

SCRIPPS

THE WOMEN'S COLLEGE • CLAREMONT

From the President

I am pleased to provide you with the Scripps College Guide to Text and Graphic Identity Standards. This guide provides a framework to ensure the consistent use of language and graphics in the College's publications and external messages. This consistency is essential so that we may best convey the message at the heart of our strategic plan: Scripps is "a women's college that provides the best liberal arts education in the nation."

As the stature of Scripps College continues to grow, our standard identifying marks—the College Signature (logo), the College name, and the College Seal—should be linked in our publics' minds with the institution itself and its mission. This will lead to increased visibility and national recognition, which will enhance all 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 that we not only present a consistent image in our graphic style, but in the way we present ourselves in words.

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

Nancy Y. Bekavac
President

How to use this manual

This Text and Graphic Standards Manual has been developed to assist Scripps College personnel who produce publications and other materials on behalf of the College. The manual is meant to serve as a guide and includes examples of text style "rules" and graphic materials.

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

Office of Public Relations and Communication
Scripps College
1030 Columbia Avenue
Claremont CA 91711
(909) 621-8280

Text and Graphic Identity Program

Scripps College wishes to present a consistent, positive, and accurate image to its various constituencies—prospective students, alumnae, parents, friends, and the general public. To accomplish this, the College has adopted a text and graphic identity guide that explains and specifies the use of identifying marks of the College: the College Signature (logo), the College Name (Word Mark), and the College Seal; color usage; and preferred word usage. The guide also outlines procedures for approval of text and graphics for external publications.

The program has been approved for College-wide implementation by the president and senior administration. The Office of Public Relations and Communication 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 Public Relations and Communication at (909) 621-8280.

Why is a consistent look and identity important to Scripps?

A cohesive and consistently used identity program increases name recognition and prestige. This is a marketing and communication truism. An inconsistent and varied look diffuses information and, thereby, does not enhance name recognition for Scripps College or tie the College to its successes.

A strong identity program will aid the admission, fundraising, alumnae relations, and other strategic plan efforts of the College by increasing Scripps' visibility. Making sure that the identity program is closely tied in to the College's mission and to its many accomplishments (individual, programmatic, and College-wide), will enhance our presence in the very competitive educational marketplace.

Purpose of the Guide to Text and Graphics Standards

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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Approval Procedures

Publication approval procedures

All publications intended for external audiences (includes brochures, flyers, postcards, posters) must go through a three-step approval process by the Office of Public Relations and Communication (hereafter, referred to as PR) before mailing or distribution. This is to ensure that 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, PR hopes that individual departments and areas can then focus on creative ideas and wording. Here are the three steps:

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

At each step, allow a 48-hour window for project approval from PR. In most cases, this will be accomplished in less time; in all cases, projects will be given the highest priority possible.

PR will make editorial and design suggestions as needed. At all stages, we will check for typos and inaccuracies. However, individual departments and areas must take ultimate responsibility for the accuracy of their materials.

Anniversary and Campaign Logos

The College believes that 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 fund-raising campaigns. All new logo proposals must be submitted for approval to the PR before implementation.

Logo approval procedures

- Offices should submit a memo to the director of PR, explaining why a logo is needed, in what way(s) it will be used, and the length of time it will be used.
- If PR approves the request, it will forward the request for final approval by the Senior Staff of the College.
- All final design of the logo must go through the same publication approval process outlined in the following procedures.

Proofreading Marks

∅	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> [boldface]
#	insert aspace	=	insert hyphen
stet	let marked text 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
sp	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 Public Relations and Communication has prepared this guide to be used by all College offices in their publications to external audiences (brochures, postcards, flyers, posters, and mass mailings). The guide's purpose is to promote consistency in the way we communicate, clarity in our writing, and ease of reading. Rather than inhibiting our message, consistent capitalization and punctuation free us to concentrate on more substantial matters. While not exhaustive, this guide addresses the most frequently asked questions on style and usage. A few grammatical tidbits are also tossed into the mix, as we've found that most of us can use a little reminding now and then.

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 will periodically review and revise this document to reflect such changes.

Thanks to the Scripps College community for providing examples—the good, the bad, and the funny—for this style guide. The names used within do not necessarily represent the actions or words of any actual staff member. Also, 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 *Bulletin* will be out in October.
- 1.1.2 All words, except articles, conjunctions, and prepositions in the titles of books, plays, lectures, musical compositions, etc., including *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).

Michael Deane Lamkin, dean of the faculty
Dean Michael Deane Lamkin *or* Dean of the Faculty Michael Deane Lamkin
Roswitha Burwick, Distinguished Professor of German
Patricia Dillon, the Gabrielle Jungels-Winkler Professor of Contemporary European Studies
Susan Seizer, 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 Seizer, *not* Associate Professor Susan Seizer.)

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.

- 1.1.6 *Campaign for the Scripps Woman*—thereafter, the campaign. *Campaign for the Scripps Woman* should always be in italics.
- 1.1.7 The words *association, building, center, club, 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 Alumnae Association—thereafter, the association
- Balch Auditorium—thereafter, the auditorium
- The Strategic Plan—thereafter, the plan
- The Claremont Colleges (always capitalize The)
- The Claremont Consortium—thereafter, the consortium
- 1.1.8 Board of Trustees—thereafter, the board or the trustees
- 1.1.9 A specific course or subject, such as Science 101, International Relations 200, etc., but not general subjects or majors
- English, mathematics, politics, science, biology, women’s studies, contemporary European studies
- 1.1.10 The word *room* when used to designate a particular room.
- Room 309 in Steele (or Steele 309)
- 1.1.11 Official college degrees when spelled out.
- Bachelor of Arts
- Doctor of Philosophy
- However, *bachelor’s degree* and *master’s degree* are lower case.
- 1.1.12 Ordinarily, capitalize the first word of every complete sentence within quotation marks.
- We all heard Martha 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 was in splendid voice.
- The president is out walking her dog.
- That’s a question for the dean of students, not me.
- 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.
- Each student must meet basic requirements in the humanities.
- Scripps offers degrees 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 Callan.
 We heard soloist Jane O'Donnell, even though she was standing next to Michael.
- 1.2.5 Designations of officers of a class, organization, committee, etc.
 Lynne E. Thompson '72 is past president of the Alumnae Association.
 She was elected senior class secretary.
 Is Suzanne 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., the 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.
 Prof. Patricia Dillon
 Professor Dillon
 Profs. Patricia Dillon and Alan Hartley
 Professors Dillon and Hartley
- 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 Repass
 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.
 Kristina Brooks, Ph.D., *not* Dr. Kristina Brooks, Ph.D.
- 2.1.5 You may abbreviate Bachelor of Arts, Master of Science, Doctor of Philosophy, and Education Specialist, to B.A., M.S., Ph.D., and Ed.S. Use periods as shown.

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
- 2.2.3 Names of states, when following names of cities and towns, except in footnotes, or in correspondence.
 Claremont, California
 Boston, Massachusetts
 Use post office designations for states only in addresses on mailings.
- 2.2.4 The words *association, avenue, boulevard, department, institute, street*, etc.
- 2.2.5 Names of months.

2.2.6 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.

1990 Alumnae participation 40%

2003 Alumnae participation 55%

2.2.7 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*.

Nancy expects us to work confidently, courageously, and hopefully.

"Would you like coffee, tea, or a giant Slurpee with that bagel, sir?" asked the hostess.

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:

Suzanne Muchnic, Los Angeles, chairman; Ruth Owades, San Francisco, trustee; Betsy Weinberg, New York, campaign chair; Mary Weis, 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, 2002, 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 mentioned.

December 2002

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 years with an apostrophe (going to the left).

Class of '74.

Elizabeth Malott '52 (no comma precedes class 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 Don't use apostrophes in plural nouns. This includes dates such as 1930s 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.

Hyphens

- 3.3.1 Do not hyphenate the word *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 Use a hyphen in the word *fund raising* when it is used as an adjective, no hyphen when it is a noun.
- The noun fund-raiser, however, carries a hyphen.
- She thought her fund-raising team was far more intelligent.
- Wow! Ain't fund raising fun!
- She was a cautious fund-raiser 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., but 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 but only at the end of the last paragraph.
- 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

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* (we should be so lucky).
- 5 million
- 17.9 billion
- 4.1.5 Write phone numbers as follows:
- (909) 621-8223 for off-campus listings
- 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 Always include the first name or initials of persons the first time they appear in an article or letter with appropriate title.
- 5.2 Refer to the president as *President Nancy Y. Bekavac* or *Nancy Y. Bekavac, president of Scripps College*, in first reference. Always use her middle initial in first use. Second use can be *President Bekavac* or *Nancy*, as appropriate. Use *Martha H. Keates, vice president for development and college relations*; second reference can be *Martha* or *Ms. Keates* or *Vice President Keates*, as appropriate.
- 5.3 Avoid using long titles before the names of people, such as *Vice President for Business Affairs and Treasurer James Manifold*. Rather, use *James Manifold, vice president for business affairs and treasurer*.
- 5.4 When referring to Scripps faculty and staff members, use the title or rank given them by the College, e.g., *Prof. Eric Haskell*, *Dean Deb Wood*, *President Bekavac*.
- 5.5 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 Susan Seizer; Professor Seizer

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

VI. Troublesome Terms

that vs. *which* in essential and nonessential clauses

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

Linda's big toe, which used to cause her great dismay, can now be found in a laboratory jar.

The toe that Linda had removed was on her left foot.

Janel's chocolate muffin, which was her first in weeks, was swiped by Carolina.

The muffin that Janel bought is now just a gurgle in Carolina'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."

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*. Do not use commas if the clause is essential to the meaning; use them if the clause is not essential.

Brando, who is a good dog, needs a new bone.

The woman who will give him one is Yvonne.
- 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.

Brando ate the gift that came in the mail today.

Dana's memo, which is the fourth 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.

Nancy 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

- 6.3.1 *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 College needs to develop a new strategy for fund raising.

The rude visitor was treated more importantly than she deserved.

hopefully

- 6.4.1 An adverb that describes how the action of the verb takes place. It isn’t synonymous with *I hope*, *we hope*, or *it is hoped*.

She opened her performance review hopefully.

I hope my hard work is appreciated.

ensure, insure, assure

- 6.5.1 *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.

Melodie will ensure that the mailing goes out.

The College insures many of its assets.

Pat assures Amy that the typo is not worth losing sleep over.

bad, badly

- 6.6.1 She felt bad about running off with her best friend’s husband, especially two days into the honeymoon.

She was hurt badly by the flying orangutan in the dean’s office.

A.D., B.C.

- 6.7.1 A.D., meaning “in the year of our Lord,” 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

- 6.8.1 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

- 6.9.1 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)

- 6.10.1 *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**

- 6.11.1 “This is something up with which we should never put.”

This is an archaic rule that produces some ridiculous constructions.
Go ahead and break it.

College names

- 6.12.1 *Caltech*. The California Institute of Technology prefers this spelling. Do not use *Cal Tech*.
- 6.12.2 *Mount Holyoke College*. Always spell out *Mount*.
- 6.12.3 *Mount Saint Mary’s College*.
- 6.12.4 *Randolph Macon Woman’s College*. Note the singular.
- 6.12.5 Abbreviate the University of Southern California and the University of California, Los Angeles without periods, i.e., *USC* and *UCLA*.
- 6.12.6 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*)

Print Guidelines

The College Signature

The Scripps College Signature (logo), Name (Word Mark), Seal, 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 to our internal and external audiences of Scripps as the women's college of The Claremont Colleges.

The Signature is composed of three elements: the arches icon, the Word Mark (Scripps), and the Distinction (The Women's College • Claremont).

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

This two-color treatment can be replicated in standard four-color process (cyan, magenta, yellow, black) projects.

One-Color

All PMS 5545

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

All Black

Black is the only other acceptable one-color treatment.



Print Guidelines

The College Name

The Scripps College Signature (logo), Name (Word Mark), Seal, 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

The College Name (Word Mark) is a unique typographic element displaying the name of Scripps.

The recommended use of the Word Mark is as a component of the College Signature as described in this manual.

If used separate from the Signature, accompanying text must clearly include reference to Scripps as the women's college of The Claremont Colleges.

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 unacceptable to use screen tints or other colors.

One-Color

All PMS 5545

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

All Black

Black is the only other acceptable one-color treatment.

Reverse from Color Field

The Word Mark may be used in reverse from a dark color field. The color field must be dark enough so that the mark may be easily read.

SCRIPPS

SCRIPPS

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Print Guidelines

The College Name with Distinction

The Scripps College Signature (logo), Name (Word Mark), Seal, 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

This auxiliary version of the College Name (Word Mark) incorporates the College Distinction (The Women's College • Claremont).

The printing guidelines for the College Name apply.

Two-Color

PMS 5545 and Black

Two-color treatment of the College Name with Distinction 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

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

All Black

Black is the only other acceptable one-color treatment.

Reverse from Color Field

The Word Mark may be used in reverse from a dark color field.

Applied over a photograph

As with the Scripps *Bulletin* 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. The Distinction must reverse or print black. 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



Print Guidelines

The College Name alternate

The Scripps College Signature (logo), Name (Word Mark), Seal, 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

The College Name alternate is for use when the accompanying text does not distinguish Scripps as the 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 unacceptable to use screen tints or other colors.

One-Color

All PMS 5545

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

All Black

Black is the only other acceptable one-color treatment.

Reverse from Color Field

The Word Mark may be used in reverse from a dark color field. The color field must be dark enough so that the mark may be easily read.

SCRIPPS COLLEGE

SCRIPPS COLLEGE

SCRIPPS COLLEGE

Print Guidelines

La Semeuse Seal

The Scripps College Signature (logo), Name (Word Mark), Seal, 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 “Begin new 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 Public Relations and Communication.

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.

All Black

Black is an acceptable one-color treatment.

All PMS 877

PMS 877 (silver) is an acceptable one-color treatment.

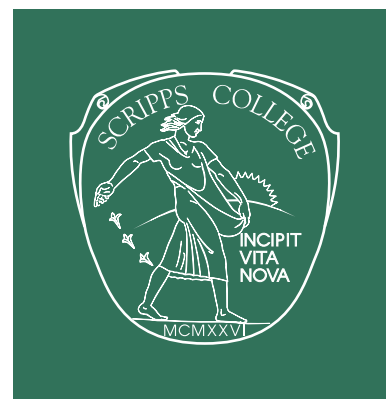
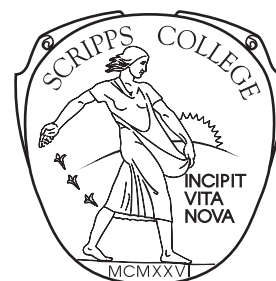
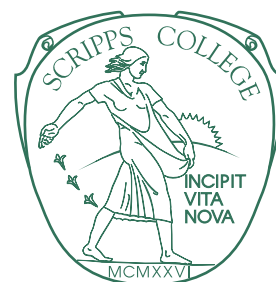
Reverse from Color Field

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



Silver



Print Guidelines

Ellen Browning Scripps Logo

The Scripps College Signature (logo), Name (Word Mark), Seal, 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 EBS 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.

All Black

Black is the only other acceptable one-color treatment.

Reverse from Color Field

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.



Print Guidelines

Reunion Weekend Logo

The Scripps College Signature (logo), Name (Word Mark), Seal, 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 presentation of the arch above Honnold Gate.

The event name and location/year are set in a specially customized version of the Scripps College Oldstyle typeface.

Use of the Reunion Weekend Logo requires approval from the Office of Public Relations and Communication or the Office of Alumnae Relations 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 specially 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

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

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.



Print Guidelines

GOLD Logo

The Scripps College Signature (logo), Name (Word Mark), Seal, 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 Public Relations and Communication 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 specially 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.

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.



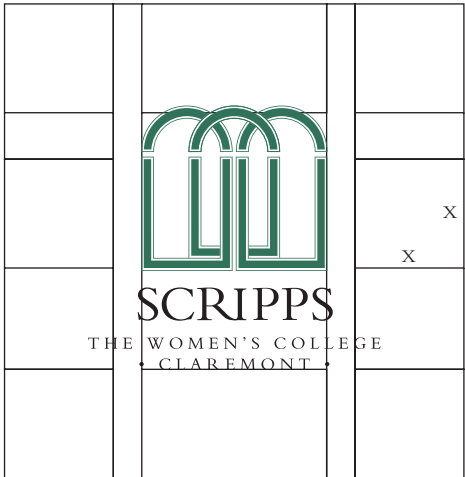
Staging

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.

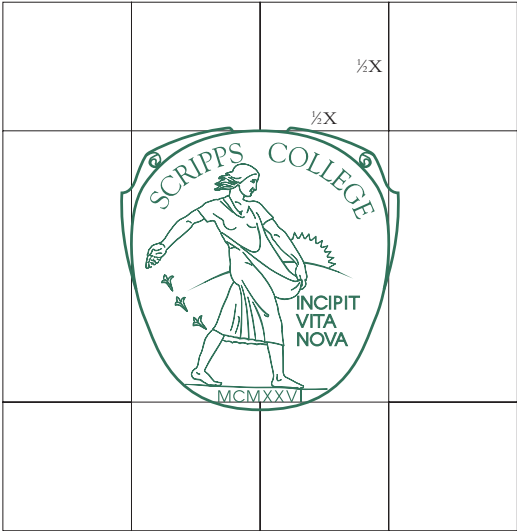


Staging
The La Semeuse Seal and EBS Logo

The La Semeuse Seal and EBS 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 EBS 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.



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 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
College Color Palette

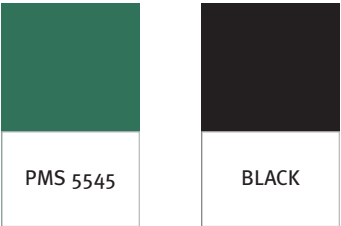
The Scripps College colors are an integral part of the overall identification system. The proper and consistent use will serve to build awareness and recognition.

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.

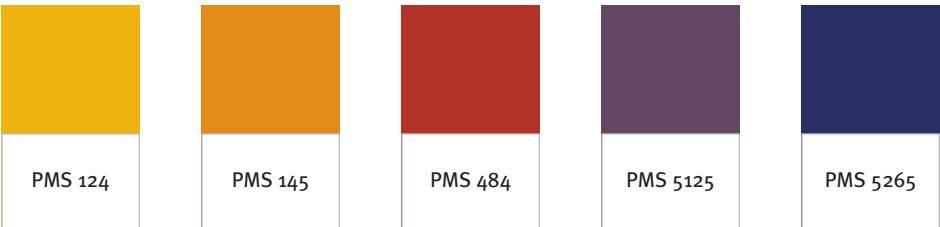
Ink colors are effected by many variables including printing method, paper color, texture, and conditioning. Our objective is to achieve a very close color match to the official color palette within reasonable tolerances of the chosen reproductive method, paper, and substrate (base).

Preferred College Colors



Scripps
Green

Approved College Color Palette



Citrus

Ochre

Cardinal

Eggplant

Indigo

Supporting Typography

Bembo

Three levels of regular, italic, two levels of oldstyle, and one level of small caps Bembo have been selected for use in supporting typography (e.g., the copy included in College stationery, brochures, invitations, and promotional materials).

Bembo

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

Bembo Italic

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

Bembo Semibold

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

Bembo Semibold Italic

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

Bembo Bold

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

Bembo Bold Italic

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

Bembo Semibold Oldstyle Figures

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

Bembo Bold Oldstyle Figures

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

Bembo Small Caps and Oldstyle Figures

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

Supporting Typography

Meta Plus

Four levels of regular, italic, and caps, and regular and italic black Meta Plus have been selected for use in supporting typography (e.g., the copy included in College stationery, brochures, invitations, and promotional materials).

Meta Plus Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$

Meta Plus Book Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’ “&!?\$*

Meta Plus Book Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$

Meta Plus Book Caps Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’ “&!?\$*

Meta Plus Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$

Meta Plus Medium Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$*

Meta Plus Medium Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$

Meta Plus Medium Caps Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’ “&!?\$*

Meta Plus Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$

Meta Plus Bold Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$*

Meta Plus Bold Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$

Meta Plus Bold Caps Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$*

Meta Plus Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$

Meta Plus Black Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,:’“&!?\$*

Supporting Typography
Scripps College Old Style

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

Scripps College Old Style

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

Scripps College Old Style Italic

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

Scripps College Old Style Small Caps

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

Web Guidelines

The Scripps College website has four levels. They are:

Level 1 — home page

Level 2 — navigational pages (i.e., students.html, academics.html)

Level 3 — school, department, and program information

Level 4 — tertiary links (personal pages)

Minimum design standards for Level 1-3 are essential to ensure a consistent and persistent image and identity for Scripps College. All pages on these three levels must:

- contain a top bar consistent with the Scripps College identifying bar and portals on the home page. There are two sizes available and are available from the Scripps webmaster.
- be in conjunction with the overall goals of the Scripps College website.
- contain current information; time-sensitive material should be checked and updated weekly or as needed.
- strictly follow copyright guidelines.
- make appropriate use of the College Name (Word Mark) and Seal (*La Semeuse*).

Core recommendations: (basic recommendations for all College web sites.

Following these recommendations will improve most web sites and the College's overall web presence.)

- Use the approved web site design template.
- Contain easily accessed contact information.
- Include links to the main College search page.
- Use the Scripps approved web site color palette.
- Use the approved College web fonts.

Web Guidelines

The College Name

The Scripps College Signature (logo), Name (Word Mark), Seal, 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

The College Name with the Distinction (The Women's College • Claremont) is the preferred graphic item for use on a Web site.

To maintain a crisp look, the word "Scripps" must be minimum 270 pixels wide at 72 pixels/inch. Some cases will require use of the College Name alternate in which the word "Scripps" must be minimum 90 pixels wide at 72 pixels/inch.

The Name 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 Name with Distinction will provide the strongest, most consistent impact.

This two-color treatment can be replicated in the RGB color gamut.*

One-Color

All PMS 5545

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

This one-color treatment can be replicated in the RGB color gamut.*

All Black

Black is the only other acceptable one-color treatment.

* Avoid color artifacts that tend to occur in over-compressed jpegs and improperly dithered gifs.

SCRIPPS
THE WOMEN'S COLLEGE • CLAREMONT

SCRIPPS
THE WOMEN'S COLLEGE • CLAREMONT

SCRIPPS COLLEGE

SCRIPPS COLLEGE

SCRIPPS COLLEGE

SCRIPPS COLLEGE

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), 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 Public Relations and Communication 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 Public Relations and Communication will make the final determination on such matters.

Following are examples of promotional items that present the College's identifying elements correctly and appropriately:

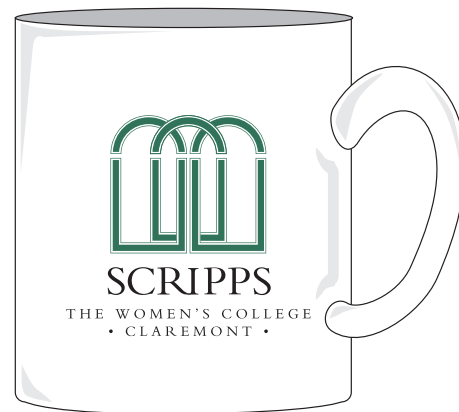
Promotional Items

Mug

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.

Mug

All promotional items using the Scripps College Signature (logo), Name (Word Mark), 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 Public Relations and Communication must approve any deviation in color or graphic use. All new promotional items must go through the same three-step process required for publications.



Promotional Items

Squeeze Bottle

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.

Squeeze Bottle

All promotional items using the Scripps College Signature (logo), Name (Word Mark), 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 Public Relations and Communication must approve any deviation in color or graphic use. All new promotional items must go through the same three-step process required for publications.



Promotional Items

Pen

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.

Pen

All promotional items using the Scripps College Signature (logo), Name (Word Mark), 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 Public Relations and Communication must approve any deviation in color or graphic use. All new promotional items must go through the same three-step process required for publications.



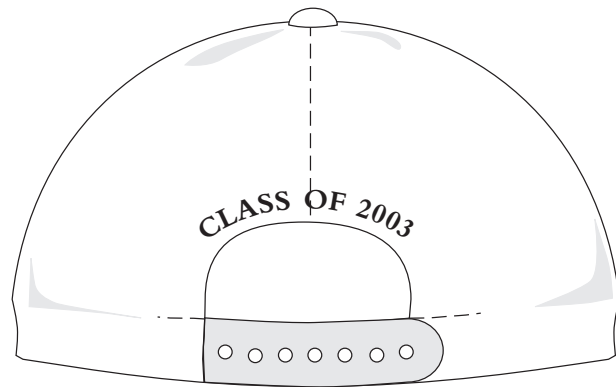
Promotional Items

Cap

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.

Cap

All promotional items using the Scripps College Signature (logo), Name (Word Mark), 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 Public Relations and Communication must approve any deviation in color or graphic use. All new promotional items must go through the same three-step process required for publications.



Promotional Items

T-shirt

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.

T-shirt

All promotional items using the Scripps College Signature (logo), Name (Word Mark), 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 Public Relations and Communication must approve any deviation in color or graphic use. All new promotional items must go through the same three-step process required for publications.



Promotional Items

Bembo One

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.

Bembo One

All promotional items using the Scripps College Signature (logo), Name (Word Mark), 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 Public Relations and Communication must approve any deviation in color or graphic use. All new promotional items must go through the same three-step process required for publications.

