

Event Branding and Information

Office of Admissions / Winthrop University

Office of Admissions

Logo Design

There are three versions of the First Look Friday logo: short initials, vertical and horizontal. These can be used either with White/Red or White/Black.

Font: Proxima Nova Extra Bold All Caps

Color Palette

GARNET: Main Background
RED: Main Shadow
WHITE: Main Font Color
BLACK: Secondary Shadow
GOLD: Main Accent Color

Typography

This should be followed for print and digital pieces where custom font and colors can be used (excluding e-mails). Titles and emphasized words include a Red rectangle with the text line hitting the rectangle's center, and the height of the rectangle hitting the middle of the title text.

Information

The following words and phrases are used during and around this event in e-mails, digital posts, print pieces, presentations, etc.

Event Branding and Information - First Look Friday



| GARNET | RED | WHITE | BLACK | GOLD |
|--------------------------------|----------------------------------|-------------------------------|-----------------------------|---------------------------------|
| #660000 | #A61A32 | #ffffff | #000000 | #F0B323 |
| C16 M100 Y65 K58 R102 G0 B0 | C20 M100 Y80 K20 R166 G26 B50 | C0 M0 Y0 K0 R255 G255 B255 | C75 M68 Y67 K90 R0 G0 B0 | C0 M21 Y100 K0 R240 G179 B35 |



Buzzwords

- First Look Friday
- FLF
- Inside Look
- Get your first look
- Sneak peek
- See for yourself
- Life as an Eagle
- Mock Classes
- Student Life Panel
- Enrollment Checklist
- Lunch with Admissions
- Admitted Student Next Steps
- Admissions Team

Description

Get a sneak peek into life as a Winthrop Eagle at First Look Friday! Join us on campus for mock classes, student panels, presentations and lunch on us.

Email Copy Example / Invite

Hey [NAME]- clear your calendar for [DATE]! We'll be hosting First Look Friday — an on-campus event that you definitely won't want to miss! From [TIME] to [TIME], you'll get to:

- Take part in a mock class
- Explore campus with a current student
- Enjoy lunch on campus in the Eagle Eatery
- Learn more about Winthrop University, of course!

Office of Admissions

Presentations

For event presentations (e.g., event welcome presentation, student panel presentation, etc.), follow the specific event branding and information as shown. Every slide, excluding the welcome slide, should have the short initials logo in the bottom right corner. See examples for color and layout options

If the PreTour Presentation/ Admissions Overview Presentation is used, there is no need for a re-design.

E-mails

A series of e-mails are sent before and after each event. All event e-mails should use the respective branded event headers. The following headers are available for each event:

- You're invited to...
- You're registered for...
- Get ready for...
- Thank you for attending...
- We missed you at...

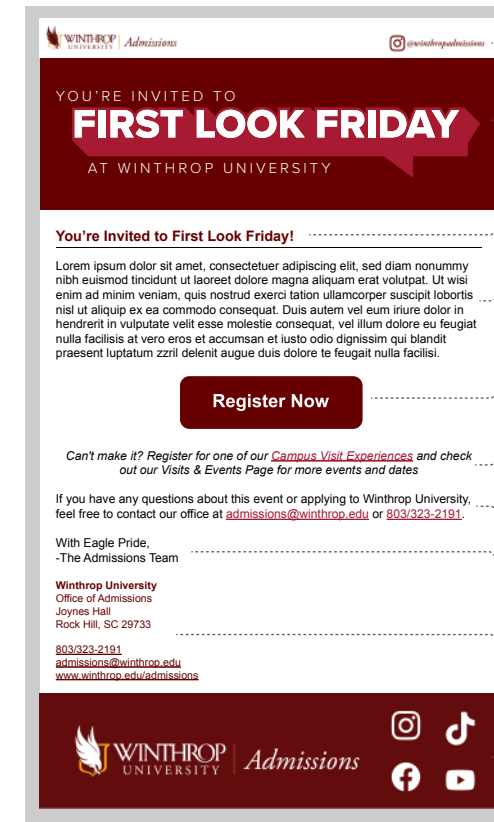
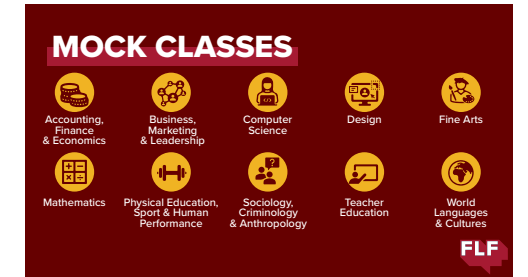
Please see the example of the invite e-mail for all the components and standard layout.

**when needed*

Social Media

Recap photos posted to Instagram should include the short initial logo or vertical logo in either Red/ White or Black/White in any corner. Photos posted to a Facebook album do not need the logo on each picture.

Event Branding Examples - First Look Friday



Admissions Instagram PreHeader
Linked to Instagram profile

Branded Event Header
Matches e-mail's call-to-action

E-mail Headline With Break Line
Introduces call-to-action or greeting

E-mail Body Copy
Includes important event information like date, time, location, etc.

Call-To-Action Button*
Linked respectively (e.g., registration page)

Secondary Call-To-Action*
Linked to other event dates

Closing and Contact
Linked to contact information

Sign Off
Changed as needed

Admissions Signature
Contact information and website linked

Admissions Footer
Linked to Admissions web page



Office of Admissions

Logo Design

There are three versions of the Open House logo: short initials, vertical and horizontal. These can be used either with White/Dark Gold or White/Black.

Font: Proxima Nova Extra Bold All Caps

Color Palette

DARK GOLD: Main Background
GOLD: Main Shadow
WHITE: Main Font Color
BLACK: Secondary Shadow
GARNET: Main Accent Color

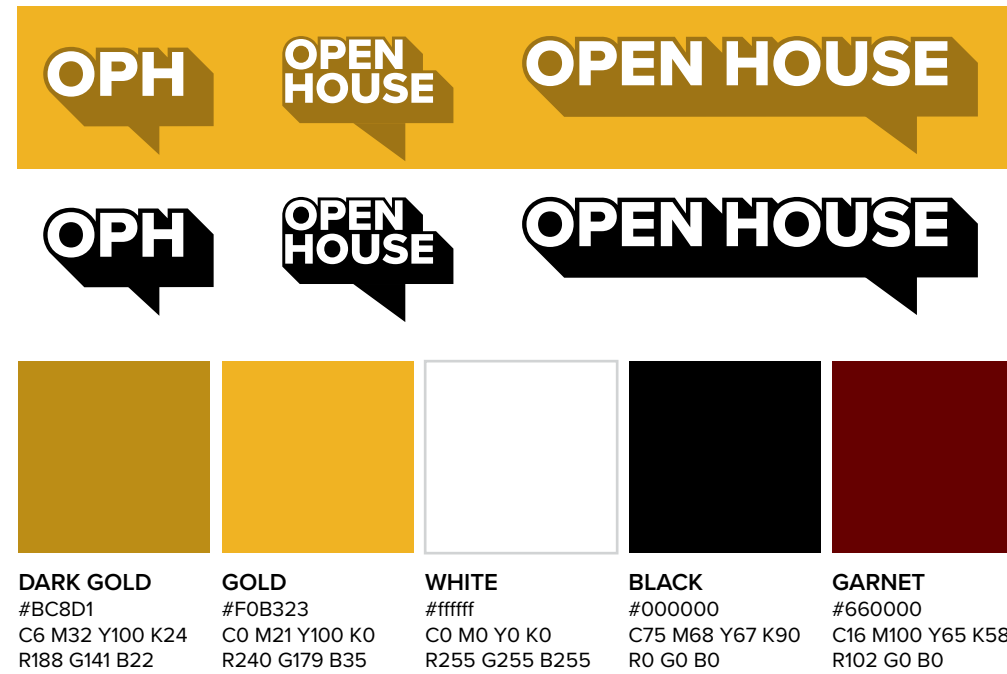
Typography

This should be followed for print and digital pieces where custom font and colors can be used (excluding e-mails). Titles and emphasized words include a Dark Gold rectangle with the text line hitting the rectangle's center, and the height of the rectangle hitting the middle of the title text.

Information

The following words and phrases are used during and around this event in e-mails, digital posts, print pieces, presentations, etc.

Event Branding and Information - Open House



Buzzwords

- Spring Open House
- Fall Open House
- OPH
- Breakout Sessions
- Student Life Panel
- Academic & Student Life Fair
- Connect
- Meet and mingle
- Student Life Panel
- Enrollment Checklist
- Admitted Student Next Steps
- Downtown Rock Hill Bus Tours

Description

Join us for an in-depth, in-person view of Winthrop through various breakout sessions, campus tours and an academic and student life fair.

Email Copy Example / Invite

Hey [NAME]! Want to learn more about Winthrop University and connect with current Eagles? Join us on [DATE], from [TIME] to [TIME] at our Open House! This is a great experience for Future Eagles to:

- Learn about financial aid and the admissions process
- Meet faculty and staff from your academic interests
- Find out how to get involved on campus
- Take a tour of campus and Downtown Rock Hill

Office of Admissions

Presentations

For event presentations (e.g., event welcome presentation, student panel presentation, etc.), follow the specific event branding and information as shown. Every slide, excluding the welcome slide, should have the short initials logo in the bottom right corner. See examples for color and layout options

If the PreTour Presentation/ Admissions Overview Presentation is used, there is no need for a re-design.

E-mails

A series of e-mails are sent before and after each event. All event e-mails should use the respective branded event headers. The following headers are available for each event:

- You're invited to...
- You're registered for...
- Get ready for...
- Thank you for attending...
- We missed you at...

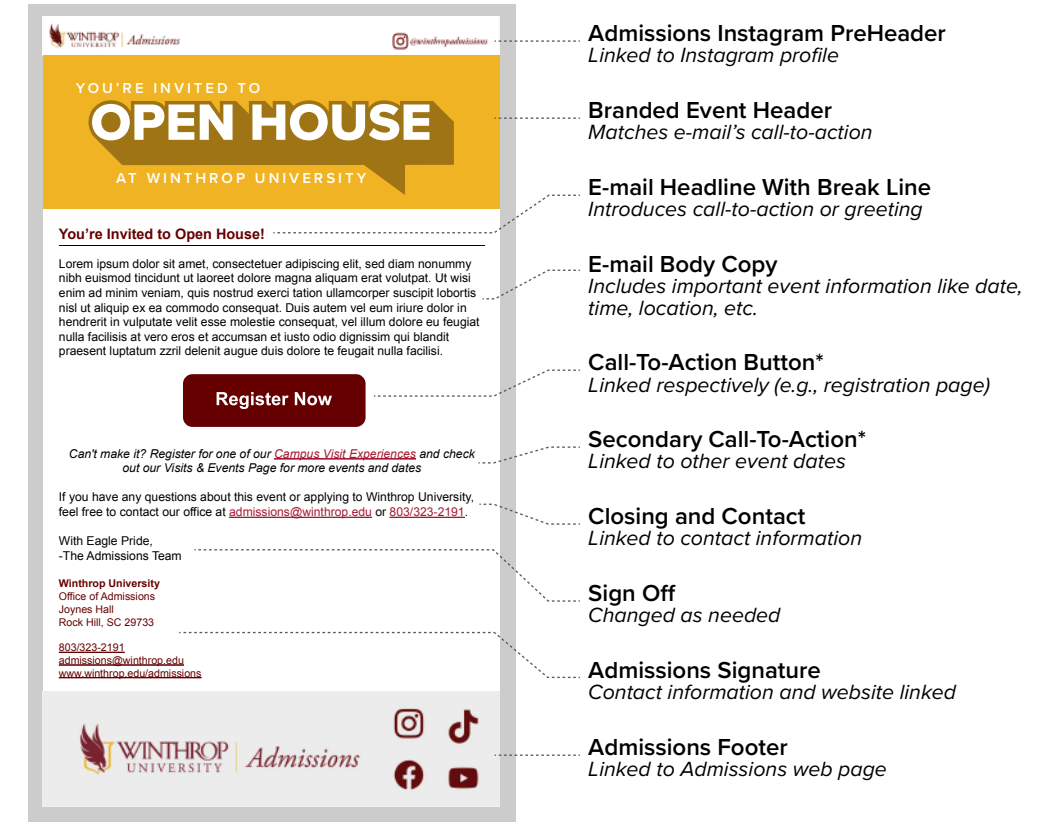
Please see the example of the invite e-mail for all the components and standard layout.

**when needed*

Social Media

Recap photos posted to Instagram should include the short initial logo or vertical logo in either Dark Gold/White or Black/White in any corner. Photos posted to a Facebook album do not need the logo on each picture.

Event Branding Examples - Open House



Office of Admissions

Logo Design

There are three versions of the Multicultural Student Day logo: short initials, vertical and horizontal. These can be used either with White/Black or White/Gradient 1

Font: Proxima Nova Extra Bold All Caps

Color Palette

GRAD1: Main Background
BLACK: Main Shadow
WHITE: Main Font Color
GRAD1: Secondary Shadow
GREEN: Main Accent Color

Typography

This should be followed for print and digital pieces where custom font and colors can be used (excluding e-mails). Titles and emphasized words include a Black rectangle with the text line hitting the rectangle's center, and the height of the rectangle hitting the middle of the title text.

Information

The following words and phrases are used during and around this event in e-mails, digital posts, print pieces, presentations, etc.

Event Branding and Information - Multicultural Student Day



GRADIENT 1
Gold (0) to Green (65) to Blue (100) at -45 degrees

BLACK
#000000
C75 M68 Y67 K90
R0 G0 B0

WHITE
#ffffff
C0 M0 Y0 K0
R255 G255 B255

GREEN
#006F79
C96 M0 Y30 K45
R0 G111 B121



Buzzwords

- Multicultural Student Day
- MSD
- Diversity & Inclusion
- Inclusivity
- Student Performances
- Eagle Spotlight Dinner
- Breakout Sessions
- Cultures
- The Winthrop Experience
- Diversity & Student Engagement

Description

Celebrate Winthrop's cultural diversity and inclusion initiatives at our Multicultural Student Day! Enjoy student performances, dinner with alumni and more.

Email Copy Example / Invite

Dear [NAME],
Here at Winthrop University, we celebrate diversity and inclusivity with the help of our Office of Diversity & Student Engagement, which provides opportunities to learn about other cultures and diversity issues. We invite you to join us to hear directly from our current Eagles about their Winthrop experience at our Multicultural Student Event on [DATE].

Office of Admissions

Presentations

For event presentations (e.g., event welcome presentation, student panel presentation, etc.), follow the specific event branding and information as shown. Every slide, excluding the welcome slide, should have the short initials logo in the bottom right corner. See examples for color and layout options

If the PreTour Presentation/ Admissions Overview Presentation is used, there is no need for a re-design.

E-mails

A series of e-mails are sent before and after each event. All event e-mails should use the respective branded event headers. The following headers are available for each event:

- You're invited to...
- You're registered for...
- Get ready for...
- Thank you for attending...
- We missed you at...

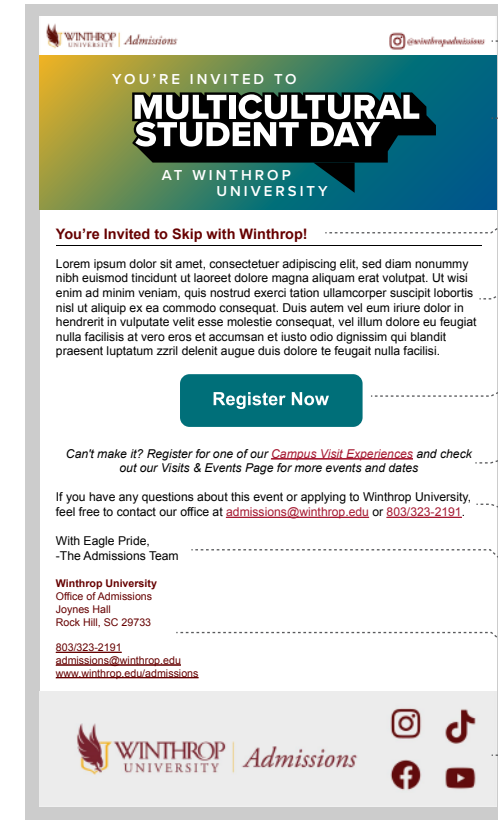
Please see the example of the invite e-mail for all the components and standard layout.

**when needed*

Social Media

Recap photos posted to Instagram should include the short initial logo or vertical logo in either Gradient/White or Black/White in any corner. Photos posted to a Facebook album do not need the logo on each picture.

Event Branding Examples - Multicultural Student Day



Admissions Instagram PreHeader
Linked to Instagram profile

Branded Event Header
Matches e-mail's call-to-action

E-mail Headline With Break Line
Introduces call-to-action or greeting

E-mail Body Copy
Includes important event information like date, time, location, etc.

Call-To-Action Button*
Linked respectively (e.g., registration page)

Secondary Call-To-Action*
Linked to other event dates

Closing and Contact
Linked to contact information

Sign Off
Changed as needed

Admissions Signature
Contact information and website linked

Admissions Footer
Linked to Admissions web page



Office of Admissions

Logo Design

There are three versions of the Skip with Winthrop logo: short initials, vertical and horizontal. These can be used either with White/Red or White/Black.

Font: Proxima Nova Extra Bold All Caps

Color Palette

NAVY: Main Background
 RED: Main Shadow
 WHITE: Main Font Color
 BLACK: Secondary Shadow
 GOLD: Main Accent Color

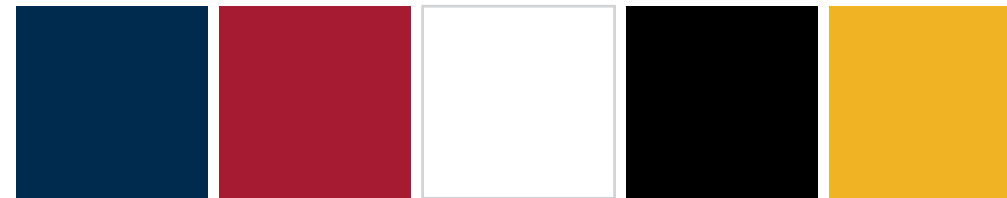
Typography

This should be followed for print and digital pieces where custom font and colors can be used (excluding e-mails). Titles and emphasized words include a Red rectangle with the text line hitting the rectangle's center, and the height of the rectangle hitting the middle of the title text.

Information

The following words and phrases are used during and around this event in e-mails, digital posts, print pieces, presentations, etc.

Event Branding and Information - Skip with Winthrop



| NAVY | RED | WHITE | BLACK | GOLD |
|--------------------------------|----------------------------------|-------------------------------|-----------------------------|---------------------------------|
| #002A4E | #A61A32 | #ffffff | #000000 | #F0B323 |
| C100 M57 Y12 K66 R0 G42 B78 | C20 M100 Y80 K20 R166 G26 B50 | C0 M0 Y0 K0 R255 G255 B255 | C75 M68 Y67 K90 R0 G0 B0 | C0 M21 Y100 K0 R240 G179 B35 |

TITLE
PROXIMA NOVA EXTRA BOLD

HEADING
PROXIMA NOVA EXTRA BOLD

SUBHEADING
PROXIMA NOVA MEDIUM ITALIC

Body Text
 Proxima Nova Medium

Sub-Body Text
 Proxima Nova Medium Italic

Buzzwords

- Skip with Winthrop
- SWW
- Come skip with us!
- PSAT testing day
- Campus tours
- School excuse
- Local seniors
- Admissions Team
- Campus visit experience
- “So instead of sitting in a classroom all day, why not take the day off and Skip with Winthrop?”

Description

Local seniors - join us at one of our three campus visit experiences during York County's PSAT testing day and get your school excuse!

Email Copy Example / Invite

Hey [NAME]! York County's PSAT Testing Day is coming up on Wednesday, October 13, and as a senior, you don't have to take the test! Nice, right? So why not take the day off and Skip with Winthrop?

We we will host three campus visit opportunities for you to choose from and get that school excuse you'll need to show for being absent.

Office of Admissions

Presentations

For event presentations (e.g., event welcome presentation, student panel presentation, etc.), follow the specific event branding and information as shown. Every slide, excluding the welcome slide, should have the short initials logo in the bottom right corner. See examples for color and layout options

If the PreTour Presentation/ Admissions Overview Presentation is used, there is no need for a re-design.

E-mails

A series of e-mails are sent before and after each event. All event e-mails should use the respective branded event headers. The following headers are available for each event:

- You're invited to...
- You're registered for...
- Get ready for...
- Thank you for attending...
- We missed you at...

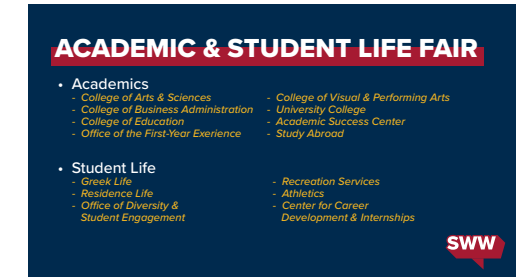
Please see the example of the invite e-mail for all the components and standard layout.

**when needed*

Social Media

Recap photos posted to Instagram should include the short initial logo or vertical logo in either Red/White or Black/White in any corner. Photos posted to a Facebook album do not need the logo on each picture.

Event Branding Examples - Skip with Winthrop



- Admissions Instagram PreHeader
Linked to Instagram profile
- Branded Event Header
Matches e-mail's call-to-action
- E-mail Headline With Break Line
Introduces call-to-action or greeting
- E-mail Body Copy
Includes important event information like date, time, location, etc.
- Call-To-Action Button*
Linked respectively (e.g., registration page)
- Secondary Call-To-Action*
Linked to other event dates
- Closing and Contact
Linked to contact information
- Sign Off
Changed as needed
- Admissions Signature
Contact information and website linked
- Admissions Footer
Linked to Admissions web page



Office of Admissions

Logo Design

There are three versions of the Admitted Student Reception logo: short initials, vertical and horizontal. These can be used either with White/Dark Gold or White/Black.

Font: Proxima Nova Extra Bold All Caps

Color Palette

GARNET: Main Background
DARK GOLD: Main Shadow
WHITE: Main Font Color
BLACK: Secondary Shadow
GOLD: Main Accent Color
RED: Secondary Accent Color

Typography

This should be followed for print and digital pieces where custom font and colors can be used (excluding e-mails). Titles and emphasized words include a Dark Gold rectangle with the text line hitting the rectangle's center, and the height of the rectangle hitting the middle of the title text.

Information

The following words and phrases are used during and around this event in e-mails, digital posts, print pieces, presentations, etc.

Event Branding and Information - Admitted Student Receptions



| | | | | |
|--|--|--|--|---|
| | | | | |
| GARNET #660000 C16 M100 Y65 K58 R102 G0 B0 | DARK GOLD #BC8D1 C6 M32 Y100 K24 R188 G141 B22 | WHITE #ffffff C0 M0 Y0 K0 R255 G255 B255 | BLACK #000000 C75 M68 Y67 K90 R0 G0 B0 | GOLD #F0B323 C0 M21 Y100 K0 R240 G179 B35 |
| | | | | RED #A61A32 C20 M100 Y80 K20 R166 G26 B50 |



Buzzwords

- | | | |
|------------------------------|-------------------------------|---------------------------------------|
| - Admitted Student Reception | - Hometown | - Admit-only events |
| - ASR | - Admitted Student Next Steps | - Winthrop's coming to your hometown! |
| - #EaglesRising[YEAR] | - Enrollment checklist | - Light dinner |
| - Exclusive events | - Mix and mingle | - Admissions Team |

Description

Admitted Students: join us in select cities to celebrate your acceptance, go over your next steps and meet other future Eagles.

Email Copy Example / Invite

Hey [NAME]! As an admitted student, you have access to exclusive events cultivated just for our #EaglesRising2022 - and some are happening right around the corner! We invite you to our Admitted Student Receptions (or ASRs) in select hometowns this spring.

If you don't see your hometown, don't worry - we will have more event options throughout the spring and summer.

Office of Admissions

Presentations

For event presentations (e.g., event welcome presentation, student panel presentation, etc.), follow the specific event branding and information as shown. Every slide, excluding the welcome slide, should have the short initials logo in the bottom right corner. See examples for color and layout options

If the PreTour Presentation/ Admissions Overview Presentation is used, there is no need for a re-design.

E-mails

A series of e-mails are sent before and after each event. All event e-mails should use the respective branded event headers. The following headers are available for each event:

- You're invited to...
- You're registered for...
- Get ready for...
- Thank you for attending...
- We missed you at...

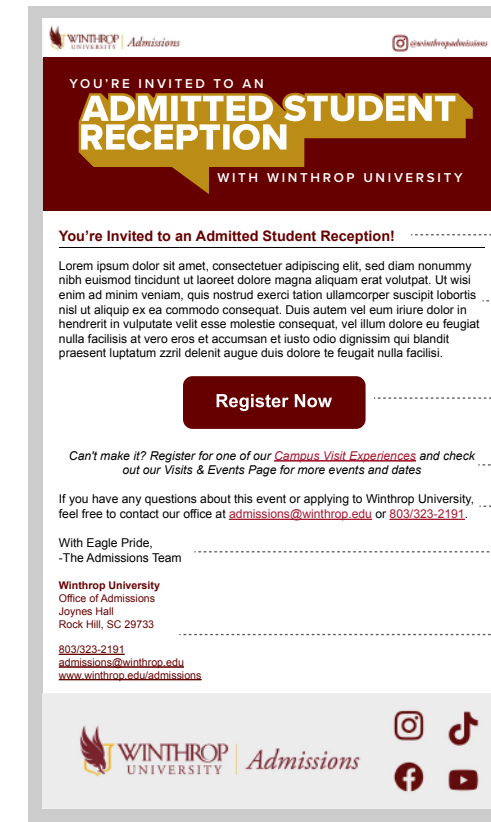
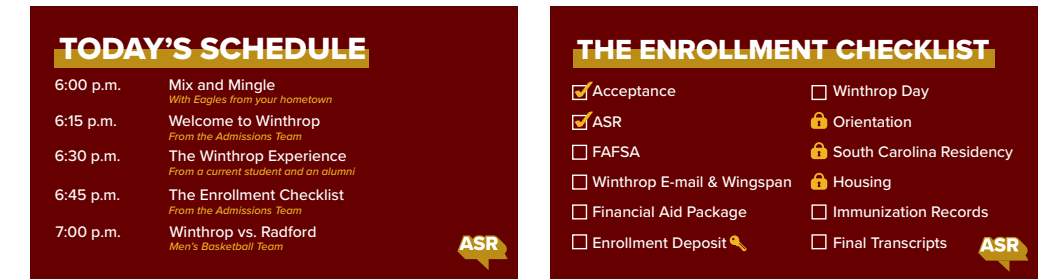
Please see the example of the invite e-mail for all the components and standard layout.

**when needed*

Social Media

Recap photos posted to Instagram should include the short initial logo or vertical logo in either Dark Gold/White or Black/White in any corner. Photos posted to a Facebook album do not need the logo on each picture.

Event Branding Examples - Admitted Student Receptions



Admissions Instagram PreHeader
Linked to Instagram profile

Branded Event Header
Matches e-mail's call-to-action

E-mail Headline With Break Line
Introduces call-to-action or greeting

E-mail Body Copy
Includes important event information like date, time, location, etc.

Call-To-Action Button*
Linked respectively (e.g., registration page)

Secondary Call-To-Action*
Linked to other event dates

Closing and Contact
Linked to contact information

Sign Off
Changed as needed

Admissions Signature
Contact information and website linked

Admissions Footer
Linked to Admissions web page



Office of Admissions

Logo Design

There are three versions of the Transfer Information Session logo: short initials, vertical and horizontal. These can be used either with White/Dark Gold or White/Black.

Font: Proxima Nova Extra Bold All Caps

Color Palette

NAVY: Main Background
 DARK GOLD: Main Shadow
 WHITE: Main Font Color
 BLACK: Secondary Shadow
 GOLD: Main Accent Color
 GREEN: Secondary Accent Color

Typography

This should be followed for print and digital pieces where custom font and colors can be used (excluding e-mails). Titles and emphasized words include a Navy rectangle with the text line hitting the rectangle's center, and the height of the rectangle hitting the middle of the title text.

Information

The following words and phrases are used during and around this event in e-mails, digital posts, print pieces, presentations, etc.

Event Branding and Information - Transfer Tuesday



| | | | | |
|--|--|--|--|---|
| | | | | |
| NAVY #002A4E C100 M57 Y12 K66 R0 G42 B78 | DARK GOLD #BC8D1 C6 M32 Y100 K24 R188 G141 B22 | WHITE #ffffff C0 M0 Y0 K0 R255 G255 B255 | BLACK #000000 C75 M68 Y67 K90 R0 G0 B0 | GOLD #F0B323 C0 M21 Y100 K0 R240 G179 B35 |
| | | | | |
| | | | | GREEN #006F79 C96 M0 Y30 K45 R0 G111 B121 |



Buzzwords

- Transfer Tuesday
- TRT
- Transfer counselor
- TraCE (Transfer Credit Evaluator)
- Transfer Enrollment Coordinator
- Journey
- Map out your success/future
- Minimize nerves
- Trace your path
- Pathways
- Transfer status
- Step-by-step

Description

Find out everything you need to know about transferring to Winthrop University at one of our virtual info sessions with Transfer Counselor Craig Gero.

Email Copy Example / Invite

Hey [NAME]! We are hosting a Virtual Transfer Information Session with Craig Gero - our Transfer Counselor - on [DATE], from [TIME] to [TIME]. Join us on Tuesday evening to ask questions, learn about Winthrop and get a better understanding of how you can transfer. Ready to get started?

Office of Admissions

Presentations

This is where the PreTour Presentation is used, so no re-design is needed. Transfer-specific slide are added to this presentation but stay in the same look as the PreTour Presentation.

*Presentation shown is from the 2021-22 PreTour Presentation.

E-mails

A series of e-mails are sent before and after each event. All event e-mails should use the respective branded event headers. The following headers are available for each event:

- You're invited to...
- You're registered for...
- Get ready for...
- Thank you for attending...
- We missed you at...

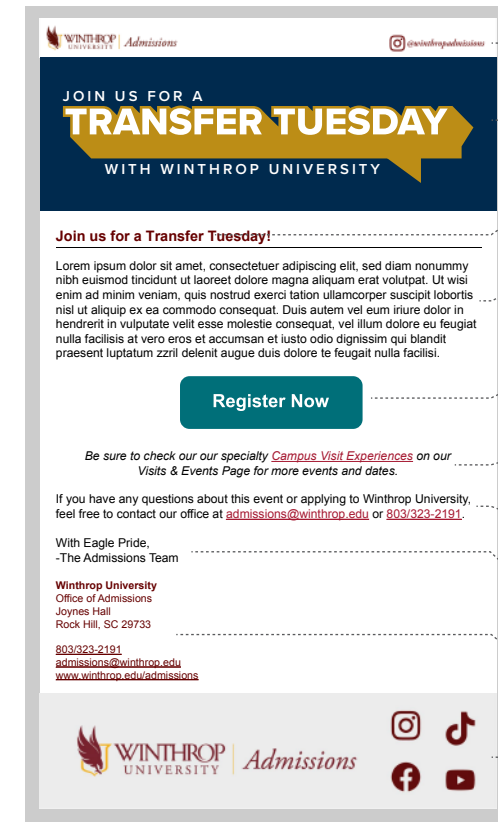
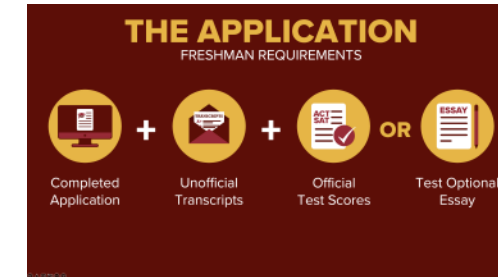
Please see the example of the invite e-mail for all the components and standard layout.

*when needed

Social Media

Recap photos posted to Instagram should include the short initial logo or vertical logo in either Dark Gold/White or Black/ White in any corner. Photos posted to a Facebook album do not need the logo on each picture.

Event Branding Examples - Transfer Tuesday



Admissions Instagram PreHeader
 Linked to Instagram profile

Branded Event Header
 Matches e-mail's call-to-action

E-mail Headline With Break Line
 Introduces call-to-action or greeting

E-mail Body Copy
 Includes important event information like date, time, location, etc.

Call-To-Action Button*
 Linked respectively (e.g., registration page)

Secondary Call-To-Action*
 Linked to other event dates

Closing and Contact
 Linked to contact information

Sign Off
 Changed as needed

Admissions Signature
 Contact information and website linked

Admissions Footer
 Linked to Admissions web page



Office of Admissions

Logo Design

There are three versions of the Campus Visit logo: short initials, vertical and horizontal. These can be used with White/Garnet or White/Black.

Font: Proxima Nova Extra Bold All Caps

Color Palette

GOLD: Main Background
GARNET: Main Shadow
WHITE: Main Font Color
BLACK: Secondary Shadow
RED: Main Accent Color

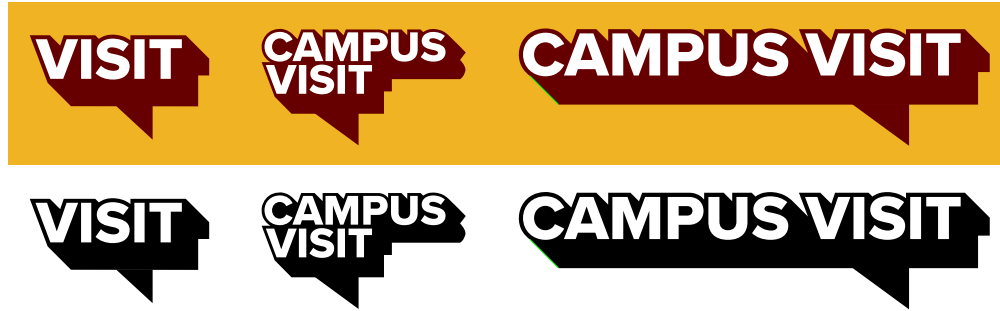
Typography

This should be followed for print and digital pieces where custom font and colors can be used (excluding e-mails). Titles and emphasized words include a Garnet rectangle with the text line hitting the rectangle's center, and the height of the rectangle hitting the middle of the title text.

Information

The following words and phrases are used during and around this event in e-mails, digital posts, print pieces, presentations, etc.

Event Branding and Information - Campus Visits



Buzzwords

- Campus Visit
- Visit
- Campus Tour
- Student Ambassadors
- Take a tour, stay for four
- #VisitWinthropU
- Admissions Team
- Home at Winthrop
- The Winthrop Experience
- Campus Visit Experience
- Visit with us

Description

Join us on campus for a presentation and campus tour offered throughout the month. Tours are offered Monday-Friday at 10:30 a.m. and 2:30 p.m.

Email Copy Example / Invite

Hey [NAME]! Haven't visited campus yet? We have you covered! Summer is a great time to visit Winthrop University. The trees are green, the sun is shining and our Admissions team is here to help you find your home at Winthrop (and supply you with nice, cold water, of course!). We offer a variety of visit experiences to accommodate you and your guests.

Office of Admissions

Presentations

This is where the PreTour Presentation is used, so no re-design is needed.

*Presentation shown is from the 2021-22 PreTour Presentation.

E-mails

A series of e-mails are sent before and after each event. All event e-mails should use the respective branded event headers. The following headers are available for each event:

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- You're registered for...
- Get ready for...
- Thank you for attending...
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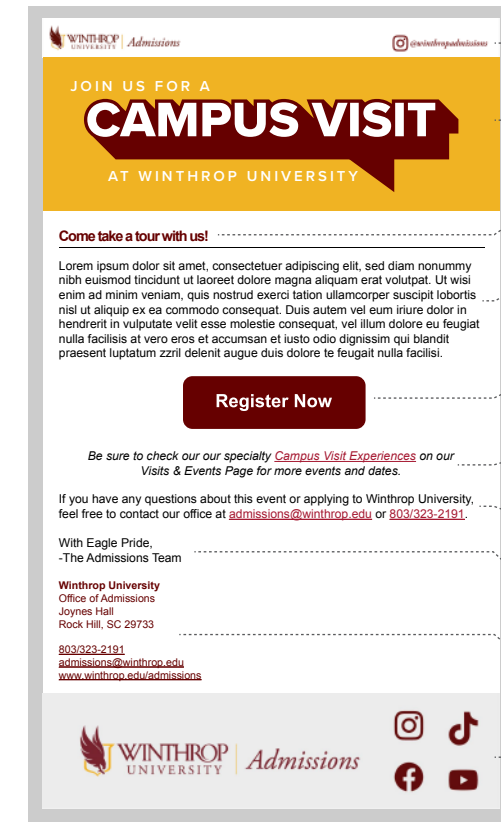
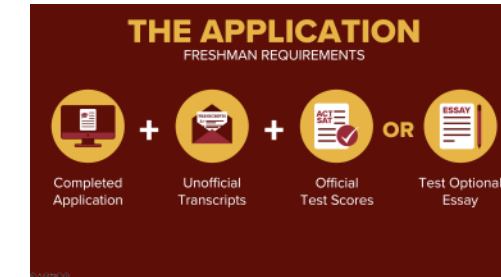
Please see the example of the invite e-mail for all the components and standard layout.

*when needed

Social Media

Recap photos posted to Instagram should include the short initial logo or vertical logo in either Garnet/White or Black/White in any corner. Photos posted to a Facebook album do not need the logo on each picture.

Event Branding Examples - Campus Visits



Admissions Instagram PreHeader
Linked to Instagram profile

Branded Event Header
Matches e-mail's call-to-action

E-mail Headline With Break Line
Introduces call-to-action or greeting

E-mail Body Copy
Includes important event information like date, time, location, etc.

Call-To-Action Button*
Linked respectively (e.g., registration page)

Secondary Call-To-Action*
Linked to other event dates

Closing and Contact
Linked to contact information

Sign Off
Changed as needed

Admissions Signature
Contact information and website linked

Admissions Footer
Linked to Admissions web page



Office of Admissions

Logo Design

There are three versions of the Saturday Visit logo: short initials, vertical and horizontal. These can be used either with White/Garnet or White/Black.

Font: Proxima Nova Extra Bold All Caps

Color Palette

GRAY 3: Main Background
GARNET: Main Shadow
WHITE: Main Font Color
BLACK: Secondary Shadow
RED: Main Accent Color

Typography

This should be followed for print and digital pieces where custom font and colors can be used (excluding e-mails). Titles and emphasized words include a White rectangle with the text line hitting the rectangle's center, and the height of the rectangle hitting the middle of the title text.

Information

The following words and phrases are used during and around this event in e-mails, digital posts, print pieces, presentations, etc.

Event Branding and Information - Saturday Visits



| GRAY 2 | GARNET | WHITE | BLACK | RED |
|----------------|------------------|----------------|-----------------|------------------|
| #D1D3D4 | #660000 | #ffffff | #000000 | #A61A32 |
| C0 M0 Y0 K20 | C16 M100 Y65 K58 | C0 M0 Y0 K0 | C75 M68 Y67 K90 | C20 M100 Y80 K20 |
| R209 G211 B212 | R102 G0 B0 | R255 G255 B255 | R0 G0 B0 | R166 G26 B50 |



Buzzwords

- | | | |
|-------------------------|-----------------------|---------------------------|
| - Saturday Visit | - Student Ambassadors | - The Winthrop Experience |
| - SDV | - #VisitWinthropU | - Campus Visit Experience |
| - Kick off your weekend | - Admissions Team | - Visit with us |
| - Campus tour | - Home at Winthrop | |

Description

Kick off your weekend with a Saturday visit! Join us in-person for a presentation and tour of our beautiful campus on select Saturdays throughout the year.

Email Copy Example / Invite

Hey [NAME]! Join us on Saturday [DATE] for our in-person Saturday Visit! This is a great way to learn more about Winthrop University, connect with our Admissions Team, and take a tour of our beautiful campus led by our student ambassadors. Space is limited, so be sure to register today to save your spot!

Office of Admissions

Presentations

This is where the PreTour Presentation is used, so no re-design is needed.

*Presentation shown is from the 2021-22 PreTour Presentation.

E-mails

A series of e-mails are sent before and after each event. All event e-mails should use the respective branded event headers. The following headers are available for each event:

- You're invited to...
- You're registered for...
- Get ready for...
- Thank you for attending...
- We missed you at...

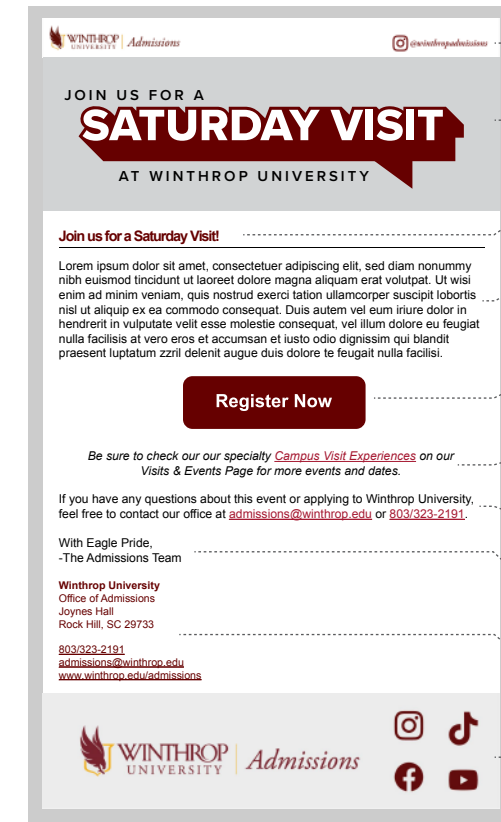
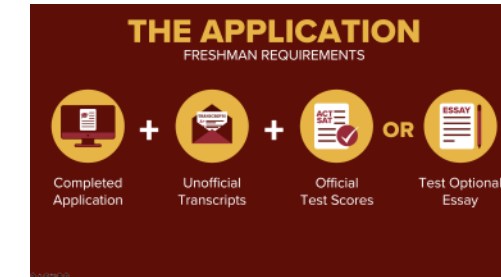
Please see the example of the invite e-mail for all the components and standard layout.

*when needed

Social Media

Recap photos posted to Instagram should include the short initial logo or vertical logo in either Garnet/White or Black/White in any corner. Photos posted to a Facebook album do not need the logo on each picture.

Event Branding Examples - Saturday Visits



Admissions Instagram PreHeader
Linked to Instagram profile

Branded Event Header
Matches e-mail's call-to-action

E-mail Headline With Break Line
Introduces call-to-action or greeting

E-mail Body Copy
Includes important event information like date, time, location, etc.

Call-To-Action Button*
Linked respectively (e.g., registration page)

Secondary Call-To-Action*
Linked to other event dates

Closing and Contact
Linked to contact information

Sign Off
Changed as needed

Admissions Signature
Contact information and website linked

Admissions Footer
Linked to Admissions web page



Office of Admissions

Logo Design

There are three versions of the Winthrop Day logo: short initials, vertical and horizontal. These can be used either with White/Garnet or White/Black.

Font: Proxima Nova Extra Bold All Caps

Color Palette

RED: Main Background
GARNET: Main Shadow
WHITE: Main Font Color
BLACK: Secondary Shadow
GOLD: Main Accent Color

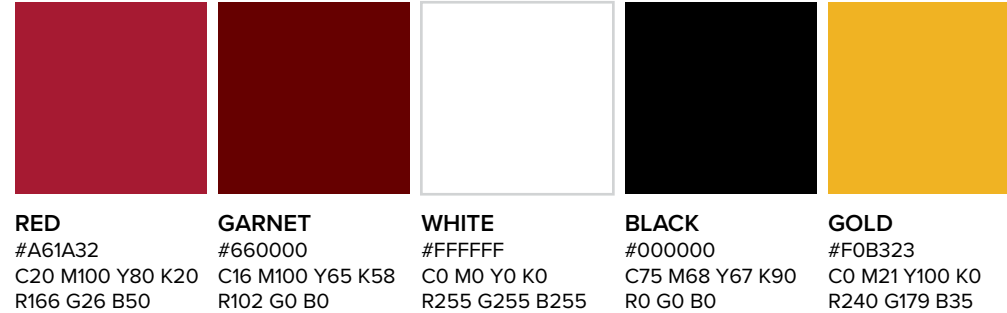
Typography

This should be followed for print and digital pieces where custom font and colors can be used (excluding e-mails). Titles and emphasized words include a Garnet rectangle with the text line hitting the rectangle's center, and the height of the rectangle hitting the middle of the title text.

Information

The following words and phrases are used during and around this event in e-mails, digital posts, print pieces, presentations, etc.

Event Branding and Information - Winthrop Day



Buzzwords

- Winthrop Day
- Fellow Eagles
- Our favorite/biggest event of the year
- WTD
- Celebrate your acceptance
- Golden Ticket
- #EaglesRising[YEAR]
- Enrollment checklist
- Garnet Ticket
- Exclusive event
- Mix and mingle
- Admissions Team
- Admit-Only Event

Description

Admitted Students: join us in select cities to celebrate your acceptance, go over your next steps and meet other future Eagles.

Email Copy Example / Invite

Congratulations, Shenyree! You have received a Golden Ticket to Winthrop Day! This golden ticket will allow you entrance into our favorite event of the year. Winthrop Day will take place on Saturday, [DATE] from [TIME] to [TIME], and is *only* for admitted students - like you! Click the button below to log in to your Admit Portal and register today!

Office of Admissions

Presentations

For event presentations (e.g., event welcome presentation, student panel presentation, etc.), follow the specific event branding and information as shown. Every slide, excluding the welcome slide, should have the short initials logo in the bottom right corner. See examples for color and layout options

If the PreTour Presentation/ Admissions Overview Presentation is used, there is no need for a re-design.

E-mails

A series of e-mails are sent before and after each event. All event e-mails should use the respective branded event headers. The following headers are available for each event:

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- You're registered for...
- Get ready for...
- Thank you for attending...
- We missed you at...

Please see the example of the invite e-mail for all the components and standard layout.

**when needed*

Social Media

Recap photos posted to Instagram should include the short initial logo or vertical logo in either Garnet/White or Black/White in any corner. Photos posted to a Facebook album do not need the logo on each picture.

Event Branding Examples - Winthrop Day

