

## Style Guide

# SCRIPPS

THE WOMEN'S COLLEGE • CLAREMONT

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### From the President

I am pleased to provide you with the Scripps College Style Guide. This guide provides a framework to ensure consistent use of language and graphics in the College's publications and external messages. This consistency is essential so we best convey the messages that support the mission of Scripps College: to educate women to develop fully their intellect and talents through active participation in a small community of scholars, so that as graduates they may contribute to society through public and private lives of leadership, service, integrity, and creativity.

As the stature of Scripps College grows, our standard identifying marks—the College signature (logo), the College name (word mark), and the College seal—should be linked in our publics' minds with the institution itself and its mission. This leads to increased visibility and national recognition, and enhances our academic and co-curricular efforts.

Inside you will find the ways the College's standard identifying marks may be used, along with color and placement guides. In addition, there is a section that explains and gives examples of Scripps' style in word usage. It is important we not only present a consistent image in our graphic style, but in the way we present ourselves in words.

I hope you find this guide helpful and refer to it often. I especially hope you will reflect on the enormous accomplishments of the College since its founding, and use the identifying marks with great pride.



Lori Bettison-Varga  
*President*

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### How to use this guide

This Style Guide has been developed to assist Scripps College personnel who produce publications and other materials on behalf of the College. It includes examples of text style “rules” and graphic materials.

For information or questions regarding the production of publications and materials, please call:

Office of Communication and Marketing  
Scripps College  
1030 Columbia Avenue, PMB 2004  
Claremont CA 91711  
(909) 621-8280

### Purpose of the Style Guide

The purpose of the guide is to aid College offices in preparing publications for external distribution; to ensure consistency in how the College is portrayed to its publics; to project a consistent and focused look and identity; and to establish procedures for publication review and approval.

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### **Why is a consistent look and identity important to Scripps College?**

A cohesive and consistent identity program increases name recognition and prestige and ties Scripps College to its successes. Given the number of organizations with Scripps as part of their names, it is critical we remain consistent in differentiating ourselves from them.

A strong identity program aids the admission, fundraising, alumnae relations, and other strategic plan efforts of the College by increasing Scripps' visibility. It also helps attract research funding and opens doors to internships and career opportunities for students and alumnae. Making sure the identity program is closely tied to the College's mission and to its many accomplishments (individual, programmatic, and College-wide), enhances our presence in the very competitive higher education marketplace.

### **Text and Graphic Identity Program**

To present a consistent, positive, and accurate image to its various constituencies—prospective students, alumnae, parents, friends, donors, and the general public—Scripps College has updated the Style Guide to explain and specify the use of identifying marks of the College: the College signature (logo), the College name (word mark), and the College seal; the College accepted grammatical style; color usage; and preferred word usage. The guide also outlines procedures for approval of text and graphics for external publications.

College-wide implementation of this program was approved by the president and senior administration in 2012. The Office of Communication and Marketing oversees the program and is responsible for keeping the guide information current and available to all members of the College community.

If you have questions about the program or its guidelines, please contact the Office of Communication and Marketing at (909) 621-8280.

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## Approval Procedures

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### Publications

All publications intended for external audiences (includes brochures, flyers, postcards, posters) must go through a three-step approval process by the Office of Communication and Marketing before mailing or distribution. This ensures they advance the identity program of the College by meeting text and graphic standards and present a positive image of the College, its programs, and the Scripps community. By helping to make sure text and graphic elements are properly used, the Office of Communication and Marketing hopes individual departments and areas can focus on creative ideas and wording. Here are the three steps:

- Present to the Office of Communication and Marketing: concept with proposed layout and wording. Include project goal, audience, and publication date.
- Present final draft, proof, or layout of project to the Office of Communication and Marketing before sending to printer.
- Present final blue line of project to the Office of Communication and Marketing before publication.

At each step, please allow five-business days for each project. In most cases this will be accomplished in less time; in all cases, projects will be given the highest priority possible.

**The Office of Communication and Marketing makes editorial and design suggestions as needed. At all stages, we check for typos and inaccuracies. However, individual departments and areas must take ultimate responsibility for the accuracy of their materials. The Office of Communication and Marketing is not responsible for other offices' content.**

### Anniversary and Campaign Logos

The College believes an ever-increasing number of individual logos representing various programs or areas dilutes the recognition factor of Scripps College and the College signature. However, there are instances when a new logo is appropriate, such as for College anniversaries and fundraising campaigns. All new logo proposals must be submitted for approval to the Office of Communication and Marketing at least one month before implementation.

### Logo Approval Procedures

- Submit request by email or memo, one month in advance, to the Office of Communication and Marketing, explaining why a logo is needed, in what way(s) it will be used, and the length of time it will be used.
- If approved, the proposed logo design will be forwarded to the senior staff of the College for final approval.
- Final design of the logo must go through the same approval process outlined in the previous procedures.

## Proofreading Marks

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∅	delete; take it out	ital	set in <u>italic</u> [ <i>italic</i> ]
○	close up; print as one word	rom	set in <u>roman</u> [roman]
^	caret; insert here	bf	set in <u>boldface</u> [ <b>boldface</b> ]
#	insert aspace	=	insert hyphen
stet	let marked <u>text</u> stand	$\frac{1}{N}$	insert en dash [1990–2003]
tr	transpose; change order	$\frac{1}{M}$	insert em — or long — dash
	straighten or align	↗	insert comma
□	indent	↘	insert apostrophe
¶	begin a new paragraph	⊙	insert period
Ⓢ	spell out [set 5 lbs. as five pounds]	;/	insert semicolon
uc or cap	set in <u>uppercase</u> [Uppercase]	⊘	insert colon
sm cap	set in <u>small capitals</u> [SMALL CAPITALS]	“ ”	insert quotation marks
lc	set in <u>lowercase</u> [lowercase]	(/)	insert parentheses
		[/]	insert brackets

## Text Guidelines

The Office of Communication and Marketing has prepared this guide for use by all College offices for preparing publications meant for an external audience (brochures, postcards, flyers, posters, and mass mailings). The purpose of the guide is to promote consistency in the way we communicate, clarity in our writing, and ease of reading. While not exhaustive, this guide addresses the most frequently asked questions on style and usage with a few grammatical tidbits also tossed into the mix.

Scripps' style is derived from The Gregg Reference Manual, The Associated Press Stylebook, and CASE's style. When there is more than one correct way to use capitalization or punctuation, Scripps' preferred style is given. As style is a dynamic process, usage and applications of words and phrases may change with commonly accepted language. We periodically review and revise this document to reflect such changes.

The names used within do not necessarily represent the actions or words of any actual person. Thank you to staff members who care enough about language and proper usage to ask questions about grammar and style and consistently keep us on our toes by pointing out our own errors.

## I. Capitalization

When in doubt, don't. Lower-case words are generally easier to read; capitalized words can slow a sentence down, causing the reader to ponder the importance of the word, especially when capitalized unnecessarily.

### Capitalize

- 1.1.1 Proper nouns, months, days of the week, but not the seasons.

Example: The fall *Scripps Magazine* will be out in October.

- 1.1.2 All words four or more letters in length in the titles of books, plays, lectures, musical compositions, etc., as well as *A* and *The* if at the beginning of the title.

- 1.1.3 All conferred and traditional educational, occupational, and business titles when used specifically *in front* of the name or in lists and programs; do not capitalize these titles in the text when they follow the name, unless the title is a named or distinguished professorship. (See exception, below).

Jill Miller Jones, dean of the faculty

Dean Jill Miller Jones or Dean of the Faculty Jill Miller Jones

Hildegard Engel, Distinguished Professor of German

Clara Wilkinson, the Gabrielle Jungles-Winkler Professor of Contemporary European Studies

Susan Smith, associate professor of anthropology and women's studies

(You do not need to use the "assistant" or "associate" descriptor when the title precedes the name, i.e., Professor Susan Smith, *not* Associate Professor Susan Smith.)

Exception: When listing names (such as on a program or honor roll of donors), you may capitalize a title that follows a name *when the names and titles are not part of a complete sentence*; be sure to be consistent in this regard throughout the document.

- 1.1.4 The word *College* whenever referring to Scripps College, even though the word *Scripps* may not precede it.
- 1.1.5 The words *Core* and *Core Curriculum* when referring to the Core Curriculum in Interdisciplinary Humanities; remember, Core is not an acronym, therefore, only the C is capitalized.



**Capitalize (continued)**

- 1.1.6 The word *Class* when used as Class of \_\_\_\_.  
Class of 2012
- 1.1.7 Campaign title, i.e. *Campaign for the Scripps Woman*—thereafter, the campaign. *Campaign for the Scripps Woman* should always be in italics.
- 1.1.8 The words *association, building, center, club, program, commons, conference, department, hall, office, street, consortium*, etc., when used as part of a title; thereafter, do not capitalize the word when used alone to refer to that specific place or group.
- The Elizabeth Hubert Malott Commons—thereafter, the Malott Commons or the commons
- The English Department—thereafter, the department
- The Joint Music Program—thereafter, the program
- The Alumnae Association—thereafter, the association
- Balch Auditorium—thereafter, the auditorium
- The Strategic Plan—thereafter, the plan
- The Claremont Colleges (always capitalize The)—thereafter, the colleges
- The Claremont Consortium—thereafter, the consortium
- 1.1.9 Board of Trustees—thereafter, the Board or the trustees
- 1.1.10 A specific course or subject, such as Science 101, International Relations 200, etc., but not general subjects or majors unless that general subject or major is a language or proper noun.
- English, mathematics, politics, science, biology, women’s studies, contemporary European studies
- 1.1.11 The word *room* when used to designate a particular room
- Room 309 in Steele (or Steele 309)
- 1.1.12 Official college degrees when spelled out
- Bachelor of Arts
- Doctor of Philosophy
- However, *bachelor’s degree* and *master’s degree* are lower case.
- 1.1.13 Ordinarily, capitalize the first word of every complete sentence within quotation marks.
- We all heard Rita say, “Somebody please come up with a new name for my planned giving club!”
- Note: If the quoted sentence is preceded by *that* or is otherwise incorporated into the flow of a larger sentence, do not capitalize the first word (unless it is a proper noun or pronoun).
- I know she told us that “the check is in the mail.”

**Do not capitalize**

- 1.2.1 Titles standing alone (without a name)
- The dean of the faculty attended a conference.
- The president is meeting with students.
- That’s a question for the dean of students, not me.

**Do not capitalize (continued)**

- 1.2.2 Names of school or college studies, fields of study, options, curricula, major areas, major subjects, or programs, except names of languages, unless a specific course is being referred to
- Many students study humanities.
- Some degrees Scripps offers are in the following fields: the arts, science, mathematics, music and dance, humanities, English, etc.
- 1.2.3 Organized groups or classes of students, such as first-year student, sophomore, junior, senior
- 1.2.4 Unofficial titles preceding the name
- Present at the meeting was trustee Patricia Martin Smith.
- We heard soloist Clara Chung, even though she was standing next to Michael.
- 1.2.5 Designations of officers of a class, organization, committee, etc.
- Katherine R. McCalister '72 is past president of the Alumnae Association.
- She was elected senior class secretary.
- Is Maribel the new chair of the EBSS Committee?

**II. Abbreviations**

When in doubt, spell it out.

**Abbreviate**

- 2.1.1 The following titles when they precede a name: Dr., Mr., Mrs., Rev., Fr., and all military titles
- 2.1.2 Other titles, such as professor, only when they precede the first name or initials; spell out titles when they are used before the surname alone. Always use the title in first use of name.
- Prof. Lucy Lewis or Professor Lucy Lewis; either is correct
- Professor Lewis
- Profs. Lucy Lewis and Eduardo Solis or Professors Lucy Lewis and Eduardo Solis
- Professors Lewis and Solis
- 2.1.3 *And* as an ampersand (&) only in corporate titles or when an office or company incorporates it for standard use
- AT&T
- Ann and Mike Robinson
- Career Planning & Resources (their standard use)
- 2.1.4 Complimentary titles, such as Mr., Mrs., and Dr., but do not use them in combination with any other title or with abbreviations indicating scholastic or academic degrees.
- Regina Bailey, Ph.D., *not* Dr. Regina Bailey, Ph.D.
- 2.1.5 You may abbreviate Bachelor of Arts, Master of Science, Doctor of Philosophy, and Education Specialist, to BA, MS, PhD, and EdS.

**Do not abbreviate**

- 2.2.1 Names of countries, other than U.S.A. (or the U.S.)
- 2.2.2 Given names, such as Elizabeth, Margaret, and William

**Do not abbreviate (continued)**

- 2.2.3 Names of states, when following names of cities and towns, except in footnotes, or in correspondence.  
     Claremont, California  
     Boston, Massachusetts
- 2.2.4 Use post office designations for states only in addresses on mailings.
- 2.2.5 The words *analyst*, *analysis*, *association*, *avenue*, *boulevard*, *department*, *institute*, *street*, etc.
- 2.2.6 Names of months.
- 2.2.7 The word *percent*.  
     In general, use the word *percent*, but in scientific, technical, and statistical copy, use the symbol %.  
     In this year's student body, 40 percent are from out of state.  
     2000 Alumnae participation 40%  
     2010 Alumnae participation 55%
- 2.2.8 *Assistant* and *associate* when used in a title, such as *assistant professor of psychology*.

*Note: abbreviations may be used more freely in tabular matter.*

**III. Punctuation****Commas**

- 3.1.1 Use commas to separate all items in a series of three or more ending in *and* or *or*.  
     We are expected to work confidently, courageously, and hopefully.  
     “Would you like coffee, tea, or a giant Slurpee with that bagel?” asked the server.
- 3.1.2 Place a comma after digits signifying thousands: \$1,150; 1,473 students; except when reference is made to temperature: 4600 degrees.
- 3.1.3 Introductory words such as *namely*, *i.e.*, *e.g.*, and *viz* should be immediately preceded by a comma or semicolon and followed by a comma.
- 3.1.4 When listing names with cities or states, punctuate as follows:  
     Mariana Rincon, Los Angeles, chairman; Therese Richmond, San Francisco, trustee;  
     Betty Winkler, New York, campaign chair; Rose DiMucci, Claremont, director.
- 3.1.5 When writing a date, place a comma between the day (if given) and the year, and after the year.  
     It was on December 31, 2012, that the lost check magically appeared in Melodie's inbox.
- 3.1.6 Do not place a comma between the month and year when the day is not given.  
     December 2012
- 3.1.7 Place a comma before and after a city and state, or a city and country.  
     We will celebrate Founder's Day in San Francisco, California, in October.  
     The women cancelled the lawn bowling tournament in Manchester, England, due to rain.

**Apostrophes**

- 3.2.1 When abbreviating, punctuate class year with an apostrophe (**pointing to the left**).  
Emiline Kastner '54 (no comma precedes class year)  
When referring to an entire class, write as Class of 2009  
(Capitalize Class and include the 4-digit year.)
- 3.2.2 Master's and doctoral degrees should be written with an 's. Never write masters' degrees (unless someone has more than one of them). However, *Master of Arts* and *Bachelor of Arts* is written without 's.
- 3.2.3 Do not use apostrophes in plural nouns. This includes dates such as 1980s and 2000s. The only time you need to use an apostrophe in forming a plural is to avoid ambiguity. For instance, if you're writing about letter grades, you may need the apostrophe to distinguish *A's* from the word *As*.
- 3.2.4 Use 's for names ending in z.  
Hernandez's

**Hyphens**

- 3.3.1 Do not hyphenate the words *vice president*.
- 3.3.2 Do not place a hyphen between the prefixes *pre*, *semi*, *anti*, etc., and nouns or adjectives, except proper nouns and to avoid duplicated vowels or triple consonants.  
premedical                      reapply                      bell-like  
pro-American                      pre-enroll                      semiautomatic
- 3.3.3 Do not use hyphens in *fundraise*, *fundraiser* or *fundraising* when it is used as an adjective, or when it is a noun.  
The fundraising team was successful.  
Wow! Ain't fundraising fun!  
She was a cautious fundraiser ever since she sat on the prospect's cat.
- 3.3.4 Use a hyphen to avoid ambiguity.  
Aging pilot-research grants, not aging pilot research grants.
- 3.3.5 Use the un-hyphenated spelling of a word if either spelling is acceptable.

**Italics**

- 3.4 Italicize the titles of books, long musical compositions, motion pictures, pamphlets, periodicals, etc., and place in quotation marks the titles of book series, songs, lectures, and parts (chapters, titles of papers, etc.) or volumes.  
Harper Lee wrote *To Kill a Mockingbird*.  
George Stevens turned Dreiser's book into *A Place in the Sun*.  
Her thesis was titled "The Influence of Grimm's Fairy Tales on Existential Dog Training, from a Feminist Perspective."

**Quotation marks**

- 3.5.1 Use single quotation marks for quotations printed within other quotations.
- 3.5.2 Use single quotation marks in headlines.
- 3.5.3 If several paragraphs are to be quoted, use quotation marks at the beginning of each paragraph and only at the end of the last paragraph.

**Quotation marks (continued)**

- 3.5.4 Set quotation marks outside periods and commas and inside colons and semicolons. Quotation marks should be set inside of exclamation points and interrogation marks that are not part of the quotation.

She said, “Please give me my paycheck,” before rushing out the door.

The violinist played “The Yellow Rose of Texas”; the pianist played “Splish, Splash, I Was Takin’ a Bath.”

Did she really say, “I love you”?

**Parentheses**

- 3.6 When using parentheses, put the period at the end of the sentence inside the closing parenthesis when the parenthetical sentence stands alone. Put the period outside the closing parenthesis when the parenthetical thought is part of a sentence.

He called in sick that morning. (He may have caught the mysterious flu bug going around.)

She wanted to crawl under a rug (not surprising, given her outrageous behavior at the office party).

**Ellipses**

- 3.7 Ellipses are spaced dots indicating that something has been omitted from a quotation. Use three spaced dots if less than a sentence has been omitted. Add a period after the ellipsis if a sentence or more has been omitted, or to end your sentence with the ellipsis.

**Possessives**

- 3.8 The possessive case of proper nouns usually requires an 's.

Burns's poems

Marx's theories

However, an exception is made when tradition and euphony dictate the use of the apostrophe only.

Miss Scripps' legacy

Scripps' preferred style

Demosthenes' orations

Test: sound it out and listen to how you pronounce the possessive. Then, spell accordingly with s' or s's.

**Colons**

- 3.9.1 **Capitalizing after a Colon**  
Capitalize the first word following a colon only if it begins a complete sentence that can stand alone, or if it is a formal name, quote, or extract.
- 3.9.2 **Using a Colon or a Semi-Colon**  
A colon joins two clauses; a semicolon separates them. A colon indicates that the second clause follows from the first in a definite manner. A semicolon separates clauses that are too distinct for a mere comma yet too closely related to live separately, each in its own sentence.
- 3.9.3 **Colon Preceding a Quote**  
Use a colon, rather than a comma, when the quote consists of more than one sentence. Use a comma when the quote is one sentence or a single expression.

She said, “I am madly in love with you.”

He replied: “I wish you hadn't said that. This is only our first date.”

**Colons (continued)**

- 3.9.4 Spacing Between Sentences  
Contrary to what we may have learned in a typing class, do not double space between sentences. Computers automatically add the necessary space between sentences (proportional spacing), whereas a typewriter uses monospacing (i.e., each character takes up the same amount of space), which requires double spacing to separate sentences. The same rule applies following a colon.

**IV. Figures****Use figures for**

- 4.1.1 Numbers 10 or over.
- 4.1.2 Days of the month, omitting *rd*, *th*, *st*, *nd*:  
April 6, June 1.
- 4.1.3 Numbers within a series in order to maintain consistency if more than half of the numbers are 10 or over; otherwise spell out numbers within a series.  
23 hours, 12 minutes, 6 seconds  
Five purses, five umbrellas, seven scarves, and sixteen pairs of shoes
- 4.1.4 Sums that are cumbersome to spell out, but spell out the words million and billion.  
5 million  
17.9 billion
- 4.1.5 Write phone numbers as follows:  
(909) 621-8223 for off-campus listings; 909.621.8233 is also acceptable if used consistently within a document.  
18223 for on-campus listings

**Avoiding unnecessary ciphers,  
use figures for**

- 4.2.1 Hours of the day: 7 p.m. or 7:30 p.m. (not 7:00 p.m. unless used in lists of events, etc., to preserve type alignment).
- 4.2.2 Amounts of money with the word cents or with the dollar sign: \$100,000 (not \$100,000.00) and 77 cents (not \$.77), unless tabulated in columns.  
She gave me a check for \$100,000.  
I gave her 77 cents in change.
- 4.2.3 Do not begin a sentence with numerals; supply a word or spell out the figures. Numbers below 100 should be hyphenated when they consist of two words.  
Seventy-seven cents is the charge.

## V. Titles

- 5.1.1 Always include the first name or initials of persons with appropriate title the first time they appear in an article or letter.
- 5.1.2 Refer to the president as *President Lori Bettison-Varga* or *Lori Bettison-Varga, president of Scripps College*, in first reference. Second use can be *President Bettison-Varga* or *Lori*, as appropriate. Use *Melissa Keane, vice president for development and college relations*; second reference can be *Melissa* or *Ms. Keane* or *Vice President Keane*, as appropriate.
- 5.1.3 Avoid using long titles before the names of people, such as *Vice President for Business Affairs and Treasurer Geoffrey Freiborg*. Rather, use *Geoffrey Freiborg, vice president for business affairs and treasurer*.
- 5.1.4 When referring to Scripps faculty and staff members use the title or rank given them by the College, e.g., *Prof. Luisa Sanchez, Dean Marcia Lewis-Tran, President Bettison-Varga*.
- 5.1.5 Do not qualify the title *professor* with *associate* or *assistant* before a person's name, but do qualify it after the name, as appropriate.

Professor Tam Wu; Professor Wu

Tam Wu, associate professor of religious studies

## VI. Troublesome Terms

### *that vs. which* in essential and nonessential clauses

- 6.1 Use *that* when the following clause is essential to the meaning of the sentence; use *which* when it is not essential.

John's big toe, which used to cause him great dismay, has been greatly helped with therapy.

The toe that John had treated was on his left foot.

Estella's chocolate cookie, which was her first in weeks, was swiped by Nanette.

The cookie that Estella brought is now just a gurgle in Nanette's stomach.

The Malott Commons, which opened in 2000, now houses The Motley coffeehouse.

The building that houses The Motley is the Malott Commons.

Note: nonessential clauses are *always* separated from the rest of the sentence by commas.

If it doesn't make sense to use a comma, you should use *that*.

### *whom, who, that, which*

- 6.2.1 When an essential or nonessential clause refers to a human being or an animal with a name, it should be introduced by *who* or *whom*. Use *who* when it is the subject for the verb; use *whom* when it is the object of the verb. Do not use commas if the clause is essential to the meaning; use them if the clause is not essential.

Ashely Siler is the candidate who we think will win. [We think *she* will win.]

Ashley Siler is the candidate whom we hope to elect. [We hope to elect *her*.]

- 6.2.2 *That* is the preferred pronoun to introduce essential clauses that refer to an inanimate object or an animal without a name. *Which* is the acceptable pronoun to introduce a nonessential clause that refers to an inanimate object or an animal without a name.

The dog ate the gift that came in the mail today.

Krista's memo, which is the third one I've read today, is hilarious.

- 6.2.3 The pronoun *which* may be substituted occasionally for *that* in the introduction of an essential clause. In general, this use of *which* should appear only when *that* is used to introduce another clause in the same sentence.

Maria said that the part of the room which contained the Rembrandt would need to be rewired.

(Using *that* in both instances would also be correct.)

***more important vs. more importantly***

- 6.3 *More importantly* is an adverbial phrase that means “in a more important manner” and modifies the verb in the sentence. It is often misused at the start of a sentence, when *more important* is correct. (You will see this mistake in the best of publications.) When you wish to say “what is more important,” use *more important*.

More important, the office needs to develop a plan for scheduling vacations.

The rude visitor was treated more importantly than she deserved.

***affect, effect***

- 6.4 The majority of the time, use *affect* as a verb and *effect* as a noun.

Most teenagers are affected by their peer group.

I loved the special effects in the movie, “ET.”

***ensure, insure, assure***

- 6.5 *Ensure* means to make certain. *Insure* means to protect against loss. *Assure* means to give someone confidence or a confirmation and should always refer to a person.

Samantha will ensure that the mailing goes out.

The College insures many of its assets.

Riley assures Pam that the spill is not worth losing sleep over.

***bad, badly***

- 6.6 She felt bad about spilling coffee on her colleague, especially since she was wearing her new suit.

She was hurt badly by the flying branch in the courtyard.

***A.D., B.C.***

- 6.7 A.D. goes before the year, e.g., A.D. 465. (Common usage is to put it after the year, but Scripps’ style is the formal usage.)

B.C. always follows the year.

***titled, entitled***

- 6.8 Use *titled* to precede the name of a book, play, movie, or other production. Use *entitled* to confer proper grounds or appropriate status or result.

The essay was titled “A Few Good Years.”

She was entitled to the rave reviews she received.

***first-come, first-served***

- 6.9 This is the correct form of the cliché, but it’s better to rewrite the idea.

Early registrants receive top priority.



*over or more than (under and less than)*

- 6.10 *Over and more than* are not interchangeable. In general, *over* refers to spatial relationships. *More than* refers to a quantity or to units you can count.

**ending a sentence with a preposition**

- 6.11 This is an archaic rule that produces some ridiculous constructions, i.e.,  
 “This is something up with which we should never put.”  
 Go ahead and break it.

**College names**

- Tech.
- 6.12.1 *Caltech*. The California Institute of Technology prefers this spelling. Do not use Cal
- 6.12.2 *Mount Holyoke College*. Always spell out Mount.
- 6.12.3 Mount St. Mary’s College. Abbreviate Saint.
- 6.12.4 Abbreviate the *University of Southern California* and the *University of California, Los Angeles* without periods, i.e., USC and UCLA.
- 6.12.5 When using the full name of a University of California campus, present it as follows:  
*University of California, Irvine; University of California, Berkeley*. When abbreviating these campuses, use the following style: *UC Berkeley* and *UC Irvine*.

**Other names**

- 6.13.1 Smithsonian Institution (not Smithsonian Institute).
- 6.13.2 Garrison Theater (not Theatre)  
 (see list of campus locations)

**VII. Letters**

- 7.1 Scripps College Block Style format for letters is the standard. In this style, all lines begin at the left margin. Nothing is indented except for displayed quotations, tables, bullets and similar material. Standard Font is Times New Roman 12.

**Placement**

- 7.2 *Use the following guide and sample letter (on page 38) for placement and spacing.*

**Top margin:** 2 ¼ inches from the top of page for standard Scripps College letterhead. If using customized department letterhead with a right aligned name and title, adjust the top left margin so that the salutation places just below the bottom of the letterhead. It is allowable for the date and address to line up with the right margin set letterhead.

**Right, left, and bottom margins:** 1 inch (may be adjusted to ¾ inch if necessary to fit on a single page)

**Date:** 2 ½ inches from top of page

**Address:** four lines below date

**Salutation:** two lines below address

**Subject line (if used):** two lines below salutation; capitalize and underline

**Body:** two lines below salutation or subject line

**Complimentary closing:** two lines below body

**Writer’s identification:** four lines below complimentary closing

**Reference initials:** two lines below writer’s ID (optional)

**Enclosure(s):** two lines below reference initials; spell out

**cc:** one line below reference initials or enclosure, or two lines below ID

**Variations**

- 7.3 For space consideration (i.e., to get all copy onto one page), variations may be made in the following areas: The font size may be reduced to 11, space between the date and address may be reduced to three lines below the date, margins may be decreased to  $\frac{3}{4}$  inch, the space between paragraphs of the letter may be reduced to 6 pt., writer's identification may be reduced to three lines below complimentary closing.

For short letters, the top margin may be increased to make the letter look more centered on the page.

**Salutations**

- 7.4 Use the preferred salutation in our Advancement database.

When addressing husband and wife by first names, address the alumna first, i.e., "Dear Nancy and Henry,"

Use a colon after the salutation in a business letter. Commas are used in personal correspondence.

**Message**

- 7.5.1 Use single spacing and leave 1 line between paragraphs.

- 7.5.2 Don't justify the text; studies have demonstrated that text that is not justified is easier to read. Also, a justified letter looks like a form letter.

- 7.5.3 Avoid *orphans* and *widows*. If a letter takes two or more pages, do not divide a short paragraph at the bottom of a page. Leave at least two lines of a paragraph at the bottom of a page and carry over at least two lines to the top of the next page. (An *orphan* is the first line of a new paragraph printed as the last line on a page. A *widow* is the last line of a paragraph printed as the first line of a new page. An *orphan* can also be the last word in a paragraph that stands alone on a line; avoid this as well.)

**Complimentary Closing**

- 7.6.1 Capitalize only the first word. Place a comma at the end of the line.

- 7.6.2 Our standard closing is "*Sincerely*," however "*Cordially*," or others may be used as preferred.

- 7.6.3 An informal closing phrase may be used in place of the standard closing. If it is an adverbial phrase, such as "*With all best wishes*," or "*With warmest regards*," use a comma. However, if it is a complete sentence, such as "*See you in Boston*," use a period. Informal closing phrases are problematic, as once they are used with a person, they should always be used. (If they are later made more formal, the person will wonder what has changed in the relationship.)

**Writer's Name and Title**

- 7.7.1 Standard spacing is to put the writer's name four spaces below the complimentary closing, however, if space is limited this may be reduced to three spaces.

- 7.7.2 Always enter the signature name in type so that there is a record of who sent the letter.

- 7.7.3 If the person signing the letter has her/his name and title on the letterhead, omit the title from the end of the letter.

- 7.7.4 An administrative assistant who signs a letter at a supervisor's request customarily signs the supervisor's name and adds her or his own initials.

- 7.7.5 When two people are to sign a letter, arrange the two signature blocks side by side. Align the left of the second signature block at the center of the page.

**Reference Initials**

- 7.8 When the writer's name is given in the signature block, the simplest and most unobtrusive way to provide the necessary information is to provide the typist's initials alone in small letters.

**Enclosure and Copy Notations**

- 7.9 Type out the word "*Enclosure:*" List vertically aligned using a tab, not spaces. For copy notations, type "c:" at the left margin on the line below the enclosure. If more than one, list vertically, aligned using a tab, not spaces.

**Postscript (P.S.)**

- 7.10 Used to express an afterthought, or an idea that has been deliberately withheld in order to give it strong emphasis. Start the P.S. on the second line below the copy.

**Continuing Pages and Headers**

- 7.11.1 Use blank second sheet stationery. Use the same left/right margins for all pages. Use one inch top margins after first page.
- 7.11.2 Continuing page headings should include: Name of addressee, page number, and date. Use 10 pt. font for header.

## Graphics Print Guidelines

### The College Signature

*The Scripps College signature- the arches (logo), the name (word mark), and distinction (The Women's College • Claremont), the seal (La Semeuse), and supplementary graphic items described in this manual were created in order to exemplify the character of the College, thereby enhancing its visibility and public recognition.*

*The consistent, proper use of these items in all communications and promotional items will solidify the identity of Scripps College both internally and with its public.*

### The College Signature

The College signature is the primary graphic element of the Scripps College identity program. It conveys a strong image of Scripps to our internal and external audiences as the women's college of The Claremont Colleges.

The signature is composed of three elements: the arches icon, the word mark (Scripps—can only be used when accompanying the distinction), and the distinction (The Women's College • Claremont).

The arches icon is a thematic graphic presentation of arches found in architecture throughout campus.

The word mark and distinction are set in a specially customized version of the Bembo typeface.

**The signature should be incorporated into all College communications and must be consistently applied within the guidelines of this manual.**

To prevent erosion of symbolic value of the College signature, these common errors must be avoided:

Altering the established relative size and position of the signature components.

Attempting to set the word mark or the distinction in a standard font. The letters and spacing are customized for the signature and cannot be adequately duplicated.

The signature may appear only in the solid one- and two-color combinations as described here. It is unacceptable to use screen tints or other colors.

### Two-Color

#### PMS 5545 and Black

Two-color treatment of the College signature will provide the strongest, most consistent impact.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects: CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

#### One-Color

##### All PMS 5545

PMS 5545 (Scripps Green) is the preferred one-color treatment.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects: CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

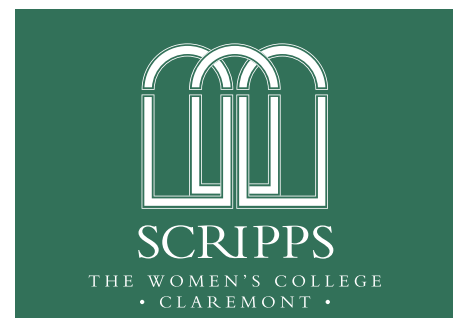
To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

##### All Black

All black is the only other acceptable one-color treatment.

#### Reverse from Color Field or Photograph

The College signature may be used in reverse from a dark color field or applied over a photograph with sufficient contrast so that the mark may be easily read. Note: take special care in choosing the photograph.



## Graphics Print Guidelines

### The College Signature (Horizontal)

*The Scripps College signature- the arches (logo), the name (word mark), and distinction (The Women's College • Claremont), the seal (La Semeuse), and supplementary graphic items described in this manual were created in order to exemplify the character of the College, thereby enhancing its visibility and public recognition.*

*The consistent, proper use of these items in all communications and promotional items will solidify the identity of Scripps College both internally and with its public.*

### The College Signature (Horizontal)

The College signature (horizontal) is the primary graphic element of the Scripps College identity program. It conveys a strong image of Scripps to our internal and external audiences as the women's college of The Claremont Colleges.

The signature is composed of three elements: the arches icon, the word mark (Scripps—can only be used when accompanying the distinction), and the distinction (The Women's College • Claremont).

The arches icon is a thematic graphic presentation of arches found in architecture throughout campus.

The word mark and distinction are set in a specially customized version of the Bembo typeface.

**The signature should be incorporated into all College communications and must be consistently applied within the guidelines of this manual.**

To prevent erosion of symbolic value of the College signature, these common errors must be avoided:

Altering the established relative size and position of the signature components.

Attempting to set the word mark or the distinction in a standard font. The letters and spacing are customized for the signature and cannot be adequately duplicated.

The signature may appear only in the solid one- and two-color combinations as described here. It is unacceptable to

use screen tints or other colors.

#### One-Color

##### All PMS 5545

PMS 5545 (Scripps Green) is the preferred one-color treatment.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects: CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

#### All Black

All black is the only other acceptable one-color treatment.

#### Reverse from Color Field or Photograph

The College signature may be used in reverse from a dark color field or applied over a photograph with sufficient contrast so that the mark may be easily read. Note: take special care in choosing the photograph.



## Graphics Print Guidelines

### The College Name with Distinction

*The Scripps College signature- the arches (logo), the name (word mark), and distinction (The Women's College • Claremont), the seal (La Semeuse), and supplementary graphic items described in this manual were created in order to exemplify the character of the College, thereby enhancing its visibility and public recognition.*

*The consistent, proper use of these items in all communications and promotional items will solidify the identity of Scripps College both internally and with its public.*

### The College Name with Distinction

The College name (word mark) with distinction should always be used to distinguish Scripps College from other institutions with similar names. (i.e., Scripps Institute of Oceanography, Scripps College of Communication of the Ohio University).

Attempting to set the word mark in a standard font is unacceptable. The letters and spacing are customized specially for the mark and cannot be adequately duplicated.

The word mark may appear only in one-color version described here. It is also acceptable to use screen tints of black and PMS 5545 or the CMYK/RGB equivalent.

#### Two-Color

##### PMS 5545 and Black

Two-color treatment of the College signature will provide the strongest, most consistent impact.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects: CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

#### One-Color

##### All PMS 5545

PMS 5545 (Scripps Green) is the preferred one-color treatment.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects: CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

#### All Black

Black is the only other acceptable one-color treatment.

#### Reverse from Color Field

The College name with distinction may be used in reverse from a dark color field.

#### Applied over a photograph

As with the Scripps magazine masthead, the alternate version word mark may print in a color with sufficient contrast to the photograph so that the mark may be easily read. Note: take special care in choosing the photograph and color.

SCRIPPS  
THE WOMEN'S COLLEGE • CLAREMONT

SCRIPPS  
THE WOMEN'S COLLEGE • CLAREMONT

SCRIPPS  
THE WOMEN'S COLLEGE • CLAREMONT

SCRIPPS  
THE WOMEN'S COLLEGE • CLAREMONT

## Graphics Print Guidelines

### The College Name Alternate (Word Mark)

*The Scripps College signature- the arches (logo), the name (word mark), and distinction (The Women's College • Claremont), the seal (La Semeuse), and supplementary graphic items described in this manual were created in order to exemplify the character of the College, thereby enhancing its visibility and public recognition.*

*The consistent, proper use of these items in all communications and promotional items will solidify the identity of Scripps College both internally and with its public.*

### The College Name Alternate (Word Mark)

The College name alternate (word mark) is for use when the accompanying text does not distinguish Scripps as the Women's College (i.e., as opposed to Scripps Institute of Oceanography in La Jolla, California).

Attempting to set the word mark in a standard font is unacceptable. The letters and spacing are customized specially for the mark and cannot be adequately duplicated.

The word mark may appear only in the solid one-color version described here. It is also acceptable to use screen tints of black and PMS 5545 or the CMYK/RGB equivalent.

### One-Color

#### All PMS 5545

PMS 5545 (Scripps Green) is the preferred one-color treatment.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects: CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

#### All Black

Black is the only other acceptable one-color treatment.

### Reverse from Color Field or Photograph

The word mark may be used in reverse from a dark color field or applied over a photograph with sufficient contrast so that the mark may be easily read.

Note: take special care in choosing the photograph.

SCRIPPS COLLEGE

SCRIPPS COLLEGE

SCRIPPS COLLEGE

## Graphics Print Guidelines

### La Semeuse Seal

*The Scripps College signature- the arches (logo), the name (word mark), and distinction (The Women's College • Claremont), the seal (La Semeuse), and supplementary graphic items described in this manual were created in order to exemplify the character of the College, thereby enhancing its visibility and public recognition.*

*The consistent, proper use of these items in all communications and promotional items will solidify the identity of Scripps College both internally and with its public.*

### La Semeuse Seal

The College seal on the wall of Balch Hall in Sycamore Court was designed by Lee Lawrie to represent *La Semeuse*, or “the sower.” It incorporates the College motto: “*Incipit Vita Nova*,” or “*Here begins new life*” and the sower of “*the good seed of thought, of action, of life.*”

The College seal has limited and restricted use. It is primarily reserved for academic purposes, such as diplomas and academic publications, and is displayed at academic functions, such as Convocation and Commencement. It may also be used by the Office of Alumnae Relations on invitations and programs that are planned exclusively for alumnae of the College. For any other use, permission must be obtained from the Office of Communication and Marketing.

The College seal may appear only in the solid one-color version described here. It is unacceptable to use screen tints or other colors.

#### One-Color

##### All PMS 5545

PMS 5545 (Scripps Green) is the preferred one-color treatment.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects: CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

#### All Black

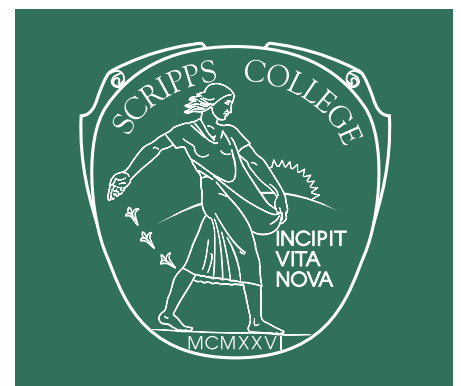
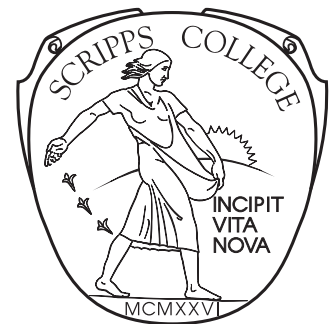
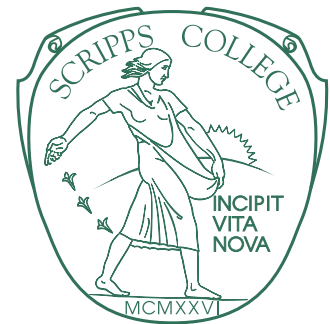
Black is the only other acceptable one-color treatment.

#### Reverse from Color Field

The *La Semeuse* seal may be used in reverse from a dark color field. The color field must be dark enough so that the seal may be easily read.

#### Alternate One-Color Treatment for the La Semeuse Seal Only

Pantone 877C





## Supplemental Graphics

### Ellen Browning Scripps Society Logo

*The Scripps College signature- the arches (logo), the name (word mark), and distinction (The Women's College • Claremont), the seal (La Semeuse), and supplementary graphic items described in this manual were created in order to exemplify the character of the College, thereby enhancing its visibility and public recognition.*

*The consistent, proper use of these items in all communications and promotional items will solidify the identity of Scripps College both internally and with its public.*

---

#### EBSS Logo

The EBSS logo described here is the graphic presentation of Ellen Browning Scripps' signature. It is used exclusively by the Ellen Browning Scripps Society. It is not available for general use.

The EBSS logo may appear only in the solid one-color version described here. It is unacceptable to use screen tints or other colors.

#### One-Color

##### All PMS 5545

PMS 5545 (Scripps Green) is the preferred one-color treatment.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects: CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

##### All Black

Black is the only other acceptable one-color treatment.

##### Reverse from Color Fields

The EBSS logo may be used in reverse from a dark color field. The color field must be dark enough so that the logo may be easily read.



## Supplemental Graphics

### Institutional Advancement Logos: Reunion Weekend

*The Scripps College signature- the arches (logo), the name (word mark), and distinction (The Women's College • Claremont), the seal (La Semeuse), and supplementary graphic items described in this manual were created in order to exemplify the character of the College, thereby enhancing its visibility and public recognition.*

*The consistent, proper use of these items in all communications and promotional items will solidify the identity of Scripps College both internally and with its public.*

#### Reunion Weekend Logo

The Reunion Weekend Logo is self-descriptive. The Reunion Weekend Logo is made up of three components: the arch icon, the event name, and location/year.

The arch icon is a graphic representation of the arch above Honnold Gate. The event name and location/year are set in a specially customized version of the Scripps College Old Style typeface.

Use of the Reunion Weekend logo requires approval from the Office of Communication and Marketing or Advancement and is not available for general use.

To prevent erosion of the symbolic value of the Reunion Weekend logo, these common errors must be avoided:

Altering the established relative size and position of the logo components.

Attempting to set the event name or year in a standard font. The letters and spacing are customized for the logo and cannot be adequately duplicated.

The Reunion Weekend logo may appear only in the solid one- and two-color combinations as described here. It is unacceptable to use screen tints or other colors.

#### Two-Color

##### PMS 5545 and Black

Two-color treatment of the Reunion Weekend logo will provide the strongest, most consistent impact.

This two-color treatment can be

replicated in standard four-color process (cyan, magenta, yellow, black) projects.

#### One-Color

##### All PMS 5545

Two-color treatment of the Reunion Weekend logo will provide the strongest, most consistent impact.

PMS 5545 (Scripps Green) is the preferred one-color treatment.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects: CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

#### All Black

Black is the only other acceptable one-color treatment.

#### Reverse from Color Field

The Reunion Weekend logo may be used in reverse from a dark color field. The color field must be dark enough so that the logo may be easily read.



## Supplemental Graphics

### GOLD Logo

*The Scripps College signature- the arches (logo), the name (word mark), and distinction (The Women's College • Claremont), the seal (La Semeuse), and supplementary graphic items described in this manual were created in order to exemplify the character of the College, thereby enhancing its visibility and public recognition.*

*The consistent, proper use of these items in all communications and promotional items will solidify the identity of Scripps College both internally and with its public.*

### GOLD Logo

The GOLD (Graduates Of the Last Decade) logo is self-descriptive. All of the letters in the GOLD logo are set in a specially customized version of the Bembo typeface.

Use of the GOLD logo requires approval from the Office of Communication and Marketing or the Office of Alumnae Relations and is not available for general use.

When using the logo without the “Scripps College” and “Graduates Of the Last Decade” tag lines, the tag line information must be presented in the text of the piece.

To prevent erosion of the symbolic value of the GOLD logo, these common errors must be avoided:

Altering the established relative size and position of the logo components. Attempting to set the letters in a standard font. The letters and spacing are customized for the logo and cannot be adequately duplicated.

The GOLD logo may appear only in the solid one-color version described here. It is unacceptable to use screen tints or other colors.

### One-Color

#### All PMS 5545

PMS 5545 (Scripps Green) is the preferred one-color treatment.

To replicate in standard four-color process (cyan, magenta, yellow, black) projects.:CMYK – Cyan=59, Magenta=0, Yellow=50, K(Black)=52

To replicate in three-color process projects: RGB – Red=52, Green=116, Blue=92

#### All Black

Black is the only other acceptable one-color treatment.

#### Reverse from Color Field

The GOLD logo may be used in reverse from a dark color field. The color field must be dark enough so that the logo may be easily read.



**Graphics Staging**

**The College Signature and Name**

*The College signature and name (word mark) must be properly “staged” to maintain the integrity of each as a symbol of the College.*

Adequate clear space or “staging area” must be maintained on all sides of the Signature, free of graphic intrusions. This clear area will ensure a distinct visual impact for the Signature.

A minimum X staging distance (X being the height of the arches “leg”) should be maintained, clear of all other visual elements such as typography, illustration, variation in background, or edge of the printed surface. This X staging distance is a minimum. Often, a larger staging area will provide greater distinction.



Adequate clear space or “staging area” must be maintained on all sides of the name, free of graphic intrusions. This clear area will ensure a distinct visual impact for the name.

A minimum ½ X staging distance (X being the height of the name) should be maintained, clear of all other visual elements such as typography, illustration, variation in background, or edge of the printed surface. This ½ X staging distance is a minimum. Often, a larger staging area will provide greater distinction.



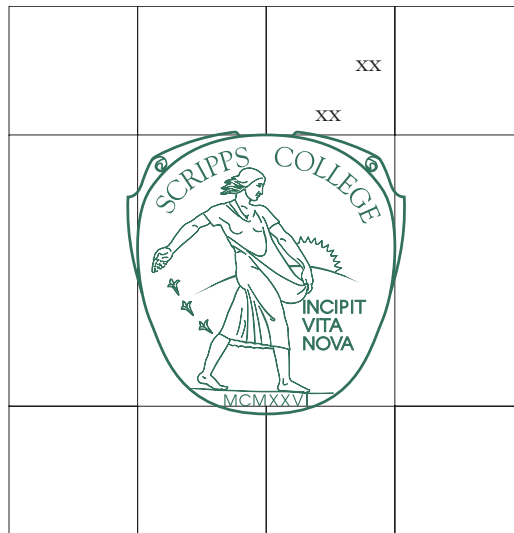
**Staging**

**The La Semeuse Seal and EBSS Logo**

*The La Semeuse seal and EBSS logo must be properly “staged” to maintain the integrity of each as a symbol of the College.*

Adequate clear space or “staging area” must be maintained on all sides of the *La Semeuse* seal, free of graphic intrusions. This clear area will ensure a distinct visual impact for the seal.

A minimum ½ X staging distance (X being the width of the seal) should be maintained, clear of all other visual elements such as typography, illustration, variation in background, or edge of the printed surface. This ½ X staging distance is a minimum. Often, a larger staging area will provide greater distinction.



Adequate clear space or “staging area” must be maintained on all sides of the EBSS logo, free of graphic intrusions. This clear area will ensure a distinct visual impact for the logo.

A minimum ½ X staging distance (X being the height of the logo) should be maintained, clear of all other visual elements such as typography, illustration, variation in background, or edge of the printed surface. This ½ X staging distance is a minimum. Often, a larger staging area will provide greater distinction.



**Graphics Staging**

**Alternate Configuration**

*The Reunion Weekend logo and GOLD logo must be properly “staged” to maintain the integrity of each as a symbol of the College.*

Adequate clear space or “staging area” must be maintained on all sides of the Reunion Weekend logo, free of graphic intrusions. This clear area will ensure a distinct visual impact for the logo.

A minimum X staging distance (X being the stacked Reunion Weekend word height, as shown) should be maintained, clear of all other visual elements such as typography, illustration, variation in background, or edge of the printed surface. This X staging distance is a minimum. Often, a larger staging area will provide greater distinction.



Adequate clear space or “staging area” must be maintained on all sides of the GOLD logo, free of graphic intrusions. This clear area will ensure a distinct visual impact for the logo.

A minimum X staging distance (X being the height of the word GOLD) should be maintained, clear of all other visual elements such as typography, illustration, variation in background, or edge of the printed surface. This X staging distance is a minimum. Often, a larger staging area will provide greater distinction.



## Use of Color

### The Scripps College Color Palette

*The Scripps College colors are an integral part of the overall identification system. The proper and consistent use will serve to build awareness and recognition.*

#### Color Consistency

The College's signature, name, seal, and supplemental graphic items must always appear in the preferred College colors, and must never appear in screen tints. Most items may be used in reverse from either the preferred or approved College colors.

Ink colors are effected by many variables including printing method, paper color, texture, and conditioning. Our objective is to achieve a very close color match to the official color palette within reasonable tolerances of the chosen reproductive method, paper, and substrate (base).

#### Preferred College Colors

Pantone 5545  
C59, M0, Y50, K52  
R52, G113, B91




Black

#### Approved College Color Palette

C40, M5, Y100, K0  
R167, G197, B57




C62, M0, Y21, K31 (60%)  
R56, G147, B155 (60%)

C62, M22, Y0, K3  
R86, G160, B211




Pantone 877

C0, M14, Y28, K55  
R138, G121, B103




C40, M0, Y0, K0  
R142, G216, B248

C21, M61, Y0, K4  
R189, G118, B172




C40, M45, Y0, K0  
R156, G141, B195

C0, M31, Y65, K5  
R239, G176, B103




C0, M79, Y100, K0  
R241, G93, B34

C0, M12, Y100, K7  
R240, G202, B23




C0, M47, Y100, K18  
R207, G129, B41

## Supporting Typography

### Bembo MT Std

*Four levels of Bembo MT Std (regular and italic) have been selected for use in supporting typography (e.g., the copy included in College stationery, brochures, invitations, and promotional materials). Due to the difficulties with this font when viewing across multiple platforms, it is advised that this font only be used on printed materials such as stationery and brochures and with permission of the Office of Communication and Marketing.*

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#### Bembo MT Std Regular

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,;:'&!?\$

#### Bembo MT Std Italic

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890.,;:'&!?\$*

#### Bembo MT Std Semibold

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,;:'&!?\$

#### Bembo MT Std Semibold Italic

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890.,;:'&!?\$*

#### Bembo MT Std Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,;:'&!?\$**

#### Bembo MT Std Bold Italic

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890.,;:'&!?\$***

#### Bembo MT Std Extra Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,;:'&!?\$**

#### Bembo MT Std Extra Bold Italic

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890.,;:'&!?\$***



## Supporting Typography

### Times New Roman

Times New Roman (*regular, italic, bold, bold italic*) has been selected for use in supporting typography. It is recommended that Times New Roman be used instead of Bembo MT Std in all letters, memos, emails, PowerPoint presentations, and anything viewed primarily on the web and/or mobile devices.

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#### Times New Roman Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890.,:;'&!?\$

#### Times New Roman Italic

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890.,:;'&!?\$*

#### Times New Roman Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,:;'&!?\$**

#### Times New Roman Bold Italic

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890.,:;'&!?\$***

## Supporting Typography

### Myriad Pro

Five levels of Myriad Pro (regular and italic) have been selected for use in supporting typography (e.g., the copy included in College stationery, brochures, invitations, PowerPoint presentations, and promotional materials). The Myriad Pro Condensed family of fonts is also available for use. Please consult the Office of Communication and Marketing for tips on when to use this font family.

Myriad Pro Light is the standard typography for all headers on the website.

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#### Myriad Pro Regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,;:'&!?\$

#### Myriad Pro Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890.,;:'&!?\$*

#### Myriad Pro Light

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890.,;:'&!?\$

#### Myriad Pro Light Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890.,;:'&!?\$*

#### Myriad Pro Semibold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,;:'&!?\$**

#### Myriad Pro Semibold Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890.,;:'&!?\$***

#### Myriad Pro Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,;:'&!?\$**

#### Myriad Pro Bold Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890.,;:'&!?\$***

#### Myriad Pro Black

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890.,;:'&!?\$**

#### Myriad Pro Black Italic

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890.,;:'&!?\$***

**Supporting Typography****Scripps College Old Style**

*One level each of regular, italic, and small caps Scripps College Old Style has been selected for use in supporting typography (e.g., the copy included in College stationery, brochures, invitations, and promotional materials).*

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**Scripps College Old Style**

abcdefghijklmnopqrstuvwxy<sup>z</sup>

ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ

1234567890.,;:'&!?\$

**Scripps College Old Style Italic**

*abcdefghijklmnopqrstuvwxy<sup>z</sup>*

*ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ*

*1234567890.,;:'&!?\$*

**Scripps College Old Style Small Caps**

ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ

ABCDEFGHIJKLMN<sup>OP</sup>QRSTU<sup>VW</sup>XYZ

1234567890.,;:'&!?\$

### Promotional Items

*The consistent, proper use of the College's identifying elements in all communications and promotional items will solidify the identity of Scripps College both internally and with its public.*

*All promotional items using the Scripps College signature (logo), name (word mark), or seal, must conform to the same graphic standards established for print materials. Approved College colors must be used, and staging guidelines must be strictly followed. The Office of Communication and Marketing must approve any deviation in color or graphic use. All new promotional items must go through the same three-step process required for publications.*

*The College signature, word mark, and seal may not appear on items deemed inappropriate to the image of the College. In addition, the College seal (La Semeuse) may not appear on items available to the general public. The Office of Communication and Marketing will make the final determination on such matters.*

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## Common Tools

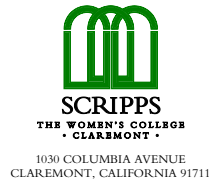
### Memo Format

Use 1 inch margins, Times New Roman font, 12 point type. Scripps style is one space following periods. The template can be downloaded from:

[inside.scrippscollege.edu/communication/approved-templates/](http://inside.scrippscollege.edu/communication/approved-templates/)

When ordering personalized or department stationery, always include the mailbox number at the end of the address line with a comma and pound sign “#” not “PMB.”

(Example: 1030 Columbia Avenue, #1200). If ordering standard stationery, such as the sample below, no mailbox number is included. Zip Code should be 5 digits only.



**DATE:** Month 16, 2012

**TO:** Recipient

**FROM:** Name, Title

**RE:** Topic

---

#### Heading One (if needed)

Type in the body of the memo. Scripps style is one space after period. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ornare, felis vitae commodo gravida, est orci gravida augue, eu iaculis quam turpis vitae ante. Aliquam erat volutpat. Proin quis sapien nec ligula pulvinar placerat. Morbi tristique. Sed fringilla, leo sit amet sagittis tempor, dui libero tincidunt nisl, eu congue dolor ante ullamcorper urna. Mauris vel pede. Donec placerat est ac ipsum. Duis pede odio, eleifend vitae, tincidunt eget, consequat et, ante. Mauris leo diam, dignissim a, blandit sit amet, aliquet non, ipsum. Phasellus magna. Suspendisse bibendum magna sit amet lectus molestie faucibus. Sed semper blandit tortor. Etiam cursus.

#### Heading Two (if needed)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ornare, felis vitae commodo gravida, est orci gravida augue, eu iaculis quam turpis vitae ante. Aliquam erat volutpat. Proin quis sapien nec ligula pulvinar placerat. Morbi tristique. Sed fringilla, leo sit amet sagittis tempor, dui libero tincidunt nisl, eu congue dolor ante ullamcorper urna. Mauris vel pede. Donec placerat est ac ipsum. Duis pede odio, eleifend vitae, tincidunt eget, consequat et, ante.

#### Attachments:

Attachment One  
Attachment Two

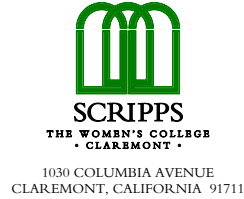
#### Also available on Sakai:

Document One  
Document Two  
Document Three

## Common Tools

### Letter Format

Use 1 inch margins, Times New Roman font, 12 point type. Scripps style is one space following periods. The template can be downloaded from:  
[inside.scrippscollege.edu/communication/approved-templates/](http://inside.scrippscollege.edu/communication/approved-templates/)



June 20, 201X

Mr./Mrs./Ms./Dr. Full name of recipient  
 Title  
 Name of Company  
 Address Line One  
 City, State (2 letter postal abbrev.) Zip Code

Salutation:

If Using a Subject Line Underline (BOLD-optional)

Introductory paragraph. Scripps style is one space following periods. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ornare, felis vitae commodo gravida, est orci gravida augue, eu iaculis quam turpis vitae ante. Aliquam erat volutpat.

Body paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ornare, felis vitae commodo gravida, est orci gravida augue, eu iaculis quam turpis vitae ante. Aliquam erat volutpat. Proin quis sapien nec ligula pulvinar placerat. Morbi tristique.

Closing paragraph. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed ornare, felis vitae commodo gravida, est orci gravida augue, eu iaculis quam turpis vitae ante. Aliquam erat volutpat. Proin quis sapien nec ligula pulvinar placerat. Morbi tristique. Sed fringilla, leo sit amet sagittis tempor, dui libero tincidunt nisl.

Sincerely,

Name of writer  
 Title (omit if on the letterhead)

cb

Enclosure(s): Document One  
 cc: Name of Person

**Common Tools**

**Agenda Format**

*See next page for instructions.*

**SCRIPPS COLLEGE**  
**(NAME OF COMMITTEE) AGENDA**  
 Day and Date, Year  
 00:00 a.m. – 00:00 p.m. (PDT/PST)/00:00 p.m. – 00:00 p.m. (EDT/EST)  
 Location, Scripps College Campus

Chair (or Co-Chair)  
 Co-Chair (if applicable)  
 Vice Chair (or Co-Vice Chair)  
 Co-Vice Chair (if applicable)

**CONFERENCE CALL INFORMATION**  
 Dial-in Telephone Numbers: (800) 416-4956 or (866) 295-5950  
 International Dial-in Telephone Numbers: 00 1 978 964-0051 or 00 1 978 964-0031  
 Participant Code: #      Leader Code: #

Time			CHAIR'S (or CHAIRS') WELCOME	Chair or Co-Chairs
	1.	Report Discussion Action Page #	TOPIC (Reference) <ul style="list-style-type: none"> <li>• Subtopic</li> <li>○ Sub-Subtopic</li> </ul>	Presenter Additional
	2.			
	3.			
	4.			
	5.			
	6.			
<b>EXECUTIVE SESSION (If Applicable)</b>				
	7.			
<b>End Time</b>			<b>ADJOURNMENT</b>	

**NEXT (NAME OF COMMITTEE) COMMITTEE MEETING**  
 Day and Date, Year  
 00:00 a.m. – 00:00 p.m. (PDT/PST)/00:00 p.m. – 00:00 p.m. (EDT/EST)  
 Location, Scripps College Campus

## Common Tools

### Agenda Format

*Image of template on previous page. Below are instructions on how to set up an agenda.  
The template can be downloaded from:  
[inside.scrippscollege.edu/communication/approved-templates/](https://inside.scrippscollege.edu/communication/approved-templates/)*

---

## General

1. Mark Draft: Until the agenda is final, mark it DRAFT using a watermark (rather than noting “draft” or “proposed” in the title or header). This pertains only to agendas submitted specifically as drafts for the Executive Committee meetings. Normal committee agendas should have all draft marks removed.
2. Margins: Use .75 inch margins all around to allow for more space for the table.

## Header

1. Header SCRIPPS COLLEGE and COMMITTEE NAME AGENDA is Blocked Letter, Bold, 12 pt. Times New Roman Font.
2. Everything else is Bold, 12 pt. Times New Roman Font.
3. Include full PDT and EDT (or PST and EST) times in all information.
4. Include location; if not Scripps College: e.g. “Roger Engemann’s Office, 1122 Green Street, Pasadena, CA 91106.”
5. Include complete conference call information, including participant codes, leader codes and international numbers. (FYI: we’ve been told that if the Budget Conferencing website goes down, callers can still access conference calls via the international numbers (without the 00).)
  - a. This information is in a TEXT BOX (making revising easier), with borders 1 ½ pt. thick.

## Table Parameters

1. Borders: All borders are ½ pt. thick.
2. Columns:
  - a. Each column is only wide enough for the longest normal data set; e.g.:
    - i. Amy Marcus-Newhall and Lori Bettison-Varga are our longest normal name sets.
    - ii. 12:00 p.m. is equivalent to our longest time set.
    - iii. Discussion is our longest recorded step set.
  - b. Columns 1 and 2 are centered, columns 3 and 4 are left justified, and column 5 is right justified.
3. Rows:
  - a. Welcome and Adjournment rows are condensed and abridged since they are formalities.
  - b. All other rows have one blank line at the top and bottom of the cell to enhance readability. The top blank line can be eliminated to conserve space to fit on one page if necessary.
4. Item Numbering: Use Arabic numbers. (We will reserve Roman numerals for full BOT meeting agendas.)
5. “Report, Discussion, Action” Column:
  - a. Do not include a slash (/) between these designations (if more than one is needed for a particular topic).
  - b. Page Numbers: Insert page #s for only the initial page of the reference, not the full page span (e.g. Page 9; not Pages 9-15). If there are multiple references for one topic/subtopic, it is only necessary to note the first page of the first reference.
6. Topic Headings: Use FULL CAPS for all topic headings.
  - a. Subtopics: Use solid bullet points and follow normal capitalization rules for titles. To conserve space, bullet points are not indented.
    - i. Sub-Subtopics are indented as hollow bullet points .25 inches (to align and conserve space).
  - b. Reference: If the topic/subtopics have reference material, note (Reference) adjacent to the main topic to signal that there are such materials for some or all of subtopics. (There is no need to note an additional (Reference) after subtopics with references). Please use the Reference Materials Lists posted on Sakai to keep track of reference materials instead of including references or reports at the bottom of the agenda.
7. Next Meeting Information: Include information for next meeting in text box, ½ pt. thick, with details as displayed (see header notes above).



## Common Tools

### Scripps College Abbreviations and Acronyms

*Please contact the Office of Communication and Marketing (x18280) if you have items that should be added to this list.*

#### Scripps College Abbreviations and Acronyms

3CIV (3 College Intersarsity)

5Cs (The Claremont Colleges: CMC, HMC, Pitzer, Pomona, Scripps)

7Cs (CGU, CMC, HMC, KGI, Pitzer, Pomona, Scripps)

A-Team (Activities Team)

A&IR (Assessment & Institutional Research)

AASP (Asian American Sponsor Program)

AASU (Asian American Student Union)

Balch Hall (Janet Jacks Balch Hall)

Browning (Ellen Browning Residence Hall)

CAPAS (Center for Asian Pacific American Students)

CCL (Café Con Leche)

CGU (Claremont Graduate University)

CHM (Clark Humanities Museum)

Clark (Grace Scripps Clark Residence Hall)

CLORGs (Clubs and organizations)

CLSA (Chicano/Latino Student Affairs Center)

CMC (Claremont McKenna College)

CMS (Claremont-Mudd-Scripps athletics)

College, the (when referring to Scripps College; do not capitalize “the”)

CP&R (Career Planning & Resources)

CUC (Claremont University Consortium)

Denison Library (Ella Strong Denison Library)

DOF (Dean of Faculty)

Dorsey (Susan Miller Dorsey Residence Hall)

DOS (Dean of Students)

EBSS (Ellen Browning Scripps Society)  
Field House (Sallie Tiernan Field House)

Frankel (Cecil and Bessie Frankel Residence Hall)

GJW (Gabrielle Jungels-Winkler Residence Hall)

GOLD (Graduates of the Last Decade)

GWS (Gender and Women’s Studies)

HEO (Health Education Outreach)

HMC (Harvey Mudd College)

HR (Human Resources)

Humanities Building (Bette Cree Edwards Humanities Building)

EUCC (European Union Center of California)

I-Place (International Place of the Claremont Colleges)

IT (Information Technology)

IT-FITS (IT-Faculty Instructional Technology Support)

IWS (Intercollegiate Women’s Studies)

Keck Science Department (W.M. Keck Science Department of Claremont McKenna College, Pitzer College, and Scripps College)

KGI (Keck Graduate Institute)

Kimberly (Mary Kimberly Residence Hall)

Lang (Lang Art Studios)

Lincoln Building (Joan and David Lincoln Ceramic Art Building)

LLAiR (Lois Langland Alumna-in-Residence program)

Malott Commons (Elizabeth Hubert Malott Commons)

Motley, The (The Motley Coffeehouse – capitalize “The”)

NSP (New Student Program)

OBSA (Office of Black Student Affairs)

OCS (Off-Campus Study)

OWL (Outdoor Women Leadership)

PAC (Scripps College Performing Arts Center)

Post-Bac (Post-Baccalaureate Premedical Program)

Press, the (The Scripps College Press)

QRC (Queer Resource Center)

Revelle House (Ellen Clark Revelle House)

Roult (Mary Roult Residence Hall)

SADIOS (Spend a Day in Our Shoes)

SAF (Scripps Association of Families)

SAO (Student Account Office)

SARLO (Student Activities and Residential Life Office)

SAS (Scripps Associated Students)

SCA (Scripps College Academy)

SCORE (Scripps Communities of Resources and Empowerment)

SIF (Student Investment Fund)

SQS (Scripps Quest Scholars)

TFH (Tiernan Field House)

Steele Hall (Harry and Grace Steele Hall)

Toll (Eleanor Joy Toll Residence Hall)

Wilbur (Marguerite and Van Rensselaer Wilbur Residence Hall)

Williamson Gallery (Ruth Chandler Williamson Gallery)

## Common Tools

### Scripps College Award Names

*Please contact the Office of Communication and Marketing (x18280) if you have items that should be added to this list.*

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#### Awards, Fellowships, and Scholarships

Alumnae Athletic Award  
 Annual Alumnae Award  
 Anthropology Senior Thesis Award  
 Barbara McClintock Science Award  
 Davis Project for Peace Award  
 Donald A. Strauss Scholarship (Strauss Scholars)  
 Edith Potter German Award  
 Edward A. White Award in American Studies  
 English Senior Thesis Award  
 Fulbright U.S. Student Program (Fulbright grantees)  
 Gabrielle Jungels-Winkler Scholarship  
 Gender and Women's Studies Award  
 Gladys Pattison  
 Kathleen Wicker Religion Studies Senior Thesis Award  
 Latin American Studies Senior Thesis Award  
 Lind Family Prize in Mathematics in Honor of Mary Barron and Professor Louis Barron  
 Lucia Suffel Crafts Award  
 Nöelle and Veronique Boucquey Outstanding Scholar-Athlete Award  
 Padelford French Award  
 Payton Watkins '09 Media Studies Award  
 Robert B. Palmer Classics Award  
 Rosalyn S. Yalow Science Award  
 Sallie Suzanne Tiernan Memorial Award  
 Samella Lewis Scholarship

Studio Art Award in Computer and/or Digital Technology  
 The Hispanic Studies Senior Thesis Award  
 The History Senior Thesis Award  
 The Joan Robinson Prize in Economics  
 The Legal Studies Senior Thesis Award  
 The Lois Langland Psychology Award  
 The M.S. Slocum Award for Student Libraries  
 The Margaret Siler Faust Psychology Senior Thesis Award  
 The Politics and International Relations Senior Thesis Award  
 The Sybil Smith Memorial Latin Prize  
 The Wilson Internship  
 Writing Program Senior Thesis Award

#### Other Fellowships and Scholarships

The Virginia Judy Esterly Award  
 Churchill Scholarship (Churchill Scholars)  
 Barry M. Goldwater Scholarship (Goldwater Scholars)  
 Eaton Ecological Research Grant  
 J. Paul Getty Multicultural Internships  
 James Madison Memorial Fellowship  
 Johnson Summer Student Research Grant  
 Marshall Scholarship (Marshall Scholars)  
 The Mellon Mays Undergraduate Fellowship  
 The George J. Mitchell Scholarship (Mitchell Scholars)

The National Science Foundation Graduate Research Fellowship  
 Rhodes Scholarship (American Rhodes Scholars)  
 Truman Scholarship (Truman Scholars)  
 W.M. Keck Summer Research Fellowships  
 Udall Scholarship  
 Thomas J. Watson Fellowship (Watson Fellows)

#### Greek Letter Awards

Phi Beta Kappa  
 Sigma Delta Pi  
 Sigma Xi  
 Psi Chi  
 Theta Alpha Kappa  
 Phi Alpha Theta  
 Omicron Delta Epsilon

#### Latin Honors

Summa Cum Laude  
 Magna Cum Laude  
 Cum Laude

## Common Tools

### Scripps College Campus Locations

Please contact the Office of Communication and Marketing (x18280) if you have items that should be added to this list.

---

## Campus Locations

### Include italics for external audience/ proper names

Alumnae Field	Mary Wig Johnson Courtyard	Williamson Gallery, <i>Ruth Chandler</i>
Balch Auditorium	The Motley Coffeehouse	W.M. Keck Science Department of Claremont McKenna College, Pitzer College, and Scripps College (W.M. Keck Science Department)
Balch Hall, <i>Janet Jacks</i>	Mañana Court	Wood Steps, Elizabeth Monroe
Baxter Hall	Margaret Fowler Garden	Writing Center
Bixby Court	McAlister Center	240 House
Boone Recital Hall	Millard Sheets Art Center	
Bowling Green	Pattison Court	
Chandler Walk	Performing Arts Center	
Clark Humanities Museum	Sculpture Garden	
Dartmouth House, 1030	Quotations Walk	
Denison Library, <i>Ella Strong</i>	Residence Halls:	
Edwards Court	Browning, <i>Ellen</i>	
Edwards Humanities Building	Clark, <i>Grace Scripps</i>	
Elm Tree Lawn	Dorsey, <i>Susan Miller</i>	
Field House, <i>Sallie Tiernan</i>	Frankel, <i>Cecil and Bessie</i>	
Glanville Library	Gabrielle Jungels-Winkler	
Garrison Theater	Kimberly, <i>Mary</i>	
Hampton Room	Routt, <i>Mary</i>	
Holden Court	Routt Apartments	
Honnold Gate	Toll, <i>Eleanor Joy</i>	
Honnold/Mudd Library	Wilbur, <i>Marguerite and Van Rensselaer</i>	
Humanities Auditorium, <i>Bette Cree Edwards</i>	Revelle House, Ellen Clark	
Huntley Bookstore	Revelle Gardens	
Jaqua Quadrangle	Richardson Dance Studio	
Joan and David Lincoln Ceramic Art Building	Scripps College Performing Arts Center	
Lang Art Studios	Scripps College Press	
Lyddon Courty	Seal Court	
Malott Commons, <i>Elizabeth Hubert</i>	Sicilian Court	
	Steele Hall, <i>Harry and Grace</i>	
	Stewart Court (sunken garden, west of Malott Commons)	
	Sculpture Garden	
	Tranquada Student Services Center	
	Valencia Court	
	Vita Nova Hall	

## Common Tools

### Scripps College Language

Please contact the Office of Communication and Marketing (x18280) if you have items that should be added to this list.

### Scripps College Language

Alumna (singular)

Alumnae (plural)

Athenas (CMS athletics team name)

cocurricular (instead of co-curricular )

Commencement, not graduation

The Commons, not the dining hall

Convocation

Development or Advancement  
(Institutional Advancement)

Faculty titles: Always list the full title of a faculty member

Field House, not the gym

First year (or first-year if used as an adjective), not freshman

Incipit Vita Nova (Scripps College motto: Here begins new life.)

*La Semouse* (in italics)

Miss Scripps: Ellen Browning Scripps

The Motley or The Motley Coffeehouse

Off-Campus Study (not study abroad)

Residence halls, not dorms

Scripps College is small, not tiny.

*Scripps Magazine*, not *Bulletin*

“Scrippsies”: affectionate term alumnae use among themselves

We admit women. We graduate students.

Include alumna’s maiden name and class year in all publications, e.g., Mary Wig Johnson ’35

Use “Departments” when referring to academic departments and “Office of” when referring to administrative offices.

### Titles

#### Vice president

Do not use a hyphen in *vice president*.

When preceding a name as a title, capitalize both words; do not capitalize following a name.

*Vice President Coville delivered the report.*

*Joanne Coville, vice president of business affairs and treasurer, delivered the report.*

#### Chair

Use the name of the professor with a comma after, insert “*who holds the*” and the name of chair and add a comma.

*Mary Hatcher-Skeers, who holds the Sidney J. Weinberg, Jr. Chair in Natural Sciences,*

#### Co-chair(s)

Use a hyphen in *co-chair(s)*.

When preceding a name, capitalize only the first “c” in “co.”

*Co-chairs Mike Meyers and Angelina Jolie were on the program.*

Do not capitalize co-chair when it does not precede a name.

*She was one of several co-chairs.*

#### Former, late, ex-, -elect

Do not capitalize *former*, *late*, or *-elect* when used with titles.

*former President Nancy Bekavac*

*the late President Ernest Jaqua*

*President-elect Amy Drayer ’99*

## Common Tools

### PowerPoint Reference Guide

The following are PowerPoint style recommendations from the Scripps College Office of Communication and Marketing. Four Scripps College PowerPoint templates are available on the website ([link](#)) and on the G drive of the Novell Server ([path](#)). If you need assistance with a presentation, please contact the Office of Communication and Marketing at x18280.

Approved templates can be downloaded from:  
[inside.scrippscollege.edu/communication/approved-templates/](http://inside.scrippscollege.edu/communication/approved-templates/)

## Effective PowerPoint Slide Creation

### For use with the Scripps College Templates

Follow the criteria below for effective slides:

1. Harmonize background and colors to meet your objective.
2. Organize the text into groups of information.
3. Don't cover the whole slide.
4. Write informative or action-oriented titles.
5. Use tables and images whenever possible.
6. Make your picture and video clips count.
7. Simplify your charts and diagrams.
8. Use call-out boxes.
9. Use animations to tell your story.
10. Include emotional connections slides.
11. Lay out all the slides and look at them.

(Excerpted from *Point, Click & Wow!*, Claudyne Wilder, 2008)

### Font

It is recommended that the Myriad Pro family be used. This font is built into the templates and was tested for use on both PC and MACs. Fonts below size 12 pt. should be used sparingly. Headlines should be between 38 and 44 pt.

## Color Palette

The Scripps College approved colors have been embedded in the palette of all the templates. If you need to create a new template, the RGB formulas are listed at the end of this document. The colors can be created when you select "more colors" and the "custom" tab in any color selection window.

### Font Color

It is recommended that the type is in black, dark gray, or dark green for greatest visibility on screen and when producing printouts of the slides.

### Graphs/Charts

If you require the assistance of Communication and Marketing with the tailoring of your presentation, we recommend that you send the worksheets for the graphs and charts to us as well. If the graphs and charts are in the slides as images, there is very little we can do in terms of formatting the material.

### Note

If images, charts, and graphs are copied from one publication into a presentation, and those graphics have footnotes, it is important that you copy or reference the footnote in the presentation or remove it entirely.

## Proofreading

It is critical that every slide be proofread extensively by multiple readers. An error in a presentation can overshadow the important message(s) the presenter is trying to convey. If given proper notice, the Office of Communication and Marketing can assist with proofreading.

### Additional Resources

- [www.microsoft.com/atwork/skills/presentations.aspx](http://www.microsoft.com/atwork/skills/presentations.aspx)
- *Point, Click & Wow!*, Claudyne Wilder, 2008

## Website Style Guidelines

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### Typography Styles Unique to the Scripps College Website

- Times of day (a.m. and p.m.) are typed without periods—am and pm, and there is no space after the numbers. (8:00am, 2:00pm)
- Emphasized text on the Scripps College website is **bolded**, not underlined.
- All periodicals and publications are italicized.
- With the exception of hyperlinks, all body text will be represented by the same color: black.
- Headers will have their own consistent color dependent on their location in the site. Hyperlinks will also be represented by this same color. Colors should reflect the approved Scripps College color palette.

### Online Boilerplate Usage

The Scripps College boilerplate does not need to be included in press releases or feature stories added to the Scripps College website; it is added automatically by the site's template.

Boilerplates from other referenced institutions may be placed at the bottom of a story when separated by a Level 3 Header (h3) tag saying "About [Institution]."

### Hyperlinks

In the body of a story, anchor tags/links must appear as part of the sentence structure and not as a URL offset in parentheses.

- Correct: Alexis visited the Scripps College website to download the admission brochure.
- Incorrect: Alexis visited the Scripps College website (www.scrippscollege.edu) to download the admission brochure.

Select the text you want to point to the URL and add the hyperlink.

The only exception to this practice would be in maintaining the layout of another institution's boilerplate. Even then, try to incorporate the hyperlink into the text if the layout isn't compromised

### Feature Stories: Student Names

Feature stories written for the Scripps college website refer to current students by their first names after their first appearance in the article.