MARIST
BRANDING MANUAL
& STYLE GUIDE
WHY AN IDENTITY
The new identity system for Marist College will present a unified image to Marist’s many constituents. The goal in presenting these guidelines is to introduce an identity system that truly reflects Marist’s marketing strategy and brand initiatives, is attractive, easy, and economical to implement, is useful for a variety of formats and applications, and is flexible so campus units can retain their individuality within a Marist marketing/brand framework.

A SINGLE REFERENCE
A Marist Style Guide, developed under the auspices of the Integrated Marketing Group, will provide a single reference for all aspects of Marist’s graphic look. It will outline College policies regarding official stationery, use of the seal, and nomenclature; information on Marist’s Web design; current and future matters regarding trademark and licensing guidelines for Marist products; and the application of the graphic look to collateral materials and signage. The guidelines will also aim to present the fonts, logos, seals and icons used to produce Marist marketing materials—in both print and Web form—for download through the Marist Web site.

HOW TO USE THIS GUIDE
The Marist Style Guide is presented to assist the individuals on campus who develop print, Web, and related pieces that ultimately contribute to and reinforce the identity of Marist. Most users will probably not read these guidelines from cover to cover. If you are developing a specific printed piece or Web site, then it is intended that this guide will present appropriate sections to help you incorporate the identity elements.
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OVERALL PROGRAM
Public Affairs
Timmian Massie, Chief Public Affairs Officer
timmian.massie@marist.edu
(845) 575-3171

GRAPHIC AND PRINT GUIDELINES
Digital Publications Center
Alexander Podmaniczky, Manager
alexander.podmaniczky@marist.edu
(845) 575-3103

WEB GUIDELINES
Web Development Services
Melissa Egan, Assistant Director
melissa.egan@marist.edu
(845) 575-3565

POLICIES
Human Resources
Michael Silvestro, Assistant Vice President
for Human Resources
michael.silvestro@marist.edu
(845) 575-3000, ext. 2349

CAMPUS SIGNAGE
Physical Plant
Justin Butwell, Director
justin.butwell@marist.edu
(845) 575-3000, ext. 2200

CAMPUS VEHICLE SIGNAGE
Physical Plant
Justin Butwell, Director
justin.butwell@marist.edu
(845) 575-3000, ext. 2200

TRADEMARKS AND LICENSING:
MERCHANDISE, PROMOTIONAL ITEMS
Marist Red Foxes
Travis Tellitocci, Senior Associate Athletic Director
travis.tellitocci@marist.edu
(845) 575-3699, ext. 2594

INTERCOLLEGIATE ATHLETICS
Marist Red Foxes
Travis Tellitocci, Senior Associate Athletic Director
travis.tellitocci@marist.edu
(845) 575-3699, ext. 2594

Sports Information
Michael Ferraro, Sports Information Director
michael.ferrero@marist.edu
(845) 575-3321

INVITATIONS AND SPECIAL EVENTS
Special Events
Valerie Hall, Director
valerie.hall@marist.edu
(845) 575-3359

LETTERHEAD AND BUSINESS CARDS
Digital Publications Center
Alexander Podmaniczky, Manager
alexander.podmaniczky@marist.edu
(845) 575-3103
To Order Online:
http://www.marist.edu/copycenter/orderform.html

USE OF THE MARIST NAME AND IMAGERY
Integrated Marketing Committee
Paula Vancil, Executive Secretary to the Vice President of Admissions & Enrollment Management
paula.vancil@marist.edu
(845) 575-3000, ext. 2227
LOGO, SEAL AND ICONS
The Marist nameplate is, for all intents and purposes, the official logo of the College. With the exception of the Athletic Department, the nameplate should be used as the logo to represent Marist College in all publications and Web pages.

The logo is the primary identifier of the College, appropriate for use in all publications, signage, and forms.

MARIST COLLEGE NAMEPLATE
The color of the artwork is red (PMS 186c). An artwork file should always be used for the Nameplate. Setting the Nameplate in type may cause a distortion of the official mark.

NAMEPLATE: Designers must use either the .tiff or .eps file of the logo instead of live type to produce the logo. This will avoid variations in letter spacing.

The print and Web files for the Marist nameplate and College seals are available for download at http://www.marist.edu/publicaffairs/imc/
DEPARTMENTAL NAMEPLATE
The names of departments, institutes, and offices across campus can be combined with the logo for business cards, letterhead, and promotional materials. This allows individual branding efforts to integrate with the College’s communication efforts.

MARIST LOGO AND SECONDARY NAMEPLATE
A school or department nameplate can also be centered and justified below the logo to accommodate a limited-width placement (such as a mailing panel or envelope flap).

The size of the secondary nameplate should be about one-third the type size of the logo. (In the sample at right, the Marist nameplate is 36 pts; the school nameplate is 12 pts.)

MARIST LOGO AND SECONDARY NAMEPLATE
When paired with the logo on a narrow wide panel, schools or departments can run to the right of the logo, in a two-line format aligned at top and bottom of the logo type. This format is usually used in cases of multiple departments presenting materials in a package, such as fact sheets for Admissions visitors.

NO SUBSTITUTES: Everyone should use the graphic logo files (.jpg, .tiff or .eps formats) for the College logo (MARIST).
MARIST COLLEGE SEAL

Marist College follows in the tradition of great institutions like Harvard University and the College of William and Mary that were founded as seminaries and developed into independent academies of higher learning. The circular monogram below represents the official seal of Marist College. In 1923, the Scholasticate, called the Marist Normal Training School, was founded on what is now the heart of the Marist campus. The year 1929, as seen on the seal, marks the date when college-level courses were first offered. The large “M” in the center of the seal is the traditional symbol of the Marist Brothers. The 12 stars which appear above the “M” are a scriptural symbol of the Blessed Virgin, to whom the Marist Brothers are devoted. The Latin inscription within the seal, “Orare et Laborare,” may be translated “to pray and to work,” the original motto of the College.

Although Marist College can trace its roots to 1905, the 1929 date on the Seal marks the first year that college-level courses were offered.

THE MARIST COLLEGE SEAL

The use of the seal provides a traditional touch to documents, and conveys a sense of academic tradition. The appearance of the Seal evokes Marist’s rich history of teaching excellence and commitment to service, in its symbols from the founders of the College to the date of its charter.

NOTE: Administrative offices do not have the authority to grant permission to others for use of the College seal. Please refer to the Office of Public Affairs (845 575-3174) for any outside requests regarding the use of the seal.
MARIST COLLEGE SEAL

Standard color is black. Acceptable options include: Red (in print: PMS 186u) outlines on white or black background; drop-out white outlines on colored background; or black with a reversed inner circle (see samples on right).

APPLICATIONS: The College seal is not recommended for use in most marketing-related publications. However, communications of a formal nature, implying the official sanction of the College behind the content of the message, would be the best choices for use of the seal (such as a Financial Aid award letter, an Office of Registrar grade report, Admissions letter of acceptance, etc.).

USE: The Marist College seal is to be reproduced without alteration or modification. The only variations to the color scheme are shown on this page (drop-out white, red-PMS186u, black, or with inner circle reversed).

ARTWORK: The Marist College seal artwork—in electronic and camera-ready form—can be obtained on disk from the Digital Publications Center in Donnelly Hall (DN209, 845 575-3000, ext. 2145). The electronic files may also be downloaded from the Marist Web site at http://www.marist.edu/publicaffairs/imc/

NOTE: Do NOT use the seal as a substitute for the logo/nameplate, which is the College’s formal branding element. The seal and logo should not appear in full image next to each other. Forms do not justify the use of the seal, instead, the Marist logo should be used.
EVERY OFFICIAL DOCUMENT OF THE COLLEGE SHOULD DISPLAY OUR LOGO

All published documents, in print and for screen, that communicate the voice of the College, should, always display official marks of the college. This includes all information pieces, catalogs, reports, presentations, forms, documents, signs etc. All are authenticated by displaying at lease one of the College’s graphic marks. These marks validate the official nature of the piece. This consistent use of graphic marks on documents is the practice of Branding.

Branding is more than just putting the name of the College on a document. Branding is the use of specific, approved, and carefully maintained set of marks used in conjunction with the name of the College and the subject material being published. In familiar terms, our branding mark is our logo, which we also refer to as our nameplate. This nameplate validates documents displaying it as official material of Marist College, Poughkeepsie, NY and no other Marist institution.

In its history, Marist has had a variety of logos, however, this document discusses only the currently approved set of branding marks. In addition to the nameplate, the official seal of the College has been used to add credentials to documents. The seal is the College’s mark of highest value credentials, used for the most official validations. Under current practices, the seal has been used as a secondary or supporting graphic element to the nameplate. However, the seal should not be used as a primary graphic device, except where nature of the document permits, such as on diploma, transcripts and other core academic pieces.

The Department of Athletics maintains regulates a separate set of marks used exclusively for athletic and related purposes.

For help adding branding marks to your office documents or publications, please contact a Digital Publications Center staff member or the manager.
TODAY'S DATE ________________________________________

Guest Information
DATE ($) STAYING: ________________________________________
GUEST NAME: ____________________________________________

MARIST Office of Safety & Security

GUEST REGISTRATION

Graduate Academic Award
Eligibility Requirements: 3.2 - 3.49 GPA
Award Amount: $150/course

GRADUATE ACADEMIC MERIT SCHOLARSHIPS

PERMIT CARD (OVER-RIDE)

STUDENT NAME __________________________________________
STUDENT PHONE # _________________________________________
 Semester ___________________  
STUDENT ID# __________________________

Permission is granted to this student to enroll in the course(s) listed below.
(Please check to see if course is still open)

COURSE # _______ _______ / _______ _______ / _______ _______
Department / Course # / N/L / Section

INSTRUCTOR'S SIGNATURE _____________________________
DEPARTMENT CHAIRPERSON/PROGRAM DIRECTOR ___________________

NOTE: This card will expire at the end of the semester.
Official Stationery

To maintain graphic continuity, all official letterhead, envelopes and business cards are to be procured through the print production facilitator.

This is the preferred letterhead for official college use with the Marist nameplate in red, with black ink text for departmental or office information. The name of the department or office is 9pt. Bauer Bodoni font in upper and lower case. Information on letterhead is limited, according to college policy.

Business Cards

This is the preferred business card for official college use with the Marist nameplate in red, with black ink text. The name of the card holder is upper and lower case. Information imprinted on business cards is limited, according to college policy.

NOTE: All stationery materials are to be produced at the Digital Publications Center or by an outside vendor. Productions files for stationery done by outside vendors must be requested of the Digital Publications Center for branding continuity. Offices may not create facsimiles of letterhead for electronic or any other purpose.
**STATIONERY: LETTERHEAD**

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**Logos:**

- Logo baseline at 15/16" from top of sheet.
- Marist logo sized at the equivalent of 28pt. type.
- All artwork and type is centered between the right and left margins.

**Specifications:**

- **Letter size:** 8.5 x 11
- **Paper:** Strathmore Writing, Ultimate White
- **Weight:** 24 lb. Writing, 25% Cotton
- **Printing:** 2 colors: black and PMS 186c
- **Font:** Bauer Bodoni BD BT

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**NOTE:** The samples of letterhead, envelope, and business card here and on the following pages are scaled to fit the printed page. All dimensions specified are in decimal inches and are correct for live materials.
Marist College
3399 North Road
Poughkeepsie, NY 12601

Dear Tony,

Sedipiduntibusdamimquevetvolorerrumhícidenthicotacussumet
imaginatur,nonseedoluptaspelassequinuntiainonnatinaderchilaborest,opatio
debitsit,officetemvolumvoluptur,offitetotamaperiussullamepeterecitens
etresedoluptacoreriensvoluptaimus,ecumfugiam,sequiturareminito
consequifofficilictotopacainmumustlabipiditvoluptat onloadmagnisam,sequat.

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iquibea volorempeceu nouslampapienis doluptatepermamexeses e etur
olorumque sequeluputasipisnve milesienditemquasisnoelitis
nem.Nempe
quesitpreptat sinsistio. Et etecceu,caque nesene qui voloram facid
que non evelitzturaub labipsamintium casadoluptaerion cum saerfera,
quam facscuas suntatibus who nonsequas aut eum equatemolot harumandis
expexit epiendicoblandaeriofficitemrem nonsequamvidigendaei eus,
captintat velesquam laccatem nun imusseped mo te nulpa sunt.

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andiae. Ut ut harum re velit que net optas siminumnonsequi deseq intelere
cotat quam aut officiduntiquide vere vellaborem sunt et voloresstrorimpita
dem illecerro cum.

Sincerely,

Dennis J. Murray

Office of the President  Marist College  Poughkeepsie, NY 12601-3387
Telephone: 845-575-3171  Fax: 845-575-3411  dennis.murray@marist.edu
Letterhead #10 Envelope

MARIST
Office of the President
Marist College
Poughkeepsie, NY 12601-1387

THE #10 ENVELOPE
Stationery and Commercial Grades
Regular and Window.

The upper left version is a post office-friendly return
version, which solves a lot of day-to-day back cover
problems including back cover usage for Marist Magazine,
Report of Gifts, Admissions publications, postcards, add
sized envelopes and other self-mailled pieces.

Executive Version

MARIST
Office of the President
Poughkeepsie, NY 12601-1387

Same specs for various white envelopes
All return text:
Bodoni Standard Book
Font size: 10 Leading: 12
Optical track, 0 kern
Business Card

Preferred Layout

All content type, 9 pt. Bauer Bodini. Only title is in Italic

Alternative Layout

Adjustments will be made for multi-line titles, additional address information and long email addresses and special additional information.
The print and Web files for the Marist Power Point templates are available for download at http://www.marist.edu/publicaffairs/imc/
Name Badge

Background color is Marist Red (pantone bridge cmyk pc 186)
Font for name/title is Helvetica Bold.
Name is generally 24pt, centered
Title is generally 10 pt. centered

The Digital Publication Center is responsible for coordinating the ordering of nametags for faculty and staff.

The College’s nametags have at most three lines. Most people who order them include their name and title, but at times they will add the department name if it’s not apparent. An example follows:

John Q. Sample
Title of Position Held

The Marist logo is at the top right of every nametag.

To order a nametag, please fill out the Nametag Request Form and deliver to the Digital Publications Center. Please include exactly what you’d like to have printed on nametag and the department and budget number to which the cost(s) of the badge should be charged.

Nametags cost approx. $9.50. Production typically lasts about three weeks.
Umbrella Design

Miscellaneous items, such as coffee mugs, umbrellas, keychains and other materials can be found in the Bookstore, but if you are purchasing items from an outside vendor, such as the umbrella above, please be sure they do not re-interpret the logo. The umbrella example below correctly uses the Marist logo in its traditional color (or the closest red the vendor has available) and uses the red logo on white background.

NOTE: the sample below shows the ribs and stem of the umbrella in black, but DO NOT USE BLACK on the umbrella design at all. Umbrella is red and white only, logo is always red on white background.
5

TYPOGRAPHY AND COLOR
TYPOGRAPHIC IDENTITY

Marist’s typographic identity takes many forms, encompassing College publications, all environmental and wayfinding graphics, vehicles, clothing, and all applications, including electronic media, that visually represent the campus.

This section is intended to identify typography considered primary to Marist’s identity. Additional type suggestions are included to assist the campus community in achieving coordinated and consistent materials.

The fonts listed provide an overview of typographic presence on campus. Alternate fonts can be employed in publications; however, use of the recommended fonts in key areas of a publication will contribute to successful and effective implementation of the Marist brand.

MARIST TYPOGRAPHY

Bauer Bodoni BT: Required font for the Marist logo/nameplate. This is the serif font to be used in text blocks, when the use of a formal, traditional typeface is called for. Invented in the late 1800s by an Italian designer, Bodoni is noted for its contrast between fine and heavy strokes, creating a sense of handwriting flow and making reading across large amounts of text easier. The “BT” in the name refers to “Bitstream,” the type foundry that produced that particular variation of the Bodoni typeface. Bodoni is sometimes labeled “Bodni” on PC screens, due to letter count in font names.

Futura BT: A secondary sans serif font used to complement the serif font, Bodoni, when a second typeface is needed. The lack of stresses (serifs, variations in stroke weight of ligatures) makes Futura a modern typeface and a preferred element for younger eyes, as well as a more dependable typeface in video and on the Web at smaller sizes. The lack of “flow” caused by no serifs makes Futura difficult to read across long lines of text, thus it is better used for general audiences for headlines, captions, and subheads.

SUBSTITUTE FONTS

Times or Times New Roman: A serif font to be used in place of Bauer Bodoni (but never for a logo), Times is a classical typeface with more modern ligatures and is one of the most prevalent typefaces today. Times is available on almost every operating system, making it the most accessible and reliable font available. The balanced weight of the Times font is easier on the reader’s eye than Bodoni, which tends to have more “stress” due to the contrast in thick and think strokes, and holds up on video and Web screens much better than Bodoni.

Helvetica or Arial: Secondary sans serif fonts to use in place of Futura. Both fonts are widely available on all operating systems and come in a variety of weights and styles (light, condensed, extra bold, etc.). They are effective for headlines, captions, and short amounts of text but can be difficult to read for long lines of text. The sans serif font is considered a “modern” font and is often recommended by artists and younger designers.
**COLOR PALETTE**

**MARIST RED**
The colors of Marist College are primarily red and white. The benchmark “red” to match is the College’s engraved letterhead. The ink used on the letterhead is called PMS186, coated. (“PMS” stands for Pantone Matching System, an industry standard for ink color specification). The single PMS ink is for use outside of the traditional 4-color printing process. There are times when the color of “Marist Red” will need to be created using the 4 printing inks (CMYK: cyan, magenta, yellow, and black), or the 3 colors of the Web (RGB: red, green, and blue). The breakdown for Marist Red in these other color-spaces is as follows:

**Secondary Color Palette**
Secondary colors are often added to provide background and depth to design. Avoid too many color additions, as the Marist Red is also a part of the brand, along with the typeface.

Although black is a common and inexpensive option, use it only in small amounts of the color scheme, other than type. More useful is a shade of black, such as 15% gray.

**STYLE GUIDE**
Web Guidelines

The official Marist website employs a consistent design and navigation theme, ratified by the Integrated Marketing Committee and administered by the Web Services department, a division of Information Technology, for all www.marist.edu pages.

It consists of two templates: one for the Marist College homepage and one for all sub-pages on the www.marist.edu site.

Design and navigation elements common to all sub-pages include: Header (nameplate/logo, imagery, Google Search facility, global navigation elements); Audience links; Utility links; Breadcrumb trail; Related information/Contact Info; and Footer.

The majority of content is provided by functional contributors (deemed "content contributors", "content experts", "Omni license holders"), who maintain their content via the College's web content management system (webCMS), OmniUpdate, or by sending requests for modifications electronically to Web Services.

While Web Services strictly adheres to World Wide Web Consortium (W3C) standards and best practices [http://www.w3.org/standards/webdesign/], individual content contributors who use OmniUpdate are asked to uphold the following standards for reasons of consistency, clarity and search engine optimization:

- supply factual, concise, grammatically correct content;

- refresh the content frequently and/or as necessary, taking great care to expire out-of-date content and avoid dead links (ie. 404 - File Not Found);

- do not use the following constructs on their pages: "Click Here" as link text (use the name/title of the page it links to); "Coming Soon" or "Under Construction" as the only content on a page;

- consistent use of Headline (h1, h2, h3) tags on their pages to convey the relative importance of the content on the page, with top-most <h1> tags being mandatory and ideally mirroring the link text that led the visitor to that page;

- inclusion of alt tag text for images which is pertinent to the subject of the photo.

Web Advisory Matters

Requests for website modifications that fall outside of scope of regular edits should be submitted to Web Advisory, a cross-functional sub-committee that serves under the auspices of Integrated Marketing. Requests to Web Advisory may be submitted to the co-chairs, Melissa Egan (melissa.egan@marist.edu) and/or Kent Rinehart (kent.rinehart@marist.edu) for review.

Examples include:

Requests for Homepage Features (requests for homepage Headlines should be directed to our Chief Public Affairs Officer, Tim Massie (tim.massie@marist.edu), who is responsible for their creation and publication)
Web Advisory Matters (continued)

Requests for Template Modifications

Requests for Co-Branding [pages/sub-sites for entities that have an approved relationship with the College that do not exist in the www.marist.edu domain]

- May utilize: Marist nameplate/logo, Marist Red (#B31B1B), black horizontal bar, background colors used on the official site, College address and phone number as footer

- May not utilize: global navigation links, ghosted crew image, Google search, footer links and copyright, utility links (calendars, directories, jobs, etc), audience links, official site's breadcrumb trail.

Non www.marist.edu Page Requests

Members of the Marist community who wish to have a presence on the web but whose content does not fall under the realm of “official” College content have alternate means to publish:

FoxWeb: http://foxweb.marist.edu/

Student Government Association/Clubs & Organizations: http://clubs.marist.edu/

Matters pertaining to pages related to the Official Site that are hosted on separate servers, maintained by departments other than Web Services, should be addressed to the respective governing department:

Library http://library.marist.edu/

HR Careers at Marist: https://jobs.marist.edu/applicants/jsp/shared/Welcome_css.jsp

Athletics http://goredfoxes.cstv.com/

iLearn https://ilearn.marist.edu/xsl-portal

WebFor Faculty/Students https://faculty.web4.marist.edu/ahomepg.htm

Marist Dining http://www.maristdining.com/

Bookstore
http://marist.bncollege.com/webapp/wcs/stores/servlet/BNCBHomePage?storeId=26554&catalogId=10001&Id=-1

LaundryView http://www.laundryview.com/lvs.php

MCTV http://www.campustelevideo.com/studentservices/maristcollege.asp

MIPO http://maristpoll.marist.edu/

The Circle http://www.maristcircle.com/
Welcome to MARIST

HEADLINES:

- Five Sculptors in Vermont to Exhibit in Marist Gallery
- Economic Survey Shows Living in Hudson River Valley Less Expensive than NYC and NJ Suburbs but More Expensive than Capital Districts
- Marist Hosting 18th Annual Women and Society Conference
- Marist Catholic Studies Lecture to Look at Medieval Manuscripts
- Marist Named One of Nation’s Best By The Princeton Review
- Kiplinger’s Again Calls Marist One of Nation’s 50 Best Buys

FEATURES:

- $75 Million Gift for Leadership Institute
- Undergraduate Admissions Fall Visit Schedule
- Fordham Center Programs Info Session Nov 7th
- Winter Session 2010: Registration is Now Open
- Discover Marist Days for Graduate Programs
- NSF Scholarships for Comp Sci/ITS Majors

Calendar
Directories
Site A-Z Index
Map & Directions
Giving to Marist
Careers at Marist
There are many style manuals governing standards for grammar, capitalization, and punctuation—academics, technicians, and writers all have specialized citation/style guides. Please be consistent in the use of any one of these sources. If the choice of style manual is not determined by professional association, it is recommended that you follow the Chicago Manual of Style (Univ. of Chicago Press, 15th edition).

The following glossary is offered as a resource for providing consistent use of academic and Marist-specific phrases in text and marketing materials. The items listed are described for how they should be punctuated, capitalized, and named. For a definition of terms used by Marist College, please refer to page 56 of the Marist College Fact Book, produced by the Office of Institutional Research and Planning (Vicki Mullen, Director; vicki.mullen@marist.edu, (845) 575-3478). A full fact book is posted online at: www.marist.edu/institutionalresearch.html.

A

abbreviations
Avoid abbreviations in running text. Use abbreviations, including the ampersand (&), in running text only when part of official names. If the name represented by an abbreviation may be unknown to some readers, use the full name in the initial reference.
See acronyms, degrees, time.

academic and administrative titles
See titles.

academic courses
Capitalize the main words in titles of specific courses, but not names used in a general sense.

Economics 200, Science 111

economics courses, sociology

Capitalize all nouns and adjectives referring to languages, countries, and nationalities.

a French course
an English course

academic degrees
See degrees.

academic programs
The term "program" should be used to refer to approved academic majors, minors, certificates, graduate fields of study, or degrees. It should not be capitalized unless used as an official part of a title.

The *Science program* offers specialization in biotechnology.
The *Honors Program* was implemented in fall 2000.

**academic subjects**

Academic subjects are not capitalized unless they form part of a department name or an official course name, or are proper nouns.

*He is studying English, French, and history*

*She is majoring in comparative literature*

**academic units**

Do not capitalize the words "offices," "schools," or "departments" when referring to more than one individual office, school, or department. Capitalize the official names of the academic units. Do not capitalize the name in informal reference.

*The Office of Admissions*

*The offices of Admissions and Financial Aid*

*The School of Graduate and Continuing Education*

*The schools of Science and Management*

**acronyms**

Job titles and names of organizations, centers, buildings, forms, tests, and other objects are generally spelled without periods.

*CEO, TOEFL, SAT, GRE, I*

Make acronyms plural without apostrophes (unless the last letter of the acronym is an s, in which case the apostrophe is needed).

*CEOs, GREs, IDs, W-2s, SOS's*

**ACT**

See *American College Test*.

**addresses**

In running text, spell out addresses and state names. Use appropriate punctuation. Note: states following cities are parenthetical and require commas before and after. Do not use a comma in addresses listing floors. Spell out the names of numbered streets from first through ninth.

*They visited Poughkeepsie, New York, on their last trip.*

*Students will meet in 200 Animal Science Building.*

For mailing, follow U.S. postal standards. In general, the address should be typed in all caps and have no punctuation (with more scanners in use, Post Office is becoming more stringent on all caps in bulk mail addresses). Use standardized abbreviations, including ST (Street), RD (Road), AVE (Avenue), N (North), S (South), etc.
See e-mail, Internet, phone numbers for address specifications for those categories.

advisor
Use the "or" ending, not "er."

alma mater
Do not italicize.

alumnus, alumni
Alumnus is the singular, masculine form. For references to women, use alumna (singular) or alumnae (plural). Alumni is plural for a group of both men and women.

American College Test (ACT)
Abbreviate after the first full reference, but do not use periods.

apostrophes
Avoid use of periods for multiple capitals or single letters
   MBAs, RNs
   x's and y's
   A's and B's
No apostrophe is needed for decades.
   1990s, 1980s
Make acronyms plural without apostrophes unless the last letter of the acronym is an s, in which case the apostrophe is needed.
   CEOs, GREs, IDs, W-2s, SOS's
Don't use opening single quotation mark with abbreviations for years. Used closed quotation mark instead.
   Class of '06

B
Board of Trustees
Capitalize the words Board and Trustees in first reference following original form. Do not capitalize board or trustees when used alone or in second reference.
   the Marist College Board of Trustees
   the board members agreed
   the board is meeting this weekend

broadcasting stations
Abbreviate the names of broadcasting stations, but omit periods and spaces.

- WPDH-FM
- WRGB-AM

**buildings**
The name of institutions and buildings are capitalized. The generic form is lowercased when used alone.

- The Student Center; the center
- The James A. Cannavino Library; the library

Official names of rooms are capitalized.

- The Cabaret
- The Margaret Mair Room
- Cole Plaza

**bulleted lists**
Keep punctuation for bulleted lists at a minimum. Begin each item with a lowercase letter. Omit periods after items unless one or more of the items are complete sentences.

The student has already taken:
- a general math course
- an advanced physics course
- three language courses

If the vertically-listed items are phrases that grammatically complete a sentence begun in an introductory element, semicolons may be used. If semicolons are used, the last item is followed by a period. It is not necessary to include “and” before the last item in the list.

In preparation, the student:
- earned a high score on the ACT;
- studied extensively on related subjects;
- talked with professionals in the field.

**C**

**campus**
Do not capitalize the word “campus” in terms such as main campus, south campus, Goshen campus, etc.

**capitalization**
Uppercase the word “college” when referring to Marist.

Marist is located in the Hudson River Valley. The College sits on 180 riverside acres.

Lowercase the word "college" when it refers to another institution without their formal name, or when it is used in a generic sense.

Vassar College is also located in Poughkeepsie. The college is nationally recognized.

A general rule is that official names are capitalized; unofficial, informal, shortened, or
generic names aren't. This rule applies to names of offices, buildings, schools, departments, programs, centers, institutes, etc. Phrases such as "the center," "the institute," "the college," or "the museum" are not capitalized.

The Office of the Registrar
the registrar's office
the registrar

Capitalize official names of bulletins, forms, conventions, conferences, symposia, etc.

Student Handbook
Financial Aid Transcript

Capitalize official course titles (except for articles, prepositions, and conjunctions), whether or not the course number is used.

E201 Intro to Microeconomics
S250 Graphic Design I
Professor Fitzgerald is teaching Chemistry of the Hudson River this spring.

Names of seasons, academic periods, and one-time events are generally not capitalized.

winter 2001-02
summer session
spring semester
orientation
registration
spring break
commencement

For historical or documentary accuracy, follow the capitalization of original texts.

chair
Use in all cases (not chairman, chairwoman, or chairperson).

College
Capitalize when used in text to refer to Marist College or the Marist College campus.

the College is recognized as a leader in the use of technology in education
the College is located in the heart of the Hudson River Valley

commas
Use the serial comma (the final comma before "and," "or," or "nor") in a list of three or more items.

red, white, and blue flags
If items in the series contain commas themselves, use semicolons between all items.

The letters she wrote are dated August 7, 1918; May 12, 1935; and January 4, 1965.

When following a person's name, qualifiers such as PhD and MD are preceded by a comma. A second comma follows the qualifier in running text.
Richard Lewis, PhD
The opening remarks by Richard Lewis, PhD, set the tone for the conference.

However, qualifiers such as Jr., Sr., and III are not set off by commas.

Martin Luther King Jr.
Charles Smith III

Set off the year when using dates with commas on both sides if a day of the month precedes it.

January 29, 2006, is the deadline.
January 2006 is the deadline.

Set off a parenthetical (nonrestrictive) expression with commas on both sides. Note that states following cities are parenthetical and require commas before and after.

The study, it was believed, had been falsified.
The members of the class, generally speaking, were happy to be there.
They visited Hyde Park, New York, on their last trip.

Commas appear after, not before, an expression in parentheses (like this), and they always go inside quotation marks, except when a quotation mark indicates inches.

commencement
See capitalization.

course listings/titles
Each course has a course number and course title, which is always capitalized (even if the course is referred to without the number). There is no punctuation between the course number and course title.

S101 Elementary Composition I

course work
Two words.

curriculum/curricula
Curriculum is singular. Curricula and curriculums are plural.

D
database
One word.

dates
Spell out months and days of the week when possible; use numerals for years. Use no punctuation if listing just the month and the year, but set the year off with commas if using the day of the month.
May 1990
a February 5, 1995, deadline
Join us Wednesday, January 17, for a celebration.

Decades may be referred to in any of the following ways:
the 1990s
the ‘90s
the nineties

degrees
Capitalize the main words in the names of degrees when they are spelled out and capitalize abbreviations of degrees. (Note: there are no spaces between elements.)

Bachelor of Arts--BA
Bachelor of Science--BS
Master of Arts--MA
Master of Science--MS
Doctor of Philosophy--PhD

Capitalization of names of degrees should match the registrar's official degree list. Do not capitalize academic degrees used in a general sense. Note that bachelor's and master's end in 's.

an associate degree
a bachelor's degree
a master's degree
a doctoral degree or a doctorate

In references to degrees, the word "degree" is never capitalized.
She earned her Master of Business Administration degree.

Make plural abbreviations of degrees.
MA's, PhD's, MBA's

Capitalize names or abbreviations of academic degrees and honors following a personal name.

John Doe, Doctor of Law
John Doe, MD
James Trillburn, Woodrow Wilson Fellow

Abbreviate degrees when used following a name, but spell them out in the first reference in the text.
Christopher Jones, PhD
Her daughter received a Bachelor of Arts.

When they follow a person's name, qualifiers such as PhD and MD are preceded by a comma. A second comma follows the qualifier in running text.
Richard Lewis, PhD
The opening remarks by Richard Lewis, PhD, set the tone for the conference.

E

**e-business, e-commerce, e-learning**
Lowercase and hyphenate these technological business references.

**ellipsis**
Use the three dot sequence to indicate that something has been left out of a sentence or passage. Leave a space before and after each dot. If a sentence ends (or is cut off) right before the ellipsis, leave in the punctuation that would have ended the sentence.

*The prerequisite class . . . is required for all students.*
*As the saying goes: When in Rome . . . .*

**e-mail**
Lowercase the e of e-mail. Note the use of a hyphen. In addresses, use the full e-mail address in lowercase letters.

* e-mail: smith@marist.edu

If the address doesn't fit on a line, break it, but do not add a hyphen or other punctuation. Break it at any point of punctuation, and pull down the punctuation mark to the next line. The address can also be put in italics.

*Contact George Smith at www.marist.edu for further information. Go to http://www.marist.edu/admissions/undergraduate/apply.html for an online application.*

When punctuating a sentence that ends in an e-mail or Web address, still use the final punctuation for the sentence. Rewriting the sentence to avoid ending with the e-mail or Web address is another option to avoid confusion.

**emeritus**
Emeritus is the singular, masculine form. For references to women, use emerita (singular) or emeritae (plural). Emeriti may serve as the plural for a group that is composed of men only or both men and women. Emeritus is lowercase in all forms (unless used before a name as a formal title).

* professor emerita of art
  professors emeriti
  faculty emeriti
F
faculty
Faculty can be plural or singular depending on whether the word is used to describe the group as a whole (singular) or to describe its members individually (plural). To avoid confusion, rewrite the sentence to avoid a plural verb or use “faculty members.”

fax
Lowercase.

federal, federal government, federal agencies
Lowercase.

FMS
No periods, all caps.

fraternal groups
Capitalize the names of fraternities and sororities but not the words "fraternity," "sorority," or "chapter."
Marist chapter of Phi Beta Kappa fraternity

freshman, freshmen
Although “freshmen” is plural, “freshman” is the correct adjectival form. To avoid confusion, rewrite the sentence or use “incoming students.”

Freshman year
Freshman housing is located in the center of campus
This year’s Freshman class

full time/full-time
Hyphenate as an adjective before the noun; otherwise use two words.

fund raising/fund-raising
Hyphenate as an adjective before the noun; otherwise use two words.
Fund raising helped pay for the statue.
It was a fund-raising event.

G
grade point average (GPA)
Do not hyphenate. Do not use periods in abbreviation (GPA). Use all caps.

Graduate Management Admissions Test (GMAT)
Abbreviate after the first full reference, but do not use periods.

graduates with honors
Do not italicize nor capitalize commonly-used Latin words.
cum laude
summa cum laude
magna cum laude

groundbreaking
One word as adjective or noun.

H

health care
Two words, with no hyphen (neither the noun nor the adjective).
health care costs, (not health-care costs)

home page
Two words.

http://
Delete "http://" in Web addresses that start with "www," but keep for other instances.
www.marist.edu
http://notes.marist.edu

hyphens
Use as few hyphens as possible. Use hyphens in compound adjectives to prevent misreading.
The state-level review panel decided.
He is a well-known professor.

I

Inc., Ltd.
Commas are not required around such elements as part of a company’s name. If commas are used they must appear both before and after the element.
The president of Acme Products Inc. was the first speaker

Institutions
A “the” preceding the name, even when part of an official title, is lowercased in running text.
the Bank of New York
the Princeton Review

Note exception: The New York Times

Internet
Capitalize Internet when it refers to the worldwide research network. Also capitalize Net when making reference to the Internet. If an Internet address doesn’t fit on a line, break it, but do not add a hyphen or other punctuation. Break it at any point of punctuation and pull
down the punctuation mark to the next line. The address can also be put in italics.

You can download an undergraduate application for admission at

http://www.marist.edu/
admissions/undergraduate.apply.html

When punctuating a sentence that ends in an e-mail or Web address, still use the final punctuation for the sentence. Rewriting the sentence to avoid ending with the e-mail or Web address is another option.

J

Jr., Sr., III
Commas are not required around these elements. If used, however, the commas must appear before and after. Commas never set off the roman numerals.

John A. Doe III is the son of John A. Doe Jr.
John A. Doe, Jr., is the father of John A. Doe III

L

landmarks
Capitalize the main words in the official names of campus landmarks.

the Cabaret
the Rotunda
Student Center

Liberty Partnership Program

M

majors and minors
Do not capitalize names of fields of study, options, curricula, major areas, minors, major subjects, or programs unless a specific course is being referred to or if using names of countries, nationalities, historical periods, and languages.

a student majoring in political science
a student majoring in criminal justice
a student majoring in English

months
Months are not abbreviated in running text. A comma is not used for just the month and year.

September 1992

multicultural
One word.

N
Nelly Goletti Theatre

noncredit
One word.

nondegree
One word (unless "non" modifies a hyphenated phrase).
  nondegree student
  non-degree-granting program

nonprofit
One word.

nonsexist language
Avoid words and usage that reinforce sexist stereotypes. Do not use "he" as an all-inclusive pronoun. "He or she" can be used, but the following solutions are preferable:
  • Change the subject to the plural and use "they," making sure there is verb/noun agreement;
  • Change the singular third-person reference (he/she) to the second person (you);
  • Use neutral words to replace personal pronouns (such as "one" or "several");
  • Repeat the noun or use a synonym;
  • Revise the sentence to eliminate the pronoun altogether.
Consult The Handbook of Nonsexist Writing by Casey Miller and Kate Swift, published by Barnes & Noble, New York.

numbers
Spelling out numbers one through nine. Use numerals for 10 or more and for fractions; spell out numbers that begin a sentence, or rewrite the sentence. Exceptions: Spell out numbers 10 and above if required to maintain consistency.
  • Last year, two of four students participated.
  • In 2004, more than 45 students received presidential awards.
  • Between six and eleven students would go to the interview.
In running text, when referring to dollar amounts in millions, use the numeral and million, rather than zeros.
  • $6 million (not $6,000,000)

O

off campus
Two words, but hyphenate as an adjective before a noun.
  • Ed lives off campus.
  • Ed has an off-campus apartment.

on campus
Two words, but hyphenate as an adjective before a noun.
  Sylvia works on campus.
  Sylvia has an on-campus job.

**online**
One word.

**ordinals**
Write out first through ninth. Use numerals for 10th and more (11th, 22nd, 53rd).

**percent**
Spelling out percent is preferred, although % may be used if space is needed. Use numerals in front of percent, unless starting a sentence.
  They asked 50 percent of the students. One percent of the faculty attended.

**phone numbers**
Use parentheses around the area code in running text and addresses.
  (614) 292-3980

**quotation marks**
In regular text, commas and periods always go inside the end quotation mark. Colons and semicolons always go outside the end quotation mark. Exclamation marks and question marks can go inside or outside the quotation mark depending on usage; place inside if it applies to the quoted matter, outside if it applies to the whole sentence.
  Who wrote "The Raven"?
  He asked, "How long will it take?"

**spring, spring semester**
Lowercase references to seasons and academic periods.
  summer, summer session

**spaces between sentences**
One space, not two, follows any mark of punctuation that ends a sentence. The use of double-spacing at end of sentence was an old typewriter tradition, not to be used in professional print materials.

**time**
Use numerals in all cases and omit the zeros for on-the-hour times. Use periods for a.m. and p.m. To avoid confusion, use noon and midnight instead of 12 p.m. and 12 a.m.

- 11 a.m. to 3 p.m.
- 1-3 p.m.
- 8:30 a.m. to 5 p.m.
- 8 a.m. to noon

titles
Capitalize titles when they immediately precede a personal name. Titles following a personal name or used alone in place of a name are lower-case. Capitalize titles used in lists if they appear line for line as in an address.

- President George W. Bush
- George W. Bush, president
- Professor Tom Lynch
- Tom Lynch, professor,
- Tom Lynch is a professor.

When preparing lists of faculty names with titles, spell out the titles unless the list is long and space is at a premium.

U

United States, U.S.
Use United States as the proper noun, U.S. as the adjective. America refers to the continent, North or South.

V

W

Web site
Two words.

World Wide Web
Three words, no hyphens, always all initial caps. Second reference, "the Web."

Y

year
Use numerals and the backward apostrophe when abbreviating to indicate class year.

- Class of ’63 (note capital C)
- Joe Smith, ’80

Decades may be referred to in any of the following ways:

- the 1990s
- the ’90s
- the nineties
MARIST

8

FACTS AND FIGURES
COMPREHENSIVE LISTING
Accurate and consistent use of figures, statistics, and dates helps contribute to a consistent image and message from Marist. The Office of Institutional Research and Planning (Vicki Mullen, Director; vicki.mullen@marist.edu, (845) 575-3478) compiles data on admissions and enrollment trends, course participation figures, student body demographics, and a host of other trends. A full fact book is posted online at: www.marist.edu/institutionalresearch.html.
MISSION STATEMENT
Marist is dedicated to helping students develop the intellect and character required for enlightened, ethical, and productive lives in the global community of the 21st century.

VISION STATEMENT
The College fulfills its mission by pursuing three ideals: excellence in education, the importance of community, and the principle of service. These ideals were handed down to us by the Marist Brothers who founded the College. Although Marist is now an independent institution governed by a lay board of trustees, the three ideals remain an integral part of the College mission.

The Marist ideal of excellence in education is achieved through an emphasis on quality teaching and distinctive learning opportunities. At the undergraduate level, this begins with a firm foundation in the liberal arts and sciences. Through core courses and their major field of study, students are educated to think logically and creatively, be able to synthesize and integrate methods and insights from a variety of disciplines, and effectively express their opinions both orally and in writing. Students are encouraged to consider the ethical dimensions of the subjects they study and to become more aware of their own values and the value implications of the choices they make in their public and private lives. They are also exposed to cultures other than their own through on-campus programs and study abroad.

In addition to offering undergraduate programs to traditional-age students, Marist has a long history of serving the needs of adult learners for graduate, degree completion, and continuing education programs. The College offers these students an educational experience that meets the same high standards as our traditional undergraduate programs. Marist allows these students to balance their education with work and family responsibilities by offering flexible scheduling, alternative methods of program delivery, and satellite campuses.

Marist seeks to distinguish itself by the manner in which it uses information technology to support teaching, learning, and scholarship at both the undergraduate and graduate levels. The College believes that by familiarizing our students with these advanced technologies, it better prepares them to be productive members of society and lifelong learners.

The Marist ideal of community is based on the belief that we become a better institution through the active involvement of faculty, staff, students, and alumni in the life of the College. At a time when social bonds in our society are tenuous, we seek to develop a relationship between our community members and the College that will last a lifetime. We do this by nurturing the development and well-being of all our community members. Of particular importance is assuring that the life of students outside the classroom is supportive of the educational goals pursued inside the classroom. We strive to be a diverse community, but also one united by a shared commitment to the free exchange of ideas, consideration of the opinions of others, and civility in all our interactions.

Finally, Marist believes in the dignity of every human being and is committed to the principle of service. The College conducts programs for the disadvantaged, a wide variety of programs that meet community needs, and programs that broaden access to education. We encourage students, faculty, staff, and alumni to make service an important part of their lives. Students are encouraged to become involved in campus activities, programs that assist the less fortunate in our society, and service projects throughout the Hudson River Valley and around the world. By sharing their time and talents, students help make Marist a better place to live and learn.