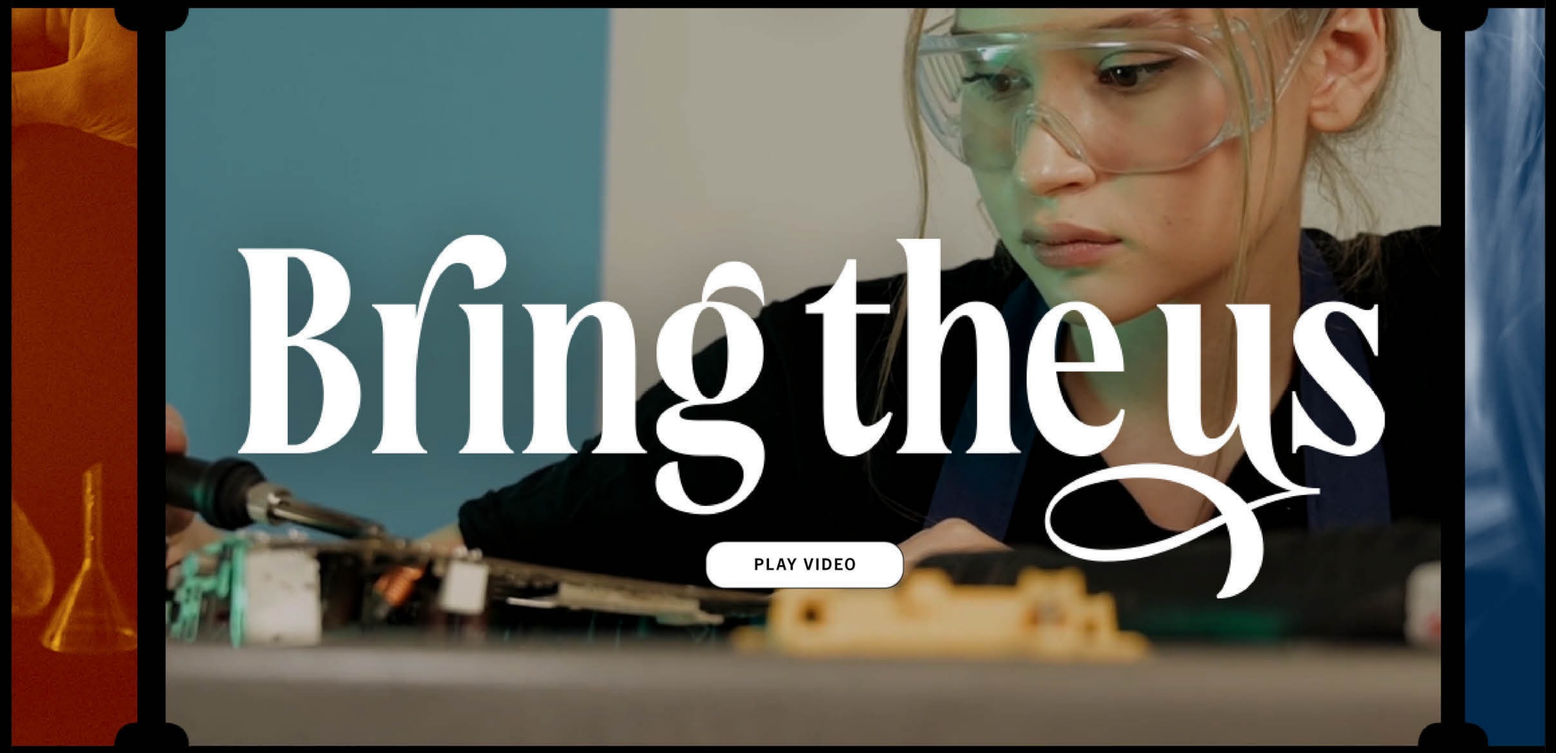
JAKE RYAN

WE'RE
CALLED
ROCK
HILL
FOR A
REASON

THIS IS M
MOVING T
UNIVERSI
HILL AND
EVERYTHI
MAKES M
"I'M
WINTHROP
IN ROCK
RINGING
THAT
E" BOX
Bring
the Brew

Bring
the Brew
WINTHROP UNIVERSITY
Bring
the Brew
WINTHROP UNIVERSITY

IROP UNIVERSITY



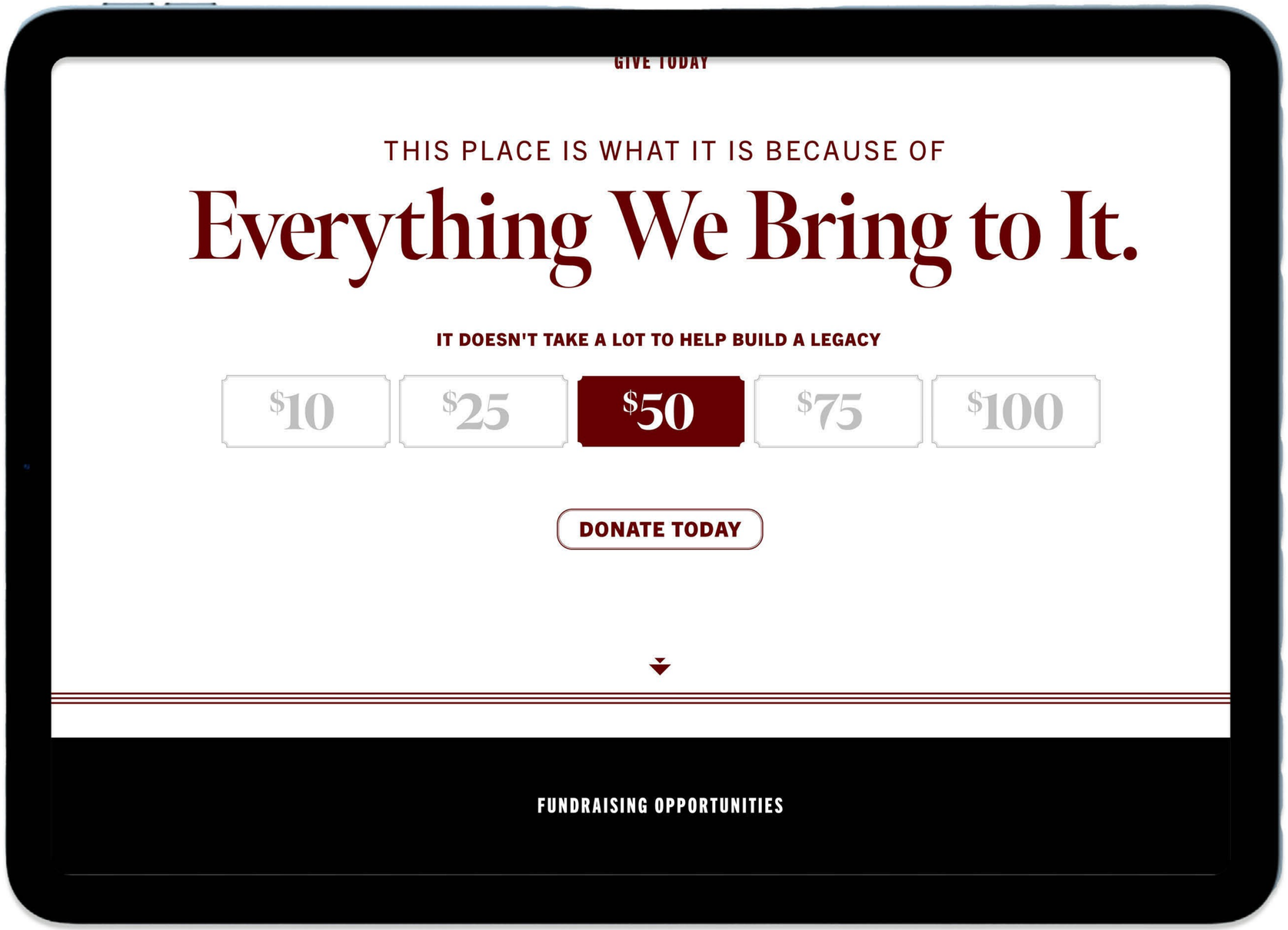
OUR MISSION

WHEN WE COME TOGETHER AND BRING OUR STRENGTHS, OUR MENTORSHIP AND OUR RESOURCES TO EVERY FUTURE GENERATION, WE HELP THEM BECOME EVERYTHING THEY ARE MEANT TO BE—AND BUILD A LASTING

Winthrop Legacy.

LEARN MORE

GIVE TODAY


GIVE TODAY
THIS PLACE IS WHAT IT IS BECAUSE OF
Everything We Bring to It.
IT DOESN'T TAKE A LOT TO HELP BUILD A LEGACY
$10
$25
$50
$75
$100
DONATE TODAY
FUNDRAISING OPPORTUNITIES

ALL | ACADEMICS | ATHLETICS | OUR LEGACY | CAMPUS LIFE

PREVIOUS

ESPORTS

Console Upgrades

Help us keep up with the ever changing video game technology, by equpping our esports champions with the latest and greatest.

GOAL 22K

Completion 89%

DONATE TODAY

LITTLE CHAPEL

Preservation Initiative

Preserve Winthrop's beloved Little Chapel—a historic symbol of campus tradition, reflection, and community—for future generations to cherish.

GOAL 100K

Completion 70%

DONATE TODAY

SCHOOL OF PERFORMING AND VISUAL ARTS

Ceramics Supplies

Let's keep our artists inspired like we have the las
100 years. Let's give them the tools they need to
build their legacy in real time.

GOAL 12K

Completion 30%

DONATE TODAY

WINTHROP
COLLEGE

WINTHROP

Meet the Winthrops
WINTHROP UNIVERSITY

Bring the You
WINTHROP UNIVERSITY

Bring the You

BRING THE
BIG STUFF

WE'RE CALLED ROCK HILL FOR A REASON

YOU SET IT UP
SO SHE CAN KNOCK IT DOWN

WINTHROP
COLLEGE

WINTHROP

Bring the You

BRAND GUIDELINES

WINTHROP UNIVERSITY

BRAND GUIDELINES

VERSION 1.0 SEPTEMBER 2025

INTRODUCTION

Winthrop University is a community 68,000 strong. And every student, faculty and staff member, alumni and neighbor who has called this place home since 1886 has shaped it.

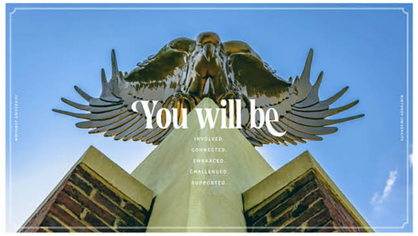
As a communicator, you tell our brand's story. These guidelines outline all key elements for our university brand. They will help you craft compelling, creative work to tell the story of Winthrop University — past, present and future — across audiences and mediums.

WRITING HEADLINES

Headlines should be short and compelling. They're meant to inspire audiences to learn more. Use active verbs and direct, concise language.

Don't overuse or force "Bring the ___" headlines. Our brand is more than a singular line. Diversify your language and challenge yourself to write creative, active headlines that embody the brand without relying on "Bring the You" exclusively.

When writing headlines, take creative inspiration from the story, program, and/or photo you're referencing without being too literal. For example: "Bring your eye for decor to the dorm room" is a more interesting, successful way to speak about our design program than "Bring your passion for decor to our design program."



PROGRAM OR STORY-SPECIFIC HEADLINES

Bring your eye for decor to the dorm room.

Make a backyard sport front-page news.

Chase the story, then write your own.

Discover a new type of salamander (yeah, that happens here)

HIGH-LEVEL

We are who we are because you are who you are.

Don't fit the mold, break it

"BRING THE _____" HEADLINES

Bring the spirit

Bring the warm welcome

Bring your world to the kindergarten classroom

SYSTEM OVERVIEW

The Winthrop University logo system includes various layouts which ensures ease of use across various applications. If the primary logo is not suitable for your use, only then look to use a secondary or tertiary variation.

The logotype and logo mark may only be used in specific instances approved by University Communications and Marketing.

STACKED LOGO

WINTHROP UNIVERSITY

HORIZONTAL LOGO

WINTHROP UNIVERSITY

LOGOTYPE

WINTHROP UNIVERSITY

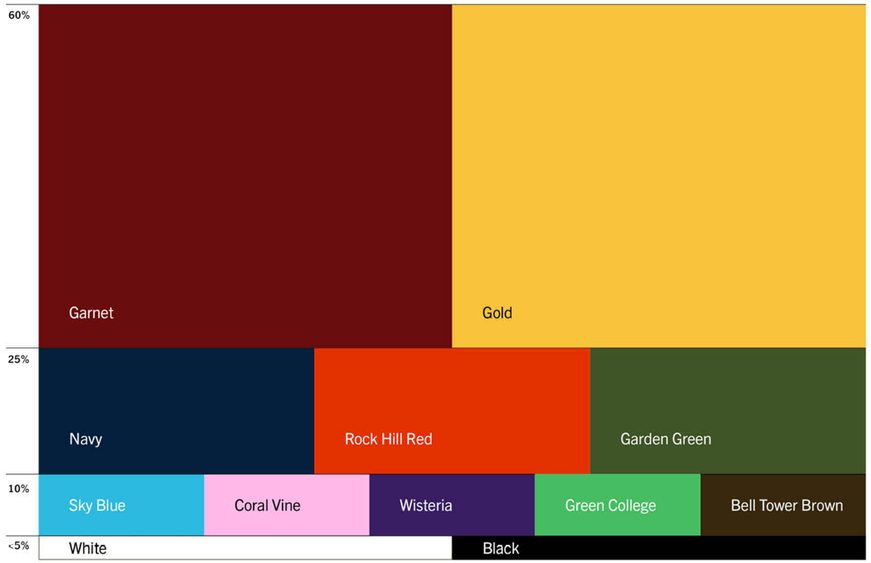
LOGOMARK

COLOR PROPORTIONS

Color proportions are key to ensuring that while we incorporate secondary colors into brand work, anything made by the university still feels recognizable as Winthrop University.

This also includes an expanded tertiary palette meant to accent our secondary palette. These additional colors take inspiration from our campus and location and provide variety, but should not replace our primary or secondary palette.

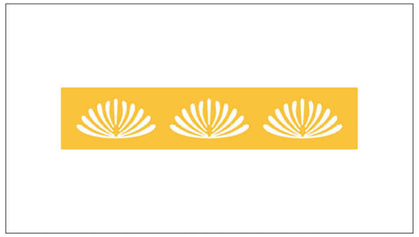
This is the preferred color proportion breakdown for all colors in the palette. While it is impossible to be exact with color proportions, this should serve as a basic guideline for using colors.



COLLAGE GRAPHICS

Using elements from our support icons and heritage graphics, we can create unique patterns and design elements to accent layouts and design. These shapes are only to be used in collages to add texture and depth to a design composition. See how these flourish icons and palmetto strip are used in these examples on the right.

Garden Flourish in Collage Layout



Palmetto Strip in Collage Layout

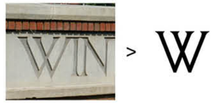
SUPPORTING ELEMENTS OVERVIEW

Our design elements are inspired by our history and campus. Use these supporting elements with discretion to accent and inform your design.

Framing Device | Inspiration

Support Icons | Heritage Graphics

Palmetto



Winthrop W

Water Tower

Big Stuff

Display Type Inspiration

Rock Hill / WInthrop Curvature and Connection

Headline Flourish / Connection and Movement

PATTERNS

These patterns are based on Big Stuff and our heritage university logo. They are to be used as backgrounds that add a subtle dimension to the work.

Big Stuff Pattern in Use

Water Tower Logo Pattern in Use

VVDS HICKORY DICKORY

VVDS Hickory Dickory is our limited-use, display typeface. It is best suited for headlines and should only be used in sentence case. Dickory works best with short lines or phrases (7 words max). This typeface comes with an assortment of alternative letterforms and glyphs that allow for full customization.

VVDS Hickory Dickory Normal

VVDS Hickory Dickory Italic

Please Note: For instances where VVDS Hickory Dickory is inaccessible or a web font is necessary, please use Meno Banner Extra Condensed or Condensed available via Adobe Fonts.

Access Font

Aa

VVDS Hickory Dickory Normal
VVDS Hickory Dickory Italic
-20 Tracking
All Caps and Sentence Case
Left and Center Alignment

TRADE GOTHIC NEXT LT PRO

Trade Gothic Next LT Pro is a versatile and elegant typeface that strikes a balance between classic and progressive, and compliments our brand serif typefaces. Trade Gothic Next LT Pro due to its flexibility can be used for all instances of the brand from headlines, to body copy, and subhead treatments.

Trade Gothic Next LT Pro Heavy Condensed
Trade Gothic Next LT Pro Heavy Compressed
Trade Gothic Next LT Pro Bold
Trade Gothic Next LT Pro Heavy

Please Note: For instances where Trade Gothic Next LT Pro is inaccessible or a web font is necessary, please use Libre Franklin available via Google Fonts.

Access Font

Aa

Trade Gothic Next LT Pro Heavy Condensed
-20, +20, 0 Tracking
Trade Gothic Next LT Pro Heavy Compressed
0 Tracking
Trade Gothic Next LT Pro Bold
+20, +40 Tracking
Trade Gothic Next LT Pro Heavy
+20, +80, +300, +200 Tracking
All Caps and Sentence Case
Left and Center Alignment

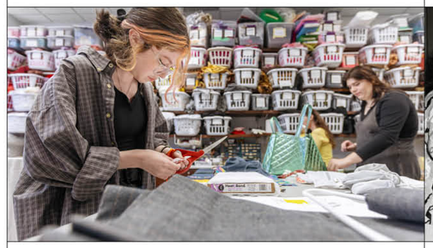
PHOTOGRAPHY OVERVIEW

Winthrop University has an expansive photo library that is available for use. When selecting and using our photos, there are a few things to keep in mind:

- To keep images authentic, excessive editing or manipulation of images is strongly discouraged
- Be sure to showcase the diverse body of Winthrop University's students, alumni, and faculty by ensuring that a balance of genders, race, and ethnicities are represented in photos
- Keep brand personality words Warm, Inspiring, Direct, Offbeat and Bold top of mind

PORTRAITURE

CAMPUS BEAUTY



ENVIRONMENTAL

ARCHIVAL

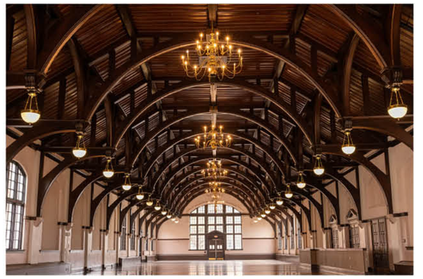
CAMPUS BEAUTY

✓ **DO**

- Showcase campus in all seasons
- Mix campus beauty shots with those that showcase the vibrancy of campus when students are present
- Ensure that colors that are shown are accurate to reality
- Look for interesting compositions, including aerial and ground photography, close ups, and wide shots
- Seek out images that showcase the interaction of our campus with the environment around us

× **DON'T**

- Utilize stock imagery to represent Winthrop University's campus
- Include photos with too many distracting elements



WHICH BRINGS US BACK TO

THE WINTHROP TEAM

will continue to build, grow
and shape the brand as it rolls
out across all channels.

But it's not just the communications team that owns the brand.

IT'S ALL OF YOU.

WHETHER YOU ARE A

- Marketer
- Communicator
- Campus Leader
- Dean
- Faculty or Staff
- Student
- Fundraiser
- Donor
- Alumni
- Board Member
- Superfan

OUR STORY
IS YOUR STORY

OUR STORY
IS YOUR STORY
TO SHARE, TO LIVE,
TO CREATE AND PROMOTE.

Bring the You

WINTHROP UNIVERSITY

WINTHROP UNIVERSITY

WINTHROP UNIVERSITY

Bring the You

AND WE WILL BE

WINTHROP UNIVERSITY

Closing Remarks

DR. AMANDA JAMES

VICE PRESIDENT FOR ENROLLMENT MANAGEMENT & MARKETING

Questions?