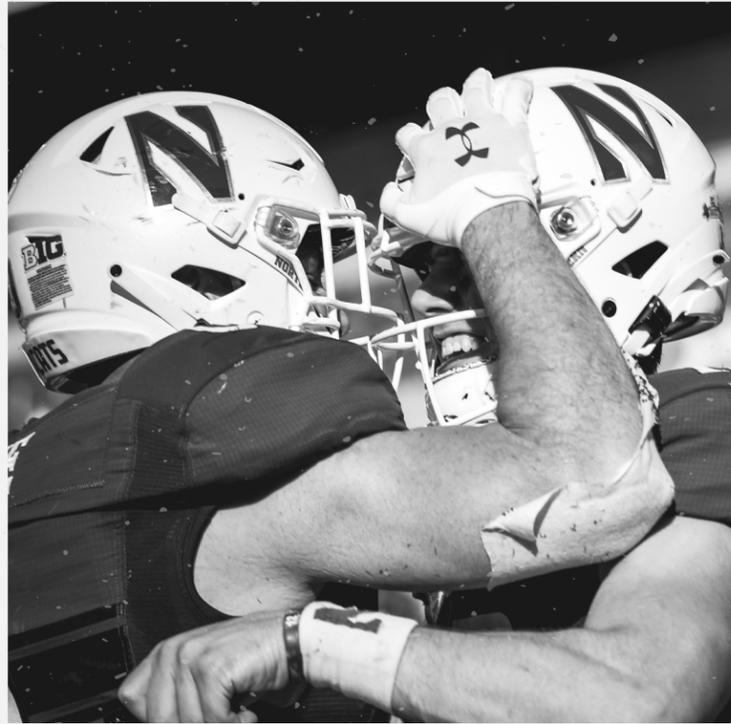


UNCUT NORTHWESTERN

THE PLAYBOOK



STUDENT.
ATHLETE.
HUMAN.



 **UNCUT**



NORTHWESTERN
UNFILLTERED



PROTECT
THIS HOUSE

OUR GOALS.

PROVIDE A PLATFORM.

FOSTER A COMMUNITY.

**CHAMPION OPENNESS
& INCLUSION.**

WHAT IS UNCUT?

Student-led and athlete-driven, UNCUT Northwestern is a branch of the storytelling platform created at Chapel Hill that inspires student-athletes to be their true selves. With a commitment to authenticity, UNCUT provides a platform for student-athletes to speak in a way that has not yet been seen at the collegiate level.



OUR CONTENT.

UNFILTERED

Through a series of first-hand, written pieces by student-athletes, UNCUT aims to connect student-athletes with the Northwestern community at large. Topics can range greatly, but ultimately we hope to provide a space to share their experiences as a student-athlete, but also a human.

'CATS CONNECTED

Through video interviews hosted by members of UNCUT, student-athletes can be themselves and talk about a myriad of topics. Through these segments, fans are able to understand the personalities and passions of student-athletes like never before.

DEAR NORTHWESTERN

Playing off UNCUT Madison's 'Dear Wisconsin,' these are personal letters to the Northwestern community from alumni, departing athletes or others expressing what being a Wildcat means to them.

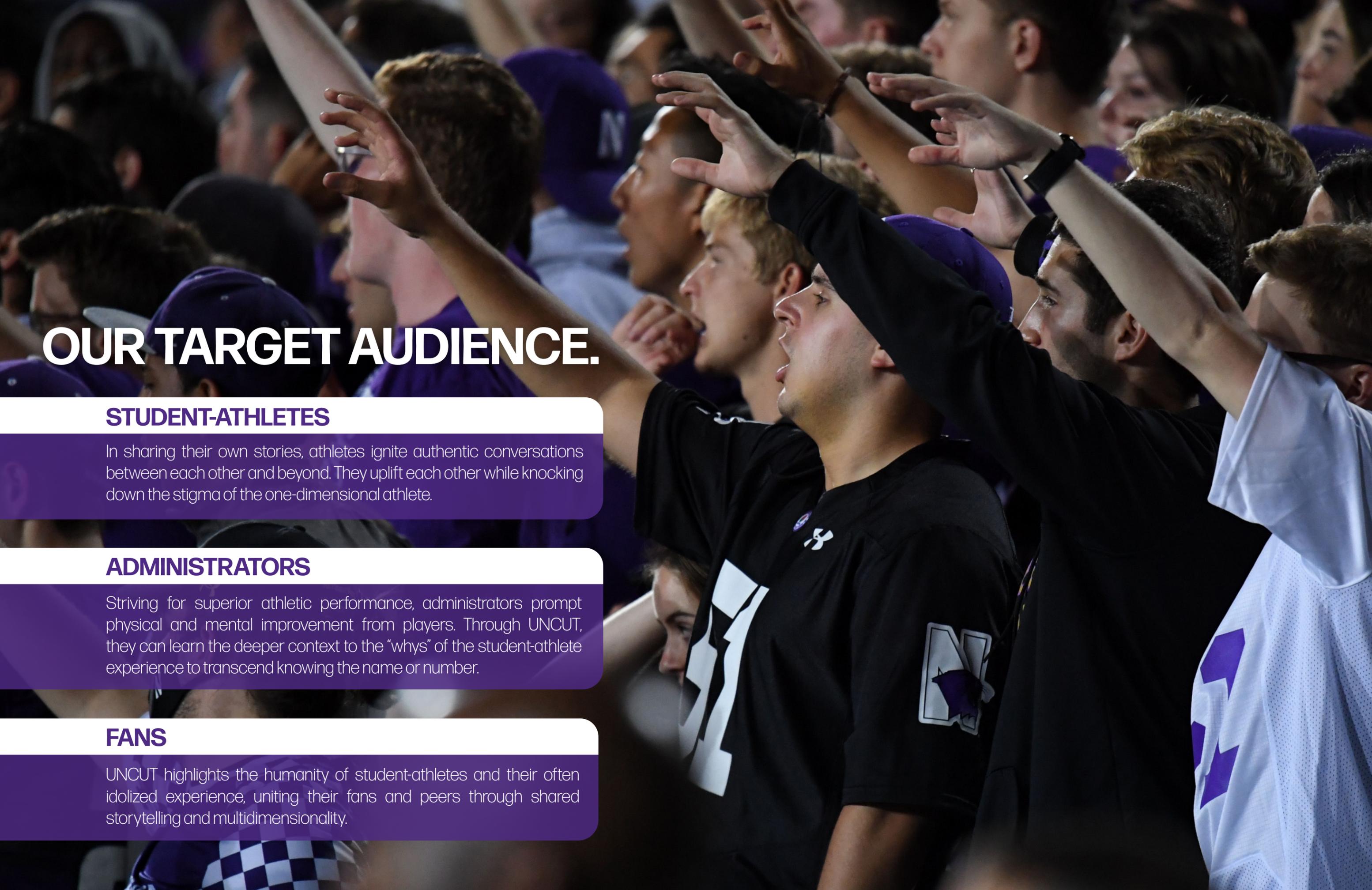
OUR MISSION.

UNCUT x NU is a team of student and student-athletes coming together to share the stories of athletes: the people adorned with, but not defined by, the jersey.

Beyond the X's and O's.
Beyond the statistics.
Beyond the wins and losses.

We allow athletes the stage — unprompted, unfiltered — to champion their own causes and experiences. In doing so, we lower the wall between non-athletes and athletes, uniting and strengthening the Northwestern community through our website and social media.





OUR TARGET AUDIENCE.

STUDENT-ATHLETES

In sharing their own stories, athletes ignite authentic conversations between each other and beyond. They uplift each other while knocking down the stigma of the one-dimensional athlete.

ADMINISTRATORS

Striving for superior athletic performance, administrators prompt physical and mental improvement from players. Through UNCUT, they can learn the deeper context to the “whys” of the student-athlete experience to transcend knowing the name or number.

FANS

UNCUT highlights the humanity of student-athletes and their often idolized experience, uniting their fans and peers through shared storytelling and multidimensionality.

OUR TEAM.



Sarah Meadow
Head of Operations & Co-Founder

Sarah is a junior majoring in Journalism. Through experience working in Northwestern Athletics' Marketing department and a staff writer at InsideNU, she became passionate about storytelling in sports, which led her to co-found UNCUT to elevate the voices of Northwestern's student-athletes.



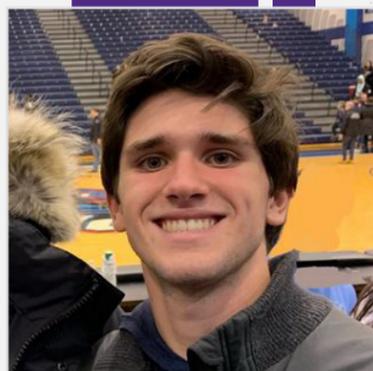
Madison Doucette
Creative Director & Co-Founder

Madison is a senior on the Women's Lacrosse team majoring in Manufacturing and Design Engineering. As a member of Northwestern Athletic's Engage program, she is passionate about diversity & inclusion and mental health awareness.



Logan Lillie
Director of Athlete Engagement & Co-Founder

Logan is a junior on the Women's Lacrosse team majoring in Journalism.



Michael Meagher
Director of Business Development/Outreach

Michael is a sophomore majoring in Economics who has worked in Northwestern Athletics' Marketing department as well as a manager on Northwestern's Varsity Baseball team.



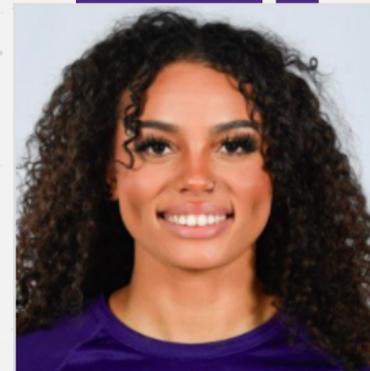
Sydney Supple
Content Strategist/Producer & Co-Founder

Sydney is a junior on the Softball Team majoring in Journalism. Passionate about amplifying athlete's voices, Sydney strives to create engaging content that enlightens the Northwestern community through UNCUT.



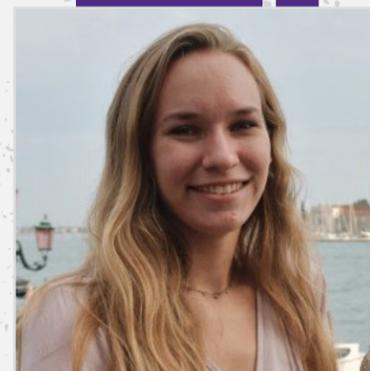
Ryan Hilinski
Director of Recruitment & Co-Founder

Ryan is a sophomore Quarterback on the Football team majoring in Communication Studies. He is extremely passionate about mental health awareness and reducing the stigma surrounding athletes' mental health. Learn more about his family's foundation and mission at hilinskishope.com.



Abryanna Cannon
Head of Brand Management & Co-Founder

Abryanna is a junior on the Women's Volleyball team majoring in Communication Studies.

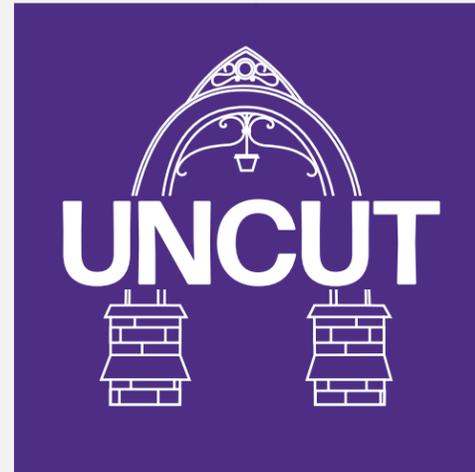
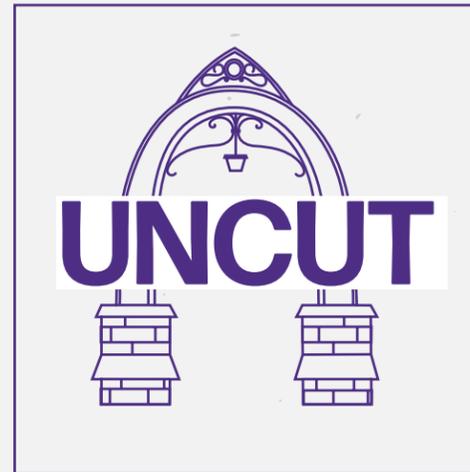


Maren Kranking
Head of Graphic Design

Maren is a junior majoring in Journalism. On campus, she has served as a sports photographer and creative director of *North by Northwestern* magazine and plays on the women's club volleyball team. As a part of the UNCUT team, she is excited about promoting the voices of Northwestern's student-athletes.

OUR BRAND IDENTITY.

LOGOS



PRIMARY

SECONDARY

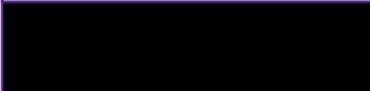
TYPOGRAPHY



PRIMARY

SECONDARY

COLOR PALETTE

| | | |
|---|---------|----------------------|
|  | #4E2A84 | R: 78 G: 42 B: 132 |
|  | #FFFFFF | R: 255 G: 255 B: 255 |
|  | #000000 | R: 0 G: 0 B: 0 |

OUR ROOTS.

UNCUT began at the University of North Carolina-Chapel Hill in 2018 and has since spread from coast to coast as athletes unite to share their stories.

UNCUT has revolutionized the way student-athletes can communicate on campus while simultaneously allowing students, fans and administration to understand them beyond the sport they play.

visit us at:

uncutnorthwestern.com

@uncutnu / @uncut_nu

