



Graphic
& Editorial
Standards

*Reviewed November, 2015
Institutional Marketing, Elms College*

Publications and Graphics

The Office of Institutional Marketing seeks to increase recognition of the College of Our Lady of the Elms by following an established graphic identity program, produce high-quality, cost-effective publications, and work collaboratively with external clients to produce the most appropriate communications to our constituents.

The Office of Institutional Marketing produces a range of printed and web-based materials that present Elms College in an attractive, clear, and visually consistent manner. In addition to managing communications to external audiences, we also provide editorial, design, and production services for college departments and programs that need our assistance.

All publications, publicity, and advertising for Elms College are generated or approved by The Office of Institutional Marketing. This policy has been established to coordinate a comprehensive marketing program and to project a unified image of Elms College in the best interest of the institution as a whole, while also meeting the needs of individual programs.

Working with external clients, our team produces publications, which enhance Elms College's image and bolster student recruitment and fund-raising efforts.

All requests for photos, logos, publications, advertising, press releases, website updates, or any other communication should go to:

Office of Institutional Marketing
35 Gaylord Street
Chicopee, MA 01013
marketing@elms.edu
413-265-2589

Logos and Seals

Elms College graphic elements, colors, and typefaces should be used consistently in all printed and web-based publications. Our logo, seal, typographical presentation of the college's name, and our colors represent the visual identifier of the College of Our Lady of the Elms.

Regardless of the size of any printed communications vehicle, the Elms College logo should appear as the prominent name on the front of the publication and on the last page or cover as a sign-off.

The logo must have a clear space surrounding it to preserve its character and balance. This clear space prevents intrusion by other logos or graphic elements and prevents the logo from bleeding off the edge of the publication. It also establishes the

importance of the logo relative to other elements on the page. The sign-off consists of the college logo and the address block of the office or department providing the printed material. The specific dimensions from the trim edges may vary depending on the type of publication and the amount of white space available.

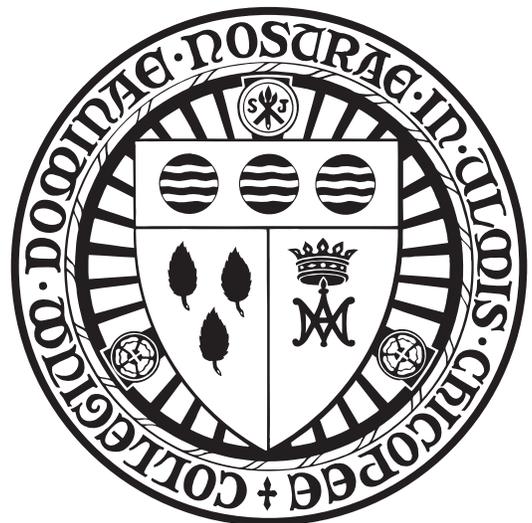
The visual identifier is to be used in all letterhead, stationery, business cards, external publications, news releases, advertisements, exhibitions, presentations, and digital communication. Seals, logos, and typefaces must be reproduced from official artwork, cannot be altered or redrawn, and must be clearly legible at all times.



(White and PMS 3435)



(Black and White)



(Black and White)



(PMS 3435, PMS 871, PMS 654)

Trademarks

The College of Our Lady of the Elms has exclusive rights to its name, trademarks, mottoes, and mascots and prohibits their unauthorized use.

The college's trademarks include "College of Our Lady of the Elms", "Elms College", "the Elms", and "Elms College Blazers".

Use of the Elms College trademarks in print, multi-media, advertising, promotional material, on clothing or other merchandise requires the express permission of Elms College. Usage requirements are applicable to all Elms College staff, students, faculty, contractors, partners, manufacturers, customers, creative agencies, consultants, professional writers, and editors. Elms College reserves the right in its sole discretion to terminate or modify permission to display the Elms College trademarks by any person or organization.

The Office of Institutional Marketing must be contacted to verify correct usage and standards before any visual identity or new design incorporating an Elms College symbol is used by either the public or the college community. College departments, staff, and student organizations

are required to use licensed vendors to produce merchandise bearing the Elms College trademarks. The use of licensed vendors will ensure that the college's name and symbols are used correctly and on items of quality.

The Office of Institutional Marketing can verify that each department or organization's choice of vendor is approved by the college.

College vendor license

A college vendor license authorizes a company to use the trademarks of the university on products that they sell directly to a College department or recognized student group for their own internal use. Recognized student groups must work with Student Activities and complete a "Goods and Services Application." College vendors are not permitted to use the college's trademarks on product that is for resale to anyone outside of the college.

What is what?

When requesting new materials from marketing or discussing possible marketing strategies it is crucial to use terminology correctly. To fully understand what means what please reference below:

Logo - The only time this should be used is when referring to the box text lockup used in the header of the website. The logos for each division or school include the box text lockup along with the name of the division or the school underneath.

Letterhead - A letterhead is the heading for the top of a document. The letterhead includes the logo of the division or school, the title of the document, and sometimes contact information. This is most commonly seen on letters or memos.

Banner - A banner is a graphic that is sometimes seen as a section header on the website or on the top of a document. This includes the logo of the division, the title of the document, and usually a colored graphic. This is most commonly used on applications, invitations, or documents within divisions.

Elms College Logo

Elms College logo can be sized down as necessary as long as the text is not so small that it becomes difficult to read. It can be used as a knocked-out white version of the logo over a solid color background. Typically, the Elms College logo should not be less than 1" (1 inch) in length. If it is necessary to use the logo on a large scale, please contact the Office of Institutional Marketing for assistance at marketing@elms.edu.

The Elms College logo may appear in green (PMS 3435), black, or knocked-out white.

1" Minimum Length



(White and PMS 3435)

1" Minimum Length



(Black and White)

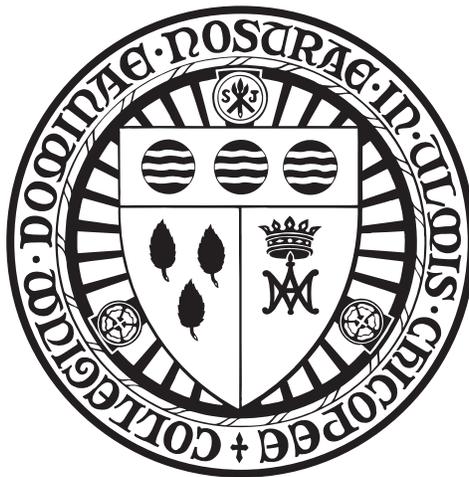


(White and Black)

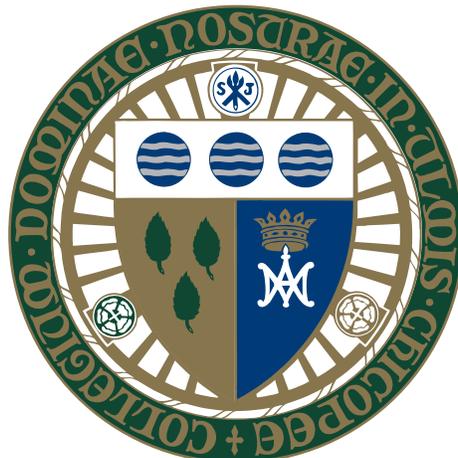
Elms College Seal

The Elms College seal is reserved for formal, presidential applications only. It should only be used on a white background in the colors provided and should never be copied or recreated manually. The Elms College seal represents the history, tradition, and mission of the college, while the logo is the college's marketing image and visual identity. The seal, like most other college seals, does not have a distinct visual presence and is not immediately identifiable as representing Elms College, particularly when reproduced at smaller sizes. Therefore, the seal should not be used interchangeably with the college logo. The seal should be clear and readable when reproduced. As a guideline the seal should be no smaller than the size of a quarter and no larger than onethird the width of the printing surface.

The seal of the College of Our Lady of the Elms tells in the language of heraldry of the diocese to whose students it offers a college education. Around the shield is a circular space containing the Latin words “Collegium Dominae Nostrae in Ulmis, Chicopee,” or, in English “College of Our Lady of the Elms, Chicopee.” Within this circle is the seal in the form of a shield, surmounted by the emblem of St. Joseph, the carpenter's square through which runs the flowering rod of Jesse. On either side of the shield is the conventional rose of heraldry, which here is the Mystical Rose, one of Our Lady's traditional titles. The shield is divided into three parts. Above is the heraldic representation of the Diocese of Springfield,—three circles, filled with wavy bars of alternating blue and silver, represent the rippling waters of a sun-kissed spring—“Springfield,”—diocesan seat of the college. On the left are three elm leaves emblazoned in green and gold. The Elm leaves give the college its name and the colors are those of “Our Lady of the Elms.” On the right, in silver on a background of blue, is the emblem of Our Blessed Lady, Queen of Heaven. Above is the crown of a queen and below in monogram are entwined A and M, first letters of the Ave Maria.



(Black and White)



(PMS 3435, PMS 871, PMS 654)

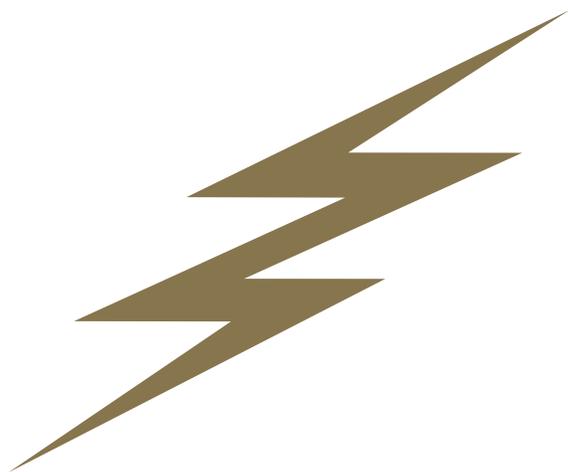
Elms College Blazers

The Elms College Blazers athletics logo should be used only in conjunction with marketing materials directly related to the activities of the athletics office and teams. The athletics logo should not be used in conjunction with the college logo or seal.

Both images may be sized down to as necessary as long as the text is not so small that it becomes difficult to read. The colors and design should not be altered in any way.



(PMS 3435, PMS 871)



Typography

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Berkeley Oldstyle Book
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

COPPERPLATE GOTHIC LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Berkeley Oldstyle Book Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

COPPERPLATE GOTHIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Berkeley Oldstyle Bold
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Ampersands (&) should not be used in any text or copy. The word “and” should be written out for titles and in any publication or content produced. The ampersand is reserved for graphic design purposes.

Colors

Elms College colors are hunter green, and gold. Typically, use green as the primary color and use gold secondary, as an accent. Royal blue can be used sparingly as a tertiary color.

All colors should be used as a spot color for special stationery, banners and signage, brochures, and single- color publications.

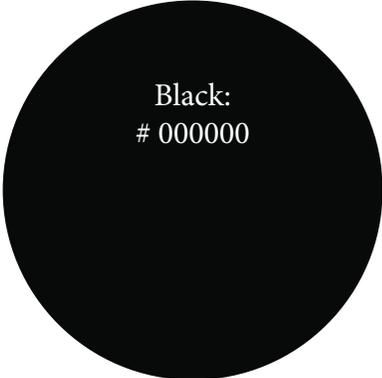
Green may be used in all manner of publications by itself or in combination with other colors. All colors can be specified according to the custom PMS formula described to the right. When using a color in situations where specifying a custom PMS color is impossible or unnecessary, see the graphics to the right to specify the closest match using the PMS color palette or CMYK process color for print applications, or RGB color for the Web.



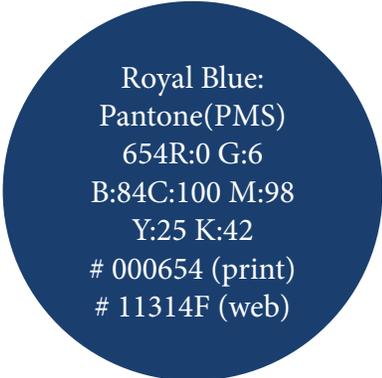
Hunter Green:
Pantone(PMS)
3435R:0 G:52
B:53C:97 M:58 Y:64
K:61# 004731



Gold:
Pantone(PMS)
871R:127 G:113
B:76C:43 M:47 Y:77
K:19# 7f714c



Black:
000000



Royal Blue:
Pantone(PMS)
654R:0 G:6
B:84C:100 M:98
Y:25 K:42
000654 (print)
11314F (web)

Placement and Layout

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291 Springfield Street • Chicopee, MA 01013
1-413-265-2490 • www.elms.edu

Do NOT change the color of the logo to something other than the approved colors.



Do NOT combine different Elms College logos



Do NOT place the logo over a stand alone box



Do NOT lower the opacity



Do NOT place any type or images over the logo



Do NOT reduce the size to the point that is illegible



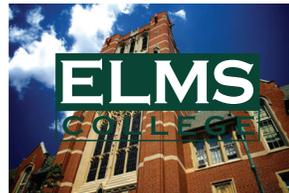
Do NOT skew or distort the proportions



Do NOT crop



Do NOT place over a busy image



Do NOT recreate with any other font



Editorial Style Guide

Our goal is consistency and correctness in all our written materials.

Elms College uses the Chicago Manual of Style for its publications, and the AP Stylebook for news releases. In addition, we have a number of style rules specific to the institution. Please use the following guidelines in your writing.

Abbreviations

- In general, do not abbreviate.
- Do not use periods with common abbreviations such as AIDS, ASAP, CEO, EST, etc.
- Abbreviations using lowercase letters require periods, such as p.m., m.p.h., c.o.d.
- Spell out United States, except when used as an adjective (i.e., U.S. Naval Academy)
- D.C. is treated as a state when used to refer to the nation's capital, and is set off with commas: "She visited Washington, D.C., on her internship."

Academic degrees

- Abbreviate degrees with periods and without spaces: B.A., M.Ed., Ph.D., etc.
- When spelled out, degrees are not capitalized and use an apostrophe (i.e., bachelor's degree, master's degree)
- Do not use an apostrophe in "master of arts" or "bachelor of arts."
- Use a comma between the person's last name and their degree: (Bob Smith, Ed.D.)

Academic subjects

- Names of subjects are lowercase (math, history).
- Division or department names are capitalized: Department of English, Division of Nursing.
- Majors, options, curricula, programs, classes, and concentrations are lowercase.

Admission

Do not use the plural (admissions). The Office of Admission is the correct usage.

Advisor

We use advisor, not adviser.

Alumni

- One female graduate – alumna
- Two or more female graduates – alumnae
- One male graduate – alumnus
- Two or more male graduates – alumni
- A mixed group of male and female graduates – alumni

Alumni names

- Class year appears after the name, and there is no comma. (Harriet Hopkins '12).
- The tail on the apostrophe points to the left.

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- Class year should be given on the first mention, and not in following references.
- For married alumnae, the maiden name is used before the married name: Jane Smith Doe '67.

Ampersand

- Use and in text, and not the ampersand (&).
- Use ampersands only in charts, tables, or lists of companies, where the ampersand is part of the company's official name or logo.

Berchmans Hall

There is no apostrophe in Berchmans.

Capitals

- Use them sparingly.
- Do not capitalize the word college when not part of the name (as in: Here at the college, we use this style.)
- When used as part of a title, capitalize the words Association, Building, Center, Club, Conference, Department, Division, Hall, Office, Street, College.
- Do not capitalize "class" in "class of '72" or "class president."
- Do not capitalize academic semesters or terms: fall semester, or summer session.
- Capitalize the word "room" when used to designate a location: Berchmans Hall, Room 201.
- Capitalize all words except articles, conjunctions, and prepositions, in titles of books, plays, lectures, musical compositions, etc., including "A" and "The" if they are at the beginning of the title.

Centuries

- Do not spell it out: It is 17th century, and not seventeenth century.
- Use a hyphen if it is an adjective: 17th-century artists.

Chair

Use chair instead of chairman or chairwoman.

Class years

We use first-year student, second-year student, third-year student, and senior. We don't use freshman, sophomore, or junior.

College

- Do not capitalize when used alone as a second reference for Elms College (as in: I work at Elms College. Here at this college, we use this style.)

Colon

- If the colon introduces a sentence fragment, do not capitalize the first letter. (The study covered three areas: nuclear waste, industrial waste, and cancer.)
- If a colon introduces a complete sentence, more than one sentence, a formal

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statement, quotation, or speech in a dialogue, capitalize the first word of the sentence. (The class was informed of the house rule: Everyone, at every class session, must contribute to the general discussion.)

- A colon commonly is used to introduce a series or list. The terms as follows or the following require a colon if followed directly by the enumerated items. (The steps are as follows: Gather the ingredients ...)
- The colon is used when a sentence is intended to come almost to a dead stop: (Two things are essential to success: ambition and hard work.)

Commas

- Use a comma between a person's last name and their academic degree: Bob Smith, Ed.D.
- There is no comma between "Jr." and the name it follows: Martin Luther King Jr.
- We use the last serial comma – or the "extra" comma before "and" in a series. ("We have soda, orange juice, and lemonade.")
- When using a date including month, day, and year, set them off with commas: June 13, 1971, was the day ...; On Tuesday, June 13, the president presented her proposal.
- Month and year only, no comma: The meeting had taken place in June 2006.
- Except for years, use a comma in all numbers exceeding three digits.

Committees

Capitalize their names. (Budget Committee.)

Courtesy titles

- In a first reference to a person, avoid courtesy titles such as Mrs., Sr., Dr., Rev., etc. (Eleanor Dooley, s.s.j.,; not Sr. Eleanor Dooley.)
- Use the courtesy title in second and subsequent references (Ms. Jones, Dr. Armstrong.)
- Spell out Sister and Reverend for nuns and priests.

Cross country

When referring to our athletic team, it is two words, no hyphen. (Our cross country team...)

Dates

Use the number and not the ordinal: August 17, not August 17th.

Department of, Division of, School of

The names of divisions, departments, and offices are capitalized: Department of Marketing, the Marketing Department, School of Nursing, the School of Nursing, Office of the President.

Ellipses

- Ellipsis points are appropriately used to indicate the omission of material from within a quotation, not as a way to "trail off" or pause.
- When ellipsis points are used within a sentence, use three. Put a space on either side of the points, as you would any other word.
- When ellipsis points are used between sentences, use four, the first or last of which

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serves as the period for the first sentence, depending upon where the omitted material occurs.

e-mail

Hyphenated, not capitalized.

Emeriti

When used, place emeritus after the formal title, in keeping with the general practice of academic institutions.

- Retired male faculty member with the honor – emeritus.
- Retired female faculty member with the honor – emerita.
- More than one retired faculty member with the honor – emeriti.

Full-time or part-time

Hyphenate full-time or part-time if they are used as adjectives before a noun (full-time student).

Fundraising

No hyphen.

Gender

When referring to someone's gender, use the word gender, and not sex.

Geography

Capitalize geographic names and regions of the country (the South, the Midwest, and the East); but do not capitalize points of the compass (northeast, west).

GPA

- First reference should be spelled out and hyphenated (grade-point average.)
- Use GPA (no periods) in second and subsequent references.

Hyphens, dashes

- A general rule is that hyphens link items, and dashes separate items.
- Most hyphenations are used to avoid confusion, and in compound modifiers preceding a noun: He's a part-time student, but he attends school part time. He lives in an on-campus house, but he lives on campus.
- Hyphens, em dashes, and en dashes do not have spaces on either side.
- Do not use a hyphen in words that could better be written as one word: online, waterfowl, etc. Check a dictionary if you are not sure. A hyphen joins words to form compound adjectives: on-campus enrollment.
- The em dash (—) indicates a break in thought and can be used within a sentence to insert a parenthetical phrase.
- The en dash (—) is used between ranges of numbers or dates, or between adjectival phrases containing two-word concepts
- In text, do not use a hyphen between years: from 1968 to 1972 (never from 1968–72); or between 1968 and 1970 (never between 1968–70).

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- We do not hyphenate vice president, online, fundraising, nonprofit, roommate, underrepresented, or coursework.
- Do not hyphenate compounds preceding or following a noun where the hyphen would be placed after a word ending in *ly*: highly regarded student; ridiculously long take-home exam; beautifully framed painting.
- Hyphenate phrases used as adjectives before a noun. (The proposal was a last-ditch effort at credibility; The child produced a mile-long list for Santa; three-mile limit; 100-yard dash; one-inch margin; full-time student; eight-week session.)
- Hyphenate number and unit of measurement used adjectivally: 12-inch rule.
- Do not hyphenate any “like” words: a childlike sense of wonder.
- Hyphenate “self” words: self-employed; self-serving; self-sufficient.
- Do not hyphenate student athlete.

Italics

- Italicize the names of books, plays, movies, TV series, and other major works.
- Italicize the names of magazines, newspapers, and other publications.
- Italicize words and phrases in foreign languages.
- Do not italicize songs, articles, and other short works; use quotation marks.

Jr.

Capitalize it, but don't set it off with a comma. Robert Smith Jr.

Liberal arts

No hyphen.

Lists

Set off items listed vertically in a typed manuscript by using em dashes.

- With sentence fragments in a list, do not use punctuation at the end of each line:
The agenda contained the following items:
 - plans for construction of recreation building
 - personnel decisions for the past month
- If the listed items complete a sentence, use a semicolon after each item and a period after the last item. Do not place *and* before the last item.
Ellen was interested in finding:
 - more space for the office;
 - more money for the staff;
 - more staff members.
- If the items in a vertical list are complete sentences, cap the first word and put the appropriate punctuation at the end of each item.
The commission refused to make exceptions to the following rules:
 - No brick shall be any color other than rusty red.
 - Each brick shall be placed adjacent to at least three, but not more than four, other bricks.
- If you decide to use numerals or letters with a list, use a period after them, not parentheses:

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1. books
 2. record albums
 - a. the Korean War
 - b. the Eisenhower administration
- Numbers or letters enumerating items in a list within a paragraph should be enclosed in parentheses and should not be followed by a period: He had, in effect, discovered remarkable similarities among (1) squirrels, (2) horses, and (3) hogs.

Money

In text, delete the .00 (\$5), but in tables, use the .00 (\$5.00)

Names with Jr., Sr., III

Jr., Sr., II, III, IV, etc., are not set off by commas. (The decision was left to Merriman Lyon Jr. and Sung Soo Park; or They named the twins Rachel Smith and Brian Smith Jr.)

Nonprofit

No hyphen.

“Non” prefixes

noncredit

nondegree-seeking student

nondiscrimination

nonstudent

Numbers

- Spell out numbers from one through nine, and use numbers from 10 up.
- Do not begin a sentence with a numeral.
- For athletics, always use numbers when reporting scores (the final score was 77-52, and John scored 7 points.)
- Maintain consistency in a series. If more than half the numbers are 10 or over, use numbers (23 hours, 12 minutes, 6 seconds.) If more than half the numbers are under 10, spell out all in the series (two hours, twelve minutes, three seconds.)
- Spell out the words million and billion: 17 billion, 26 million.
- Use figures for sums that are cumbersome to spell out: 17,374,987.

Office of, division of, department of

The names of divisions, departments, and offices are capitalized: Office of the President, Department of Marketing.

Okay

Use okay, not OK.

Online

One word, no hyphen.

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Part-time or full-time

Hyphenate full-time or part-time if they are used as adjectives before a noun (full-time student).

Percent

Spell it out as one word. Use the symbol (%) only in tables or charts.

Plurals

Do not form plurals with apostrophes. Use s or es. (the 60s, B.A.s)

Prefixes

- Generally, if the prefix ends in a vowel and the word that follows begins with the same vowel, use a hyphen: pre-existing.
- Exceptions to this rule: coordinate and cooperate.
- Use a hyphen when the word that follows the prefix is capitalized: Mid-Atlantic.

Professional titles

- Do not capitalize a title unless it immediately precedes a person's name (Professor Bob Smith.)
- When the title follows the name, it is lowercase and set off in commas. (Bob Smith, professor of English, said ...)

Professor

- The word professor is always followed by "of" (professor of English.)
- The words lecturer, instructor, and assistant use the word "in" (lecturer in nursing; instructor in math).

Racial names

- Lowercase blacks and whites.
- Capitalize identifications with geographic words: Asians, Native Americans, African Americans.

Quotation marks

- Quotation marks go inside semicolons and colons, and outside commas and periods.
- Question marks and exclamation points go inside the quotation marks if they are part of the quote, and outside if they are not.
Did you watch "The Story of English"?
Then he asked, "Did you check for magnesium in the sample?"
Miller objected to the boss's reference to "nonessential personnel": It made him feel unnecessary.
The professors co-authored "Effects of Ultraviolet Rays on Plant Life," published in the May 1986 issue.
- Items that should be in quotation marks: direct quotes; song titles; short poems; essays; television and radio programs; short story titles; article titles; parts of books (chapters or sections).

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Semicolons

Semicolons also are used to join complete sentences where a period would create too much of a pause in the train of thought: I wanted to give you something special; I wanted to surprise you.

Sisters of Saint Joseph

- Spell out Saint.
- In abbreviations, uppercase letters, no periods. (i.e., SSJ.)

Spaces

- When typing on a computer, do not put two spaces at the end of a sentence – just use one.
- Do not use two spaces after a colon.

Spelling

When there are two spellings for a word in your dictionary, use the first one given.

State names

- In text, spell out the state names. (Jane lives in Massachusetts. Or Jane lives in Chicopee, Massachusetts.)
- In letters, use the two letter postal state abbreviations with the city (i.e. Chicopee, MA)
- If giving an address that readers might transfer to an envelope, use state abbreviation and ZIP code without a comma between them: Elms College, Chicopee, MA 01013.

Telephone numbers

- Use a hyphen (not parentheses) to set off the area code. 413-265-2366.
- Do not put a 1 in front of the number.

That, which, who, whom

That is the preferred pronoun to introduce clauses that refer to an inanimate object or an animal without a name.

Which is the only acceptable pronoun to introduce a nonessential clause that refers to an inanimate object or an animal without a name.

Which is specific; that is more general. The cold wind that blew across the steppes. ... The cold wind, which blew without ceasing across the steppes, froze everything in its path. A good way to remember this usage is that which is almost always preceded by a comma. No comma? Use that.

Use who and whom in reference to people and to animals with a name: John Jones is the man who helped me.

Theatre, theater

Theatre is the preferable form, but always check the spelling in formal names: Fisher Theatre, State Theater.

Time

- For even hours, drop the colon and the zeros. (7 p.m.) Do not capitalize a.m. or p.m., but do use periods.

Titles

- Do not capitalize designation of officers, such as Bob Jones, president of SGA.
- Italicize titles of books, newspapers, magazines, periodicals, films, television series, CDs, and plays.
- Capitalize named, distinguished, and endowed professorships (Shaughness Chair of Humanities.)
- Chapter titles within books: set in quotation marks.

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United States

Spell out when used as a noun. Use U.S. only as an adjective.

Vice president

No hyphen.

Viewbook

One word.

website

As of April 2010, AP style became one word, lowercase. When “Web” is used alone, it is uppercase: “I spent all day surfing the Web.”

western Massachusetts

The w is lower case in western Massachusetts.

ZIP code

Use all caps as it is short for Zone Improvement Program. The word code is lowercase.

Reviewed November, 2015

Institutional Marketing, Elms College