

- **African American.** We do not hyphenate African American.
- **Black.** We always capitalize Black when it is used to speak of a person's race.
- **Books, articles, magazines.** Use quotation marks around the titles of books, songs, TV shows, computer games, poems, speeches and works of art. Do NOT use quotation marks around magazine or newspaper titles or the Bible. Do not underline or italicize any of the above.
- **College.** When referring to ourselves, we capitalize College.
- **Colons.** Capitalize the first word after a colon only if it is a proper noun or begins a complete sentence.
- **Commas.** In general, if a comma does not make clear what is being said, it should not be there. If omitting the comma could lead to confusion or misinterpretation, then use the comma. In a series: Do not put a comma before the conjunction in a series unless doing so avoids confusion.
- **Dates.** Abbreviate the month, use a figure only for the day (no st, nd, rd or th). A comma is not necessary if only a year and month are given, but do use a comma to set off the year if both month and day are given. Use figures with the letter s but no apostrophe when discussing decades—the 1950s. Use figures for centuries—the 20th century. Capitalize days of the week, but do not abbreviate.
- **Numbers.** In general, spell out one through nine; use figures thereafter. Always use figures for units of measure, when referring to someone's age and in all tables and statistics. Use figures with time, along with a.m. and p.m.
- **Periods in Degrees:** We drop the periods in MAT (Master of Arts in Teaching). All other degrees (B.A., B.S., M.S., Ph.D., etc.) keep their periods unless tight spaces prevent them from being used.
- **The National Public Honors College & The Honors College Promise.** When used as titles, capitalize the "t" in "The" but do not capitalize it in body text.
- **Titles.** In general, only capitalize when it is a formal title (not simply a job title) and used directly before someone's name—President Rhonda Phillips, but Rhonda Phillips, president.

Wordmark

Supporting line

ST MARY'S

COLLEGE of MARYLAND

The National Public Honors College

PRIMARY PALETTE

SMCM BLUE
PMS 281
C100 M93 Y32 K31
R0 G32 B92
HEX 00205C

SECONDARY PALETTE

SMCM GOLD
PMS 7406
C0 M25 Y100 K0
R243 G193 B0
HEX F3C10D

WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFFFF

TERTIARY PALETTE

RED
PMS 1797
C10 M100 Y85 K0
R208 G52 B58
HEX D0343A

LIGHT BLUE
PMS 292
C59 M14 Y0 K0
R89 G178 B231
HEX 59B2E7

DARK GRAY
PMS Warm Gray 9
C48 M47 Y51 K12
R132 G120 B112
HEX 847870

LIGHT GRAY
PMS Warm Gray 1
C15 M14 Y17 K0
R214 G209 B202
HEX D6D1CA

Baskerville, *Baskerville Italic*, Baskerville Bold

Use Baskerville for headlines and display text.

Montserrat, *Montserrat Italic*, Montserrat Bold

Use Montserrat for display copy.

Roboto, *Roboto Italic*, Roboto Bold

Use Roboto for body copy in print and online.

Arial, *Arial Italic*, Times, *Times Italic*

Use Arial and Times as default fonts or for general office use.

QUESTIONS?

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We are **St. Mary's College of Maryland** in all formal literature and in the first instance in larger publications. After the first mention in less formal pieces, we can be **St. Mary's College** or **SMCM**. **We are never just St. Mary's**. Our teams, fans, students and alumni are **Seahawks**.

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PRIMARY PALETTE



SECONDARY PALETTE



Baskerville, *Baskerville Italic*, **Baskerville Bold**

Use Baskerville for headlines and display text.

Roboto, *Roboto Italic*, **Roboto Bold**

Use Roboto for Seahawks & sport name.

Arial, *Arial Italic*, Times, *Times Italic*

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