

MARIST

BRANDING MANUAL & STYLE GUIDE

The Marist Style Guide is developed and maintained by the Office of College Marketing and Communication.

The contents of this guide are the intellectual property of Marist College and not to be re-used without the permission of the Office of Marketing and Communication.

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- 1.1 Style Guide at a Glance
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DESIGN GUIDE

INTRODUCTION

ICONS

MARIST

MARIST WORDMARK (LOGO)

This is the logo for Marist College and should appear on all marketing materials.



MARIST SEAL

The College Seal is an official element for select executive usage by the President's Office, when representing Marist College as a whole institution, or formal communication. It should not be used for sub-units, clubs, or departments.



MARIST M

The Marist M is used for social media and sub-unit identification. Other than social media, it should only be used as a brand mark for sub-unit identity, not for the College as a whole. This is a more informal, "spirit" mark identifying the College.

SIGNATURES



MARIST

EXECUTIVE NAMEPLATE

Seal and logo combined.
Follow the same usage rules as the Marist Seal.



MARIST

NAMEPLATE WITH M

M and Logo combined.
Follow the same usage rules as the Marist M.

CENTERED LOCK-UP

MARIST

STUDENT ACTIVITIES

LOGO AND SECONDARY NAMEPLATE

Centered and justified below the logo.

HORIZONTAL LOCK-UP

MARIST

 | **STUDENT ACTIVITIES**

DEPARTMENTAL NAMEPLATE - ALIGN RIGHT

Combined with the logo.

PRIMARY COLOR PALETTE

PRINT

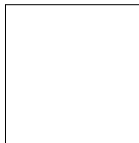
WEB



Pantone®
PMS 186 C

4-Color Process
C 0
M 100
Y 81
K 4

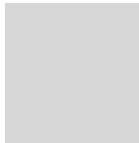
R 227
G 24
B 55
HEX b31b1b



WHITE

C 0
M 0
Y 0
K 0

R 255
G 255
B 255
HEX ffffff



PMS
COOL
GRAY 1 C

C 13.93
M 10.73
Y 12.23
K 0

Grayscale 15%

R 217
G 216
B 214
HEX d9d8d6

PRINT/WEB FONTS

Myriad Pro

- Regular
- *Italic*
- Semibold
- *Semibold Italic*
- **Bold**
- ***Bold Italic***
- **Black**

Georgia

- Regular
- *Italic*
- **Bold**
- ***Bold Italic***

ALTERNATE FONTS

SANS SERIF

- Helvetica
- Arial

SERIF

- Times
- New Roman

SCRIPT FONT

- *Beyond Sweet*

WHY AN IDENTITY?

The new identity system for Marist College will present a unified image to Marist's many constituents. The goal in presenting these guidelines is to introduce an identity system that truly reflects Marist's marketing strategy and brand initiatives; is attractive, easy, and economical to implement; is useful for a variety of formats and applications; and is flexible so that campus units can retain their individuality within a Marist marketing/brand framework.

BRANDING REQUIRES CONSISTENCY AND COMMITMENT

No touch point is too small. EVERY touch point (brochures, apparel, social posts, etc.) should be looked at as a branding/awareness opportunity. Anything produced for any Marist program, department, club, etc., should include official Marist branding that follows the Style Guide.

A CENTRAL REFERENCE

The Marist Style Guide will provide reference for all aspects of Marist's graphic look outside of athletics. It will outline College policies regarding use of the logo and its integration with office/school/department names in fixed configuration; correct use of colors; correct typography for print and web communications; standards of College stationery; information on Marist's web design; and other electronic elements. For the Athletics Style Guide, please contact the Marist Athletics Department. Contact information is on the following page (1.3).

HOW TO USE THIS GUIDE

The Marist Style Guide is presented to assist individuals on campus who develop print, web, and related pieces that ultimately contribute to and reinforce the identity of Marist. If you are developing a specific printed piece or website, then it is intended that this guide will present appropriate sections to help you incorporate the identity elements.

THE OFFICE OF COLLEGE MARKETING AND COMMUNICATION

The Office of College Marketing and Communication is responsible for maintaining the College's visual identity system, and is available to respond to inquiries regarding its use, including:

- Requests to create visual identity graphics
- Requests for brand marks or College-approved images
- Explanation of the contents of this manual

Daryl Richard, Vice President of Communications and Marketing
(860) 306-8526
daryl.richard@marist.edu

Alfonso Antonaglia, Director Creative Services
(914) 671-3008
alfonso.antonaglia@marist.edu

Andy Alongi, Director Marketing & Communications
(845) 575-3000 x3115
Andrew.Alongi@marist.edu

STATIONERY

The Digital Publications Center handles all stationery services (business cards, letterhead, envelopes, memo pads, note cards, invitation cards, etc.) as well as in-house printing needs—including but not limited to postcards, newsletters, flyers, booklets, posters, and signage.

Digital Publications Center

Alexander Podmaniczky, Manager
(845) 575-3103
Alexander.Podmaniczky@marist.edu

ATHLETICS STYLE GUIDE AND RED FOX ICONS

The Marist Athletics Department has produced a separate Style Guide and Logo Library to govern all uses of the Athletics logos, Red Fox icons, Bookstore merchandise, as well as trademarks and licensing of apparel and merchandise items. The Athletics Style Guide applies to all athletics offices, as well as several student clubs and spirit groups, and is also used by select offices (such as the Office of Safety and Security). An introduction to the Athletic Style Guide can be found in **Section 8**.

TRADEMARKS AND LICENSING

Marist Athletics Department

Harrison Baker, Associate Athletic Director/Director of External Affairs
(845) 575-3699 x2329
Harrison.Baker@marist.edu

APPAREL & MERCHANDISE

Marist Athletics Department

Harrison Baker, Associate Athletic Director/Director of External Affairs
(845) 575-3699 x2329
Harrison.Baker@marist.edu

GRAPHIC AND PRINT GUIDELINES

Digital Publications Center

Alexander Podmaniczky, Manager
(845) 575-3103
Alexander.Podmaniczky@marist.edu

Letterhead, Envelopes, Note Cards, Business Cards

Digital Publications Center

Alexander Podmaniczky, Manager
(845) 575-3103
Alexander.Podmaniczky@marist.edu

MARIST ATHLETICS LICENSED VENDOR

BSN Sports

229 Manchester Rd # B
Poughkeepsie, NY 12603
Contact: Mike Lyons
mlyons@bsnsports.com
(845) 471-2701 ext. 103

- 2.1 The Marist College Wordmark (Logo)
- 2.2 Logo Spacing
- 2.3 Logo Colors
- 2.4 The College Seal
- 2.5 College Seal Colors
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- 2.7 Marist M Colors
- 2.8 Departmental Lock-Ups
- 2.9 Lock-Up Hierarchy
- 2.10 Signatures
- 2.11 Pairing the Logo
- 2.12 Top Banner Graphic

DESIGN GUIDE

BASIC ELEMENTS

MARIST



THE **M**, **A**, AND **R** ALWAYS CONNECT

The logo has been customized using the font *Bauer Bodoni BT*.
Ligatures have been created by selectively connecting serifs from the **M**, **A**, and **R**,
and the kerning (space between letters) has been manually adjusted to achieve balance
between the letters and white space.

THE MARIST COLLEGE WORDMARK

The wordmark “MARIST” is for all intents and purposes the College logo (referred to as ‘**logo**’ hereafter). It is the primary identity mark for Marist College and should be used whenever possible, particularly for external communications.

The logo is not text—it is a graphic element. The logo should **never** be typeset in Bodoni or any other font by the user, but used only as provided to preserve these deliberate design features. The preferred colors for print are Pantone 186 C (as shown here), white (on a PMS 186 C red background), or black (for one-color option).

To ensure the consistency necessary to maintain a recognizable identity, it is important that the Marist logo be used in all internal and external communications whenever possible.

The Marist logo is a registered Trademark (No. 3,977,622) thus is protected under United States Trademark Law. The word “M-A-R-I-S-T” or its individual letters cannot be written or recreated in any other format without approval from the *Office of College Marketing and Communication*. Including, but not limited to:

- Logos and Lock-Ups
- Written Fonts
- Textiles and Apparel
- Promotional Items:
 - Print: *Posters, Advertisements*
 - 3D: *3d Prints, Mugs, Accessories*
 - Motion: *Animated Gifs, Video*

LOGO SPACING

Whether boxing or spacing around the logo, use the stem width of the "T" as a visual guide. This allows for reducing and enlarging while preserving a consistent appearance.



Blue Lines Indicate Stem Width Of 'T' As A Spacing Guide



Blue Lines Indicate Minimum Spacing Between The Logo And Page Elements



Logo Properly Spaced Within A Red Box

MARIST

MARIST

MARIST

The black Marist logo should be only used in b&w photocopies.

LOGO COLORS

The Marist logo is only depicted in Marist Red (PMS 186 C), black, or white. The black Marist logo should be only used in b&w photocopies (such as transcripts). To learn more about the color breakdown for Marist Red, refer to **SECTION 3.0**.



The use of the College Seal provides a traditional touch to documents and conveys a sense of academic tradition. With its symbols from the founders of the College to the date of its charter, the appearance of the Seal evokes Marist's rich history of teaching excellence and commitment to service.

Although Marist College can trace its roots to 1905, the 1929 date on the Seal marks the first year in which college-level courses were offered.

THE COLLEGE SEAL

This is the official College Seal, and is intended to represent the College in formal display as a comprehensive unit. It has very limited use, primarily used by the Office of the President, on official university documents, and select items distributed by the Offices of the Registrar and Student Financial Services. It may also be used on commencement-related items, such as academic diplomas, program certificates, as well as convocation and diploma covers.

The Seal can be used on merchandise items such as pennants, engraved items, or clothing. Designs must be approved through the Office of College Marketing and Communication. See below.

The Seal should never be distorted, obscured, or used with graphic elements other than the Marist Logo.

The Seal should never be used creatively within a design element as a watermark or punch-out.

The College Seal is a registered Trademark (No. 4,225,638) thus is protected under United States Trademark Law.

The Seal as a whole or its individual components cannot be used or recreated in any other format without college approval. Including, but not limited to:

- Logos and Lock-Ups
- Written Fonts
- Textiles and Apparel
- Promotional Items:
 - Print: *Posters, Advertisements*
 - 3D: *3d Prints, Mugs, Accessories*
 - Motion: *Animated Gifs, Video*

BASIC ELEMENTS

COLLEGE SEAL COLORS

When Marist Red (PMS 186 C) or white are available to use, they are the recommended colors for the Marist icons. The black Marist seal should be only used in b&w photocopies (such as transcripts). Please refer to **SECTION 3.0** for the appropriate color breakdowns.

APPLICATION

The College Seal is not recommended for use in most marketing-related publications. However, communications of a formal nature, implying the official sanction of the College behind the content of the message, would be the best choices for use of the Seal (such as a financial aid award letter, an Office of the Registrar grade report, Admissions letter of acceptance, etc.).

USAGE

The Marist College Seal is to be reproduced without alteration or modification. The only variations to the color scheme are shown on this page.



RED PMS 186 C



WHITE

NOTE: Red background is for color only. Never use a square around the seal.



The black Marist seal should be only used in b&w photocopies.



THE MARIST M

Unlike the College Seal, the Marist M is an optional brand mark that offers placement options in locations that are not considered “official” or formal situations. When using the M, consider if the audience is familiar with Marist College, schools, departments, and clubs.

These are single-color marks to be used for print and web. Colors outside the primary color palette are not permitted. The M can be used creatively within a design element as a watermark or punch-out.

The M is recommended for placement on apparel that already bears the Marist name using the primary logo mark or secondary logo marks in some fashion. For example, an M could be placed in a club logo.

The Marist M should not be used or recreated in any other format without college approval. Including, but not limited to:

- Written Fonts
- Textiles and Apparel
- Promotional Items:
 - Print: *Posters, Advertisements*
 - 3D: *3d Prints, Mugs, Accessories*
 - Motion: *Animated Gifs, Video*

MARIST M WITH STARS

The scripted M, with the 12 stars above it, represents the Marist Brothers—it is an element in the formal College Seal, but should only be used as a stand-alone icon when intending to refer to the Marist Brothers. It should never be used for anything relating to the College.

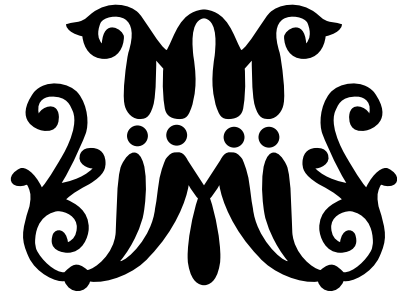


RED PMS 186 C



WHITE

NOTE: Red background is for color only. Never use a square around the seal.



The black Marist M should be only used in b&w photocopies.

MARIST M COLORS

When Marist Red (PMS 186 C) or white are available to use, they are the recommended colors for the Marist icons. The black Marist M should be only used in b&w photocopies (such as transcripts). Please refer to **SECTION 3.0** for the appropriate color breakdowns.

USE

The Marist M is to be reproduced without alteration or modification. The only variations to the color scheme are shown on this page.

BASIC ELEMENTS

DEPARTMENTAL LOCK-UPS

LOCK-UP

Definition: Use of the Marist logo with a school, office, center, department, or club in a fixed configuration.

The names of departments, institutes, and offices across campus can be combined with the Marist logo for business cards, letterhead, and promotional materials. This allows individual branding efforts to integrate with the College's communication efforts.

ALIGNED BELOW

A school or department nameplate should be centered below the logo to accommodate a limited-width placement (such as a mailing panel or envelope flap).

ALIGNED RIGHT

When paired with the logo on a narrow wide panel, schools can run to the right of the logo, in a two-line format, aligned at the top and bottom of the logo.

VERTICAL LINE

When the vertical line appears in the lock-up, it should be the same color as the school/department.

LINE WEIGHT

The line weight will change depending upon the final size of the lock-up, so a 1/2" high nameplate with the school aligned to the right will have a 1pt vertical line.

MARIST

SCHOOL OF LIBERAL ARTS

School, department, or office centered under logo.

MARIST | SCHOOL OF LIBERAL ARTS

School, department, or office aligned to the right of logo with vertical line dividing the logo and school elements.

MARIST

SCHOOL OF LIBERAL ARTS

History

Sub-Department or Position Aligned Under School or Office

MARIST

SCHOOL OF LIBERAL ARTS

History

MARIST | SCHOOL OF
LIBERAL ARTS

LOCK-UP HIERARCHY

The font size and weight reflect the school, department, and club/position titles. Follow these guidelines to preserve a consistent appearance. More than three sub-lines are not recommended to preserve the top and bottom alignment with the logo.

ABBREVIATING THE HIERARCHY

When the school/center name is not used directly below the logo, the sub-levels still retain the use of all caps (department) or upper/lower case (position/club/title), but are the same size and weight as department-level text they are replacing.

SIZING THE HIERARCHY

The font height of the top line should be about one-half the size of the Marist logo. The middle and bottom lines are approximately 1/3 smaller than the top line.

FOR EXAMPLE:

When the Marist logo is 1/2" high (equivalent to 55pts) as shown to the left:

- Top line is 24pts
- Bottom line is 18pts
- Leading between lines is 20pts



Same rule applies when spacing the signatures
as it does with the lock-ups.



Note: The seal and 'M' never appear together with the logo,
nor with each other as a stand-alone icon.

SIGNATURES

The College logo can be paired with either the Seal or the M (but never both). This is called a "signature" and can be used for more ornamental naming of the College. The standard color for the signature is red (PMS 186 C). Other color options are white on a red background or black when used in black-and-white printing.

When the logo is paired with either the Seal or the M, all elements (including the dividing rule) should be the same color.

PAIRING THE LOGO

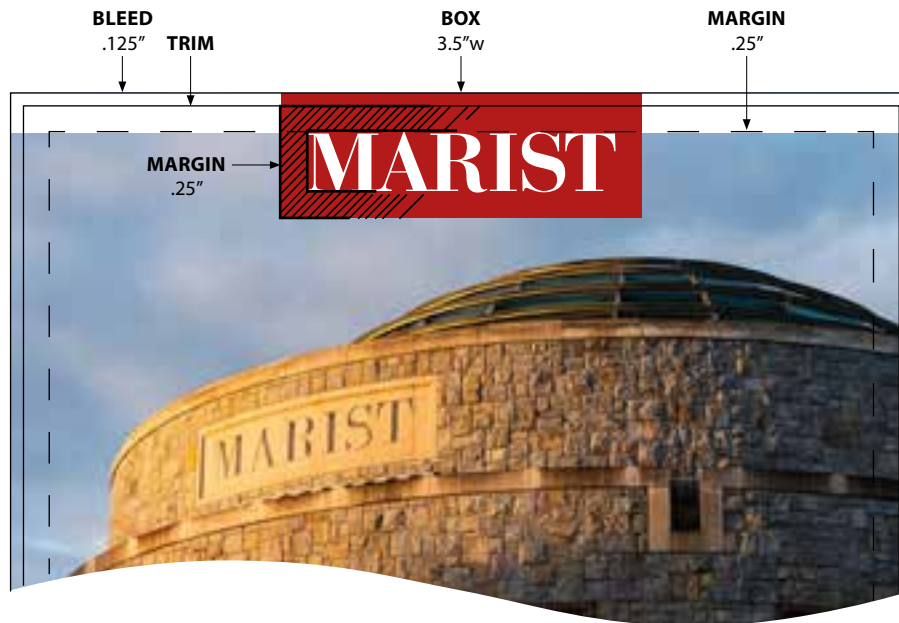
The Marist logo is occasionally combined with another institution’s logo when a partnered relationship exists.

Although positioning and spacing of the paired logos are flexible based on the unified design between the two agencies, it is recommended that the Marist logo always be red (PMS 186C) and have adequate space apart from the partner logo.

When appearing together horizontally, both logos should be of similar size and separated by a vertical line.

MARIST





Example: 8.5" x 11" Cover Page with 1/4" Margin and .125" Bleed

TOP BANNER GRAPHIC

The Marist Banner Graphic is used as a design element along the top of emails and print materials to create a branded look across digital and print platforms.

It combines the white Marist nameplate centered in a red box with a white bar along the top. The width of the white bar should match the width of the space between the nameplate and the red box.

Note: When printing, the banner graphic is to be used only with a bleed.

Be sure to choose the correct red profile for print or digital:

- **Print:** PMS 186
- **Web:** Hex b31b1b



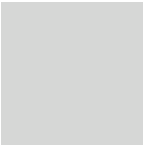
- 3.1 Primary Palette
- 3.2 Secondary Web Palette
- 3.3 Expanded Color Palette

DESIGN GUIDE

COLOR PALETTES

PRIMARY COLOR PALETTE





The primary colors for Marist are PMS 186 C and white. Equivalent color formulas for four-color printing and digital media are provided to the left.






	Pantone® Matching System	Four-Color Process	Web/Video Usage
	PMS 186 C	C 0 M 100 Y 81 K 4	R 179 G 27 B 27 HEX b3 1b 1b
	WHITE	C 0 M 0 Y 0 K 0	R 255 G 255 B 255 HEX ff ff ff
	PMS COOL GRAY 1 C	C13.93 M10.73 Y 12.23 K 0 Grayscale 15%	R 217 G 216 B 214 HEX d9 d8 d6

SECONDARY WEB PALETTE

Secondary colors are used on the Marist website (www.Marist.edu) to provide background and depth to design. Please refer to page 3.1 for the web translation of the primary color palette. The secondary colors are only used in small amounts, and for specific elements and features on the page.

The web design and colors are created and maintained by Web Services and the Office of College Marketing and Communication. These colors should not be applied to web pages without the approval and direction of the Marketing and Communication office. For those charged with updating and maintaining pages within Marist.edu, please keep to standard colors, especially on text items—this will prevent confusion with the accented elements (such as call-to-action buttons or highlighted items).

	Pantone® Matching System	Four-Color Process	Web/Video Usage
	BLACK C	C 100 M 100 Y 100 K 100	R 0 G 0 B 0 HEX 00 00 00
	PMS 187 C	C 23 M 100 Y 88 K 15	R 166 G 14 B 14 HEX a6 0e 0e
	PMS 7710 C	C81 M12 Y29 K0	R 13 G 150 B 166 HEX 0d 96 a6
	PMS COOL GRAY 5 C	C31 M25 Y26 K0 Grayscale 33%	R 216 G 220 B 221 HEX d8 dc dd

	Pantone® Matching System	Four-Color Process	Web/Video Usage
	PMS 2955 C	C100 M 78 Y 36 K 29	R 0 G 35 B 100 HEX 00 37 64
	PMS 314 C	C 100 M 33 Y 27 K 2	R 0 G 125 B 165 HEX 00 7d a5
	PMS 1585 C	C 0 M 72 Y 99 K 0	R 255 G 108 B 14 HEX ff 6c 0e
	PMS 122 C	C 35 M 17 Y 85 K 0	R 255 G 208 B 64 HEX ff d0 40
	PMS COOL GRAY 3 C	C 21 M 17 Y 17 K 0 Grayscale 33%	R 200 G 200 B 200 HEX c8 c8 c8

ACCENT PALETTE

The Office of College Marketing and Communication produces a large quantity of messaging and materials beyond the web, and many of these communications are sequential (such as an email campaign or series of direct mail items). In order to maintain impact/resonance among targeted populations, an expanded palette is beneficial.

This palette is to be used only with the approval of the marist office of college marketing and communication.

If a school/department wishes to implement these expanded palettes for a marketing campaign, it must do so through the Office of College Marketing and Communication. Any other implementation of these colors will be rejected, and any items created using them without Marketing and Communication approval is prohibited and will be required to be removed/deleted.

DESIGN GUIDE

TYPOGRAPHY

FONTS FOR PRINT, WEB, AND ELECTRONIC MATERIALS:

Myriad Pro Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 123456789

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Myriad Pro Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Georgia Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789

Georgia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 123456789

Georgia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ALTERNATIVE SANS SERIF FONTS:

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

Helvetica Regular
Helvetica Oblique
Helvetica Bold
Helvetica Bold Oblique

ALTERNATIVE SERIF FONT:

Times New Roman Regular
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

SCRIPT FONT

Beyond Sweet
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 123456789

PRIMARY TYPEFACES

Serif v. Sans Serif Fonts: Modern usage has gone away from use of serif fonts, but if using large blocks of text, it is recommended to use Georgia. Headlines are almost always done in sans serif (Myriad).

FOR PRINT AND WEB

Myriad and Georgia font families are the current typefaces for all print, web, and electronic materials.

ALTERNATE FONTS

Alternate sans serif fonts for Myriad are Arial or Helvetica, available on almost all computer systems in the U.S.

The alternative serif font for Georgia is Times New Roman, which is available on all systems. The fonts selected are available on most computer systems without need for additional licensing.

Note: Palatino font family is only used for body text in stationery and is not to be incorporated into print or web materials.

- 5.1 Icons
- 5.2 Frankie The Fox
- 5.3 Campus Maps
- 5.4 Promotional Items

DESIGN GUIDE

DESIGN ELEMENTS

Recommended Color Combinations:



ICONS

Icons are used as visual punctuation for events, call-to-actions, and statistics. They can be used between paragraphs or sections as visual breaks.

When Marist Red (PMS 186 C) or white are available to use, they are the recommended colors for the icons. The use of black should be a last choice only. Black is not an artistic design option, but can be used when the option to use either red or white is not available, such as in black-and-white print work or items that will be photocopied (such as transcripts). Please refer to SECTION 3.0 for the appropriate color breakdowns.

FRANKIE THE FOX

Illustrated by Matthew Maley (Office of Marketing and Communication). *Frankie the Fox* and *Little Fox* were created as banner illustrations for Online Orientation in 2019/2020. Since then, they have appeared in printed, online and social media.

The characters are the intellectual property of Marist College and not to be re-used without the permission of the Office of Marketing and Communication.



ILLUSTRATED MAP / POUGHKEEPSIE CAMPUS

The campus map is a living document, originally illustrated in 2008. Since then, there have been several key revisions from new construction and landscape design.

Used for the gate-folded map and other informational graphics for print and web.

2D MAP / POUGHKEEPSIE CAMPUS

The 2D Map is generally used as directional graphics to indicate parking, traffic flow, access points, etc,...



PROMOTIONAL MATERIALS

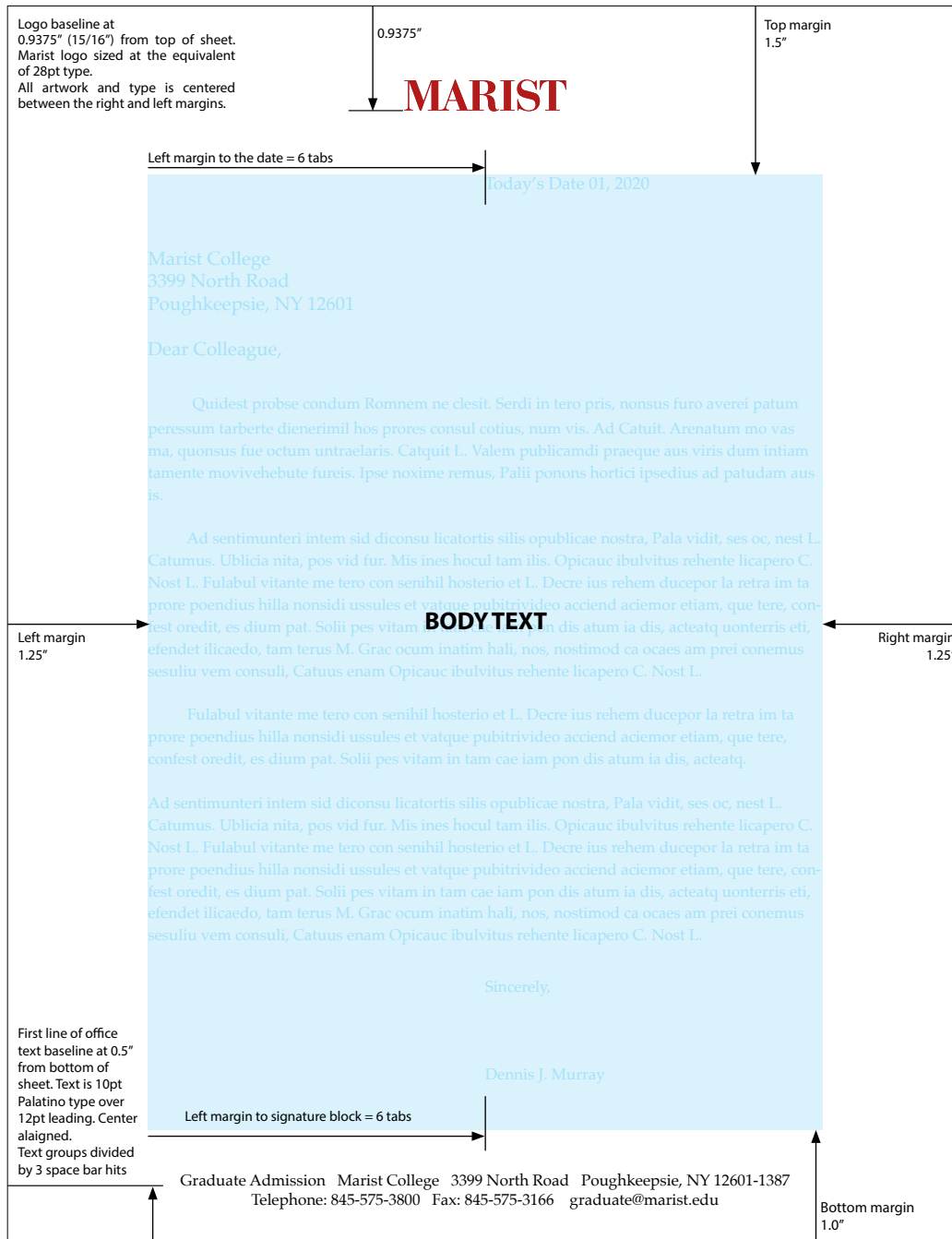
Miscellaneous items, such as coffee mugs, umbrellas, keychains and other materials can be found in the Bookstore, but if you are purchasing items from an outside vendor, such as these examples, please be sure they do not re-interpret the logo. These examples correctly use the Marist logo in its traditional color (or the closest red the vendor has available) and uses the red logo on white background.



- 6.1 Standard Letterhead
- 6.2 Secondary Letterhead
- 6.3 Envelopes
- 6.4 Business Cards
- 6.5 Name Tags

DESIGN GUIDE

STATIONERY



STATIONERY

STANDARD LETTERHEAD

Letterhead for official college use includes the Marist nameplate (logo) in red (PMS 186 C) and black text for departmental or office information. The name of the department or office is set in 9pt Palatino font, in upper and lower case. To maintain graphic continuity, all official letterhead, envelopes, name tags, and business cards are to be ordered through the **Digital Publications Center**.

SPECIFICATIONS

8.5" x 11" Letter Size

PAPER: Strathmore Writing, Ultimate White

WEIGHT: 24 lb. Writing, 25% Cotton

PRINTING: 2 Colors. Black and PMS 186 C

TEXT PLACEMENT

Recommended body text placement in blue shaded area as per margin notes.

RECOMMENDED BODY TEXT:

10pt Palatino/14pt leading

RECOMMENDED OFFICE TEXT (SANS SERIF):

10pt Palatino Regular /12pt leading

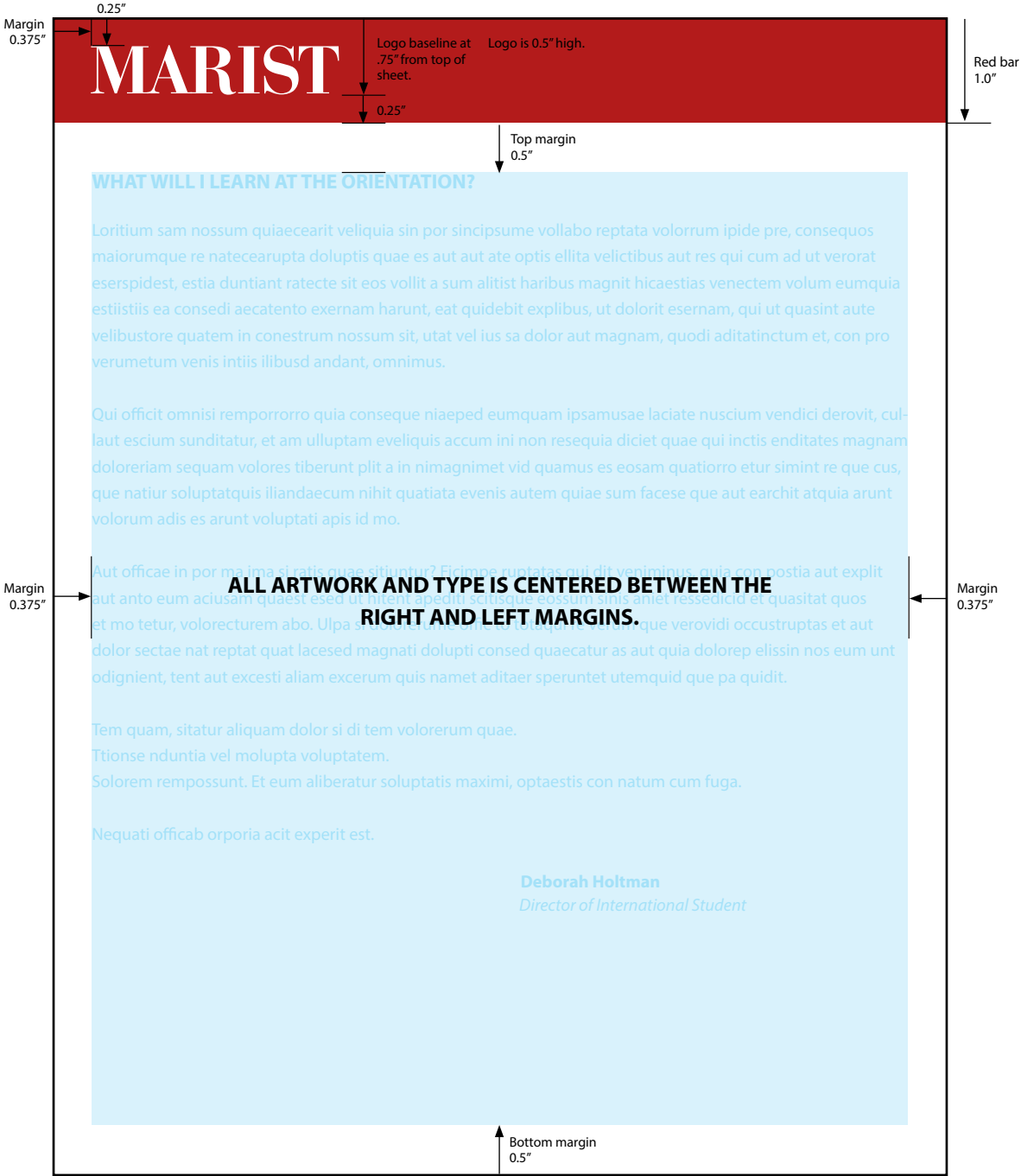
NOTE: The samples of letterhead, envelope, and business card here and on the following pages are scaled to fit the printed pages. All dimensions specified are in decimal inches and are correct for live materials.

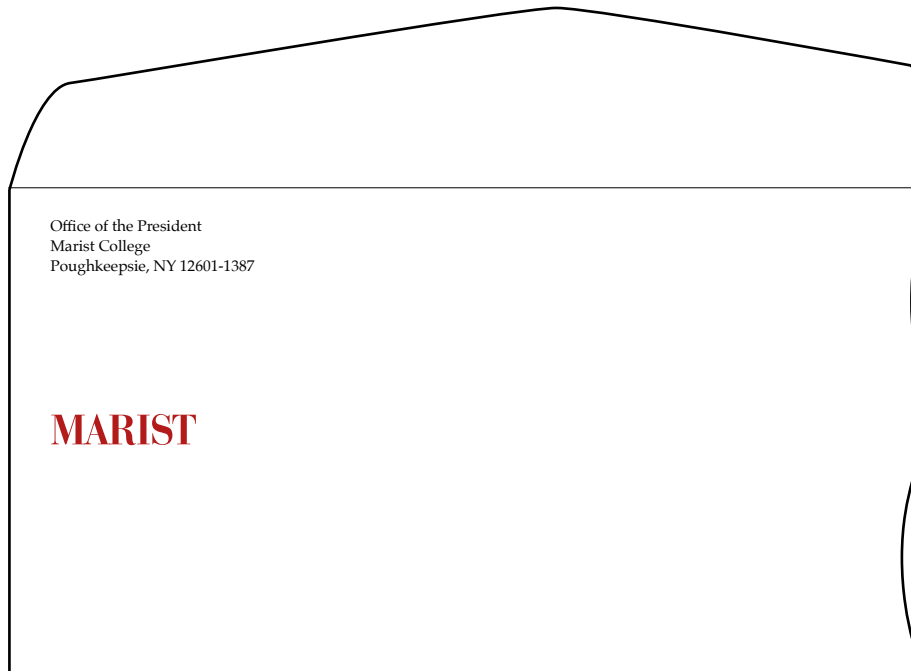
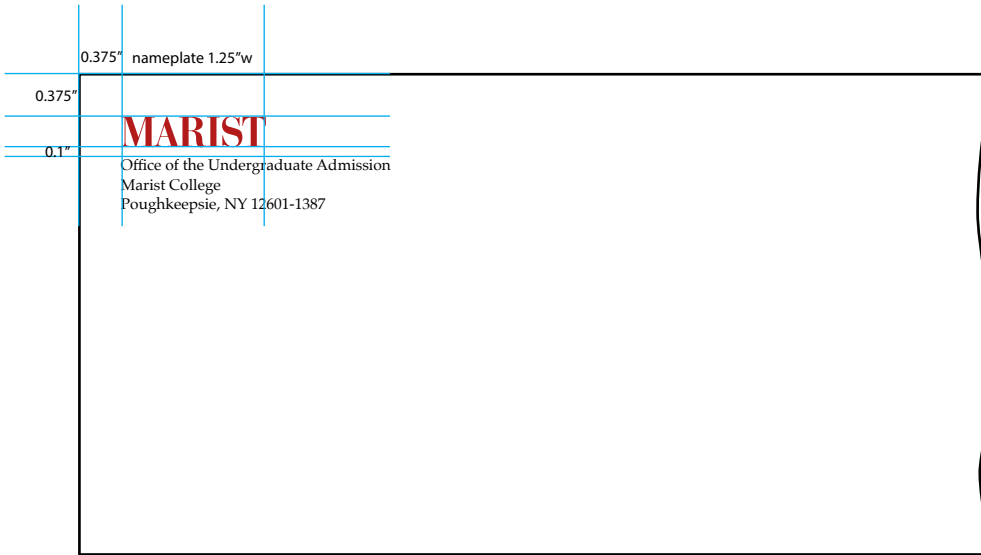
STATIONERY

SECONDARY LETTERHEAD

The secondary letterhead is not used for mailings, but for information/fact sheets or other information items usually on office display or for distribution at events. The red (PMS 186 C) banner at top, and the white "MARIST" logo, are pre-printed. No other white type is possible in the red panel if this style is to be printed: the type must be black.

For printing purposes, the red panel at top is a fixed item (it has been pre-printed, as noted above), and cannot be extended downward to accommodate a larger headline. As such, any text/heading included alongside the white logo must fit within the top and bottom alignment of the logo (baseline and cap height of the logo).





THE #10 ENVELOPE (REGULAR AND WINDOW)

Logo and return address on front (flush left) are required by the Post Office to ensure return mail.

THE EXECUTIVE ENVELOPE

Used exclusively by the President’s Office and select executive-level offices, the Executive envelope uses an engraved MARIST logo centered vertically on the left side. The office return address is placed at top left, flush left orientation.

Return addresses for both #10 and Executive envelopes are set in 10pt Palatino font (with 12pt leading), flush left, upper and lower case.

ENVELOPE SPECIFICATIONS

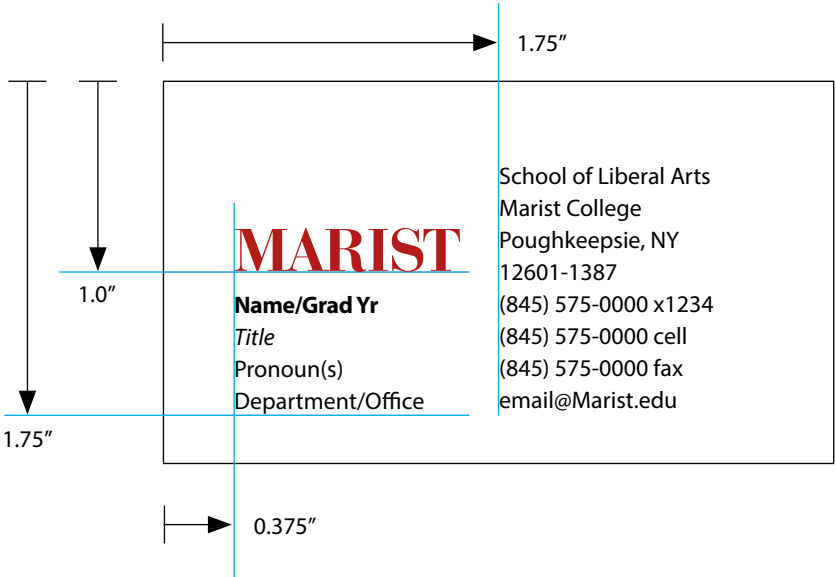
- 9.5" x 4.25" Envelope Size (#10)
- PAPER: Strathmore Writing, Ultimate White.
- WEIGHT: 24/60 lb. 25% Cotton.
- For executive mailing: 24 lb. white
- For general mailing: white wove commercial
- PRINTING: 2 Colors. Black and PMS 186 C

BUSINESS CARDS

Marist business cards use an engraved logo. No other logo or language should be used on the Marist business card.

BUSINESS CARD SPECIFICATIONS

- 3.5" x 2.0"
- PAPER: Strathmore Bristol, Ultimate White
- WEIGHT: 88 lb.
- PRINTING: 2 Colors. Black and PMS 186 C
- Only "Name/Grad Year" is Bold
- Only "Title" is Italic
- Font: 9pt
- Leading 12pt



STATIONERY

NAME TAGS

The College's name tags have at most three lines, usually name and title, but they sometimes include department name below the title.

The Marist 'M' | Marist Logo is 1/4" high and separated by a 0.5" line. The paired icons are centered 1/4" from the top of the name tag.

NAME TAG SPECIFICATIONS

- 3.0" x 1.5" with rounded corners
- FINISH: Brushed metallic
- NAME: 24 pt. Myriad Semibold, centered
- TITLE: 12 pt. Myriad Semibold Italic, centered
- SCHOOL/DEPT: 12 pt. Myriad Semibold, centered
- 18pt Leading Between Title and School/Dept

NOTE:

If the name tag requires a third line for a school or office, the text block should be re-centered between the logo and the bottom of the tag. The font size of the school or office is 10pt Myriad Regular with 12pt leading.



- 7.1 Basic Web Page Elements
- 7.2 PowerPoint Template
- 7.3 Social Media Icon
- 7.4 Email Signatures

DESIGN GUIDE

ELECTRONIC USAGE

ELECTRONIC USAGE



HEADER

FOOTER

COPYRIGHT/
ADDRESS

MINIMUM WEBSITE STANDARDS

Logo Placement: The Marist logo, with or without a lockup/signature, must appear in the top left corner of the live content area on every web page.

LOGO SIZE AND CLEAR SPACE

The minimum size of the Marist logo is 120 pixels wide, with a recommended 20-pixels-wide border of clear space. The minimum size of the logo with lockup/signature is 150 pixels wide, with a recommended 28-pixels-wide border of clear space. When the logo is positioned in a horizontal banner (as shown to the left), the clear space above or below may need to be modified.

LOGO COLOR

For the mandatory use of logo (at top left corner), it is always white on red panel. In other areas of the site, the logo may only appear in white, black, or red. See the electronic color specifications on Page 3.2.

FOOTER IS PRESENT ON ALL PAGES

Copyright in footer: The full Marist College copyright must appear in the footer of every web page:

Marist College,
3399 North Road,
Poughkeepsie, NY
12601 | 845 575-3000
© Copyright 2021 Marist College.
All Rights Reserved.



TITLE SLIDE EXAMPLE



INTERIOR SLIDE EXAMPLE



INTERIOR SLIDE EXAMPLE



QUESTIONS/INFO SLIDE EXAMPLE



THANK YOU SLIDE EXAMPLE

POWERPOINT TEMPLATE

A pre-designed title slide template and subsequent pages have been designed to provide consistent branding to Marist PowerPoint presentations. Background images can be replaced as long as color scheme remains intact.

Myriad Pro font is used for PowerPoint presentations.

COVER SLIDES:

- Headline: Georgia White Bold 54pt
- Sub Headline: Calibri White Bold 44pt
- Dark Red Filter: 20% Transparent Dark Red
- Marist Logo: Bottom Right Corner: 85% Transparent White

INTERIOR SLIDES:

- Marist 'M' appears in the upper right corner of interior slides. 90% Transparent Black
- Page Number and Marist Logo Divided By 1pt Dark Red line appear in lower right corner.
- Headline: Dark Red Helvetica Bold 36pt
- Content/Bullet Points: Black Calibri Bold 24pt
- Sub Bullet Points: Black Calibri Regular 18pt
- Icons Placed Lower Right. 90% Transparent Black
- Split Screen: Photo on Left With 1pt Dark Red Frame Line

ELECTRONIC USAGE

EXTERNAL WEBSITES

Any uses of external websites must be approved by the Office of College Marketing and Communication. (section 1.3)

WEB FONTS AND COLORS

When performing website edits, maintain the use of the approved and pre-coded fonts (section 4.0), colors (section 3.0), and styles. This includes Myriad Pro Semi-bold for header text and Georgia for body text, all in the automatic black. Teal is appropriate when hyperlinking text.



SOCIAL MEDIA ICON

The full-frame Marist M is reserved for use only on the official College social media platforms. For other offices or clubs, the M can be used in smaller dimension, placed in white on top of image, or in red or gray on a background taking up no more than half of the social media icon. Social media icons are NOT logos—keep simple and clean. Please note that the social icon typically appears very small (particularly on phones) and no text can be seen clearly. The account name is present on every social media post, so there is no need to include it in the icon.

PROFILE GRAPHICS

The College logo cannot be used since it does not lend itself to small, low-resolution reproduction. This also applies to department names or other extensive text entries.

THE RULES OF GRAPHICS USAGE

Social media icons should only be used in social media outlets and not elsewhere in lieu of official Marist logo or brand elements. They should not be incorporated into print or other electronic designs using Marist brand marks.

ACCOUNT INFORMATION

When creating a social media account, please email the Office of College Marketing and Communication with the account username and password. The Office of College Marketing and Communication has no plans to moderate pages, but would like to keep a central list of account access information in the event that an account administrator leaves the College or an account is hacked.



Name/ Grad Year*Vice President for Advancement*

Pronoun(s)

Marist College

3399 North Road, Poughkeepsie, NY 12601

(845) 575-0000 x1234

(845) 575-0000 cell

(845) 575-0000 fax

email@marist.edu

MARIST**Name/ Grad Year***Director of Media & Instruction Technology*

Pronoun(s)

Media Center/ LT205

Marist College

3399 North Road, Poughkeepsie, NY 12601

(845) 575-0000 x1234

(845) 575-0000 cell

email@marist.edu

MARIST**Name/ Grad Year***Executive Director of**Enrollment Marketing Communications*

Pronoun(s)

Marist College

(845) 575-0000 x1234

(845) 575-0000 cell

email@marist.edu

MARIST**Name/ Academic Credential***Dean**Professor of Accounting and International Business*

Pronoun(s)

Marist School of Management

Poughkeepsie, NY 12601

(845) 575-3225

email@marist.edu

som.marist.edu

MARIST**EMAIL SIGNATURES**

The Marist logotype (or Athletics logotype, if it applies to that particular department) should be the only icon added below names.

- Names appear in bold.
- Titles appear in italic.
- Choice of pronoun(s) is optional.
- Everything else should be set in roman.
- Marist logo should hyperlink to the Marist website.
- Social media icons should hyperlink to their respective Marist pages.
- Disclaimers should appear below the social media icons.

Lengthy titles that are several letters longer than the address line should be split at logical points into two or more lines. If web addresses or links are added to the email signature, blue underline of hyperlink is acceptable. Please do not use alternate colors.

For questions concerning proper pronoun usage and abbreviations visit www.pronouns.org.

Note: Please do not include additional quotes, artwork, emojis, etc.

- 8.1 Usage Guidelines
- 8.2 Logo Marks
- 8.3 Word Marks
- 8.4 Letter Marks

DESIGN GUIDE

ATHLETICS STYLE MARKS

PERMISSION

- Anyone wishing to use a trademarked Marist Athletics mark must secure approval from the Associate Athletics Director.
- Approval granting or denying permission to use the mark will be generated and sent to the request. This will serve as the Athletics Department's approval for the requestor to use a Marist Athletics mark.
- All designs must be submitted to the Associate Athletics Director for approval.

IMPROPER USAGE

- The Marist Athletics marks represent Marist College and should always be used with taste and dignity.
- Marist Athletics marks may not be used in conjunction with references to alcohol, tobacco, illegal or "recreational" drug products, profanity, racist, sexist, hateful, demeaning language or sexual acts.
- Any use of the Marist Athletics trademarks that is judged to be in poor taste will not be permitted. The issue of taste will be determined by the Associate Athletics Director.
- Any items that may be donated or purchased by outside individuals/groups (Alumni, parents, etc.) must receive prior approval for any official use, in addition to meeting all other departmental and NCAA policies relating to such donations/purchases.

INCORPORATING TRADEMARKS

- Marist Athletics marks may not be used in conjunction with other trademarks or registered marks without written permission from the owner of the mark.
- The Associate Athletics Director will provide assistance in determining proprietary rights. For example, using the Marist Athletics logo with the Nike slogan "Just Do It."
- Marist Athletics marks may not be used to endorse or promote commercial ventures, private promotions or for organizations or programs not directly sponsored by Marist.

WEBSITES

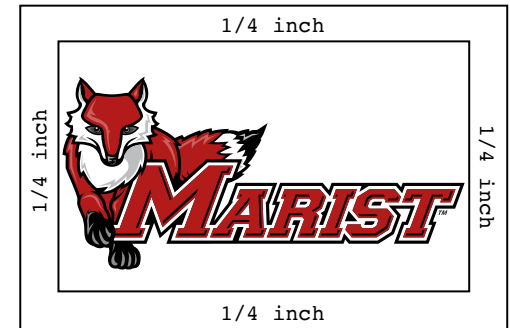
- Permission to use the Marist Athletics marks to be incorporated into private websites must be granted by the Associate Athletics Director.
- No objectionable links will be allowed to be placed in the website that contains the Marist Athletics marks.
- A disclaimer must be inserted at the bottom of the opening page of any website containing the Marist Athletics marks that there is no official affiliation or endorsement granted by Marist College.

ACADEMICS

- The trademarked Marist Athletics marks are limited to athletic and informal usage and may be used for academic applications, academic products or college websites with permission from the Associate Athletics Director.
- Athletic marks should never be used in conjunction with the Marist College Nameplate, Seal or Coat of Arms.

STAGING

All Marist Athletics marks should use a margin at least 1/4 inch all around the logo, away from any other active elements in the layout and at least 3/8 inch from the page edges.



MINIMUM SIZE

The minimum size of proportionate reproduction of any logo is 1" high.



WHITE OUTLINE

All of the Marist Athletics marks have a white outline built into them. When the marks appear on colored backgrounds, the white outline helps to separate the marks from the background.



PRIMARY LOGO MARK

The primary logo mark should be used as the primary identification for Marist Athletics. The current primary logo mark was adopted on June 19, 2008, and all previous marks should no longer be used. The primary logo mark should be used in official situations, such as business communications and marketing collateral. The primary logo mark should be used in all communications with the media. This is a six-color mark. There is a four-color version of this mark to be used for screen printing and a less-detailed version to be used for embroidery. Reverse-color and single-color versions of this mark are not permitted.

**SECONDARY LOGO MARK**

The secondary logo mark can be used in place of the primary logo mark when appropriate. This is a six-color mark. There is a four-color version of this mark to be used for screen printing and a less-detailed version to be used for embroidery. Reverse-color and single-color versions of this mark are not permitted.

**ALTERNATE SECONDARY LOGO MARK**

The alternate secondary logo mark can be used in place of the primary logo mark when appropriate. This is a six-color mark. There is a four-color version of this mark to be used for screen printing and a less-detailed version to be used for embroidery. Reverse-color and single-color versions of this mark are not permitted.



SECONDARY WORD MARK

The secondary word mark can be used in place of the primary logo mark when appropriate. The secondary word mark is a three-color mark (PMS 186 Red, White, Black). All colors in the mark must be used. There is a less-detailed version of this mark to be used for embroidery. Reverse-color and single-color versions of this mark are not permitted.

The word "MARIST" is rendered in a bold, italicized, sans-serif font. The letters are filled with a red-to-white gradient and outlined in black. A trademark symbol (TM) is located at the end of the word.**RED FOXES WORD MARK**

The Red Foxes word should be used to compliment a Marist word mark or secondary mark. The Red Foxes word mark is a three-color mark (PMS 186 Red, White, Black). All colors in the mark must be used. There is a less-detailed version of this mark to be used for embroidery. Reverse-color and single-color versions of this mark are not permitted.

The words "RED FOXES" are rendered in a bold, italicized, sans-serif font. The letters are filled with a red-to-white gradient and outlined in black. A trademark symbol (TM) is located at the end of the word.**MARIST ATHLETICS WEBSITE WORD MARK**

The Marist Athletics website word mark should be used to promote the Athletics Department's official website, GoRedFoxes.com. The website word mark should always be used instead of text when appropriate. The Marist Athletics website word mark is a three-color mark (PMS 186 Red, White, Black). All colors in the mark must be used. There is a less-detailed version of this mark to be used for embroidery. Reverse-color and single-color versions of this mark are not permitted.

The text "GOREDFOXES.COM" is rendered in a bold, italicized, sans-serif font. The letters are filled with a red-to-white gradient and outlined in black. A trademark symbol (TM) is located at the end of the word.

LETTER MARKS

SECONDARY LETTER MARK

The secondary letter mark features the Marist “M.” This is a three-color mark (PMS 186 Red, White, Black). All colors in the mark must be used. Reverse-color and single-color versions of this mark are not permitted.



PRIMARY LETTER MARK

The primary letter mark incorporates the Red Fox with the Marist “M.” This is a six-color mark. There is a four-color version of this mark to be used for screen printing and a less-detailed version to be used for embroidery. Reverse-color and single-color versions of this mark are not permitted.



HEAD MARK

The head mark is used to identify the Red Fox. This is a six-color mark. There is a four-color version of this mark to be used for screen printing and a less-detailed version to be used for embroidery. Reverse-color and single-color versions of this mark are not permitted.



PRIMARY VISUAL MARK

The primary visual mark is used to identify the Red Fox. This is a six-color mark. There is a four-color version of this mark to be used for screen printing and a less-detailed version to be used for embroidery. Reverse-color and single-color versions of this mark are not permitted.



LETTER MARKS

Letter marks offer flexibility and options for placement of logos in locations that are not considered “official situations” as stated in the primary logo marks section. When choosing a letter mark to use, consider if the audience is familiar with Marist College, Marist Athletics or the Red Foxes. The letter marks are recommended for placement on apparel that already bears the Marist name using the primary logo mark or secondary logo marks in some fashion. For example, a letter mark could be placed on the shorts of a uniform, on the sleeve of a polo shirt or on a helmet. There are four-color versions of these marks to be used for screen printing and less-detailed versions to be used for embroidery. Reverse-color and single-color versions of these marks are not permitted.

EDITORIAL GUIDE

MISSION STATEMENT

MISSION STATEMENT

Marist is dedicated to helping students develop the intellect and character required for enlightened, ethical, and productive lives in the global community of the 21st century.

VISION STATEMENT

The College fulfills its mission by pursuing three ideals: excellence in education, the importance of community, and the principle of service. These ideals were handed down to us by the Marist Brothers who founded the College. Although Marist is now an independent institution governed by a lay board of trustees, the three ideals remain an integral part of the College mission.

The Marist ideal of excellence in education is achieved through an emphasis on quality teaching and distinctive learning opportunities. At the undergraduate level, this begins with a firm foundation in the liberal arts and sciences. Through core courses and their major field of study, students are educated to think logically and creatively, be able to synthesize and integrate methods and insights from a variety of disciplines, and effectively express their opinions both orally and in writing. Students are encouraged to consider the ethical dimensions of the subjects they study and to become more aware of their own values and the value implications of the choices they make in their public and private lives. They are also exposed to cultures other than their own through on-campus programs and study abroad.

In addition to offering undergraduate programs to traditional-age students, Marist has a long history of serving the needs of adult learners for graduate, degree completion, and continuing education programs.

The College offers these students an educational experience that meets the same high standards as our traditional undergraduate programs. Marist allows these students to balance their education with work and family responsibilities by offering flexible scheduling, alternative methods of program delivery, and satellite campuses.

Marist seeks to distinguish itself by the manner in which it uses information technology to support teaching, learning, and scholarship at both the undergraduate and graduate levels. The College believes that by familiarizing our students with these advanced technologies, it better prepares them to be productive members of society and lifelong learners.

The Marist ideal of community is based on the belief that we become a better institution through the active involvement of faculty, staff, students, and alumni in the life of the College. At a time when social bonds in our society are tenuous, we seek to develop a relationship between our community members and the College that will last a lifetime. We do this by nurturing the development and well-being of all our community members. Of particular importance is assuring that the life of students outside the classroom is supportive of the educational goals pursued inside the classroom. We strive to be a diverse community, but also one united by a shared commitment to the free exchange of ideas, consideration of the opinions of others, and civility in all our interactions.

Finally, Marist believes in the dignity of every human being and is committed to the principle of service. The College conducts programs for the disadvantaged, a wide variety of programs that meet community needs, and programs that broaden access to education. We encourage students, faculty, staff, and alumni to make service an important part of their lives. Students are encouraged to become involved in campus activities, programs that assist the less fortunate in our society, and service projects throughout the Hudson River Valley and around the world. By sharing their time and talents, students help make Marist a better place to live and learn.

EDITORIAL GUIDE

GLOSSARY OF TERMS

A**Abbreviations**

Avoid abbreviations in running text. Use abbreviations, including the ampersand (&), in running text only when part of official names. If the name represented by an abbreviation may be unknown to some readers, use the full name in the initial reference.

See acronyms, degrees, time.

Academic and Administrative titles

See titles.

Academic Courses

Capitalize the main words in titles of specific courses, but not names used in a general sense.

Economics 200, Science 111

Economics Courses, Sociology

Capitalize all nouns and adjectives referring to languages, countries, and nationalities.

A French Course

An English Course

Academic Degrees

See degrees.

Academic Programs

The term “program” should be used to refer to approved academic majors, minors, certificates, graduate fields of study, or degrees. It should not be capitalized unless used as an official part of a title.

The Science program offers specialization in biotechnology.

The Honors Program was implemented in fall 2000.

Academic Subjects

Academic subjects are not capitalized unless they form part of a department name or an official course name, or are proper nouns.

He is studying English, French, and history

She is majoring in comparative literature

Academic Units

Do not capitalize the words “offices,” “schools,” or “departments” when referring to more than one individual office, school, or department. Capitalize the official names of the academic units. Do not capitalize the name in informal reference.

The Office of Admissions

The offices of Admissions and Financial Aid

The School of Graduate and Continuing Education

The schools of Science and Management

There are many style manuals governing standards for grammar, capitalization, and punctuation—academics, technicians, and writers all have specialized citation/style guides. Please be consistent in the use of any one of these sources. If the choice of style manual is not determined by professional association, it is recommended that you follow the Chicago Manual of Style (Univ. of Chicago Press, 15th edition).

Acronyms

Job titles and names of organizations, centers, buildings, forms, tests, and other objects are generally spelled without periods.

CEO, TOEFL, SAT, GRE, I

Make acronyms plural without apostrophes (unless the last letter of the acronym is an s, in which case the apostrophe is needed).

CEOs, GREs, IDs, W-2s, SOS's

ACT

See American College Test.

Addresses

In running text, spell out addresses and state names. Use appropriate punctuation. Note: states following cities are parenthetical and require commas before and after. Do not use a comma in addresses listing floors. Spell out the names of numbered streets from first through ninth.

They visited Poughkeepsie, New York, on their last trip.

Students will meet in 200 Animal Science Building.

For mailing, follow U.S. postal standards. In general, the address should be typed in all caps and have no punctuation (with more scanners in use, Post Office is becoming more stringent on all caps in bulk mail addresses). Use standardized abbreviations, including ST (Street), RD (Road), AVE (Avenue), N (North), S (South), etc.

3399 NORTH ROAD
UNDERGRADUATE ADMISSIONS OFFICE STUDENT CENTER
POUGHKEEPSIE, NY 12601

See e-mail, Internet, phone numbers for address specifications for those categories.

Advisor

Use the "or" ending, not "er."

Alma Mater

Do not italicize.

Alumnus, Alumni

Alumnus is the singular, masculine form. For references to women, use alumna (singular) or alumnae (plural). Alumni is plural for a group of both men and women.

American College Test (ACT)

Abbreviate after the first full reference, but do not use periods.

Apostrophes

Avoid use of periods for multiple capitals or single letters

MBA's, RN's

x's and y's A's and B's

No apostrophe is needed for decades.

1990s, 1980s

Make acronyms plural without apostrophes unless the last letter of the acronym is an s, in which case the apostrophe is needed.

CEOs, GREs, IDs, W-2s, SOS's

Don't use opening single quotation mark with abbreviations for years. Used closed quotation mark instead.

Class of '06

B**Board of Trustees**

Capitalize the words Board and Trustees in first reference following original form.

Do not capitalize board or trustees when used alone or in second reference.

the Marist College Board of Trustees

the board members agreed

the board is meeting this weekend

broadcasting stations

Abbreviate the names of broadcasting stations, but omit periods and spaces.

WPDH-FM

WRGB-AM

buildings

The name of institutions and buildings are capitalized. The generic form is lowercased when used alone.

The Student Center; the center

The James A. Cannavino Library; the library

Official names of rooms are capitalized.

The Cabaret

The Margaret Mair Room

Cole Plaza

bulleted lists

Keep punctuation for bulleted lists at a minimum. Begin each item with a lowercase letter. Omit periods after items unless one or more of the items are complete sentences.

The student has already taken:

- a general math course
- an advanced physics course
- three language courses

If the vertically-listed items are phrases that grammatically complete a sentence begun in an introductory element, semicolons may be used. If semicolons are used, the last item is followed by a period. It is not necessary to include "and" before the last item in the list.

In preparation, the student:

- earned a high score on the ACT;
- studied extensively on related subjects;
- talked with professionals in the field.

C**campus**

Do not capitalize the word "campus" in terms such as main campus, south campus, Goshen campus, etc.

capitalization

Uppercase the word "college" when referring to Marist.

Marist is located in the Hudson River Valley. The College sits on 180 riverside acres.

Lowercase the word "college" when it refers to another institution without their formal name, or when it is used in a generic sense.

Vassar College is also located in Poughkeepsie. The college is nationally recognized.

A general rule is that official names are capitalized; unofficial, informal, shortened, or generic names aren't. This rule applies to names of offices, buildings, schools, departments, programs, centers, institutes, etc. Phrases such as "the center," "the institute," "the college," or "the museum" are not capitalized.

The Office of the Registrar

the registrar's office

the registrar

Capitalize official names of bulletins, forms, conventions, conferences, symposia, etc.

Student Handbook

Financial Aid Transcript

Capitalize official course titles (except for articles, prepositions, and conjunctions), whether or not the course number is used.

E201 Intro to Microeconomics

S250 Graphic Design I

Professor Fitzgerald is teaching Chemistry of the Hudson River this spring.

Names of seasons, academic periods, and one-time events are generally not capitalized.

winter 2001-02

summer session

spring semester

orientation

registration

spring break

commencement

For historical or documentary accuracy, follow the capitalization of original texts.

chair

Use in all cases (not chairman, chairwoman, or chairperson).

College

Capitalize when used in text to refer to Marist College or the Marist College campus.

the College is recognized as a leader in the use of technology in education the College is located in the heart of the Hudson River Valley

commas

Use the serial comma (the final comma before "and," "or," or "nor") in a list of three or more items.

red, white, and blue flags

If items in the series contain commas themselves, use semicolons between all items.

The letters she wrote are dated August 7, 1918; May 12, 1935; and January 4, 1965.

When following a person's name, qualifiers such as PhD and MD are preceded by a comma. A second comma follows the qualifier in running text.

Richard Lewis, PhD

The opening remarks by Richard Lewis, PhD, set the tone for the conference.

However, qualifiers such as Jr., Sr., and III are not set off by commas.

Martin Luther King Jr.

Charles Smith III

Set off the year when using dates with commas on both sides if a day of the month precedes it.

January 29, 2006, is the deadline.

January 2006 is the deadline.

Set off a parenthetical (nonrestrictive) expression with commas on both sides. Note that states following cities are parenthetical and require commas before and after.

The study, it was believed, had been falsified.

The members of the class, generally speaking, were happy to be there.

They visited Hyde Park, New York, on their last trip.

Commas appear after, not before, an expression in parentheses (like this), and they always go inside quotation marks, except when a quotation mark indicates inches.

commencement

See capitalization.

course listings/titles

Each course has a course number and course title, which is always capitalized (even if the course is referred to without the number). There is no punctuation between the course number and course title.

S101 Elementary Composition I

course work

Two words.

curriculum/curricula

Curriculum is singular. Curricula and curriculums are plural.

D

database

One word.

dates

Spell out months and days of the week when possible; use numerals for years. Use no punctuation if listing just the month and the year, but set the year off with commas if using the day of the month.

May 1990

a February 5, 1995, deadline

Join us Wednesday, January 17, for a celebration.

Decades may be referred to in any of the following ways:

the 1990s

the '90s

the nineties

degrees

Capitalize the main words in the names of degrees when they are spelled out and capitalize abbreviations of degrees. (Note: there are no spaces between elements.)

Bachelor of Arts--BA

Bachelor of Science--BS

Master of Arts--MA

Master of Science--MS

Doctor of Philosophy--PhD

Capitalization of names of degrees should match the registrar's official degree list. Do not capitalize academic degrees used in a general sense. Note that bachelor's and master's end in 's.

an associate degree

a bachelor's degree

a master's degree

a doctoral degree or a doctorate

In references to degrees, the word "degree" is never capitalized.

She earned her Master of Business Administration degree.

Make plural abbreviations of degrees.

MA's, PhD's, MBA's

Capitalize names or abbreviations of academic degrees and honors following a personal name.

John Doe, Doctor of Law

John Doe, MD

James Trillburn, Woodrow Wilson Fellow

Abbreviate degrees when used following a name, but spell them out in the first reference in the text.

*Christopher Jones, PhD
Her daughter received a Bachelor of Arts.*

When they follow a person's name, qualifiers such as PhD and MD are preceded by a comma. A second comma follows the qualifier in running text.

*Richard Lewis, PhD
The opening remarks by Richard Lewis, PhD, set the tone for the conference.*

E

e-business, e-commerce, e-learning

Lowercase and hyphenate these technological business references.

ellipsis

Use the three dot sequence to indicate that something has been left out of a sentence or passage. Leave a space before and after each dot. If a sentence ends (or is cut off) right before the ellipsis, leave in the punctuation that would have ended the sentence.

*The prerequisite class . . . is required for all students.
As the saying goes: When in Rome . . .*

e-mail

Lowercase the e of e-mail. Note the use of a hyphen. In addresses, use the full e-mail address in lowercase letters.

e-mail: smith@marist.edu

If the address doesn't fit on a line, break it, but do not add a hyphen or other punctuation. Break it at any point of punctuation, and pull down the punctuation mark to the next line. The address can also be put in italics.

*Contact George Smith at www.marist.edu for further information.
Go to <http://www.marist.edu/admissions/undergraduate/apply.html> for an online application.*

When punctuating a sentence that ends in an e-mail or Web address, still use the final punctuation for the sentence. Rewriting the sentence to avoid ending with the e-mail or Web address is another option to avoid confusion.

emeritus

Emeritus is the singular, masculine form. For references to women, use emerita (singular) or emeritae (plural). Emeriti may serve as the plural for a group that is composed of men only

or both men and women. Emeritus is lowercase in all forms (unless used before a name as a formal title).

*professor emerita of art
professors emeriti
faculty emeriti*

F

faculty

Faculty can be plural or singular depending on whether the word is used to describe the group as a whole (singular) or to describe its members individually (plural). To avoid confusion, rewrite the sentence to avoid a plural verb or use "faculty members."

fax

Lowercase.

federal, federal government, federal agencies

Lowercase.

FMS

No periods, all caps.

fraternal groups

Capitalize the names of fraternities and sororities but not the words "fraternity," "sorority," or "chapter."

Marist chapter of Phi Beta Kappa fraternity

freshman, freshmen

Although "freshmen" is plural, "freshman" is the correct adjectival form. To avoid confusion, rewrite the sentence or use "incoming students."

*Freshman year
Freshman housing is located in the center of campus
this year's Freshman class*

full time/full-time

Hyphenate as an adjective before the noun; otherwise use two words.

fund raising/fund-raising

Hyphenate as an adjective before the noun; otherwise use two words.

*Fund raising helped pay for the statue.
It was a fund-raising event.*

G**grade point average (GPA)**

Do not hyphenate. Do not use periods in abbreviation (GPA). Use all caps.

Graduate Management Admissions Test (GMAT)

Abbreviate after the first full reference, but do not use periods.

graduates with honors

Do not italicize nor capitalize commonly-used Latin words.

cum laude

summa cum laude

magna cum laude

groundbreaking

One word as adjective or noun.

H**health care**

Two words, with no hyphen (neither the noun nor the adjective).

health care costs, (not health-care costs)

home page

Two words.

http://

Delete “http://” in Web addresses that start with “www;” but keep for other instances.

www.marist.edu

http://notes.marist.edu

hyphens

Use as few hyphens as possible. Use hyphens in compound adjectives to prevent misreading.

The state-level review panel decided. He is a well-known professor.

I**Inc., Ltd.**

Commas are not required around such elements as part of a company’s name. If commas are used they must appear both before and after the element.

The president of Acme Products Inc. was the first speaker

Institutions

A “the” preceding the name, even when part of an official title, is lowercased in running text.

the Bank of New York

the Princeton Review

Note exception: The New York Times

Internet

Capitalize Internet when it refers to the worldwide research network. Also capitalize Net when making reference to the Internet. If an Internet address doesn’t fit on a line, break it, but do not add a hyphen or other punctuation. Break it at any point of punctuation and pull down the punctuation mark to the next line. The address can also be put in italics.

You can download an undergraduate application for admission at:

www.Marist.edu/apply

When punctuating a sentence that ends in an e-mail or Web address, still use the final punctuation for the sentence. Rewriting the sentence to avoid ending with the e-mail or Web address is another option.

J**Jr., Sr., III**

Commas are not required around these elements. If used, however, the commas must appear before and after. Commas never set off the roman numerals.

John A. Doe III is the son of John A. Doe Jr. John A. Doe, Jr., is the father of John A. Doe III

L**landmarks**

Capitalize the main words in the official names of campus landmarks.

the Cabaret

the Rotunda

Student Center

Liberty Partnership Program

M**majors and minors**

Do not capitalize names of fields of study, options, curricula, major areas, minors, major subjects, or programs unless a specific course is being referred to or if using names of countries, nationalities, historical periods, and languages.

a student majoring in political science

a student majoring in criminal justice

a student majoring in English

months

Months are not abbreviated in running text. A comma is not used for just the month and year.

September 1992

multicultural

One word.

N**Nelly Goletti Theatre****noncredit**

One word.

nondegree

One word (unless “non” modifies a hyphenated phrase).

nondegree student

non-degree-granting program

nonprofit

One word.

nonsexist language

Avoid words and usage that reinforce sexist stereotypes. Do not use “he” as an all-inclusive pronoun. “He or she” can be used, but the following solutions are preferable:

- Change the subject to the plural and use “they,” making sure there is verb/noun agreement;
- Change the singular third-person reference (he/she) to the second person (you);
- Use neutral words to replace personal pronouns (such as “one” or “several”);
- Repeat the noun or use a synonym;
- Revise the sentence to eliminate the pronoun altogether.

Consult *The Handbook of Nonsexist Writing* by Casey Miller and Kate Swift, published by Barnes & Noble, New York.

numbers

Spell out numbers one through nine. Use numerals for 10 or more and for fractions; spell out numbers that begin a sentence, or rewrite the sentence. Exceptions: Spell out numbers 10 and above if required to maintain consistency.

Last year, two of four students participated.

In 2004, more than 45 students received presidential awards.

Between six and eleven students would go to the interview.

In running text, when referring to dollar amounts in millions, use the numeral and million, rather than zeros.

\$6 million (not \$6,000,000)

O**off campus**

Two words, but hyphenate as an adjective before a noun.

Ed lives off campus.

Ed has an off-campus apartment.

on campus

Two words, but hyphenate as an adjective before a noun.

Sylvia works on campus.

Sylvia has an on-campus job.

online

One word.

ordinals

Write out first through ninth. Use numerals for 10th and more (11th, 22nd, 53rd).

P**percent**

Spelling out percent is preferred, although % may be used if space is needed.

Use numerals in front of percent, unless starting a sentence.

They asked 50 percent of the students. One percent of the faculty attended.

phone numbers

Use parentheses around the area code in running text and addresses.

(614) 292-3980

Q**quotation marks**

In regular text, commas and periods always go inside the end quotation mark. Colons and semicolons always go outside the end quotation mark. Exclamation marks and question marks can go inside or outside the quotation mark depending on usage; place inside if it applies to the quoted matter, outside if it applies to the whole sentence.

Who wrote "The Raven"?

He asked, "How long will it take?"

S**spring, spring semester**

Lowercase references to seasons and academic periods.

summer, summer session

spaces between sentences

One space, not two, follows any mark of punctuation that ends a sentence. The use of double-spacing at end of sentence was an old typewriter tradition, not to be used in professional print materials.

T**time**

Use numerals in all cases and omit the zeros for on-the-hour times. Use periods for a.m. and p.m. To avoid confusion, use noon and midnight instead of 12 p.m. and 12 a.m.

11 a.m. to 3 p.m.

1-3 p.m.

8:30 a.m. to 5 p.m. 8 a.m. to noon

titles

Capitalize titles when they immediately precede a personal name. Titles following a personal name or used alone in place of a name are lower-case. Capitalize titles used in lists if they appear line for line as in an address.

President Joseph P. Biden

Joseph P. Biden, president

Professor Tom Lynch

Tom Lynch, professor,

Tom Lynch is a professor.

When preparing lists of faculty names with titles, spell out the titles unless the list is long and space is at a premium.

U**United States, U.S.**

Use United States as the proper noun, U.S. as the adjective. America refers to the continent, North or South.

V**W****Web site**

Two words.

World Wide Web

Three words, no hyphens, always all initial caps. Second reference, "the Web."

Y**year**

Use numerals and the backward apostrophe when abbreviating to indicate class year.

Class of '63 (note capital C)

Joe Smith, '80

Decades may be referred to in any of the following ways:

- 11.1 Distinctions
- 11.2 Text
- 11.3 Text

EDITORIAL GUIDE

FACTS AND FIGURES

MARIST STUDENT DEMOGRAPHICS:

- **6,600** Total Students
- **4,968** Traditional Students
- **240** Adult Students
- **918** Graduate Students
- **23.8%** Students of Color
- **11,715** Freshman Applications
- **1,101** First-Year Students
- **N/A** Students Starting Their Freshman Year in Florence, Italy
- **5,682** Undergraduate Enrollment
- **18-26** Average Class Size
- **16:1** Student-Faculty Ratio
- **918** Graduate Enrollment
- **55%** Acceptance Rate
- **88-93% / 3.1-3.7** Middle 50% GPA of Accepted Students

TOP UNDERGRADUATE MAJORS:

1. Business Administration
2. Communication
3. Fashion Merchandising
4. Psychology
5. Computer Science
6. Liberal Arts
7. Psychology/Special Education
8. Criminal Justice
9. Biomedical Sciences
10. Biology

MARIST STUDENTS ARE FROM:

- **44** states, and Puerto Rico
- **58** countries

ACADEMIC PROGRAMS:

- **53** Undergraduate Programs
- **13** Masters Programs
- **1** Doctoral Program

TOP GRADUATE PROGRAMS:

1. MPA
2. MBA
3. Information Systems
4. PA
5. IMC
6. DPT
7. Educational Psychology
8. School Psychology
9. Software Development
10. Mental Health Counseling

OUTCOMES DATA:

- **84.3%:** Graduation rate, higher than the average for public and private colleges (2022)
 - **62%:** Public 6 year (2022)
 - **68%:** Private not for profit 6 year (2022)
- **88.3%:** First year retention rate
 - **(81.2%):** Public 4 year institutions (2022)
 - **(81.2%):** Private 4-year institutions (2022)
- **96%** of graduates are employed or in graduate school within six months of graduation (2022)
- **95%** of current students are satisfied with their Marist experience (2022)

FELLOWSHIPS AND SCHOLARS:

In the past five years, Marist graduates have won significant grants and recognition to pursue advanced research and study.

- **13** Fulbright Scholars
- **3** Goldwater Scholars
- **2** Humanity In Action Fellows

INSTITUTIONAL DATA POINTS

Accurate use of figures, statistics, and dates helps contribute to consistent messaging from Marist. Facts and figures used in any type of communication should always be verified prior to publishing or airing.

INSTITUTIONAL DATA POINTS CONT'D

- **83%** of students participate in one or more internships
- **80** study abroad destinations
- **3rd** in the nation for study abroad
- **50%** of students study abroad
- **80+** student clubs and organizations
- **23** NCAA Division I athletics
- **16:1** student-faculty ratio
- **20.5%** full-time faculty of color
- **78%** full-time professors
- **572** full- and part-time faculty
- **24.2%** freshman students of color (2020)
- **18–26** average class size
- **90%** of students receive financial aid
- **1 in 5** students transfer to Marist
- **1,100** internships completed annually
- **90%** average number of credits transferable
- **2,000+** students participate in intramurals
- **3%** loan default rate (10% national average)

2020-2021 ESTIMATED COST OF ATTENDANCE

Tuition:	\$41,800
Room & Board:	\$16,380
Fees:	\$490
Total:	\$58,670

GRADUATION RATES

Source: National Center for Education Statistics. 4-year Public/Private graduation rate is based on the 2012 cohort. Marist's 6-year graduation rate is based on the 2014 cohort.

- **Public: 61.2%**
- **Private: 67.2%**
- **Marist: 84.7%**

APPROVAL RATES

Source: Class of 2019 Student Evaluation of Marist Services (SEMS) Survey.

- **94%:** Satisfied with Their Academic Experience
- **96%:** Satisfied with Marist's Academic Services
- **94%:** Satisfied with Marist's Student Services.

95% Satisfied With Their Marist Experience

2018 National Student Satisfaction And Priorities Report

96% Employed Or Attending Graduate School

6 Months After Graduation

*Marist Offices Of Institutional Research And Planning
And Center For Career Services*

83% Students Participated In One Or More Internships

*Marist Offices Of Institutional Research And Planning
And Center For Career Services*

Top 10 Regional Universities-North

U.S. News & World Report

Top 50 "Colleges That Create Futures"

The Princeton Review

"Best Colleges For Your Money"

Money

- 12.1 Campus Offices
- 12.5 Schools
- 12.8 Student Activities

ADDENDUM

LOCK-UP CATALOG

MARIST
ACADEMIC AFFAIRS

AcadAff_2C_P_V

MARIST
ADVISING AND ACADEMIC SERVICES

AdvAcadServ_2C_P_V

MARIST
ACADEMIC LEARNING CENTER

AcadLearnCen_2C_P_V

MARIST
ALUMNI RELATIONS

AlumnRel_2C_P_V

MARIST
ACCOMMODATIONS
AND ACCESSIBILITIES

AccAcc_2C_P_V

MARIST
ARCHIVES AND SPECIAL COLLECTIONS

ArchSpecColl_2C_P_V

MARIST
ADMISSION

Adm_2C_P_V

MARIST
CAMPUS MINISTRY

CampMin_2C_P_V

MARIST
ADVANCEMENT

Adv_2C_P_V

MARIST
CAREER SERVICES

CareerServ_2C_P_V

CAMPUS LOCK-UPS

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HORIZONTAL OPTIONS

When paired with the logo on a narrow wide panel, such as banners and headers schools stack to the right of the logo, in a two-line format, aligned at the top and bottom of the logo.

MARIST | **ACADEMIC AFFAIRS**



When the vertical line appears in the lock-up, it should be the same color as the school/department.

FILE NAME HIERARCHY

Using the above horizontal lock-up as an example.

AcadAff_2C_P_H.jpg

- AcadAff:** School, Office, or Department Initials/Abbreviation
- 2C:** Two Colors (2C) or Knockout (KO)
- P:** Print (P) or Web (W)
- H:** Vertical (V) or Horizontal (H) Configuration
- .jpg:** File Type

MARIST
CENTER FOR LIFETIME STUDY

CenLifeStud_2C_P_V

MARIST
DINING SERVICES

DinServ_2C_P_V

MARIST
FIRST YEAR SEMINAR

FirstYrSem_2C_P_V

MARIST
CENTER FOR MULTICULTURAL AFFAIRS

CenMultiCultAff_2C_P_V

MARIST
DIVERSITY LEADERSHIP INSTITUTE

DivLeadInst_2C_P_V

MARIST
HIGHER EDUCATION
OPPORTUNITY PROGRAM

HighEduOppProg_2C_P_V

MARIST
CENTER FOR SOCIAL MEDIA

CenSocMed_2C_P_V

MARIST
EMERGING LEADERS PROGRAM

EmergLeadProg_2C_P_V

MARIST
HEALTH SERVICES

HealthServ_2C_P_V

MARIST
CENTER FOR STUDENT-ATHLETIC
ENHANCEMENT

CenStudAthlEnh_2C_P_V

MARIST
EXECUTIVE VICE PRESIDENT

ExecVP_2C_P_V

MARIST
HOUSING AND RESIDENTIAL LIFE

HousResLife_2C_P_V

MARIST
COUNSELING SERVICES

CounselServ_2C_P_V

MARIST
FIRST YEAR PROGRAMS

FirstYrProg_2C_P_V

MARIST
MARIST POLL

MaristPoll_2C_P_V

MARIST
HUDSON RIVER VALLEY INSTITUTE

HudRivValInst_2C_P_V

MARIST
INTERNATIONAL PROGRAMS

IntProg_2C_P_V

MARIST
MEDIA CENTER

MediaGen_2C_P_V

MARIST
HONORS PROGRAM

HonProg_2C_P_V

MARIST
INTERNATIONAL STUDENT SERVICES

IntStudServ_2C_P_V

MARIST
MULTICULTURAL AFFAIRS

MultiAff_2C_P_V

MARIST
HUMAN RESOURCES

HumanRes_2C_P_V

MARIST
ITALY

Italy_2C_P_V

MARIST
PRESIDENT

Pres_2C_P_V

MARIST
INFORMATION TECHNOLOGY

InfoTech_2C_P_V

MARIST
LIBERTY PARTNERSHIPS

LibPart_2C_P_V

MARIST
REGISTRAR

Registrar_2C_P_V

MARIST
INSTITUTIONAL RESEARCH & PLANNING

InstResPlan_2C_P_V

MARIST
MARKETING AND COMMUNICATIONS

MarkComm_2C_P_V

MARIST
SECURITY

Security_2C_P_V

MARIST
STUDENT ACTIVITIES

StudAct_2C_P_V

MARIST
TITLE IX

TitleIX_2C_P_V

MARIST
STUDENT AFFAIRS

StudAff_2C_P_V

MARIST
VICE PRESIDENT

VicePres_2C_P_V

MARIST
STUDENT FINANCIAL SERVICES

StudFinServ_2C_P_V

MARIST
STUDY ABROAD

StudyAbroad_2C_P_V

MARIST
SUMMER PRE-COLLEGE

SumPreCol_2C_P_V

MARIST
SCHOOL OF COMMUNICATION
AND THE ARTS

SchCommArts_2C_P_V

MARIST
SCHOOL OF COMMUNICATION
AND THE ARTS
Art & Digital Media

SchComArts_ArtDigMed_2C_P_V

MARIST
SCHOOL OF COMMUNICATION
AND THE ARTS
Fashion

SchComArts_Fash_2C_P_V

MARIST
SCHOOL OF COMMUNICATION
AND THE ARTS
Film, Television, Games and Interactive Media

SchComArts_FilmTvGamMed_2C_P_V

MARIST
SCHOOL OF COMMUNICATION
AND THE ARTS
Integrated Marketing Communication

SchComArts_IntMarCom_2C_P_V

MARIST
SCHOOL OF COMMUNICATION
AND THE ARTS

Museum Studies

SchComArts_MusStud_2C_P_V

MARIST
SCHOOL OF COMMUNICATION
AND THE ARTS
Music

SchComArts_Mus_2C_P_V

MARIST
SCHOOL OF COMMUNICATION
AND THE ARTS
Center for Social Media

SchComArts_CenSocMed_2C_P_V

MARIST
SCHOOL OF COMMUNICATION
AND THE ARTS
Center for Sports Communication

SchComArts_SprtComm_2C_P_V

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HORIZONTAL OPTIONS

When paired with the logo on a narrow wide panel, such as banners and headers schools stack to the right of the logo, in a two-line format, aligned at the top and bottom of the logo.

MARIST | SCHOOL OF
LIBERAL ARTS

When the vertical line appears in the lock-up, it should be the same color as the school/department.

FILE NAME HIERARCHY

Using the above horizontal lock-up as an example.

SchLibArts_2C_P_H.jpg

SLA-H: School, Office, or Department Initials/Abbreviation

2C: Two Colors (2C) or Knockout (KO)

P: Print (P) or Web (W)

H: Vertical (V) or Horizontal (H) Configuration

.jpg: File Type

MARIST
SCHOOL OF COMPUTER SCIENCE
AND MATHEMATICS

SchCompSciMath_2C_P_V

MARIST
SCHOOL OF LIBERAL ARTS
History

SchLibArts_Hist_2C_P_V

MARIST
SCHOOL OF LIBERAL ARTS
Theater

SchLibArts_Theater_2C_P_V

MARIST
SCHOOL OF COMPUTER SCIENCE
AND MATHEMATICS
Computing Technology

SchCompSciMath-CompTech_2C_P_V

MARIST
SCHOOL OF LIBERAL ARTS
Modern Languages and Cultures

SchLibArts_ModLangCult_2C_P_V

MARIST
SCHOOL OF LIBERAL ARTS
Center for Civic Engagement and Leadership

SchLibArts_CenCivEngLead_2C_P_V

MARIST
SCHOOL OF COMPUTER SCIENCE
AND MATHEMATICS
Mathematics

SchCompSciMath-Math_2C_P_V

MARIST
SCHOOL OF LIBERAL ARTS
Philosophy and Religious Studies

LibArts_PhilRelStud_2C_P_V

MARIST
SCHOOL OF LIBERAL ARTS

SchLibArts_2C_P_V

MARIST
SCHOOL OF LIBERAL ARTS
Political Science

LibArts_PolSci_2C_P_V

MARIST
SCHOOL OF LIBERAL ARTS
English

SchLibArts_Eng_2C_P_V

MARIST
SCHOOL OF LIBERAL ARTS
Pre-Law and Paralegal

SchLibArts_PreLawPara_2C_P_V

MARIST
SCHOOL OF MANAGEMENT

SchMan_2C_P_V

MARIST
SCHOOL OF SCIENCE

SchSci_2C_P_V

MARIST
SCHOOL OF SCIENCE
Environmental Science and Policy

SchSci_EnvSciPol_2C_P_V

MARIST
SCHOOL OF MANAGEMENT
Business Administration

SOM-BA_2C_P_V

MARIST
SCHOOL OF SCIENCE
Athletic Training

SchSci_AthTr_2C_P_V

MARIST
SCHOOL OF SCIENCE
Medical Laboratory Sciences

SchSci_MedLabSci_2C_P_V

MARIST
SCHOOL OF MANAGEMENT
Economics, Accounting, and Finance

SOM-EAF_2C_P_V

MARIST
SCHOOL OF SCIENCE
Biology

SchSci_Bio_2C_P_V

MARIST
SCHOOL OF SCIENCE
Physician Assistant

SchSci_PhysAssist_2C_P_V

MARIST
SCHOOL OF MANAGEMENT
Public and Nonprofit Management

SOM-PNM_2C_P_V

MARIST
SCHOOL OF SCIENCE
Chemistry, Biochemistry, and Physics

SchSci_ChemBioPhys_2C_P_V

MARIST
SCHOOL OF SCIENCE
Pre-Health

SchSci_PreHealth_2C_P_V

MARIST
SCHOOL OF
PROFESSIONAL PROGRAMS

SchProProg_2C_P_V

MARIST
SCHOOL OF SCIENCE
Doctor of Physical Therapy

SchSci_DocPhysTher_2C_P_V

MARIST
**SCHOOL OF SOCIAL
AND BEHAVIORAL SCIENCES**

SchSocBehSci_2C_P_V

MARIST
**SCHOOL OF SOCIAL
AND BEHAVIORAL SCIENCES**
Psychology

SchSocBehSci_Psy_2C_P_V

MARIST
**SCHOOL OF SOCIAL
AND BEHAVIORAL SCIENCES**
Center for Social Justice Research

SchSocBehSci_CenSocJusRes_2C_P_V

MARIST
**SCHOOL OF SOCIAL
AND BEHAVIORAL SCIENCES**
Social Work

SchSocBehSci_SocWrk_2C_P_V

MARIST
**SCHOOL OF SOCIAL
AND BEHAVIORAL SCIENCES**
Criminal Justice

SchSocBehSci_CrimJus_2C_P_V

MARIST
**SCHOOL OF SOCIAL
AND BEHAVIORAL SCIENCES**
Education

SchSocBehSci_Edu_2C_P_V

MARIST
**SCHOOL OF SOCIAL
AND BEHAVIORAL SCIENCES**
Master Teacher Education

SchSocBehSci_MATeachEdu_2C_P_V

MARIST
STUDENT ACTIVITIES

StudAct_2C_P_V

MARIST
STUDENT ACTIVITIES
American Chemical Society

AmChemSoc_2C_P_V

MARIST
STUDENT ACTIVITIES
Active Minds

ActiveMinds_2C_P_V

MARIST
STUDENT ACTIVITIES
American Marketing Association

AmMarkAssoc_2C_P_V

MARIST
STUDENT ACTIVITIES
African Student Association

AfrStudAsocc_2C_P_V

MARIST
STUDENT ACTIVITIES
Anime Society

AnimeSoc_2C_P_V

MARIST
STUDENT ACTIVITIES
Alpha Chi

AlphaChi_2C_P_V

MARIST
STUDENT ACTIVITIES
Appreciating Races
and Creating Opportunities

AppRaceCreatOpport_2C_P_V

MARIST
STUDENT ACTIVITIES
Alpha Sigma Tau

AlphaSigTau_2C_P_V

MARIST
STUDENT ACTIVITIES
Arts and Culture Club

ArtsCultClub_2C_P_V

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MARIST | **STUDENT ACTIVITIES**
Asian Alliance

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FILE NAME HIERARCHY

Using the above horizontal lock-up as an example.

StudAct_AsianAll_2C_P_H.jpg

- SA-AA:** School, Office, or Department Initials/Abbreviation
- 2C:** Two Colors (2C) or Knockout (KO)
- P:** Print (P) or Web (W)
- H:** Vertical (V) or Horizontal (H) Configuration
- .jpg:** File Type

MARIST

STUDENT ACTIVITIES

Asian Alliance

AsianAll_2C_P_V

MARIST

STUDENT ACTIVITIES

Black Student Union

BlkStudUn_2C_P_V

MARIST

STUDENT ACTIVITIES

Criminal Justice Society

CrimJusSoc_2C_P_V

MARIST

STUDENT ACTIVITIES

Autism Speaks U

AutSpeaksU_2C_P_V

MARIST

STUDENT ACTIVITIES

Business Club

BusinessClub_2C_P_V

MARIST

STUDENT ACTIVITIES

Dance Ensemble

DanceEns_2C_P_V

MARIST

STUDENT ACTIVITIES

Athletic Trainers Club

AthlTrainClub_2C_P_V

MARIST

STUDENT ACTIVITIES

Chess Club

ChessClub_2C_P_V

MARIST

STUDENT ACTIVITIES

Delta Epsilon Mu

DeltaEpsMu_2C_P_V

MARIST

STUDENT ACTIVITIES

Best Buddies

BestBud_2C_P_V

MARIST

STUDENT ACTIVITIES

Circle K International

CircleK-Int_2C_P_V

MARIST

STUDENT ACTIVITIES

Ethical Fashion Initiative

EFI_2C_P_V

MARIST

STUDENT ACTIVITIES

Beta Alpha Psi

BetaAlphaPsi_2C_P_V

MARIST

STUDENT ACTIVITIES

Communication Arts Society

ComArtSoc_2C_P_V

MARIST

STUDENT ACTIVITIES

Feminist Empowerment Motivating
and Managing Education

FEMME_2C_P_V

MARIST
STUDENT ACTIVITIES
Food Recovery Network

FoodRecNet_2C_P_V

MARIST
STUDENT ACTIVITIES
Greek Council

GreekCouncil_2C_P_V

MARIST
STUDENT ACTIVITIES
It's On Us

ItsOnUs_2C_P_V

MARIST
STUDENT ACTIVITIES
Fox PAW

FoxPaw_2C_P_V

MARIST
STUDENT ACTIVITIES
Habitat for Humanity

HabitatHuman_2C_P_V

MARIST
STUDENT ACTIVITIES
Kappa Kappa Gamma

KapKapGam_2C_P_V

MARIST
STUDENT ACTIVITIES
Fox Photography

FoxPhoto_2C_P_V

MARIST
STUDENT ACTIVITIES
Her Campus

HerCampus_2C_P_V

MARIST
STUDENT ACTIVITIES
Kappa Kappa Psi

KapKapPsi_2C_P_V

MARIST
STUDENT ACTIVITIES
Fox Pride

FoxPride_2C_P_V

MARIST
STUDENT ACTIVITIES
Hillel Club

HillelClub_2C_P_V

MARIST
STUDENT ACTIVITIES
Kappa Lambda Psi

KapLamPsi_2C_P_V

MARIST
STUDENT ACTIVITIES
Fox Beauty Club

FoxBeautClub_2C_P_V

MARIST
STUDENT ACTIVITIES
International Italian-American Society

IntItal-AmSoc_2C_P_V

MARIST
STUDENT ACTIVITIES
Kappa Sigma

KapSig_2C_P_V

MARIST

STUDENT ACTIVITIES
Literary Arts Society

LitArtsSoc_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist Game Society

MaristGameSoc_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist College Television

MaristCollTV_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist Band

MaristBand_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist Moderates

MaristMod_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist International Students Association

MaristIntStudAssoc_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist Circle

MaristCircle_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist Republicans

MaristRep_2C_P_V

MARIST

STUDENT ACTIVITIES
Muslim Student Association

MuslimStudAssoc_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist Democrats

MaristDem_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist Singers

MaristSing_2C_P_V

MARIST

STUDENT ACTIVITIES
National Retail Federation

NatRetFed_2C_P_V

MARIST

STUDENT ACTIVITIES
Marist Fashion, Inc.

MaristFashionInc_2C_P_V

MARIST

STUDENT ACTIVITIES
Math Club

MathClub_2C_P_V

MARIST

STUDENT ACTIVITIES
National Society of Black Engineers

NatSocBlkEng_2C_P_V

MARIST
STUDENT ACTIVITIES
 Marist College Council of Theatre Arts

MarCollCounTheaArts_2C_P_V

MARIST
STUDENT ACTIVITIES
 Psychology Club

PsychClub_2C_P_V

MARIST
STUDENT ACTIVITIES
 Sigma Sigma Sigma

SigSigSig_2C_P_V

MARIST
STUDENT ACTIVITIES
 Pre-Dental Society

Pre-DentSoc_2C_P_V

MARIST
STUDENT ACTIVITIES
 Public Relations
 Student Society of America

PubRelStudSocAmer_2C_P_V

MARIST
STUDENT ACTIVITIES
 Sigma Tau Delta

SigTauDel_2C_P_V

MARIST
STUDENT ACTIVITIES
 Pre-Law Club

Pre-LawClub_2C_P_V

MARIST
STUDENT ACTIVITIES
 Purple Thread

PurpleThread_2C_P_V

MARIST
STUDENT ACTIVITIES
 Society for Human Resource
 Management

SocHumResMan_2C_P_V

MARIST
STUDENT ACTIVITIES
 Pre-Physician Assistant Society

Pre-PhysAssistSoc_2C_P_V

MARIST
STUDENT ACTIVITIES
 Red Fox Films

RedFoxFilms_2C_P_V

MARIST
STUDENT ACTIVITIES
 Society of Professional Journalists

SocProJourn_2C_P_V

MARIST
STUDENT ACTIVITIES
 Pre-Veterinary Club

Pre-VetClub_2C_P_V

MARIST
STUDENT ACTIVITIES
 Red Ink

RedInk_2C_P_V

MARIST
STUDENT ACTIVITIES
 Social Work Association

SocWorkAssoc_2C_P_V

MARIST

STUDENT ACTIVITIES

Students Encouraging
Environmental Dedication

StudEncEnvDed_2C_P_V

MARIST

STUDENT ACTIVITIES

Theta Delta Chi

ThetDelChi_2C_P_V

MARIST

STUDENT ACTIVITIES

Students Promoting
International Engagement

StudProgIntlEngmnt_2C_P_V

MARIST

STUDENT ACTIVITIES

Toastmasters

Toastmasters_2C_P_V

MARIST

STUDENT ACTIVITIES

Students Together Advocating
Reproductive Rights

StudTogAdvRepRts_2C_P_V

MARIST

STUDENT ACTIVITIES

WMAR

WMAR_2C_P_V

MARIST

STUDENT ACTIVITIES

Tau Beta Sigma

TauBetaSig_2C_P_V

MARIST

STUDENT ACTIVITIES

Zeta Psi

ZetaPsi_2C_P_V

MARIST

STUDENT ACTIVITIES

Teachers of Tomorrow

TeachrsTom_2C_P_V

