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SECTION ONE
Integrated Marketing
MISSION STATEMENT

Dean College is a private, residential New England college grounded in a culture and tradition that all students deserve the opportunity for academic and personal success. A uniquely supportive community for more than 150 years, Dean has woven together extensive student support and engagement with exceptional teaching and innovative campus activities. Our graduates are lifetime learners who thrive in their careers, embrace social responsibility and demonstrate leadership. This is The Dean Difference.

OVERVIEW

This Brand Style Guide provides detailed guidelines for the usage and treatment of all aspects of the Dean College visual identity, including logos, colors and typography. Adhering to these guidelines will help Dean College achieve and maintain a consistent, distinctive visual identity. This guide also highlights editorial preferences for consistency in all College communications.

AIMS AND AUDIENCES OF THE DEAN COLLEGE BRAND

Objectives

• To promote Dean College’s brand in ways that are meaningful, compelling and motivating to all constituencies.

• To create visual consistency in the way the College brand is presented and to increase Dean College’s brand value in the higher education marketplace.

• To fuel and grow shared affinity, enthusiasm and passion for the College among its constituencies and audiences.

Who Needs to Know the Dean College Story?

Current and prospective undergraduate students and their parents; faculty and staff; alumni; current and prospective donors and funding agencies; business, government and professional leaders; comparator institution leaders; local, national and global partners; and relevant local, state, national and international media.
WHY DEAN COLLEGE?

Academic Excellence –

• NEASC Accredited

Personal Attention

• Comprehensive, individualized advising and career assistance
• 18:1 – Faculty to student ratio
• 18 – Average class size

Career Focused Approach

• Study away and professional internship opportunities
• Emphasis on building practical skills and career expertise
• Strong job placement history

Learning Support –

• Four Centers - Advising, Learning, Writing, Math
• Large number of free and fee-based services
• Full-time professional advisors and learning assistive technology
• Early alert academic tracking with multiple checkpoints

By the Numbers

• 98% of our associate degree students are accepted as transfer students in their bachelor’s degree program of choice
• 96% of our bachelor’s degree recipients are employed or enrolled in graduate school within 12 months of graduation
• 100% of our bachelor’s degree students participate in at least one internship before graduation
• 95% of our Bachelor’s degree recipients completed their program in four years
In a society where change is constant and dramatic, Dean College is committed to graduating students who are well-prepared for the world of work or further collegiate study.

Dean graduates will continue to demonstrate strong community and social responsibility, high standards of personal integrity and the ability to thrive in a global environment.

**Distinguishing Characteristics**

1. Unmatched support, both academically and socially, tailored to each student’s individual needs.
2. Safe and protective environment on a 100-acre private, residential campus located in historic Franklin.
3. A robust academic platform upon which to achieve success for each and every student.
4. The Dean Difference: We are with our students every step of the way on their journey toward a college degree, working with them as full partners in their education.

**Positioning Statement**

At Dean, we embrace students from many different backgrounds and a variety of learning styles. We offer the individualized support necessary to ensure academic and personal success for each and every student. That is The Dean Difference.
TELLING THE BRAND STORY

Brand Position

On the crowded landscape of higher education today, Dean College occupies a special and important position. We are a four-year institution of higher education that offers both associate and bachelor’s degrees. Our major focus is on the first two years of our students’ educational journeys during which we prepare them to reach their highest ambitions.

While some students’ aspirations take them beyond Dean to complete their bachelor’s degrees, others accomplish the same right here. From a nationally acclaimed one-of-a-kind dance program to baccalaureate degree programs in Business, Liberal Arts, and Arts and Entertainment Management, Dean College has something for all students. We have been advising, inspiring and empowering young women and men for generations, guiding them along their personal pathways and pointing them on the way to career and personal success and satisfaction.

Brand Chapters

The remarkable growth that so many of our students undergo is achieved in a learning environment that is built around five main pillars:

• An Individualized Education
• Complete and Classic
• Ever Empowering
• Best of Both
• Coming Together

With these strengths in place, Dean College looks forward to a new era of growth and purpose — a small liberal arts college that takes students wherever they want to go.
An Individualized Education

Too many colleges and universities today offer a one-size-fits-all education. At Dean College, our students go through a remarkable process of transformation, developing a love for learning that derives from a highly individualized educational program that is based on distinct needs and goals.

For over 150 years, we have provided our students with the skills and confidence to achieve their educational aspirations. For many, this begins with an associate degree. From business to communications, criminal justice to dance, early childhood education to sport/fitness studies, our associate degree programs provide far-ranging and valuable opportunities for exploration and preparation for further study.

Some who receive their associate degree choose to stay at Dean and commence their baccalaureate studies, while others may choose to transfer to a different four-year college. We can boast of an unparalleled transfer acceptance rate of 98 percent — sterling validation that our individualized education, based on principles of academic rigor, powerfully prepares students for their next chapter, wherever that may take them.

Those students who choose to stay on for the full four years at Dean develop their skills and talents in strong programs that prepare them for the demands of the real world. Our dance students achieve a level of professionalism that enables them to make inroads in this challenging field, even as undergraduates. Our theatre and arts management majors work with faculty members who are industry professionals and who can show them the ropes from Day One. Our business majors get the kind of solid foundation in today’s current business practices that enables them to secure excellent positions upon graduation. And more and more of our students are discovering Dean’s baccalaureate degrees, where they learn to master the ability to communicate effectively, think critically and solve problems.

Dean College is also renowned for the services we provide to students with diverse learning styles. A unique system of advising results in excellent retention and achievement, and we can rightfully claim an outstanding record of helping students become confident lifelong learners.

In large part, the success of our students is closely tied to the excellence and commitment of our faculty. The dedicated women and men who teach at Dean College share the conviction that different people learn in different ways, and everyone holds to the belief that each student deserves nothing but the best.

Complete and Classic

For a small school, we pack a great deal into our undergraduate culture, creating a complete and classic college experience for our students.

Let’s start with the campus itself. With 110 green acres offering plenty of outdoor space for Frisbee, sunbathing or alfresco studying, we can boast the kind of picture-perfect campus that matches any high schooler’s vision of what a college is meant to look like. Residence life here at Dean is also thriving, with 90 percent of our students living on campus. Our quality of life also gets high marks, including WiFi everywhere and excellent on-campus dining.
Our students take great pleasure and satisfaction in the broad range of campus activities we offer. We offer numerous clubs that run the gamut in terms of academic, community service, dance, governance, multicultural and social objectives. We’re no “suitcase school” either. Weekends are lively here, with dances, concerts, comedy nights and guest speakers. There are popular Dean traditions as well, such as the late-night breakfast during exam weeks and the faculty/staff vs. students softball game.

Our arts programs also bring a very special flavor to campus that is felt by all members of the community. Not only are great performances scheduled throughout the year, but it’s not all that unusual to be in the dining hall when someone (or even a small group) breaks into song.

At a small school like ours, students have amazing opportunities to lead, create and participate, trying just about any area they might be interested in exploring. That counts for a lot in crafting a complete and classic college experience.

**Ever Empowering**

No one falls through the cracks at Dean. Why? Because there are no cracks. We’re known for the support we offer our students — not only in the classroom, but on the athletic fields, the performance stages, in the transfer process and everywhere else. We build confidence in our students and they flourish, transforming themselves into serious learners and confident leaders.

At the center of this empowerment is our distinctive advising system. A designated academic advisor is assigned to each student, and that person usually goes on to fill roles that extend beyond the traditional confines of the advisor/advisee relationship. Advisors become mentors, motivators and very special friends, cultivating success at every point along the way. They help students select their majors, map out their schedules, research transfer opportunities upon graduation and explore and clarify career goals. They closely monitor each student’s academic progress and, in the case of international students, they handle all immigration issues.
At Dean, each student works with our faculty and staff to develop an individualized plan for success. Our excellent academic support centers offer tutoring, which is taken advantage of by many students. Other ways we support and empower our students include an Honors Program, offering extra challenging courses and seminars for students of exceptional talent, while those students in need of more academic support may join the Arch Learning Community. It’s all about personalized attention and one-on-one contact — the real hallmarks of The Dean Difference.

**Best of Both**

What could be better than to be tucked away in a scenic, historic New England town and still be just a short trek from exciting city life?

Franklin is a safe, friendly and charming spot, enjoying neighbors such as Gillette Stadium and Patriot Place, with its 1.3 million square feet of shopping, dining and entertainment. There’s plenty to do right in the area, but whenever you get the urge to be on a bigger playing field, you can walk a few minutes from campus and grab a commuter train to Boston — one of America’s greatest cities and the ultimate college town. Many of our students also enjoy visiting Providence, another great college town just a 45-minute drive away.

**Coming Together**

People at Dean talk about the fact that wherever they go on campus, they are always running into people they know. It’s a friendly, close-knit community, and that carries a lot of weight in a world that is too fast becoming anonymous.

That kind of culture begins at the top. President Paula M. Rooney is a recognized and accessible figure on campus and is known to even pop into classrooms to do a bit of teaching when the mood strikes her. That same culture of caring and accessibility finds it way to the faculty, which never views students as numbers, but rather as individuals. Professors are always available to lend an extra hand with any academic issues, and students respond by delivering good work. Staff — whether they’re in the Financial Aid office, the library or the dining center — are also known for their caring and accessibility. We’re all in it together here at Dean.
SECTION THREE
Editorial Style Guide
The Dean College Editorial Style augments the Associated Press Stylebook. For notes on style not addressed here, please refer to that manual. Where notes on style, usage and punctuation differ, adhere to the Dean Brand Style Guide.

**Abbreviations and Acronyms**

An acronym is the grouping of a series of initials, or initial letters, for an entity or organization that makes up a unique word used as the shorthand for the name of that organization (OPEC, MENSA, NATO, NASA, etc.), as distinct from abbreviations, which are a series of initials used as the shorthand name for that organization (FBI, CIA, etc.). Acronyms and abbreviations often are used in a similar manner.

In general, avoid unnecessary use of acronyms or abbreviations whenever possible. When necessary, spell out the first reference followed by the acronym or abbreviation in parentheses; the acronym or abbreviation may be used for subsequent references.

Acronyms and abbreviations may be used for the first reference if they are widely recognized:
- SAT, NASA

Use periods in two-letter abbreviations. Use all caps, but no periods, in longer abbreviations:
- U.S., U.N., Ph.D. (even though it has the small “h”), BSE, YMCA, CIA

**Academic Degrees**

The preferred form is to spell out degrees and avoid abbreviations.

<table>
<thead>
<tr>
<th>Formal Use</th>
<th>General Use 1</th>
<th>General Use 2</th>
<th>Abbreviated Use</th>
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<tbody>
<tr>
<td>Bachelor of Arts</td>
<td>bachelor’s degree</td>
<td>bachelor’s</td>
<td>B.A.</td>
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<tr>
<td>Bachelor of Science</td>
<td>bachelor’s degree</td>
<td>bachelor’s</td>
<td>B.S.</td>
</tr>
<tr>
<td>Associate in Arts</td>
<td>associate degree</td>
<td>associate</td>
<td>A.A.</td>
</tr>
<tr>
<td>Associate in Science</td>
<td>associate degree</td>
<td>associate</td>
<td>A.S.</td>
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</tbody>
</table>

The word “degree” should not follow an abbreviation:
- She has an A.A. in Business.
- She has a bachelor’s degree in Business.

**Capitalization**

**People**

Dean's standard is to capitalize a job title when it immediately precedes or follows the person's name.
- Dean College President Paula M. Rooney, Ed.D.
- Paula M. Rooney, Ed.D., President of Dean College
- Professor of Environmental Science Laurie McDonough
- Laurie McDonough, Professor of Environmental Science

**The Dean Difference**

This should always be capitalized and bolded as The Dean Difference when referring to or promoting the unique traits and attributes of the College.

**Cities and States**

Use commas to separate the name of a state when it follows a city:
- The train ride ended in Boston, MA, at 5:00 p.m.

Spell out the names of the 50 U.S. states when they stand alone, but use the ZIP abbreviations listed below when a state is listed with a city, town, village, etc. International readers do not understand U.S. state abbreviations. Write out the state names in materials designated primarily for global audiences.

Note about use of United States: Use “U.S.” only as an adjective, otherwise spell it out. “She studied U.S. culture of the 1950s.” “She studied the culture of the United States from the 1950s.”
States and ZIP codes

For communications within the United States, use postal abbreviations for the states as shown below. For international communications, use the full state name as shown below. When used with a city, place a comma before and after the state name:

- Dean College, in Franklin, MA, is ...

<table>
<thead>
<tr>
<th>Alabama (AL)</th>
<th>Louisiana (LA)</th>
<th>Ohio (OH)</th>
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<tr>
<td>Alaska (AK)</td>
<td>Maine (ME)</td>
<td>Oklahoma (OK)</td>
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<td>Maryland (MD)</td>
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<td>Massachusetts (MA)</td>
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<td>Utah (UT)</td>
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<td>Nevada (NV)</td>
<td>Vermont (VT)</td>
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<td>New Hampshire (NH)</td>
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<td>New Jersey (NJ)</td>
<td>Washington (WA)</td>
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<td>Wisconsin (WI)</td>
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<td>Kansas (KS)</td>
<td>North Carolina (NC)</td>
<td>Wyoming (WY)</td>
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<tr>
<td>Kentucky (KY)</td>
<td>North Dakota (ND)</td>
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</table>

Classes

Capitalize the word “Class” in

- the Class of 1976

Culture/Ethnic Designations

Use “people of color” or “underrepresented” in stories where it is appropriate to identify people by race; include the specific group(s) being identified in these stories. Avoid using the term “minority,” if possible.

Do not use a hyphen when African American is used as a noun or an adjective. This applies to all such ethnic classifications.

For Native American follow the person’s preference. Where possible, use the name of the tribe: He is a Wampanaog storyteller.

Dates and Times

Use figures for days of the month. Omit the ordinal designations, such as 1st, 2nd, 3rd and 4th.

Place a comma between the month and the year when the day is mentioned:

- On April 27, 2016, Discover Dean Day brought together hundreds of people.

Do not place a comma between the month and the year when the day is not mentioned:

- In April 2016, Discover Dean Day brought together hundreds of people.

When a month is used with a specific date, abbreviate the month according to AP style: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. (all others spelled out). Spell out when using alone or with a year alone:

- Aug. 27, 2016
- August
- August 2016

Exception: In display type, such as in ads and brochures, the designer can use his or her discretion in spelling out months even with specific dates.

Use figures for years without commas: 2016.

Span of time and Numerical quantities

To indicate a range of values use the en-dash, which is longer than a hyphen (em, en, hyphen details page 20).

- 9 a.m.–5 p.m., Monday–Friday, ages 5–8, May–June

To refer to a period of time within the same century as an adjective: use the year, an en dash and the last two digits.

- the 2016–17 academic year

Join full years with an en dash when the range crosses into another century.

- the 1999–2000 academic year
Use “to” instead of a hyphen when the year or time is a noun:
• from 1996 to 2016
• The meetings will take place from 8:00 to 11:00 a.m. Monday through Friday.

Use the year, an en dash and the last two digits to refer to a period of time within the same century as an adjective, but full years joined by an en dash when the range crosses into another century:
• the 2016–17 academic year
• the 1999–2000 academic year

When abbreviating years to two digits, put an apostrophe in front of the years:
• the Class of ’76
• the summer of ’66

Dates following a day of the week should be set apart by commas:
• He decided that Friday, Oct. 12, would be a convenient date.

Times generally come before days and dates:
• The performance will take place at 3:00 p.m. on Friday, Oct. 12.

When emphasizing the exact time, or when using a.m. or p.m., use figures:
• 7:00 p.m. (always include the minutes after the colon)
• 7:30 p.m.

Lowercase a.m. and p.m., and include the periods, as shown.
12:00 a.m. should be referred to as midnight; 12:00 p.m. should be referred to as noon.

Hyphens may be used with dates, and should always be used with dates when both days of the week and dates are included.
• The workshop is set for Monday through Thursday, July 18–21.

Dimensions

Use figures and spell out inches, feet, yards, etc., to indicate depth, height, length and width. Hyphenate adjectival forms before nouns.
• He is 5 feet 6 inches tall, the 5-foot-6-inch man, the 5-foot man, the basketball team signed a 7-footer.
• The car is 17 feet long, 6 feet wide and 5 feet high. The rug is 9 feet by 12 feet, the 9-by-12 rug.
• The storm left 5 inches of snow.
• The building has 6,000 square feet of floor space.

Use an apostrophe to indicate feet and quote marks to indicate inches (5’6”) only in very technical contexts.

Disabilities

In general, do not describe an individual as disabled or handicapped. If it is relevant to the material and you must use a description, try to be specific:
• Muhammad Ali, boxing hero and a former Olympic champion, defied the symptoms of Parkinson’s to light the torch in a rare public appearance.

Use “accessible parking,” rather than disabled or handicapped parking.

Emphasize the concept of using neutral language and not defining people by their disability:
• The veteran uses a wheelchair.
  Not: The veteran is confined to a wheelchair.
• The child, who has autism, ...
  Not: The autistic child ...
  Not: The child, who suffers from autism...

File Formats

If a file format acronym is being used in a sentence, it should be set in all caps.
• I used three GIF images in my design.
Latin Suffixes

- alumnus/alumni (male graduate/plural; also plural for a group consisting of male and female graduates)
- alumna/alumnae (female graduate/plural)
- emerita/emeritae (retired faculty woman who keeps her rank or title/plural)
- emeritus/emeriti (retired faculty man who keeps his rank or title/plural; also plural for a group consisting of male and female retirees)

Inclusive Language

Use nonsexist language and follow these recommendations:

Don’t say “he” when referring to an unspecified person. Instead, recast the sentence into the plural, or avoid the use of pronouns altogether.

- (Incorrect) Each student is expected to met his deadline.
- (Correct) Students are expected to turn in their paper by the deadline.

If it’s impossible to solve the problem using these approaches, remember that “he or she” is preferable to “he/she.”

Avoid gender-specific titles or terms, such as:

<table>
<thead>
<tr>
<th>Instead of</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>chairman</td>
<td>chair</td>
</tr>
<tr>
<td>businessman</td>
<td>business executive, manager</td>
</tr>
<tr>
<td>cameraman</td>
<td>camera operator</td>
</tr>
<tr>
<td>coed</td>
<td>female student</td>
</tr>
<tr>
<td>congressman</td>
<td>representative, senator</td>
</tr>
<tr>
<td>fireman</td>
<td>firefighter</td>
</tr>
<tr>
<td>foreman</td>
<td>supervisor</td>
</tr>
<tr>
<td>founding fathers</td>
<td>founders</td>
</tr>
<tr>
<td>mailman</td>
<td>mail carrier</td>
</tr>
<tr>
<td>to man</td>
<td>to staff, to run, to operate</td>
</tr>
<tr>
<td>mankind</td>
<td>people, humanity</td>
</tr>
<tr>
<td>manpower</td>
<td>workforce, employees</td>
</tr>
<tr>
<td>policeman</td>
<td>police officer</td>
</tr>
<tr>
<td>waiter</td>
<td>waitstaff or server</td>
</tr>
</tbody>
</table>

Punctuation

Colons

Use a colon to introduce long lists.

Leave a colon outside quotation marks unless it is part of a quotation.

Follow the colon with a single space.

Capitalize the first word after a colon if it is a proper noun or the start of a complete sentence; lowercase the first word if it is part of a sentence.

- His reason for staying was simple: The snowstorm had shut down all routes out of town.
- There were three reasons to stay: the warmth of the fireplace, the friendliness of the company and the aroma of the food.

Commas

Here are guidelines for some common uses of the comma:

- Three or more items in a simple list: The event is for students, alumni, parents, families and friends. (Do not include a comma before the last item in a series of items, unless it aids in comprehension.)
- Three or more items in a complex list: Wilson doubled the size of the faculty, created an administrative structure, and revised the curriculum to include general studies for freshmen and sophomores and concentrated study for juniors and seniors. (Use a comma before the last item in a series to improve comprehension.)
• A series of adjectives equal in importance: Dean is an independent, coeducational institution.

• Complete sentences that are combined with a conjunction: The event is open to the public free of charge, but reservations are required.

• An introductory phrase from the rest of a sentence: First, we must double the amount of external support.

• States: John Jones, of Newark, DE, is the president of the organization.

• Yes and no; and names/titles in a direct address: Yes, officer, I’ll obey the traffic laws.

Dashes

Em Dash

Use an em dash to relay a break in thought. Place a single space on either side of the em dash. This is the longer dash (“—”) as compared to the shorter en dash (“–”). Em dashes are created by holding down the ALT+CTRL+NUMBER PAD MINUS SIGN keys (Windows), or SHIFT+OPTION+MINUS SIGN keys (Mac).

An em dash can also be used to set off elements within a sentence. This requires an em dash at the beginning and end of the phrase.

• The materials used by the artist — wood, steel and plastic — created a powerful contrast.

En Dash

In print pieces, use en dashes to span value ranges, such as 2016–17 and noon–5:00 p.m., Tuesday–Thursday, or June–July. En dashes are also used in two-word modifiers such as "New Orleans–style shrimp." To enter an en dash, press CTRL+NUMBER PAD MINUS SIGN keys (Windows) or OPTION+YPHEN (Mac).

If using Constant Contact or other software that doesn’t support en or em dashes, you may use hyphens as follows:

• for en dash use space hyphen space (e.g. 2015 - 2017)

• for em dash use space hyphen hyphen space (e.g. We saw the ad -- color is good.)

Hyphens

Hyphen: - (“-” on keyboard)

Do not hyphenate words beginning with non, except if there is a proper noun:

• non-American; nonscholarship

Do not place a hyphen between the prefixes pre, semi, anti, sub, etc., and nouns or adjectives, except before proper nouns, but avoid duplicated vowels or consonants:

• reapply

• semidetached

• antiwar

• pre-enroll

Use hyphens to connect compound modifiers, being careful about meaning:

• white-hot metal or white hot metal (depending on which is meant)

• calculator-wielding graduate student

Do not use a hyphen on adverbs ending in -ly:

• an easily hit ball

• a badly cooked egg

• a loudly ringing phone

Hyphenate part-time and full-time only when used as adjectives:

• She has a full-time job at Dean. She works at Dean full time.

Use a hyphen between numbers that are not dates:

• 231-29-0002

Use a hyphen, not a comma, to separate institutions from their city locations:

• the University of California-Berkeley

Some colleges/universities omit the hyphen before a campus location; refer to their website or style guide for how the institutional name is represented.

• University of Massachusetts Boston
Ellipses
In a sentence, add a space before and after a three-dot ellipsis:
• She reported what the speaker said ... and then followed up with her own comments.

If the words that precede an ellipsis make up a complete sentence, insert a period at the end of the last word before the ellipsis and follow it with a space and an ellipsis:
• The speaker said that he was happy to be running for office again. ...

Periods
Use a single space after a period at the end of a sentence.

Quotation Marks
The period and comma always go inside the quotation marks:
• “He will stop by tomorrow,” she said.

The question mark goes inside when part of the direct quote, outside when applying to quoted material within an entire sentence.
• “Will you explain distribution requirements to me?” asked the student.
• What is meant by “distribution requirements”?

The semicolon goes outside quoted material within a sentence:
• Refer to them as “conference participants”; all others should be known as “guests.”

On the Web, use straight quotation marks: "like this"; in printed publications, use smart quotation marks: “like this.” This function can be turned on or off in MS Word under Tools>AutoCorrect>AutoFormat as you Type>Replace as you type>"Straight quotation marks" with “smart quotation marks.”

Semicolons
Use the semicolon to set off a series that includes commas:
• The main offices are in Mercer County, NJ; Marion County, IN; and Broward County, FL

Telephone Numbers
Use area codes with hyphens, not periods, for all telephone numbers, or at least once with a listing. This practice has become necessary because of the increasing use of mobile phones:
• 508-258-3000
• For international numbers (country code, city code, telephone number): 011-44-20-7535-1515 (use 011 when calling from the United States)
• For 800 and other toll-free numbers: 800-879-3326

Dean Main Numbers
The default toll free phone listing for Dean College and its proper format should be 877-TRY-DEAN
• When necessary, include the number figures as (877-879-3326)
When not utilizing a toll free number, the default phone number should be 508-541-1900

Titles

Courtesy Titles
Do not use courtesy titles (Mr., Miss, Ms., Mrs.) in text, including press releases.

Use the title Dr. in text only when referring to a medical doctor.

Names followed by Jr., Sr. or a Roman numeral do not have a comma after the last name:
• Martin Luther King Jr.
• James Hart III

Publications, Course Listings, Films, Music, Works of Art
As a general rule, put titles of books and articles in initial caps and italics:
• The Grapes of Wrath
Put titles of newspapers, magazines and journals in initial caps and italics:
- Science
- Nature
- The Boston Globe

Capitalize the principal words, including prepositions and conjunctions of four or more letters:
- Tea With the Queen of England

Capitalize “the” in a publication’s name, if that is how it appears in the masthead:
- The New York Times

In text, put the course name in italics:
- He selected Introduction to Economic Dynamics after meeting with his advisor.

Do not capitalize the word after a hyphen in a title:
- Her lecture is titled An Introduction to 14th-century Franciscan Manuscripts.

Do not capitalize fields of study unless referring to a language:
- She is studying economics and French.

Capitalize the titles of lectures, theses and dissertations:
- He gave the lecture In Pursuit of Flight to the class of auditors.

Titles of songs are put in italics:
- Old Nassau

Use quotation marks around a musical composition’s nickname, but not a composition identified by its sequence.
- Dvorak’s “New World Symphony,” Dvorak’s Symphony No. 9

Titles of paintings, drawings, statues and other works of art are put in italics.
- Leonardo da Vinci’s Mona Lisa

Internet

Email Addresses
Should appear as shown here:
- For more information, contact John Doe at 508-541-3000 or jdoe@dean.edu.

Web Links (URLs)
Use the shortest Web Links (URLs) possible.
For the Dean College site, do not use “http://” or the forward slash:
- www.dean.edu (not http://www.dean.edu/main/)
For page links use www address and words after the forward slash if needed.
- www.dean.edu/administration/FinancialAid.cfm

Web Terminology
- email (or Email at the beginning of a sentence)
- enews
- Facebook page
- homepage
- Internet
- log in, log out (verb)
- login (noun)
- netID
- online
- the Web
- webpage
- Twitter feed
- website
- World Wide Web
Words Usage List

a, an
Use the article “a” before consonant sounds and “an” before vowel sounds:
• a historic event

Use the article an before vowel sounds: an energy crisis, an honorable man, an homage (the h is silent), an NBA record (sounds like it begins with the letter e), an 1890s celebration.
• an honorable person, an homage, an hors d’eouvre (use an when the h is silent)

and
Avoid using the ampersand (&) except in specific business names (e.g., Tiffany & Co.) or to shorten Web menu headings.

advisor
Not adviser.

College
Capitalize when referring to Dean College; lowercase generic references:
• Dance was the College’s first bachelor’s degree.
• We are with our students every step of the way on their journey toward a college degree, working with them as full partners in their education.

e.g., i.e.
Be sure to use these abbreviations properly and follow with a comma:
• e.g. means “for example”
• i.e. means “that is”

ensure, insure, assure
Use ensure to mean guarantee: Steps were taken to ensure accuracy.
Use insure for references to insurance: The policy insures his life.
Use assure to mean to make sure or give confidence: She assured us the statement was accurate.

fundraising and fundraiser
Always one word.

Honors Program
Capitalize Honors Program and other program names.

like, such as
Use "such as" for specific examples and “like” when you mean “similar to.”
• We offer rooming options such as single rooms, double rooms, suites and on-campus apartments.
• The environment is like a small town.

majors
Capitalize majors when naming specific majors listed in the College’s course catalog:
• She majored in Dance.
• She studied science in college.

over, more than
“Over” is a height measurement or time span; “more than” means “in excess of”:
• We have more than 25 clubs.
• He is over 6 feet.
• Over the last 25 years, ...

Percent
AP specifies that percent should be spelled out as a word, however Dean prefers to use the % sign in marketing materials.
state-of-the-art
Hyphenate as a compound modifier.

theatre
Never “theater” except in proper names.

ZIP
ZIP stands for Zone Improvement Program and should always be in all caps or small caps; “code” is lowercase.
DEAN COLLEGE PATCH LOGO

As part of the College’s branding initiative, a more contemporary iteration of our word mark logo has been developed. The patch logo now takes its place as a key visual element within the overall identity system.

The patch logo represents Dean College to our students, faculty and key stakeholder groups beyond campus. Combined with photography, typography and color, it is the foundation of our balanced and flexible institutional identity system.

Consistent use of the patch logo builds awareness of Dean College in the academic community and beyond. For communication to be effective, our patch logo must be used correctly at all times. It is the appropriate symbol for use in all forms of visual communications, including, but not limited to publications, presentations/displays, promotional items and advertisements, and signage on buildings/vehicles.
DEAN COLLEGE WORD MARK

The word mark is a key visual element within the overall identity system. The word mark can be used for general purposes as it is a part of our primary logo library. The word mark can be used interchangeably with the new patch logo when needed.

The word mark represents Dean College to our students, faculty and key stakeholder groups beyond campus. Combined with photography, typography and color, it is the foundation of our balanced and flexible institutional identity system.

Consistent use of the word mark builds awareness of Dean College in the academic community and beyond. For communication to be effective, our word mark must be used correctly at all times. It is the appropriate symbol for use in all forms of visual communications, including, but not limited to publications, presentations/displays, promotional items and advertisements, and signage on buildings/vehicles.
WORD MARK GUIDELINES

The word mark has been created for maximum readability and impact and should not be used at a size smaller than 1 inch in width. If you are required to use the word mark smaller than 1 inch in width, simply use the mark without the tagline.

The word mark should always be surrounded by an exclusion zone. This protected area keeps images and/or type from getting too close. The recommended minimum distance to be allowed on all sides is the cap height of the letter “D” in “DEAN” (see example to the right).
WORD MARK GUIDELINES

Using the Dean College word mark correctly maintains consistency and strengthens the Dean College brand and identity.

The word mark should be as prominent as possible. It is important that background colors provide sufficient contrast with the word mark. If it is necessary that the word mark be reversed out of a multicolored background or a photograph, it is important that the word mark stands out clearly. Avoid the placement of the Dean College word mark against backgrounds from which it cannot be clearly distinguished.

Shown here are several examples of word mark misuse.
DEAN COLLEGE SECONDARY SIGNATURE SYSTEM

Dean College has created a secondary signature system to allow for the appropriate identification and prominence of organizations, departments and centers within the College, while maintaining the overall integrity of the word mark.

Typically this signature system should be used on ads, posters, flyers, brochures, stationery and any other publication/media where size will not impede legibility. The signature system should be used when the word mark is big enough for the organization name to be read clearly. Please see guidelines for spacing and alignment on page 33.

The secondary signature is centered beneath the word mark, separated by a horizontal rule, and should always be set in Franklin Gothic Book, ALL CAPS. The maximum width should be no greater than the width of the primary word mark.

The word mark is PMS 202.

The horizontal rule and organization name are both PMS Cool Gray 10.

The Dean College tagline should never be used within the secondary signature system structure.

See page 41 for information on printing spot and process colors.
SECONDARY SIGNATURE SYSTEM

When reproduction quality or printing restrictions prohibit use of the two-color signature system, the one-color variations shown here may be used.

The word mark may be used in black, with a 65% shade of black for the signature system, or reversed to white.
SECONDARY SIGNATURE SYSTEM GUIDELINES

The secondary signature system has been created for maximum readability and impact and should not be used at a size smaller than 1 inch in width.

The secondary signature should always be surrounded by an exclusion zone. This protected area keeps images and/or type from getting too close. The recommended minimum distance to be allowed on all sides is the cap height of the letter “D” in “DEAN” (see example to the right).

Minimum usage:
width should never be less than 1 inch wide.

Nothing may appear within the exclusion zone.
SUPPORTING LOGOS

At times, it may be appropriate to pair the word mark with supporting logos representing awards, co-sponsors or partner organizations.

When this occurs, the word mark should be used with the Dean College website. The supporting logo should be visibly smaller than the Dean College word mark, and must respect the mandatory exclusion zone.
DEAN COLLEGE
INSTITUTIONAL MARK

The Dean College institutional mark is the most restricted of all logos and should be used to validate and authenticate official institutional documents and communicate the significance of specific occasions and events.

This institutional mark should not be used for the purposes of general advertising, promotions or informal communications.
INSTITUTIONAL MARK GUIDELINES

The institutional mark has been created for maximum readability and impact; it should not be used at a size smaller than 1 inch in width.

If you are required to use the institutional mark smaller than 1 inch in width, simply use the mark without the tagline.

The institutional mark should always be surrounded by an exclusion zone. This protected area keeps images and/or type from getting too close. The recommended minimum distance to be allowed on all sides is the cap height of the letter “D” in “DEAN” (see example to the right).
The Dean College letterhead is 8.5 inches wide by 11 inches tall. The two-color word mark and address information is to be positioned as shown.

Please follow this style for consistency.

The recommended typeface for body copy on letterhead is Franklin Gothic Book, with a type size of 11 point and a line spacing of 14 points. If the Franklin Gothic typeface is unavailable, Arial is an acceptable alternative.

Note that the seal stationery is reserved for official usage by the President’s, Institutional Advancement and Academic Affairs offices.

When using letterhead with an address for window envelopes mailing, set the document’s margins as follows:

**Standard Margins:** Top – 2 inches, Left & Right – 1 inch, Bottom – 0.25 inch for most printers.

If address is too low or high in window, check and adjust the folding before changing the top margins by small increments.

---

**General College Letterhead**

Sample A. Sample
123 Main Street
Anytown, MA 123456

Dear Sample,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sincerely,

Name
Title

P.S. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est qui doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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**School of Professional and Continuing Studies**

February 1, 2012

99 Main Street, Franklin, MA 02038-1994  Tel: 508-541-1900  www.dean.edu

Sample A. Sample
123 Main Street
Anytown, MA 123456

Dear Sample,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sincerely,

Name
Title

P.S. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

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**Office Name Letterhead**

Official Restricted Usage Letterhead

February 1, 2012

99 Main Street, Franklin, MA 02038-1994  Tel: 508-541-1624  Toll Free: 877-TRY-DEAN  Fax: 508-541-1941  www.dean.edu

Sample A. Sample
123 Main Street
Anytown, MA 123456

Dear Sample,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sincerely,

Name
Title

P.S. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.
The Dean College envelope size is #10. The two-color word mark and address information is to be positioned as shown.

The standard Dean College business card is 3.5 inches wide by 2 inches high, horizontal. The two-color word mark and address information is to be positioned as shown.
COLOR PALETTE

Color plays a critical role in strengthening the overall impact of Dean College’s identity. It is perhaps the most significant identifier that the College uses. The consistent use of color is a vital part of communicating the College’s brand.

The official maroon (PMS 202) is the primary color for use in all print and electronic media. Secondary colors gold (PMS 130), gray (Cool Gray 10 and Cool Gray 4) and blue (PMS 298) should be used to complement the maroon, but should not be used as a stand-alone element to the color palette.

When printing one-, two- or three-color publications, spot colors (Pantone) are recommended. When printing four-color publications, the CMYK values provided should be used. RGB and hexadecimal equivalents are also shown and should be used when appropriate.

When PMS 202 is not available (clothing, merchandise, athletic uniforms, etc.), default to PMS 208*.

* When ordering clothing, vinyl banners, athletic uniforms, etc., PMS 208 (often referred to as Cardinal) must be used. See examples above for reference.
TYPOGRAPHY

Consistent use of typography is an effective way to reinforce a cohesive look and maintain a strong brand identity in all Dean College materials.

Franklin Gothic is the preferred typeface and, when possible, should be used on all identity items and publications.

When selecting a particular typeface, please use the following recommendations as a guide:

• Franklin Gothic Book: Use for body copy (also note body copy usage page 43).
• Franklin Gothic Book Italic should only be used when copy requires it. Do not set blocks of copy in italic or use italic as a design element.
• Franklin Gothic Demi or Medium: Use for headlines, captions or copy that needs an emphasis, such as pull-quotes.
• In certain instances (e.g., email, online applications, digital displays, etc.), Arial is an acceptable alternative if the Franklin Gothic typeface is unavailable.
TYPOGRAPHY

Archer is the secondary typeface. It is particularly useful in applications that present the reader with a large amount of copy, such as correspondence, manuals, books or multipage memoranda.

If the Archer typeface is unavailable (e.g., email, online applications, digital displays, etc.), Times New Roman or Minon are acceptable alternatives.
PHOTOGRAPHY

Photography is an important communication tool, helping to tell the Dean College story whether used alone or in combination with logos and text.

Our photography communicates our commitment to high academic standards, engagement with faculty, and our vibrant and friendly student body.

Whenever possible, photography should be a minimum of 300 dpi, at final size, to ensure the highest quality reproduction.

For Web use, photos and images should be 72 ppi and sized to optimize loading time (i.e., do not use an 8-by-10 inch image for a 2-by-2 inch space).
ATHLETIC SECONDARY LOGOS

Dean College athletics is a vital and highly visible aspect of the College’s brand identity. All official athletics materials should display an athletic mark.

The College’s athletic marks should never be used in place of the Dean College word mark or Dean College institutional mark in any academic application.

The Athletic marks print in PMS 202 and black.

The Paw print may be used in all black, gray, white, or with a white outline when necessary against a dark background. See example below.

Do not substitute colors or manipulate the look of the athletic marks in any way.

Example of white outline Paw print on a dark background:
BULLDOG LOGO GUIDELINES

Using the Dean College bulldog logo correctly maintains consistency and strengthens the Dean College brand and identity.

The bulldog logo should be as prominent as possible. It is important that background colors provide sufficient contrast with the bulldog logo. The bulldog logo should not be used alongside any other logo, unless approved by the Marketing Department. Avoid the placement of the Dean College bulldog logo against backgrounds from which it cannot be clearly distinguished. Never change the colors within the bulldog logo. A one-color bulldog logo is available upon request, however any usage of the one-color version of the bulldog logo is required to be submitted for approval by the Marketing Department.

Shown here are several examples of misuse.
SECTION SIX
Presentations and Emails
Shown here is the PowerPoint presentation template illustrating the Dean College graphic identity and primary word mark. For consultation on specific graphic needs or for additional information, please contact Gregg Chalk in the Marketing Department at gchalk@dean.edu.
EMAIL SIGNATURE

Shown here is the email signature illustrating the Dean College graphic identity and primary word mark. This email signature should be used, along with your contact information, at the end of an email correspondence. For consultation on specific graphic needs or for additional information, please contact Gregg Chalk in the Marketing Department at gchalk@dean.edu.

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Confidentiality Notice: This e-mail message from Dean College is intended only for the individual(s) to whom it is addressed. This e-mail may contain information that is privileged, confidential and exempt from disclosure under applicable law. If you are not the intended recipient, you are hereby notified that any dissemination, distribution or copying of this communication is strictly prohibited. If you received this e-mail by accident, please notify the sender immediately and destroy this e-mail and all copies of it.