

Swarthmore College Style Guide

Writing and design
conventions for
print and web

SWARTHMORE

SWARTHMORE

Welcome to Swarthmore College’s style guide. Enclosed you will find information pertaining to approved writing and design conventions for print and electronic media.

TABLE OF CONTENTS

STYLE FUNDAMENTALS

Overview 4
Colors..... 5
Logo and icons..... 6
Sample logo treatments.....7
Sample name treatments 8

WRITING

Editorial style 10

PRINT

Print fonts 18

WEB

Website fonts and headers 21
Website color palette23

SWARTHMORE

Style Fundamentals

IDENTITY COLOR

The official school color is garnet. It is specified for printed media as PMS 201. Find additional information on pages 5 and 22.

NAME

The institution should be identified in full as “Swarthmore College” or as “Swarthmore” in all publication and communication headers and titles. (In subsequent mentions, “the College” is acceptable, but “College” should be capitalized.) If “Swarthmore” is used to title a document, the publication should include the full name of the College in some other prominent position, such as a subtitle or a back cover.

LOGO AND ICONS

The main logo of the College is a silhouette representing the flagship building Parrish Hall and trees, with the word “Swarthmore” below and a surrounding oval. The alternate version is the same image, without the oval. It prints generally in garnet and black, and may be “watermark” printed as a 10 percent screen of black. It may be reversed-out of garnet or a photograph. Icons derived from the logo are also used, described on pages 6 and 7.

FONTS

There are no official College fonts, but aim for restrained, readable typography. Suggestions can be found on pages 17 and 18.



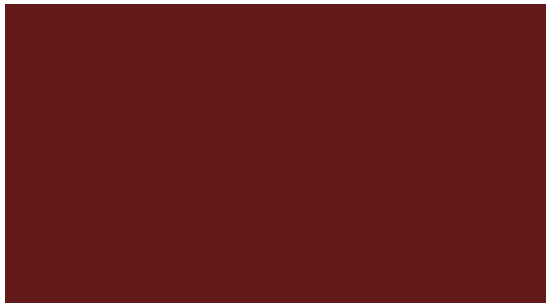
FOR PRINT

Solid

PMS 201 (U or C)

CMYK

0c-100m-63y-29k



WEB, EMAIL, MOBILE

RGB

99, 25, 25

HEX

631919



PRINT, WEB, EMAIL, MOBILE

CMYK

100k

RGB

0,0,0

1



2



3

SWARTHMORE

4



5



6



LOGOS

1. Full
2. Basic
3. Wordmark

ICONS

4. Parrish Hall silhouette
5. Dome
6. Seal of the College. This is for official and formal/ceremonial applications only, such as diplomas and legal documents.

SPECIFICATIONS

Color treatments: Garnet, black, 10 percent gray, or reverse-out from garnet background. Seal prints at 1200 dpi, 100 percent black only.

Placement over photo: Garnet, black, or reverse-out from generally continuous tone (i.e., sky or deep shadow).

Size and position: No less than 1 inch wide; never change aspect ratio, rotate, or reconfigure the components.

Embossment: Follow rules above for ink; blind embossment (no ink) is acceptable.

Rules for objects around identity symbols:

- Maintain clear space at least 25 percent of height of artwork on all sides of logo or icon. This includes personalization on letterhead or return address on envelopes; lines or other graphics; edge of paper.
- Do not use the font of the type in the logo (Friz Quadrata).
- Set auxillary type in garnet, black, or reversed out.

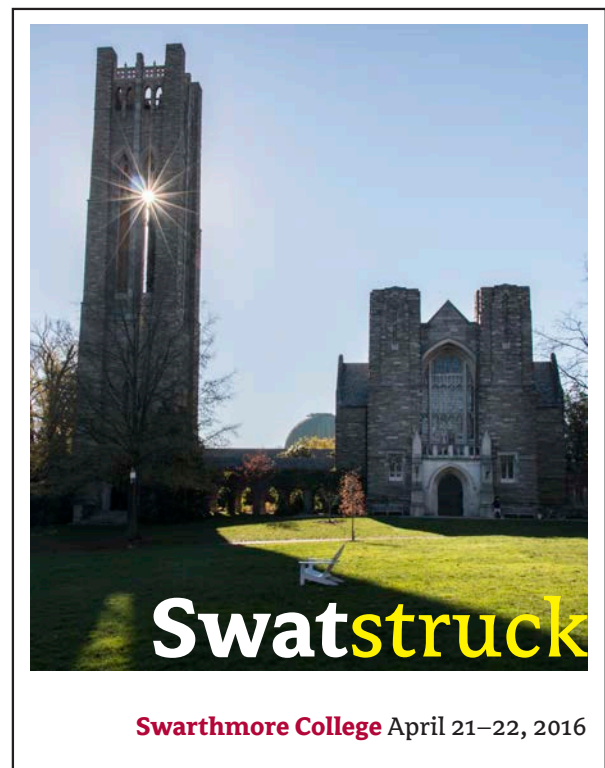
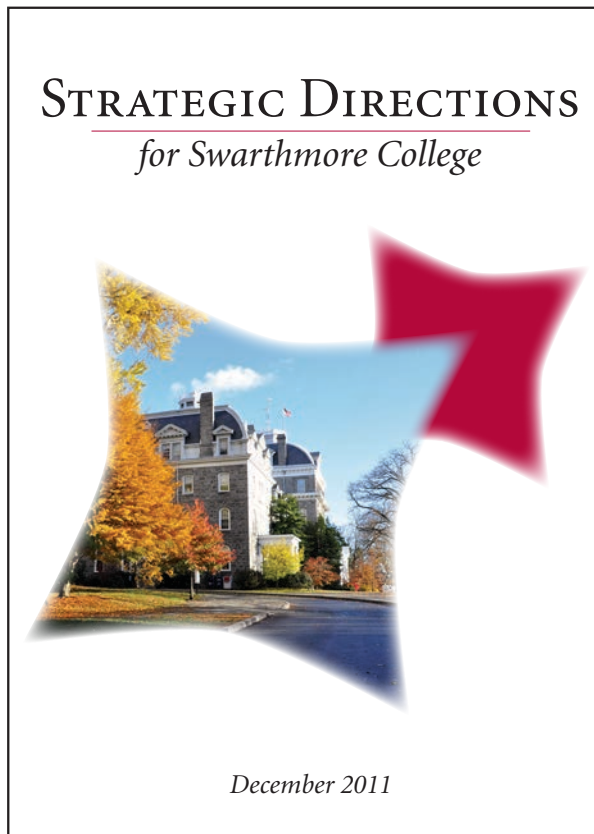


Acceptable: Continuous tone background not competing with logo



Unacceptable: Complex tone background competing with logo

Title documents so that the full name of the College appears on the cover.
Here are examples of acceptable title/cover treatments.



SWARTHMORE

Writing

With a few exceptions, Swarthmore College adheres to AP style in its communications.

A

academic degrees

a bachelor of arts, a bachelor's degree, a B.A.; a master of fine arts, a master's, an MFA; Ph.D.; LL.D.

(Note: The possessive pronoun—"her" doctorate—is not used.)

She has a bachelor (or master) of arts degree in English literature. He is getting a master's in dance. She has nearly completed an M.S. in mechanical engineering.

honorary degree recipients:

For nonalumni: *Gilbert Kalish H'36*. For alumni, indicate first the earned degree, then the honorary degree with a comma preceding: *Eugene Lang '38, H'81*

academic majors

Lowercase general references: *biology major*

acronyms

Spell out for first citation and follow with acronym in parentheses: *The Council on Educational Policy (CEP) adopted new procedures. The CEP paved the way for improved policies.*

addresses (see also **cities** and **states**)

postal addresses:

Use the abbreviations *Ave.*, *St.*, and *Blvd.* only with a numbered address: *500 College Ave.* Spell them out and capitalize when part of a formal street name without a number: *The campus is on College Avenue.* All similar words (drive, road, parkway, etc.) are always spelled out.

Abbreviate compass points with a numbered address: *101 S. Chester Road.* Do not abbreviate if the number is omitted: *The office building is on South Chester Road.*

email addresses:

Print as all lowercase: *jdoe1@swarthmore.edu*

web addresses:

In most cases, it is OK to omit "http://www": *swarthmore.edu, bit.ly/SwatScream*

adviser

Not *advisor*. But: *translator, supervisor.*

ages

Use numerals: *His daughter is 3 years old.*

Ages expressed as adjectives before a noun or as substitutes for nouns use hyphens: *John's oldest child is an 8-year-old (noun). He also has a 3-year-old son (adjective).*

alumna (female, singular), **alumnae** (female, plural), **alumnus** (male, singular), **alumni** (male or male and female, plural), **alum/alums** (gender-neutral, for casual references)

apostrophe

For possessives, add 's to singular common nouns and proper names unless the next word starts with an s: *the boss's office, the boss' staff, Agnes's home*

Use before class years: '87 (shift-option-] on a Macintosh)

B**Board of Managers**

Board, Manager; capitalize only when referring to Swarthmore's Board.

C**Center City Philadelphia**

cities (see also **states**)

Always follow a city name with the state in which it is located, unless it is exceptionally well-known: *Los Angeles, New York City, Philadelphia*. But: *Washington, D.C.* See AP Stylebook's "Datelines" entry for full list of cities that can stand alone.

class

Generally lowercase: *class officers, the class, class reunion*

Exception: *the Class of '87*

Do not capitalize class years: *freshman/first-year, sophomore, junior, senior*

Collection

First Collection, Last Collection

colleges and universities

Familiar abbreviations are acceptable in informal text or on second reference: *NYU, UCLA, UMass*.

Universities with several campuses are denoted with an en-dash (see **dashes**) as follows: *UMass-Amherst, UC-Davis*

Unless part of a proper name (*Williams College*), "college" is capitalized only when referring to Swarthmore and preceded by "the": *He returned to the College for Alumni Weekend.*

commas

ages:

List ages with a comma on both sides: *Eileen, 17, and Ellen, 15, play soccer.*

dates:

Use commas before and after the year in a full date: *April 1, 1993, was a Monday.*

Don't use a comma when there's only a month and year: *the May 1996 issue.*

quotes:

Use a comma to introduce a quote of one full sentence: *Mary asserted, "He was not here at the time."* Use a colon to introduce quotes of more than one sentence.

No comma is needed to introduce a partial quote: *Mary asserted that he was "not here at the time."*

A comma is used instead of a period when attribution follows a complete sentence: *"He was not here at the time," Mary asserted.*

Commas are always placed inside quotation marks.

serial comma:

Use a comma before a conjunction: *Swarthmore, Bryn Mawr, and Haverford*

suffixes:

Don't use commas before or after Jr. or Sr.: *John Smith Jr. '70, John Smith Sr. '40*

Avoid construction using M.D. after name.

Commencement

Capitalize

course names

Should be capitalized, not in quotes or italics

D

dashes

An en-dash is used:

between numbers or dates: *1996–97*

in university names where there is more than one campus: *UC–Berkeley* (see **colleges and universities**)

in compound adjectives with one element consisting of two words: *Pennsylvania–New Jersey area*

An em-dash is used when a dash is desired (e.g., for an abrupt shift in a sentence) without spaces on either side: *“The frozen turkey was the murder weapon—but you knew that, didn't you?”*

Forming en- and em-dashes:

en-dash: option-hyphen on a Macintosh; on a PC, go to “Insert” on top menu, then “Symbol,” and seek the en-dash in the symbol chart. Highlight, hit “insert” button, then close.

em-dash: shift-option-hyphen on a Macintosh; on a PC, go to “Insert” on top menu, then “Symbol,” and seek the em-dash in the symbol chart. Highlight, hit “insert” button, then close.

dates

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Do not abbreviate months when they stand alone or with a year alone: *She gave her first performance on Aug. 3, 2016, but her next will not be until February 2018.* (Note: Not “Aug. 3rd”)

In formal text, months may be written out, even if with a specific date.

When announcing upcoming events, it is useful to include the day of the week: *The lecture will be held on Tuesday, Sept. 23, at 7 p.m. in Kohlberg Hall.* (Note: Comma follows “23”; day of the week is never abbreviated.)

departments, academic and administrative

Departments, divisions, offices, and programs are capitalized only when full name is used: *Chemistry Department, Education Program, the Division of the Humanities, psychology, economics, development* (see **titles**)

E

ellipses

A three-point ellipsis, with a space before and after but not between points, is used midsentence to indicate deleted text: *The weather forecasters predicted rain tomorrow ... and a warm and sunny weekend.*

If the words preceding an ellipsis constitute a grammatically complete sentence, place a period at the end of the last word before an ellipsis: “*Our first item is a sales report. . . . We will wrap things up with lunch,*” read the director’s memo.

emeritus, emerita, emeriti

Professor Emeritus of Engineering John McCrumm. But: *John McCrumm, professor emeritus of engineering*

Centennial Professor Emerita of Classics Helen North. But: *Helen North, Centennial Professor Emerita of Classics* (keep uppercase because it’s a named professorship)

F

faculty, staff

Use *faculty members* and *staff members* to avoid awkward singular constructions

Friend

Capitalize for Quaker reference

fundraising, fundraiser, fundraiser

No hyphen in all forms

G

Garnet, the

When referring to sports teams, singular

H

Halcyon

Student yearbook

Honorable/Hon.

The Hon. William Caldwell

honors

Capitalize when part of the program name: *the Honors Program*. Lowercase in other uses: *high honors, decision to do honors*

hyphens

Never hyphenate adverbs ending in “ly” and adjectives: *the newly elected president*.

Use a hyphen to indicate dual heritage: *African-American, Korean-American*. But: *French Canadian, Native American*

I

initials

No space between initials: *B.J. Smith*

italics

Italicize titles of books, plays, newspapers, magazines, operas, movies, television program titles, paintings, exhibits, album titles, works of art, famous statues, long musical compositions, and legal cases (see **quotes**)

Italicize foreign words if they don’t appear in the regular part of the dictionary.

J**junior, senior**

Abbreviate as Jr. and Sr., and do not precede by a comma: *Edward Borer Jr. '80*

L**Light**

Capitalize in Quaker reference

M**meetinghouse, monthly meeting, Friends meeting, Friends Meetinghouse****N****names, of alumni**

For alums, include maiden name in first reference: *Cindy White Lohr '43*

For nonalums, do not include maiden name, unless it is the nonalum's preference.

newspapers

Follow exact title style (check if "The" is part of actual title for each one): *the Delaware County Daily Times, The Philadelphia Inquirer, the Inquirer*

numbers

In most cases, spell out whole numbers below 10, and use figures for 10 and above

Spell out first through ninth; use figures for 10th and above: *the first victory, the 21st century*

Spell out when beginning sentences: *Three hundred students attended Last Collection.*

Use figures for times, measurements, decimals, fractions, percentages, sports scores, and ages: *3 ounces, 3.5, 3 percent, final score was 5-2, the child was 5 years old*

P***The Phoenix***

Student newspaper

phone numbers

No parentheses around the area code: *610-328-3609*

program

Uppercase when part of an official title, but lowercase in general references: *the Honors Program; Swarthmore Recreation Association has an excellent children's program.*

Q**Quaker matchbox****quotes**

Capitalize first word of a quote unless it's midsentence. Precede first word by a comma (if the quote is one sentence or less) or a colon (if the quote is longer than one sentence).

Use quotation marks for titles of poems, short stories, lectures, short musical compositions, song titles, titles of articles within magazines and newspapers, book chapter titles, and dance titles (see **italics**)

R**race**

Capitalize identities derived from ethnicity or skin color when used in a racial context: *a celebration of Black culture, a predominantly White high school, professors who identify as Hispanic or Latino/a, a group dedicated to Indigenous/Native students.*

But avoid capitalization when used as generic adjectives: *She has black hair* (referring to color, not race); *the Leni Lenape are indigenous to Pennsylvania.*

the Rev.

Use before name of pastor or minister. “Reverend” is an adjective.

S**Scott Amphitheater**

Also *Scott Outdoor Auditorium*. But not *Scott Outdoor Amphitheater*.

seasons

Lowercase spring, summer, fall, and winter

states (see also **cities**)

Spell out when state name stands alone

Abbreviate as follows when following a city name: Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Va., Vt., Wash., W.Va., Wis., Wyo.

Use postal uppercase abbreviations in mailing addresses as follows: AL, AZ, AR, CA, CO, CT, DE, FL, GA, IL, IN, KS, KY, LA, MD, MA, MI, MN, MS, MO, MT, NC, ND, NE, NH, NJ, NM, NY, OK, OR, PA, RI, SC, SD, TN, VT, VA, WA, WV, WI, WY

Do not abbreviate except for postal addresses: Alaska (AK), Hawaii (HI), Idaho (ID), Iowa (IA), Maine (ME), Ohio (OH), Texas (TX), Utah (UT)

Swarthmore, Swarthmoreans

Always write out in formal text. *Swat*, *Swatties*, *S'more*, and *S'moreans* are OK colloquially but discouraged in formal writing.

T**theater**

Lowercase and use this spelling unless referring to a specific name: *Theater Department, Pig Iron Theatre Co., the theater*

till

Not 'til; acceptable for “until”

times

Use figures except for noon and midnight, inserting one space after the number but no further spaces: *9 a.m., 10 p.m.*

titles

Capitalize titles only when they appear immediately before a proper name: *Professor Bernard Saffran visited the class. Valerie Smith, president of Swarthmore College, addressed the nervous parents. The president held open office hours.*

U**United Nations**

U.N. is acceptable in all cases.

United States

U.S. is acceptable in all cases.

V**Vice president**

Do not hyphenate. Lowercase except when preceding a name: *Former Vice President Al Gore was a co-winner of the Nobel Peace Prize. Joe Biden is no longer vice president.*

V**Ville, the**

Referring to the borough of Swarthmore

W**Washington, D.C.****web**

Lowercase. Also, *web page, webcast, webmaster, website, world wide web.*

Y**years**

Separate the beginnings and ends of time spans by an en-dash in schedules, calendars, lists, reports, etc.: *the budget report for fiscal year 2007–08* (see **dashes**)

Use “from/to” in articles and stories: *From 2007 to 2008, the college graduate worked as a shoe-shine boy at Penn Station.*

SWARTHMORE

Print

Swarthmore's communications and design style calls for clean typography, pleasing and easy to read. However, we also subscribe to the institution's core value of respect for individual expression. We don't mandate when it comes to fonts, which can be considered a direct extension of an author's voice or communication intent.

Accordingly, we maintain a body of fonts, changeable over time, to allow creators to align their communications style with others in the community. The table below contains fonts preferred for projects originating in the Communications Office; the table on page 18 contains a larger set of fonts, some of which have been used in longstanding annual publications.

Please be aware that fonts are licensed for particular numbers of users, and not all of these may be currently available across the College.

PREFERRED FONTS FOR GENERAL USE IN PRINT

SANS SERIF

AaBCDEFGGgHIJKLMNOpqrstuvwxyz

AVENIR

AaBCDEFGGgHIJKLMNOpqrstuvwxyz

FOUNDRY SANS

AaBCDEFGGgHIJKLMNOpqrstuvwxyz

MR. EAVES MOD OT

SERIF

AaBCDEFGGgHIJKLMNOpqrstuvwxyz

AVANCE PRO

AaBCDEFGGgHIJKLMNOpqrstuvwxyz

FILOSOFIA

AaBCDEFGGgHIJKLMNOpqrstuvwxyz

JOANNA MT

AaBCDEFGGgHIJKLMNOpqrstuvwxyz

MINION PRO

FONTS IN SOME PRINTED MATERIALS AS OF JANUARY 2017

FONT	TYPE	USED IN
Avance Pro	serif	Inauguration, Calendar
Avenir Next	sans	General
Filosofia	serif	Web banner
Foundry Sans	sans	Posters
Adobe Garamond	serif	Commencement
Knockout	sans	<i>Bulletin</i>
Joanna MT Std	serif	Admissions
Minion Pro	serif	<i>Strategic Directions, General</i>
Mr. Eaves	sans	Admissions
Sabon	serif	Campaign
Sentinel	serif	<i>Bulletin</i>



Swarthmore College • Communications Office • 500 College Ave. • Swarthmore, PA 19081
610-328-8533 • news@swarthmore.edu • swarthmore.edu

Updated 11.6.19