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

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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
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 auxiliary 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.

**Strategic Directions**

*for Swarthmore College*

December 2011
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, fundraise**

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 Lenni 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


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
Capitalizes 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.

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’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

- **AaBCDEFGgHIJKLNMNOPqrstuvwxyz**
  - AVENIR

- **AaBCDEFGgHIJKLNMNOPqrstuvwxyz**
  - FOUNTDRYSANS

- **AaBCDEFGgHIJKLNMNOPqrstuvwxyz**
  - MR. EAVES MOD OT

#### Serif

- **AaBCDEFGgHIJKLNMNOPqrstuvwxyz**
  - AVANCE PRO

- **AaBCDEFGgHIJKLNMNOPqrstuvwxyz**
  - FILOSOFIA

- **AaBCDEFGgHIJKLNMNOPqrstuvwxyz**
  - JOANNA MT

- **AaBCDEFGHJKLMNOPQRSTUVWXYZ**
  - MINION PRO
## Fonts in Some Printed Materials as of January 2017

<table>
<thead>
<tr>
<th>Font</th>
<th>Type</th>
<th>Used In</th>
</tr>
</thead>
<tbody>
<tr>
<td>Avance Pro</td>
<td>serif</td>
<td>Inauguration, Calendar</td>
</tr>
<tr>
<td>Avenir Next</td>
<td>sans</td>
<td>General</td>
</tr>
<tr>
<td>Filosofia</td>
<td>serif</td>
<td>Web banner</td>
</tr>
<tr>
<td>Foundry Sans</td>
<td>sans</td>
<td>Posters</td>
</tr>
<tr>
<td>Foundry Sans</td>
<td>sans</td>
<td>Posters</td>
</tr>
<tr>
<td>Foundry Sans</td>
<td>sans</td>
<td>Posters</td>
</tr>
<tr>
<td>Adobe Garamond</td>
<td>serif</td>
<td>Commencement</td>
</tr>
<tr>
<td>Knockout</td>
<td>sans</td>
<td>Bulletin</td>
</tr>
<tr>
<td>Joanna MT Std</td>
<td>serif</td>
<td>Admissions</td>
</tr>
<tr>
<td>Minion Pro</td>
<td>serif</td>
<td>Strategic Directions, General</td>
</tr>
<tr>
<td>Mr. Eaves</td>
<td>sans</td>
<td>Admissions</td>
</tr>
<tr>
<td>Sabon</td>
<td>serif</td>
<td>Campaign</td>
</tr>
<tr>
<td>Sentinel</td>
<td>serif</td>
<td>Bulletin</td>
</tr>
</tbody>
</table>
Web
The Swarthmore College website uses a header image (bg_header.jpg) as the background. The header uses a textured garnet background along with a silhouette of the Parrish logo to create a background image for all section headers. The “Filosofia” web font is used to generate the site name and section names <h1> and <h2> for the website.

The Swarthmore website does not rely solely on the Parrish logo for its branding. The use of the Parrish logo is mostly in the background of the header. The “Swarthmore College” name (in the Filosofia font) is the primary branding used throughout the site.

**EXAMPLE: SWARTHMORE HOMEPAGE HEADER**

“Swarthmore College” is site name <h1>.

**EXAMPLE: SECTION HEADER (ADMISSIONS & AID)**

“Swarthmore College” is the section name <h2> and “Admissions and Aid” is the site name <h1>.

**THE BASELINE BACKGROUND IMAGE (960X130)**
HORIZONTAL NAVIGATION
The links in the horizontal navigation use CSS: font-family: “Times New Roman”,Times,Georgia,serif;

PAGE CONTENT
The bulk of the page content uses CSS: font-family: Helvetica,Arial,sans-serif

HEADER STYLES

H1 Heading Style
(41px)

H3 Heading Style
(28px)

H4 Heading Style
(20px)

H5 Heading Style
(16px)

H6 Heading Style
(14px)
Remember, the Swarthmore College website uses a different value for garnet than is found in our print publications design guide, as described on page 5.

We use the color palette below for the website (swarthmore.edu). The school colors are garnet and gray. Dark Garnet (#631919) is the primary version of garnet used throughout the site, including in the headers and footers. Light Garnet (#A62A2A) is used primarily in text links. Medium Garnet (#7D1B00) is used at the designer’s discretion. The horizontal navigation/menu bar and pane/module titles use a gray gradient that shifts from dark gray (#303030) to light gray (#555555).

The most recent iteration of the Swarthmore College website introduced two beige colors for the background body and content areas. The beige body background (#FAF3EB) is applied to the outer body container on desktop view. The beige content background