

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

- **African American.** We do not hyphenate African American, no matter how it is used.
- **Black.** We always capitalize Black when it is used to speak of a person's race.
- **Books, articles, magazines.** Use quotation marks around the titles of books, songs, TV shows, computer games, poems, speeches and works of art. Do NOT use quotation marks around magazine or newspaper titles or the Bible. Do not underline or italicize any of the above.
- **College.** When referring to ourselves ("The College was founded in 1840" or "it is College policy that...") we capitalize College.
- **Colons.** Capitalize the first word after a colon only if it is a proper noun or begins a complete sentence.
- **Commas.** In general, if a comma does not make clear what is being said, it should not be there. If omitting the comma could lead to confusion or misinterpretation, then use the comma. In a series: Do not put a comma before the conjunction in a series unless doing so avoids confusion.
- **Dates.** Abbreviate the month, use a figure only for the day (no st, nd, rd or th). A comma is not necessary if only a year and month are given, but do use a comma to set off the year if both month and day are given. Use figures with the letter s but no apostrophe when discussing decades—the 1950s. Use figures for centuries—the 20th century. Capitalize days of the week, but do not abbreviate.
- **Numbers.** In general, spell out one through nine; use figures thereafter. Always use figures for units of measure, when referring to someone's age and in all tables and statistics. Use figures with time, along with a.m. and p.m.
- **PhD:** We drop the periods in PhD as well as in MAT (Master of Arts in Teaching). All other degrees (B.A., B.S., M.S., etc.) keep their periods.
- **Titles.** In general, only capitalize when it is a formal title (not simply a job title) and used directly before someone's name—President Tuajuanda C. Jordan, but Tuajuanda C. Jordan, president.



PRIMARY PALETTE			
	SMCM BLUE PMS 281 C100 M93 Y32 K31 R0 G32 B92 HEX 00205C		
SECONDARY PALETTE			
	SMCM GOLD PMS 7406 C0 M25 Y100 K0 R243 G193 B0 HEX F3C10D		WHITE C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFFFF
TERTIARY PALETTE			
	RED PMS 1797 C10 M100 Y85 K0 R208 G52 B58 HEX D0343A		LIGHT BLUE PMS 292 C59 M14 Y0 K0 R89 G178 B231 HEX 59B2E7
	DARK GRAY PMS Warm Gray 9 C48 M47 Y51 K12 R132 G120 B112 HEX 847870		LIGHT GRAY PMS Warm Gray 1 C15 M14 Y17 K0 R214 G209 B202 HEX D6D1CA
QUESTIONS?			

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 Use Montserrat for display copy. fonts.google.com/specimen/Montserrat

Roboto, *Roboto Italic*, Roboto Bold
 Use Roboto for body copy in print and online. fonts.google.com/specimen/Roboto

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

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 Use Baskerville for headlines and display text. Call **Marketing & Communications**.

Franklin Gothic, *Franklin Gothic Italic*, Franklin Gothic Bold
 Use Franklin Gothic for Seahawks & sport name. Call **Marketing & Communications**.

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

QUESTIONS?	
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