St Mary's

College of Maryland

The National Public Honors College

BRAND STYLE GUIDE

UPDATED NOVEMBER 21, 2025

Contents

APPROVAL REQUIRED

At points throughout this guide, certain information has been highlighted where approval from the Office of Marketing and Communications is required. Contact information can be found on page 72 at the end of this guide.

OUR BRAND

Our brand is a promise. It's an expression of our values, our successes, our community. And brand consistency keeps that promise.

When people see or hear the marks of our brand—our logos, our colors, our language and phrases—they understand our commitment and know what follows represents the values and mission of St. Mary's College of Maryland.

A strong brand reinforces **trust** in what we communicate about the College. That trust is earned by ensuring honesty, accuracy and truthfulness in what we say about the College as well as our our students, alumni, faculty and staff.

It's not enough to just build awareness of St. Mary's College— brand awareness is simply a first impression. It puts us on the radar and brings people through the door. But brand consistency is how we build on that awareness to create trustand nurture that growing relationship. Strong brand consistency helps us to:

• **Maximize the effects of reach and frequency.** Reach is the number of people exposed to our brand. Frequency is the number of times they are exposed. When we reach multiple people with the same brand, we give them a common experience upon which our brand and reputation can grow virally—the "Oh, St. Mary's College of Maryland? Yeah, I know them!" effect. When we keep our brand consistent over multiple exposures (frequency), we build familiarity and trust. We don't need to keep introducing ourselves and can instead build a conversation about who we are.

• **Speak with a unified voice.** Following brand guidelines when speaking about ourselves and presenting ourselves to the world magnifies the impact of our efforts. Brand consistency across departments and divisions demonstrates an institution whose members not only communicate with each other efficiently, but are also independently committed to the same institutional mission.

• **Leverage our successes across the College.** When we present our diverse community as a unified brand with a singular voice, then success in one area—say, a faculty member's paper being published in an influential journal or a student winning an award in their field of study—will positively impact other areas, such as undergraduate recruitment or alumni engagement. A rising tide lifts all ships.

Brand awareness makes us known.
Brand consistency makes us trusted.

Our brand is important because we believe in the value of this place. The success of the brand and its consistency aren't the goals. The goal is the success of the College— *the people and the place.*

Think of brand consistency the way you think about properly maintaining your house. You don't change the filters in your furnace because you believe in the power of filtration to change lives, nor do you clean your gutters out of a longstanding commitment to the values of proper drainage.

You take care of your house because it protects you. It holds the things you love and cherish. It gives your family a safe place to live and grow. And even after the kids grow up and venture out on their own, you all come home as a family. You maintain your house because it's home.

Our brand matters to us because whether someone is here for only four years or the length of an entire career, *St. Mary's College of Maryland is our home.*

BRAND PROMISE
Our Value Proposition

Extraordinary Value + Prestige = the rigorous, relevant, experiential liberal arts honors education preparing students for 21st century career and lifetime success.

BRAND ESSENCE
Our Core Belief

Rigorous, relevant and experiential education should be accessible to everyone with the talent, ambition and potential to do the work.

BRAND POSITION
Our Differentiator

The National Public Honors College

Brand chapters

1. Prestige + Access

When you choose St. Mary's College of Maryland you choose a legacy of excellence. A founding school of our nation, our tradition of nurturing intellectual ambition through rigorous, relevant and experiential education has endured for 180 years and has placed us among the nation's top liberal arts colleges. But that's just part of our story. We're the nation's first public honors college and one of only two in the United States with that designation. If you think you don't belong here, think again. Here, an honors education isn't just about where you've been, but about where you're going. This is a place where prestige and access intersect making this selective top-ranked honors education accessible to everyone who has the talent, ambition and potential to do the work.

2. LEAD with an EDGE

What makes our graduates stand out? The undeniable career-ready edge they get by Learning through Experiential and Applied Discovery (LEAD). **Woven into our liberal arts and sciences honors initiative, LEAD's innovative approach to learning is custom designed just for you**—active and hands-on from the very start. To LEAD at St. Mary's College means you'll do internships, study abroad and research; shape your own career plan and portfolio; and work with fellow students and faculty across disciplines to solve real-world challenges. Most of all, when you LEAD at St. Mary's College you graduate not only with the career-long value of a top-ranked liberal arts honors education, but with the professional skills employers told us they want now. It's a combination that gives you everything you need to handle whatever challenges the 21st-century work world may have in store. And that's an edge worth having.

Brand chapters (continued)

3. Uncommonly Worth It

Choosing the right college is a big decision. Choosing one that delivers remarkable ROI can be a game changer. We're cited by *Money* magazine among one of the "Best Colleges for Your Money," and among the top 100 in *Forbes* Best Value Colleges. But value is about more than having your name on a list. St. Mary's College has among the highest four-year graduation rate in Maryland and the lowest debt among graduates of all Maryland's public 4-year institutions. What does that mean for you? It means getting an exceptional quality education at a price you can afford. Graduating on time with low or no debt makes us practically a unicorn in today's higher education world. We'd say it makes us uncommonly worth it.

4. Be Here. Be Proud. Be Your Best.

Where we are informs who we are. Our namesake, St. Mary's City, with whom we share much of our residential campus, is home to Maryland's first colony and first capital. It is here where the nation's early seeds of democracy gave life to the ideals of freedom and inclusiveness—values we treasure and work tirelessly to promote today. Students choose St. Mary's College because they embrace differences, seek out new perspectives, and appreciate beauty in all its diversity. It's no wonder we've been ranked fifth for "happiest students" by *The Princeton Review*, fourth for "most beautiful campus," and named one of the most "green" campuses in the nation. The river that borders our historic 361-acre home is deeply connected to our identity. Its energy, perseverance and movement ever forward inspire our community to be, and give, our very best.

Brand chapters (continued)

5. Tailored for You

As you might expect of an honors college, close personal attention is the norm here. But as a public institution what you might not expect is our low student-to-faculty ratio. Our incredible world-class professors are advisors, advocates, confidants and friends. They care about your interests, believe in your potential and go above and beyond to help you succeed. Our size makes us nimble so that you can tailor your education to your goals. With more than 65 academic programs you'll find an area of study just for you. From the humanities, social sciences, natural sciences and mathematics, to crossdisciplinary studies and pre-professional programs including Pre-Med, Pre-Law and Pre-Engineering. We have one of the highest percentages of any Maryland school for degrees earned in STEM fields.

Brand story

We are one of the nation's best public honors colleges—ranked top five in *U.S. News & World Report*, a Best Value for in-state and out-of-state students, and one of the country's "green" campuses. St. Mary's College of Maryland defines outstanding liberal arts and sciences education at an affordable price. We offer a rigorous, relevant and experiential education accessible to everyone who has the ambition and potential to do the work.

Better still, we are designed for today's students who want an active, hands-on education. As a St. Mary's College graduate, you stand out with an undeniable career-ready edge by Learning through Experiential and Applied Discovery (LEAD). LEAD's innovative approach to learning through internships, research, career planning and real-world projects ensures that you graduate not only with the career-long value of a top-ranked liberal arts honors education, but with the professional skills employers want.

What's more, with the Honors College Promise, you are guaranteed the opportunity for faculty-guided research, internships or international experiences. You work closely with incredible professors who care about you and your success and you're part of a community that believes in, and promotes, the ideals of freedom and inclusiveness, which saw their beginnings right here in our namesake city.

The river that borders our beautiful campus inspires us each day to appreciate beauty in all its diversity, to move ever forward, and to be, and give, our best—and for nearly two centuries that's exactly what we've been doing. St. Mary's College is where tradition and innovation; prestige and access; ambition and ethics; theory and practice; and success and purpose all deliver an extraordinary education that is uncommonly worth it in every way.

LANGUAGE

We must write with a singular voice about who we are—whether in print, online, or social media. Though each of us writes in our own unique way, by agreeing to uniform writing style guidelines, we ensure that our readers' focus is on what we write, not how we punctuate or capitalize or the vagaries of formatting.
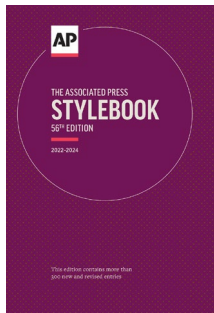
This is why, when it comes to how our writing is composed and published, we need to all be on the same page...or, rather, in the same book—the AP Stylebook, that is.

Why AP style?
The Associated Press Stylebook is the gold standard of mainstream media publishing. Its guidelines are clear and concise, emphasizing accuracy and brevity. What's more, because it is used so much in journalism, it is familiar to most readers. So, when reading our literature, they will not be distracted by unfamiliar styling and formatting practices. Instead, they'll simply take in what we're saying and become part of the conversation.

How to use AP style
All departments and, especially, people tasked with writing for the College should have access to the AP Stylebook. You can order a copy from www.apstylebook.com/ or buy a subscription to it. It is updated every two years.

The AP Stylebook is designed for ease of use: It is organized just like a giant glossary. Want to know when to use a person's title and whether it should be capitalized? Titles are right there under T. Whether to spell out or use a numeral? That's found under N. It's simple, direct and set up for your success.

Notes and exceptions

- **African American.** We do not hyphenate African American, no matter how it is used.

- **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 ("The College was founded in 1840" or "it is College policy that…") 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. Do not put a comma before the conjunction in a series unless doing so avoids confusion. For example: The flag is red, white and blue.

- **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.

- **Hyphens.** Hyphens are joiners. Use them to avoid ambiguity (He re-covered his roof) or to form a single idea from two or more words: small-business owner, first-quarter touchdown, well-known man (but: He was well known). However, do not use with adverbs: a very good time, an easily remembered rule.

- **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. Our brand differentiator is being the National Public Honors College. It is through the Honors College Promise that all students are guaranteed the opportunity for faculty-guided research, internships or international experiences.

- **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.

How we refer to ourselves

We all have different names in different contexts. We may use our complete first and last name when meeting a professional contact for the first time, but we have a fun nickname among our closest friends. Our brand name allows the same flexibility as we establish relationships and connections among our community.

• **St. Mary's College of Maryland.** Our formal name. This is the name used in all formal College literature and in the first instance in larger publications, such as recruitment materials; thereafter, we may adopt our more casual moniker:

• **St. Mary's College.** Our familiar name. This is who we are among our community. To aid with differentiation, this name is never appropriate for display ads, signage, print piece covers, or the first mention of our name on a web page or interior of a print piece. It may be used on second mention of the College.

• **St. Mary's.** Not our name. This name is never an appropriate way to refer to the College. It leads to brand confusion and may not be used in any context.

• **SMCM.** Our acronym. This acronym is only approved for use when preceded in a document or web page by our full name, St. Mary's College of Maryland. It is never appropriate as a first mention. It may be used in logos, event marks, or in more casual communications when deemed appropriate by the Office of Integrated Marketing & Communications.

• **Seahawks.** Our athletic name. This name is especially appropriate when speaking or writing about our athletic teams. However, it may also be used when referring to the entire St. Mary's College community in a more familial tone. The Seahawk Nation. The Seahawk pride shared by all alumni.

How we talk about ourselves

A critical part of our brand is community, and this needs to resonate in how we refer to ourselves as well as our voice and tone. All of our writing needs to welcome people in, include them in who we are, and establish a warm and inviting relationship with them.

• **First-person plural.** We don't want to sound stuffy or pretentious. We must always speak like we are inclusive representatives of a community, not an inaccessible institution. For this reason, we use we, us and our whenever possible. For example: Our students, not St. Mary's College students. We believe, not St. Mary's College believes. We are not observers writing about the College. We are the voice of the College itself.

• **Tone.** Our Brand Personality should come through in all of our communications. We want to be sure to strike a nuanced and personable tone—not a caricature or concept. This requires a sense of balance: friendly but not overly casual, intelligent but not academic, confident but not cocky. Ensure that you gather a clear sense of the full Brand Personality before putting fingertips to keyboard for any College communications.

Approval to distribute printed publications.
Any printed publication (including electronic format such as PDF) intended for external distribution to 100 or more people (via postal mail, email, social media or hand distribution such as flyers or posters) must be approved in advance by the Office of Integrated Marketing & Communications. Strict adherence to the brand guidelines is required for approval.

Email signature format
In official College emails, all faculty and staff should follow a complete and consistent signature format (at right).

The signature format can also be copied here and pasted into Gmail via the settings (gear wheel icon), then "see all settings." Email signature is located near the bottom of all settings.

An appropriately sized College logo for the email signature can be downloaded from www. **smcm.edu/brand-resources**.

Our email signature format

hard return	
Full Name set in bold	**John Doe**
Title (Title caseset in italics)	Director of Media Relations and Marketing
Department (Title Case)	*Office of Marketing and Communications*
hard return	
Our full, formal name	St. Mary's College of Maryland
Office phone"O:" in bold	**O:** (000) 000-0000 x000
Mobile phone (if desired) "M:" in bold	**M:** (000) 000-0000
College URL	www.smcm.edu

Signature is set in black 9pt Arial.

VISUALS

The St. Mary's College color system consists of primary, secondary and tertiary palettes.

Primary palette

Our primary palette consists of a single color: SMCM Blue. Though our other palettes introduce useful and complimentary tones, no viewer should be left with the impression that the color of St. Mary's College is anything other than SMCM Blue.

In pieces with multiple pages (a viewbook or brochure, for example) or multiple elements that will appear in close proximity (a series of banners or posters) it is not necessary that SMCM Blue appear on every page or every element. However, blue should be used somewhere on those materials in a prominent manner.

SMCM BLUE
PMS 281
C100 **M**93 **Y**32 **K**31
R0 **G**32 **B**92
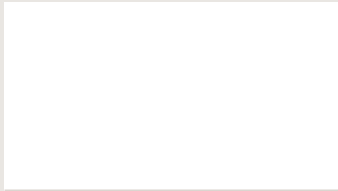**HEX** 00205C

Secondary palette

Our secondary palette consists of only two tones: SMCM gold and white. These lighter tones provide contrast to our primary palette. These colors are appropriate for use in combination with SMCM blue across all athletic and academic communications.

Tertiary palette

The four colors of our tertiary palette bring depth and variety to our brand executions. It is important to note here that the role of the tertiary palette is to support the primary and secondary palettes. They bring contrast, energy and a visual pop to our brand. They should always be used in conjunction with the primary and secondary palettes. The more rooted the excitement of the tertiary palette in the tradition of the primary and secondary palettes, the more they will strengthen our brand.

These colors must be printed at 100% opacity. Shades or tints of these colors are unacceptable.

Secondary palette

SMCM GOLD
PMS 7406
C0 **M**25 **Y**100 **K**0
R243 **G**193 **B**243
HEX F3C10D

WHITE
C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
HEX FFFFFF

Tertiary palette

RED
PMS 1797
C10 **M**100 **Y**85 **K**0
R208 **G**52 **B**58
HEX D0343A

LIGHT BLUE
PMS 292
C59 **M**14 **Y**0 **K**0
R89 **G**178 **B**231
HEX 59B7E2

DARK GRAY
PMS Warm Gray 9
C48 **M**47 **Y**51 **K**12
R132 **G**120 **B**112
HEX 847870

LIGHT GRAY
PMS Warm Gray 1
C15 **M**14 **Y**17 **K**0
R214 **G**209 **B**202
HEX D6D1CA

Color combinations and accessibility

Color Accessibility Chart

This chart shows which SMCM colors may be combined in digital content, like social media graphics and PowerPoint slides. You must use these color combinations in digital content to meet WCAG 2.0 accessibility requirements.

AAA: Passes WCAG 2.0 AAA requirements at all text sizes

AA: Passes WCAG 2.0 AA requirements at all text sizes

AA18: Passes WCAG 2.0 AA requirements only when the text is large (14 pt bold or 18 pt regular or larger)

FOREGROUND COLOR

BACKGROUND COLOR

Background	Gold	White	Light Gray	Dark Gray	Red	Light Blue	SMCM Blue
SMCM BLUE #00205C	Text 9.1 AAA	Text 15.4 AAA	Text 10.2 AAA	Text 3.6 AA18	Text 3.11 AA18	Text 6.6 AAA	—
RED #D0343A	✕	Text 5.0 AA	Text 3.3 AA18	✕	✕	✕	Text 3.1 AA18
WHITE #FFFFFF	✕	✕	✕	Text 4.3 AA	Text 5.0 AA	✕	Text 15.4 AAA
SMCM GOLD #F3C10D	✕	✕	✕	✕	✕	✕	Text 9.1 AAA
LIGHT BLUE #59B7E2	✕	✕	✕	✕	✕	✕	Text 6.6 AAA
LIGHT GRAY #D6D1CA	✕	✕	✕	✕	Text 3.3 AA18	✕	Text 10.2 AAA
DARK GRAY #847870	✕	Text 4.3 AA	✕	✕	✕	✕	Text 3.6 AA18

The St. Mary's College typography consists of one primary display font, one supporting font, one copy font and two general use fonts.

Primary font - Baskerville

Our primary display font is Baskerville. This font is provided by the Office of Information Technology to all Windows and Mac computers. It is a timeless, classic serif face and is suitable for use in all print and online applications.

As Baskerville has slightly more character than your average font, it is often used to greatest effect at a slightly larger size (headlines or callouts). Though it may be used to set body copy at smaller sizes, we typically recommend one of our supporting fonts (Arial or Roboto) for such purposes.

Baskerville

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Supporting font - Montserrat

Our supporting font is Montserrat. Montserrat is available in 18 separate weights and styles—from thin to black with italic faces for each. Several examples are displayed at right. For everyday use, the following four weights will be enough to accomplish most tasks:

• Regular

• Italic

• Bold

• Bold Italic

Although Montserrat is a flexible and distinctive font, it can overpower a layout or document if implemented without restraint and is best suited for headlines, display, and promotional marks.

This font is provided by the Office of Information Technology to all Windows and Mac computers.

Montserrat

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Copy font - Roboto

Our copy font is the workhorse of our brand. While a bit less distinctive than our primary and supporting fonts, it is exceptionally readable at small sizes in both online and print communications. It brings a practicality to our brand and ensure clear communication.

Roboto is a clean and slightly compressed sans serif face available in 12 weights and styles—from thin to black with italic faces for each.

This font is provided by the Office of Information Technology to all Windows and Mac computers.

APPROVAL REQUIRED

Use and guidelines

Consistent and thoughtful use of these fonts will bring an underlying sense of unity to our brand. If you wish to introduce a new font for promotional or limited use in College communications, please contact the Office of Marketing and Communications for approval and guidance.

Roboto

Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

General use fonts - Arial and Times

The vast majority of the College community will only make use of these two fonts. While the primary, supporting and copy fonts will prove invaluable to marketers, designers and web developers, most users will only need these two readily available fonts.

Arial is one of the most widely distributed fonts in the world. It is clean and legible at small sizes and available in a large number of weights.

Times is a classic serif face best suited for communications that are personal and a bit more formal (whereas Arial tends to work best with informational or casual communications). Though it may be used to good effect online, it is primarily a font for printed communications.

Both Arial and Times are widely available and come as pre-installed system fonts on many machines.

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Times

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
012345678910

St Mary's
COLLEGE *of* MARYLAND

Primary logo. Who we are. The primary logo to which all other marks are subordinate. From signage to print collateral to wearables, this mark is appropriate for use and mandatory in all college communications. (page 24)

The
**NATIONAL
PUBLIC
HONORS**
College

Brand position mark. What makes us different. A supporting mark typically used in conjunction with (but never in lockup with) the primary mark. Particularly useful in promotional and marketing materials, it should be used on its own only when otherwise tied to the St. Mary's College brand (e.g. on-campus displays). (page 35)

LEAD

LEAD mark. How we do it. A supporting mark that identifies our initiative and academic mission. It should only be used when speaking directly to that initiative and mission and may be locked up with the primary mark. (page 43)

APPROVAL REQUIRED

The College seal. Our voice of authority. This mark carries with it the official institutional endorsement and support of the College. Therefore great care should be taken in its use, which is reserved for diplomas, communiques from the Office of the President and the like. All usage requires approval by the Office of Marketing and Communications. (page 46)

Our primary logo

The official St. Mary's College of Maryland logo is the primary graphic element of our brand system. Its consistent application and reproduction strengthens our brand and reinforces the reputation of the College with our community of students, faculty, staff and alumni; other academic institutions; the people of Maryland and surrounding regions; and the wider world.

Effort should be made to use primary logo with the supporting line lockup whenever it will be reproduced at large size (greater than 100 pixels in height online or greater than .75 inches in print), in a place of prominence (the cover of a print piece, homepage of a website, or outdoor display), or on items meant for communication with an external audience. However, the Office of Marketing and Communications may approve use of the logo without the supporting line even under the aforementioned circumstances.

When the logo will be reproduced at small size (less than 100 pixels in height online or .75 inches in print), the supporting line must not be used as readability would be comprimised.

The supporting line must not be used when the Brand Position Mark (see page 23) is already being used.

Production-ready and print-quality files for all College logos may be obtained through the Office of Marketing and Communications.

Color variations

The primary logo should be reproduced in SMCM Blue as a one-color execution whenever possible. SMCM gold or white are also acceptable, especially when printing on a darker color. Reproduction of the logo in our tertiary palette is discouraged and must first be approved by the Office of Marketing and Communications. Reproduction of the logo and wordmark in other colors not included in our brand palettes is prohibited.

When placed on a light-colored background, the primary logo should only be reproduced in SMCM Blue (PMS 281). If reproduction capabilities are limited, it may also be reproduced in solid black. These colors must be printed at 100% opacity. Shades or tints of these colors are unacceptable.

When placed on a dark background, the primary logo may be reproduced in either white or SMCM gold (PMS 7406). Either color is acceptable, but the logo must be reproduced in a single color only.

Rules and usage

Clearspace

To ensure visibility and clarity, all text, graphic elements and other logos must observe a clear space on all sides of the logo and wordmark. The width and height of the clearspace should be equal to the height of the "T" in "St. Mary's College of Maryland." No other typographic or design elements may be placed within this area.

Minimum size

To ensure legibility, the stacked configuration of the official College logo must be reproduced no smaller than .5 inches in height in print media and no smaller than 50 pixels in height on screen. When reproducing below 1 inch or 150 pixels in height, the supporting line "The National Public Honors College" may not be included, as legibility would be compromised.

Inappropriate uses of the official College logo can cause confusion and weaken the effectiveness of our brand. For this reason, our marks may not be redrawn or modified without the express consent of the Office of Marketing and Communications.

St. Mary's College reserves the right to determine visual identity symbols and standards that are linked to the College's name, brand and operations. Sub-brand or approved center or signature program logos must adhere to College brand standards, as determined by the Office of Marketing and Communications. Alternative logos are not permitted and College resources are not approved to support purchases using nonstandard logos.

St Mary's
COLLEGE *of* MARYLAND
The National Public Honors College

St Mary's
COLLEGE *of* MARYLAND

Other guidelines

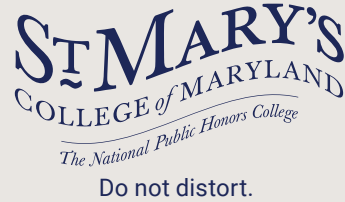Do not skew or scale disproportionately.

Do not rotate or set on an angle.

Do not reproduce in unapproved colors, even if those colors are part of our tertiary brand palette.

Do not set the logo as a tint or screen.

Do not distort.

Do not rearrange, alter the proportions or recreate any constituent parts.

Do not substitute fonts or alter typesetting.

Do not abbreviate the College name.

Do not alter approved lockups.

Do not stack or place multiple copies of the logo on top of each other.

Do not apply filters such as drop shadows, outer glows or faux embossing (NB: This does not apply to print materials that are physically embossed).

Do not reproduce on busy or competing backgrounds.

Do not combine with other College marks.

Enlarged tagline lockup

The enlarged tagline lockup is available for use when readability of our tagline might otherwise be impaired due to small reproduction size or distance. All rules and guidelines for the use of our primary logo outlined on page 26 of this guide apply equally to the enlarged tagline lockup. Production-ready and print-quality files for all College logos may be obtained through the Office of Marketing and Communications.

Clearspace
A clearspace equal in height to the capital T of ST must surround the enlarged tagline lockup on all four sides. No other marks or graphic elements may be locked up with the enlarged tagline lockup.

Minimum size
The enlarged tagline lockup should never be used when the overall height of the mark is less than .5 inches in print or 50 pixels on screen.

Maximum size
Technically there is no maximum size, but large uses of the enlarged tagline lockup should be reserved for instances where visibility at a distance is required (e.g. a billboard or large banner).

APPROVAL

Inappropriate uses of the enlarged tagline lockup can cause confusion and weaken the effectiveness of our brand. For this reason, our marks may not be redrawn or modified without the express consent of the Office of Integrated Marketing.

ST MARY'S
COLLEGE *of* MARYLAND

The National Public Honors College

Color variations

The enlarged tagline lockup should be reproduced in SMCM Blue as a one-color execution whenever possible. SMCM gold or white are also acceptable, especially when printing on a darker color. Reproduction of the enlarged tagline lockup in our tertiary palette is discouraged and must first be approved by the Office of Marketing and Communications. Reproduction of the enlarged tagline lockup in other colors not included in our brand palettes is prohibited.

When placed on a light-colored background, the enlarged tagline lockup should only be reproduced in SMCM Blue (PMS 281). If reproduction capabilities are limited, it may also be reproduced in solid black. These colors must be printed at 100% opacity. Shades or tints of these colors are unacceptable.

When placed on a dark background, the enlarged tagline lockup may be reproduced in either white or SMCM gold (PMS 7406). Either color is acceptable, but the enlarged tagline lockup must be reproduced in a single color only.

Square lockup

The square lockup is available for use when the full name of the College must be clear and legible at smaller sizes or in space with decidedly vertical proportions. All rules and guidelines for the use of our primary logo outlined on page 26 of this guide apply equally to the square lockup. Production-ready and print-quality files for all College logos may be obtained through the Office of Marketing and Communications.

Clearspace
A clearspace equal in height to the capital T of ST must surround the square lockup on all four sides. No other marks or graphic elements may be locked up with the square lockup.

Minimum size
The square lockup with tagline should never be used when the overall height of the mark is less than .75 inches in print or 75 pixels on screen (.5 inches or 50 pixels without tagline).

Maximum size
Technically there is no maximum size, but large uses of the square lockup should be reserved for instances where visibility at a distance is required (e.g. the side of a vehicle or building).

Inappropriate uses of the square lockup can cause confusion and weaken the effectiveness of our brand. For this reason, our marks may not be redrawn or modified without the express consent of the Office of Integrated Marketing.

St Mary's College of Maryland

The National Public Honors College

St Mary's College of Maryland

Color variations

The square lockup should be reproduced in SMCM Blue as a one-color execution whenever possible. SMCM gold or white are also acceptable, especially when printing on a darker color. Reproduction of the square lockup in our tertiary palette is discouraged and must first be approved by the Office of Marketing and Communications. Reproduction of the square lockup in other colors not included in our brand palettes is prohibited.

When placed on a light-colored background, the square lockup should only be reproduced in SMCM Blue (PMS 281). If reproduction capabilities are limited, it may also be reproduced in solid black. These colors must be printed at 100% opacity. Shades or tints of these colors are unacceptable.

When placed on a dark background, the square lockup may be reproduced in either white or SMCM gold (PMS 7406). Either color is acceptable, but the square lockup must be reproduced in a single color only.

SMCM initialism

The SMCM initialism is available for use when our mark must be clear and visible at very small size or from a great distance. All rules and guidelines for the use of our primary logo outlined on page 26 of this guide apply equally to the SMCM initialism. Production-ready and print-quality files for all College logos may be obtained through the Office of Marketing and Communications.

Clearspace
A clearspace equal in height to the capital S of SMCM must surround the initialism on all four sides. No other marks or graphic elements may be locked up with the initialism.

Minimum size
The initialism and tagline lockup should never be used when the overall height of the mark is less than .5 inches in print or 50 pixels on screen. The initialism (without tagline) should never be reproduced when the capital S is smaller than .25 inches high in print (or 25 pixels on screen).

Maximum size
Technically there is no maximum size, but large uses of the initialism should be reserved for instances where visibility at a distance is required (e.g. a flag or banner towed behind aircraft).

APPROVAL

Inappropriate uses of the SMCM initialism can cause confusion and weaken the effectiveness of our brand. For this reason, our marks may not be redrawn or modified without the express consent of the Office of Integrated Marketing.

SMCM

The National Public Honors College

SMCM

Color variations

The SMCM initialism should be reproduced in SMCM Blue as a one-color execution whenever possible. SMCM gold or white are also acceptable, especially when printing on a darker color. Reproduction of the SMCM initialism in our tertiary palette is discouraged and must first be approved by the Office of Marketing and Communications. Reproduction of the SMCM initialism in other colors not included in our brand palettes is prohibited.

When placed on a light-colored background, the SMCM initialism should only be reproduced in SMCM Blue (PMS 281). If reproduction capabilities are limited, it may also be reproduced in solid black. These colors must be printed at 100% opacity. Shades or tints of these colors are unacceptable.

When placed on a dark background, the SMCM initialism may be reproduced in either white or SMCM gold (PMS 7406). Either color is acceptable, but the SMCM initialism must be reproduced in a single color only.

SMCM
The National Public Honors College

SMCM
The National Public Honors College

SMCM
The National Public Honors College

SMCM
The National Public Honors College

Which logo should I use? Ultimately, there are no hard and fast rules for when and where each version of logo should be used. But in choosing a logo, consider the following questions: How large will the logo be? How far away will my audience be?
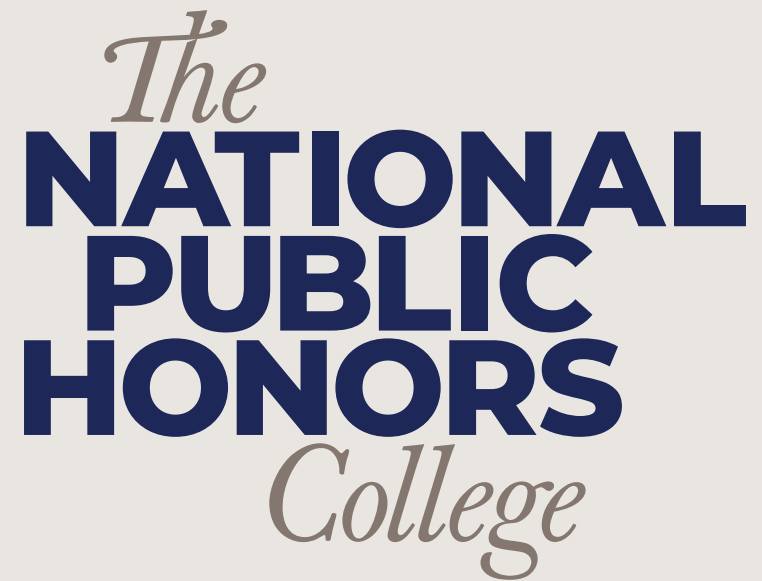
Will all elements of the logo be quickly and easily readable at final reproduction size and viewing distance? Is your audience external (less familiar with the name and reputation of the College) or internal (more familiar with the College)?

St Mary's
COLLEGE of MARYLAND
The National Public Honors College
1" MIN.

St Mary's
COLLEGE of MARYLAND
.5" MIN.

.75" AND UP

BEST AT LARGER SIZES

BEST UP CLOSE

EXTERNAL AUDIENCES

Primary logo. This mark should always be your first choice. If this mark fits the space well and there are no readability or reproduction issues, end your search. This is the mark to use. It is appropriate for all audiences.

St Mary's
COLLEGE of
MARYLAND
The National Public Honors College
.75" MIN.

St Mary's
COLLEGE of
MARYLAND
.5" MIN.

Square lockup. A great choice for external audiences who might not be familiar with our full name. Also a great choice for square proportions (social media ads) or extremely vertical spaces (skyscraper digital display ads).

St Mary's
COLLEGE of MARYLAND
The National Public Honors College
.5" MIN.

Enlarged tagline lockup. Reserved for smaller reproduction sizes where the tagline in our primary logo would become unreadable, or for reproduction methods like embroidery where small text cannot be rendered with fidelity.

AS SMALL AS .25"

BEST AT SMALLER SIZES

BEST AT A DISTANCE

INTERNAL AUDIENCES

SMCM
The National Public Honors College
.5" MIN.

SMCM
.25" MIN.

SMCM initialism. Reserved for the absolute smallest of reproduction sizes (e.g. ballpoint pens, lanyards, mobile ads, etc). Best suited for internal audiences who are already quite familiar with the College name.

The brand position mark

If the primary logo explains who we are, this mark tells the world what makes us different. This mark should always be used in conjunction with the primary mark, with certain exceptions for situations where its association with St. Mary's College of Maryland would be assumed (such as on-campus banners or displays). It should never be directly locked up with the primary logo or other College marks, but should be physically separate from other College logos.

It is particularly useful in promotional and marketing materials and helps to differentiate SMCM from other colleges with similar names (e.g. Mount St. Mary's, St. Mary's in Indiana, St. Mary's in California, etc.).

The
NATIONAL
PUBLIC
HONORS
College

Color variations

When placed on a light background, this mark should be reproduced in SMCM Blue (PMS 281) and PMS Warm Gray 9. If reproduction capabilities are limited, the mark may be reproduced in grayscale (solid black and a 50% screen of black) or as a one-color solid black mark. No other color combinations are acceptable.

When placed on a dark background, the mark should be set in SMCM Gold (PMS 7406) and white. Alternatively, a pairing of PMS Warm Gray 9 and white is also acceptable. Finally, a single-color knockout version of the logo in solid white is available.

Horizontal lockup

The brand position mark is also available in a horizontal lockup. This lockup may also be executed in any of the branded palettes shown at right. Though the stacked orientation of the mark is preferred across all media, there are instances where the use of this longer, shorter mark drastically improves readability or visibility and is therefore appropriate. These include, but are not limited to:

• Long horizontal web display ads (leaderboards)
• Horizontal banners or pennants
• Book spines
• Imprintable areas on pens or pencils
• The footer or signoff of larger documents or presentations
• The footer of a Powerpoint presentation

The **NATIONAL PUBLIC HONORS** *College*

The **NATIONAL PUBLIC HONORS** *College*

The **NATIONAL PUBLIC HONORS** *College*

The **NATIONAL PUBLIC HONORS** *College*

The **NATIONAL PUBLIC HONORS** *College*

The **NATIONAL PUBLIC HONORS** *College*

Rules and usage

Clearspace

To ensure visibility and clarity, all text, graphic elements and other logos must observe a clear space on all sides of the logo and wordmark. The width and height of the clearspace should be equal to the height of the "H" in "Honors." No other typographic or design elements may be placed within this area.

Minimum size

To ensure legibility, the stacked configuration of the official College logo must be reproduced no smaller than .5 inches in height in print media and no smaller than 75 pixels in height on screen.

Lockups

Under no circumstances should this logo be locked up with our primary logo. If both the primary logo and the brand position mark are used on the same page (print or web), the same poster, or in any other manner where they will be seen at the same time, the primary logo must be used without the supporting line of "The National Public Honors College."

The two marks may be used sequentially in video or online. In that case, the supporting line must also be removed from the primary logo.

Inappropriate uses of the official College logo can cause confusion and weaken the effectiveness of our brand. For this reason, our marks may not be redrawn or modified without the express consent of the Office of Marketing and Communications.
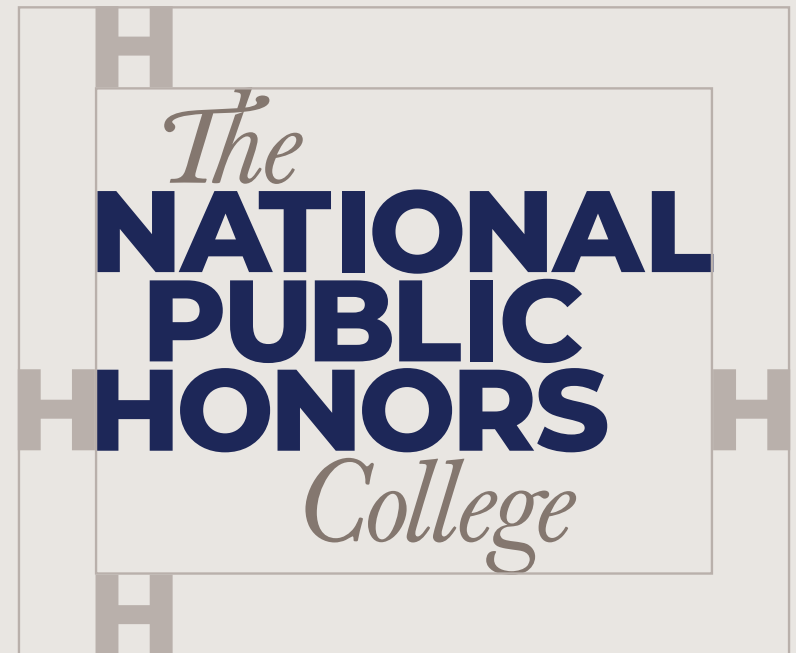
The nautical flag mark

The nautical flag mark is used by the St. Mary's College Marketing and Communications to identify print, video, and digital materials. It is composed of the nautical flags for the letters S, M, C, and a simplified motif derived from the Maryland state flag. Typically, it sits along the spine or edge of a printed piece, or at the edge of a screen in digital or video executions as a tag or tab to subtly identify our marketing materials.

The nautical flag mark is never overtly identified or explained. It is the graphic equivalent of a secret handshake. It is hidden knowledge whose meaning must either be uncovered through research, or passed on first hand from a member of the SMCM community.

In application, the flag mark should be used without interference from other SMCM graphic elements (on wearables or merchandise). It should never be locked up with other institutional identifiers such as logos, taglines, seals, or marks associated with subordinate clubs, organizations, events, or departments.

APPROVAL

To obtain a copy of the nautical flag mark or permission for its use, contact the Office of Marketing and Communications.

STACKED

VERTICAL

HORIZONTAL

Other guidelines

"S"   "M"   "C" "MD"

Do not explain or caption the mark.

Do not rotate or set on an angle.

Do not lockup the mark with
any other logos or text.

Do not stretch, skew, manipulate,
or distort the logo

Do not recolor.

Do not set photography within
any portion of the mark.

Do not alter or rearrange
the approved lockups.

Do not create one-color
versions of the logo.

Do not apply filters such as drop shadows,
outer glows or faux embossing
(NB: This does not apply to print materials
that are physically embossed).

Do not rotate individual flags
within the approved lockups.

In use

VIEWBOOK COVER

HATS

SHIRT FRONT

SHIRT BACK

TRAVELPIECE COVER
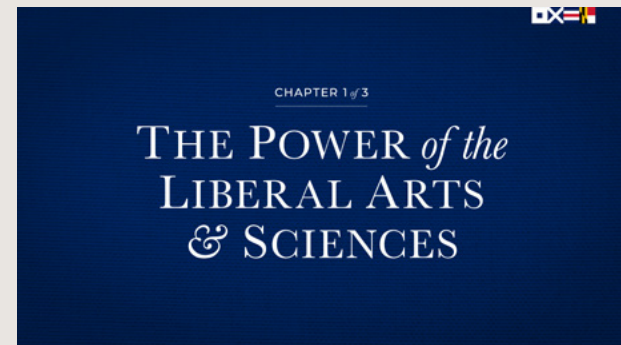
VIDEO TITLE CARD

KEY FOB

In use

LEAD

The primary logo explains who we are. The brand position mark explains how we differentiate ourselves. The LEAD logo explains how we do it. This mark identifies our initiative and academic mission. It should only be used when speaking directly to that initiative and mission and never as a replacement for the primary mark.

The LEAD mark should not be locked up with other College logos, except for the primary logo (see p. 26). It can be used on its own within academic contexts (on a spread dicussing majors or areas of distinction in a viewbook, in the academics section of the website, etc). If used on a single page or single screen execution (an online landing page, a poster, or an ad) it should be visually separated from other College logos. For example, if the Primary logo is used at the top of an ad, the LEAD logo can be utilized toward the bottom of the ad as part of a sign off, or it may be used on its own inset into a block of copy. See page 27 for additional details.

This logo must only be reproduced in a single color and can be used with or without the supporting line of "Learning through Experiential and Applied Discovery."

LEAD
LEARNING through EXPERIENTIAL and APPLIED DISCOVERY

LEAD

Color variations

When placed on a light-colored background, the primary logo should only be reproduced in SMCM Blue (PMS 281). If reproduction capabilities are limited, it may also be reproduced in solid black. These colors must be printed at 100% opacity. Shades or tints of these colors are unacceptable.

When placed on a dark background, the primary logo may be reproduced in either white or SMCM gold (PMS 7406). Either color is acceptable, but the logo must be reproduced in a single color only.

Rules and usage

Clearspace
To ensure visibility and clarity, all text, graphic elements and other logos must observe a clear space on all sides of the logo and wordmark. The width and height of the clearspace should be equal to the height of the "L" in "LEAD." No other typographic or design elements may be placed within this area.

Minimum size
To ensure legibility, the stacked configuration of the official LEAD logo must be reproduced no smaller than .375 inches in height in print media and no smaller than 50 pixels in height on screen. When reproducing below 1 inch or 150 pixels in height, the supporting lines "LEARNING through EXPERIENTIAL and APPLIED DISCOVERY" may not be included, as legibility would be compromised.

Lockups
The LEAD logo may be locked up with the primary logo, but only in a horizontal orientation with both logos separated by a vertical pipe. This pipe should be equal in weight to the horizontal pipe separating the primary logo and its supporting line.

Inappropriate uses of the official LEAD logo can cause confusion and weaken the effectiveness of our brand. For this reason, our marks may not be redrawn or modified without the express consent of the Office of Marketing and Communications.

The College seal

This College Seal is to be used only by the Office of the President or those so authorized by the President's office. It is the official legal seal of the College and authenticates signatures on documents issued or authorized by the Trustees. It should not be used on any other documents. Inappropriate application of the seal not only dilutes our brand but can also be legally compromising. Therefore, the highest caution must be taken in its application, presentation and reproduction. It is for this reason that any use of the College seal must first be reviewed and approved by the Office of Marketing and Communications.
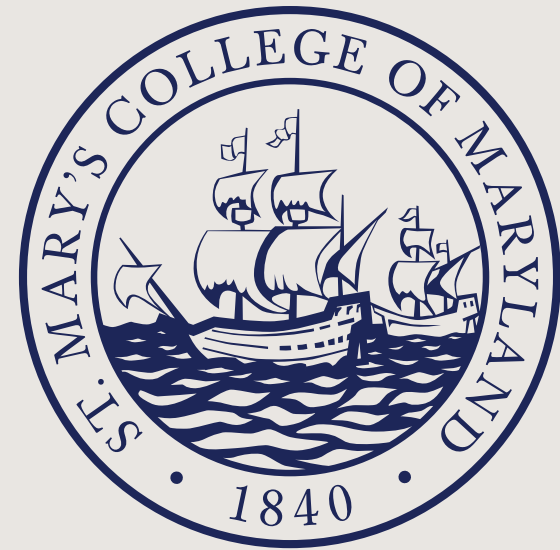
Past logos

It is not appropriate to use any past logo, seal, wordmark, or identity to represent the College. These marks may only be used in the interior of a printed piece or in online executions to speak to the history of the College. They are not suitable for any advertising or promotional purposes. To use or obtain any historical logo or identity mark, please contact the Office of Marketing and Communications.
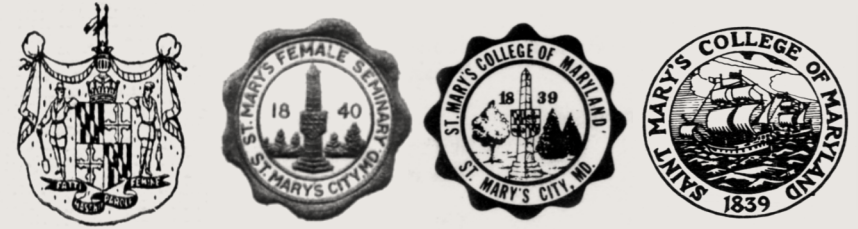
Department lockups

Individual departments or groups associated with the College may lockup their name with our primary logo. The group or department name should be set in Roboto Light (title case) and separated from the primary logo by a thin rule.

Both the stacked and horizontal versions of the primary logo may be used. Department and group names may not be locked up with any of our other logos (e.g. the SMCM initialism, the nautical flag mark, the LEAD logo, etc.)

ST MARY'S
COLLEGE *of* MARYLAND | Department of Business
Administration and Management

ST MARY'S
COLLEGE *of* MARYLAND
Department of Business Administration
and Management

Other associated marks

Other marks

Rules for the usage of all other logos associated with St. Mary's College (event specific, promotional, advancement, alumni organizations, etc.) along with their approved production files may be obtained from the Office of Marketing and Communications. Several examples of approved supporting marks are reproduced here.

Creating new marks

Any new associated marks that will carry the St. Mary's College of Maryland name or its associated abbreviations (St. Mary's College, SMCM, etc.) or are intended to lock up with an approved St. Mary's College logo (the primary mark, the seal, the brand position mark, or the LEAD logo) must obey all usage rules outlined in this document and must be approved by the Office of Marketing and Communications before implementation.

To encourage creativity and differentiation, alternative colors and fonts may be used in associated marks. However, we encourage the use of approved brand fonts and colors (especially SMCM Blue (PMS 281) whenever possible.

If the associated mark is formally locked up with an approved St. Mary's College of Maryland logo, it may appear as a single unit in all print and online communications. If the mark is not in a formal lockup, an approved St. Mary's College of Maryland logo must also appear somewhere on print and online communications.

Photography

Photographic style plays a critical role in establishing an authentic visual identity. When capturing photography, we should focus on locations and situations that feel specific to *our* campus and nowhere else. All imagery should support our Brand Chapters as listed on pages 7-8.

APPLICATION

Stationery

Letterhead

College letterheads follow the format at right. The typing format for the standard letterhead and letterhead second sheet (shown at right) is an integral part of the design and should be followed.

Letters should be set in Times at 11 pt. The left and right margins should be set at 1". The upper margin should be set at 1.75" and the bottom margin at 1". The signature should be set flush left. The body copy is flush left—not justified.

The date line of the letter begins one and three quarters inches from the top of the letterhead. Allow one line space above the addressee's name, title, company name, etc., and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

Business cards

Business cards should follow our standard and approved layouts as seen at right. If an alternate or new layout is required for a specific purpose, it must first be approved by the Office of Marketing and Communications.

#10 Envelope

Address on envelope should be typed as shown, 4" from left and 1.75" from top.

The College has an online vendor for ordering business cards, letterhead and envelopes: **https://smcm.brandworksstore.com/**

St Mary's COLLEGE of MARYLAND
The National Public Honors College

47645 COLLEGE DRIVE | ST. MARY'S CITY, MD 20686 | WWW.SMCM.EDU

Name Here
Position Title Here
Position Title line two
email@smcm.edu

TEL: 240-895-xxxx
FAX: 240-895-xxxx
CELL: 410-598-xxxx

St Mary's COLLEGE of MARYLAND
The National Public Honors College

47645 COLLEGE DRIVE | ST. MARY'S CITY, MD 20686 | WWW.SMCM.EDU

Ivan Sterling, Ph.D.
Professor of Mathematics
isterling@smcm.edu

TEL: 240-895-xxxx
FAX: 240-895-xxxx

St Mary's
COLLEGE of MARYLAND
The National Public Honors College

Office of Xxxxxxx
47645 College Drive
St. Mary's City, MD 20686

1.75"

Addressee's Name
Title
Office or Department Name
Number and Street
City, State, Zip

4"

Powerpoint

Standardized templates for Powerpoint presentations are available from the Office of Marketing and Communications. While it is not required that all presentations use this template, it is recommended that formal presentations (especially to internal stakeholders) use this file as a starting point.

A branded Powerpoint template can be downloaded from **www.smcm.edu/brand-resources**.
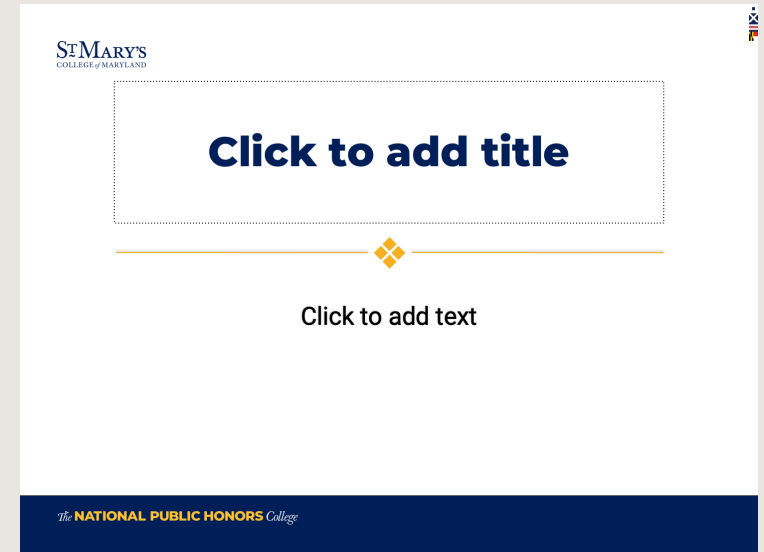
Banners

While all off-campus displays should include prominent placement of our primary logo with supporting line, we have greater flexibility with on-campus displays. Because the viewing audience is already on-campus, banner real estate can be used for other communications and the primary logo while allowed, is not required.
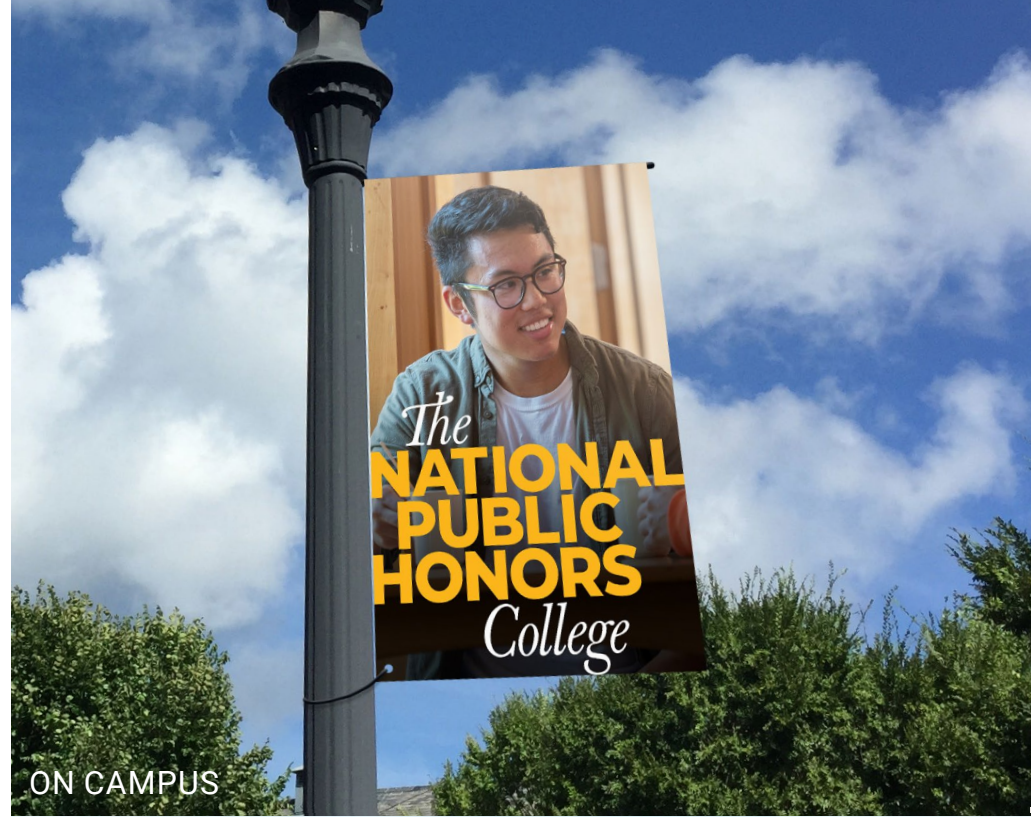
ON CAMPUS

OFF CAMPUS

Wearables

When producing College wearables, our logos can and should be used with enthusiasm. In general, our primary logo should be placed on the upper left chest over the heart. This is not a requirement—merely a suggestion.

When using multiple College marks (such as the example at right), take care not to create accidental logo lockups that would go against rules outlined in this piece. Here, unintended lockups have been avoided by using one logo on the front of the shirt and moving the second to the back.

FRONT

BACK

Digital assets

When producing college digital assets for social media, our website, or digital advertising, it is important to remember that there are many different sizes and applications. Though we are in an ever changing world, here are a few examples of digital sizes and application for your use and understanding.

It is also important to remember that accessibility is key on the web-- if creating a flat image with text on it, care should be taken to provide alt text either on the image itself, or in the caption so that all can access the image.

Social Media Sizes for Instagram and Facebook: **1080px x1080px**

Web slider size & facebook event header sizes, **1920px x 1080px**

Common Digital Ad Sizes:
320px x 50px
300px x 250px
300px x 600px
728px x 90px

Common email header sizes:
540px x 500px
640px x 150px

Event advertising

If the College logo is used on an advertisement for an event, the logo must live within a clear space at the bottom of the poster or display. InDesign templates with the footer in place and jpg files to place at the bottom of Word and PowerPoint documents are available to download from the brand resources page (**www. smcm.edu/brand-resources**).

Student groups and organizations

While the creativity and the expressions of our students are of utmost importance, any student group or organization that wishes to use any College logo or mark as part of their advertising, display, or online presence, must first submit their work for review and approval by the Office of Marketing and Communications. Permission for logo usage should not be assumed. Any usage which does not comply with brand guidelines or which has not been approved by the Office of Marketing and Communications may be removed from campus.

Students can submit their pieces for review by Marketing and Communications staff through the student club advisers.

ATHLETICS

Athletic marks

Athletic marks

Our Seahawk logo is composed of three components:
- The Seahawk head
- "St. Mary's College of Maryland" wordmark borrowed from the College logo
- The subhead "Seahawks," which may be replaced with a specific sports team or athletic department name

The Seahawk head may be used alone or with the St. Mary's College of Maryland wordmark and the subhead of "Seahawks" as a single graphic made of the three parts.

To obtain a copy of any athletic logos or permission for its use, contact the Office of Marketing and Communications for approval. Athletic marks may not be used in place of our primary mark or in greater prominence than our primary mark on non-athletic materials.

Color variations

The flush left, centered, and Seahawk head logos are available in the color variations shown here. At no time should the logos be recreated in any other color or color combinations, including gold which is reserved as an accent color exclusively.

Seahawks

Seahawks

Seahawks

Seahawks

Seahawks

Athletics apparel guidelines

Competition Uniforms:

- Home/away uniform solid color options are three: PMS 281 navy, PMS 7406 gold, or white. Special occasion uniforms using a different color must be approved by the Office of Integrated Marketing & Communications.

- **AWAY UNIFORMS**: "St. Mary's College" in College Block font on uniform jerseys is encouraged, realizing that "St. Mary's College of Maryland" will not fit. Using the Seahawk head on the front and "St. Mary's College" on the back (in College Block font) is also allowed. In the event there is not room to use "St. Mary's College" in College Block font, away uniforms may use the St. Mary's College logo without the supporting line with the permission of the Office of Integrated Marketing & Communications.

- **HOME UNIFORMS** are not required to have "St. Mary's College" printed on the uniform. You can go with "Seahawks" on the front or use the Seahawk head.

- **NEVER USE** only "St. Mary's", always "St. Mary's College."

Club sports:

While club sports are not required to follow brand guidelines, we encourage them to do so. If they do use official College branding, it must be approved by Office of Integrated Marketing & Communications.

STYLIZED NAUTICAL MARK USE **ONLY IF APPROVED** BY OFFICE OF INTEGRATED MARKETING & COMMUNICATIONS

EXAMPLES OF APPROVED UNIFORM WORDING

AWAY: LEFT, WITH LOGO

HOME: BELOW, READING SEAHAWKS

EXAMPLE OF CLUB WRESTLING SINGLET USING CORRECT BRANDING

Athletics apparel guidelines

Logo Usage:

- Omitting the word "Seahawks" or the specific sports name "Basketball" from the logo lockup is NOT allowed, per style guide page 30.
- Official travel gear (polos, sweatshirts, ¼ zips, etc.), warmups, and gear you plan on selling must have correct logo lockup usage.
- **NEVER** recreate the logo using non-SMCM brand colors.
- While PMS 9 Warm Gray is no longer in the athletics color pallete, that is pertaining to ink/thread for embroidery, not T-shirt or sweatshirt material. It is OK to have a heather gray (standard issue T or sweats material) and put the navy/gold/white logo on it. Special occasion apparel using a different color must be approved by the Office of Integrated Marketing & Communications.

NEVER CHANGE THE COLOR OF THE SEAHAWK HEAD LOGO

TOP: NOT APPROVED, LOGO CONVERTED TO NON-SMCM BRAND COLOR

RIGHT: APPROVED, WHITE LOGO ON NON-SMCM BRAND COLOR SHIRT

Athletics supplemental font

Though all official approved fonts must always be used when designing for the College, we allow the use of the "College" athletic font to be used on merchandise and on lettering. This is because our athetlics require a block font that can be used on uniforms in conjunction with the approved fonts and the Seahawk logos and lockups.

APPROVAL

Athletic fonts may not be used in place of our primary fonts or in greater prominence than our primary fonts on non-athletic materials.

COLLEGE

CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345678910

SEMI-CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345678910

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345678910

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345678910

Other guidelines

Do not swap colors.

Do not rotate or set on an angle.

Do not add additional text to the lockup or create unauthorized lockups.

Do not stretch, skew, manipulate, or distort the logo

Do not reproduce in color variations other than those authorized by Athletics and the Office of Marketing and Communications.

Do not substitute fonts or alter typesetting.

Do not add a box or containing shape around the logo.

Do not create your own one-color versions of the logo.

Do not apply filters such as drop shadows, outer glows or faux embossing (NB: This does not apply to print materials that are physically embossed).

Do not reproduce on busy or competing backgrounds.

The club burgee

The club burgee is used by the St. Mary's College Intercollegiate Sailing Association to identify its boats in competition.

To obtain a copy of the burgee or permission for its use, contact the Office of Marketing and Communications.

QUICK REFERENCE

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**.

- **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

St~Mary's
COLLEGE *of* MARYLAND

Supporting line

The National Public Honors College

PRIMARY PALETTE

SMCM BLUE
PMS 281
C100 **M**93 **Y**32 **K**31
R0 **G**32 **B**92
HEX 00205C

SECONDARY PALETTE

SMCM GOLD
PMS 7406
C0 **M**25 **Y**100 **K**0
R243 **G**193 **B**0
HEX F3C10D

WHITE
C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
HEX FFFFFF

TERTIARY PALETTE

RED
PMS 1797
C10 **M**100 **Y**85 **K**0
R208 **G**52 **B**58
HEX D0343A

LIGHT BLUE
PMS 292
C59 **M**14 **Y**0 **K**0
R89 **G**178 **B**231
HEX 59B7E2

DARK GRAY
PMS Warm Gray 9
C48 **M**47 **Y**51 **K**12
R132 **G**120 **B**112
HEX 847870

LIGHT GRAY
PMS Warm Gray 1
C15 **M**14 **Y**17 **K**0
R214 **G**209 **B**202
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?

Jennifer 'Jo' Oliver
Senior Graphic Designer
(240) 895-2128 jmoliver@smcm.edu

Lee Capristo
Director of Writing and Content
(240) 895-4795 lwcapristo@smcm.edu

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Seahawks

Seahawks

PRIMARY PALETTE	
	SMCM BLUE **PMS** 281 **C**100 **M**93 **Y**32 **K**31 **R**0 **G**32 **B**92 **HEX** 00205C

SECONDARY PALETTE	
SMCM GOLD **PMS** 7406 **C**0 **M**25 **Y**100 **K**0 **R**243 **G**193 **B**0 **HEX** F3C10D	**WHITE** **C**0 **M**0 **Y**0 **K**0 **R**255 **G**255 **B**255 **HEX** FFFFFF

Baskerville, *Baskerville Italic,* **Baskerville Bold**
Use Baskerville for headlines and display text.

Roboto, *Roboto Italic*, **Roboto Bold**
Use Robto for Seahawks & sport name.

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

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Jennifer 'Jo' Oliver *Senior Graphic Designer* (240) 895-2128 jmoliver@smcm.edu	**Lee Capristo** *Director of Writing and Content* (240) 895-4795 lwcapristo@smcm.edu

CONTACT

All questions regarding the St. Mary's College of Maryland brand and its proper implementation should be addressed to the Office of Integrated Marketing & Communications.

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