

Editorial guidelines

2017 revision

The Marketing and Communications office created this editorial style manual to help writers and editors across campus maintain consistency in print and electronic publications. Based on the *Associated Press Stylebook*, *The Chicago Manual of Style* and our own house practices, this manual addresses usage and style topics such as capitalization, abbreviations, punctuation, figures (numbers), titles and other issues.

We invite all members of the Wheaton community to use this resource when deciding questions of grammar, punctuation and style in their nonacademic writing. For help with editorial issues not addressed here, refer to the abovementioned references, or feel free to contact the Office of Marketing and Communications.

A

a cappella: note spelling; do not italicize.

acronyms: A few universally recognized acronyms are required in some circumstances. Some others are acceptable depending on the context. But, in general, avoid alphabet soup. Do not use acronyms that the reader would not quickly recognize.

Capitalize acronyms for such institutions as NOW, ROTC, USDA, UCLA or MIT, without periods or spaces (unless the entity uses such punctuation as part of its proper name).

Exception: U.S. should be capitalized and written with periods.

advancement terms:

- Founders Society
- Lyons Athletic Club
- Mary Lyon Leadership Society
- WheaCanDoIt: Wheaton's crowdfunding platform
- Wheaton Fund:
 - annual challenges:
 - #GivingTuesday: challenge that takes place on the Tuesday after Thanksgiving
 - Pay it Forward: challenge in April
 - The Parents Fund

advisor: not adviser

African American: no hyphen in noun or adjective. Also **French Canadian,**
Asian American

African, African American, diaspora studies: official name of the interdisciplinary program
and major at Wheaton

ages (of people): always use figures

He's 31 and his son just turned 2.

alumna, alumnus:

alumnus—masculine singular

alumni—masculine plural

alumna—feminine singular

alumnae—feminine plural

alumnae/i—at Wheaton, the preferred plural for a group that comprises men and
women

alum—acceptable (in moderation) in informal text

alumnae/i parade: lowercase

the Alumnae/i Association: thereafter, the association

and/&: “and” is the preferred choice in almost all instances. Use the ampersand (&) only when
it is part of a proper name, such as a corporate title (e.g., Procter & Gamble).

archaeology: not archeology

armed forces: capitalize Army, Navy and Air Force when referring to United States armed
forces, whether or not preceded by the letters U.S.

assistant and associate: do not abbreviate when used in a title, such as Associate Professor of
Chemistry Laura Muller

athletic teams: capitalize.

the Lyons

the Boston Red Sox

athletic terms:

Wheaton's sports teams:

Men: baseball, basketball, cross country, lacrosse, soccer, swimming and diving,
tennis, track and field

Women: basketball, cross country, field hockey, lacrosse, soccer, softball,
swimming and diving, synchronized swimming, tennis, track and field,
volleyball

NEWMAC terms:

New England Women's and Men's Athletic Conference (NEWMAC)—
NEWMAC is an intercollegiate athletic conference affiliated with the NCAA's Division III. Member institutions are located in the northeastern U.S. in the states of Connecticut and Massachusetts. All Wheaton athletic programs compete in this conference, with the exception of synchronized swimming.

All-Conference First Team: An individual designation that a student-athlete is within the top-performing group (conference-wide) as determined by NEWMAC.

All-Conference Second Team: An individual designation that student-athlete is within the second-ranked top group (conference-wide) as determined by NEWMAC.

Academic All-Conference Team: An individual designation that a student-athlete (sophomore year or higher) earned a minimum cumulative GPA of 3.5./4.0 scale or 4.35/5.0 scale.

All-Conference honors or accolades: a general term referring to players who receive any type of NEWMAC honor, including All-Conference First Team; All-Conference Second Team; Academic All-Conference Team or All-Sportsmanship Team

General:

honors/accolades: interchangeable terms

Lyon: Wheaton's mascot, official name Roary (non-gender specific)

Lyons: Wheaton's official team name

All-American: An All-America team is a hypothetical U.S. sports team composed of outstanding amateur players. These players are broadly considered as the best players in a particular sport, of a specific season, for each team position. This honor can only be given out to a national organization.

Regional honors: These may include "All-New England Regional honor," etc. They are given out by sports associations and are unrelated to NEWMAC.

B

Board of Trustees: see trustees.

C

Christmas, not Xmas

class fund agent

class year: capitalize references to Wheaton class years: She's in the Class of 1976. Abbreviate as follows: Muffy Pepper '62. Be sure to use ' and not '. *Note:* Word will autocorrect the ' before a numeral as you type.

coed, coeducation, coeducational: no hyphen

college: do not capitalize the word “college” when referring to Wheaton College on a second reference.

Wheaton College enrolls 1,600 students.
Located in Norton, Mass., the college is committed to academic excellence.

comma, serial: do not use the serial comma before “and” or “or.”

The president, vice president and provost spoke at Commencement.

Exception: use the serial comma if its omission might confuse the reader.

She bought bread, milk, chocolate chunks and peanut butter cookies.
To my parents, Ayn Rand and God.

(In the latter sentence, one could infer that the writer’s parents are Ayn Rand and God. With the serial comma, there is no ambiguity: To my parents, Ayn Rand, and God.)

Also: use a semicolon to separate items in a list of long, complex nouns or noun phrases.

The committee will be responsible for hearing cases of alleged abuse; developing and monitoring policy related to abuse; and recommending sanctions when the policy is violated.

Commencement Reunion Weekend: capitalize only when referring to the official college events or weekend.

Commencement Reunion Weekend will soon be here.
Will I see you at Reunion? *But:*
She’s attending her high school reunion.

Note: When alumnae/i meet as a group outside of Commencement Reunion Weekend, it’s called a mini-reunion.

Members of the Class of 1967 enjoyed a mini-reunion in Florida.

comprise means “to include” or “to consist of,” so do not say “comprised of” when you want to say “composed of.” Think “The whole comprises its parts” and you won’t go wrong. (See also AP’s entry on **compose, comprise, constitute.**)

The United States comprises 50 states and 14 territories.

Connections curriculum: always capitalize Connection(s) when referring to the official Wheaton curriculum. Do not use quotation marks. As with the title of a course, use quotes around the name of a particular Connection:

Connections
Connections curriculum
The Connection “Genes in Context” links computer science and philosophy.

course titles: capitalize as you would a book title and place in quotation marks. (Quotes are not needed in a list of courses.)

“Introduction to Modern French Literature”

In the context of the course catalog, the registrar abbreviates the department name when a course number follows it.

In addition to an elective course in studio art, ENG 333 is recommended.

cum laude

currency: see entry under **NUMBERS**.

D

dashes

Use an **en-dash** to indicate a range of numbers or a sports score.

The camp is for children ages 6–8.
Commencement Reunion Weekend is May 20–22.
The Sox won 12–0.

Also use an **en-dash** to hyphenate an open compound noun (e.g., New Haven) and another word:

Some say New Haven–style pizza is the best.

Keystrokes for en-dash

Mac: option-hyphen

PC: control-hyphen

An **em-dash** is used when there is a strong break or interruption in a sentence.

I admire you—and I always will.
The Psychology Department—one of the best in the country—attracts many bright students.

Keystrokes for an em-dash:

Mac: option-shift-hyphen.

PC: control-alt-hyphen

Or (in Word), two hyphens followed by the next word and then a space: I want to type an em-dash--just because I can. (The (--) will convert to (—) after you type the space after “just.”

dates: use commas before and after the year.

Nov. 9, 1969, is the date of Joe’s birth.

Note: Do not place a comma between the month and year when no day is mentioned, or between season and year.

October 1965
Fall 2011

Note: Spell out month if no year is mentioned

Joe was born on November 9.

decades: no apostrophe: 1960s, 1890s.

degrees (academic)

bachelor's degree
master's degree
doctor's degree, doctoral degree, doctorate

Do not capitalize college degrees when spelled out:

She has a bachelor of science degree in biology, a master of arts in literature and a doctorate in philosophy. Her younger brother is completing his bachelor's.

Abbreviations:

bachelor of arts—B.A.
bachelor of arts—A.B. (Wheaton's degree, from Artium Baccaureus)
bachelor of science—B.S.
master of science—M.S.
master of arts—M.A.
master of business administration—M.B.A.
doctor of philosophy—Ph.D.
doctor of education—Ed.D.

departments (academic):

the Chemistry Department—thereafter, the department or Chemistry

Note: Do not capitalize words such as "departments," "offices," "schools" when referring to more than one office, school or department.

The departments of English, Classics and History.

Dr. On first reference, use the courtesy title Dr. when referring to a doctor of medicine, dentistry or veterinary medicine. Thereafter, do not use the title. Do not use the title to designate a doctor of philosophy (Ph.D.).

E

earth, Earth: lowercase in generic references; uppercase when used as the proper name of the planet.

I'd move heaven and earth to be with you.

He studies the similarities and contrasts between Mars and Earth.

ellipsis (...)

To indicate omitted words within a sentence, use <space>...<space>

To indicate omitted words after a full sentence, use .<space>...<space>

The house ... stood on its own and looked over a broad spread of West Country farmland. ... It was about thirty years old, squattish, squarish, made of brick, and had four windows. ...

—Douglas Adams, *The Hitch Hiker's Guide to the Galaxy*

email not e-mail. Do not underline.

empty nesters

F

student-faculty research, not faculty-student.

farmers market: no apostrophe, as in the Parents Fund

First-Year Seminar: note the hyphen. Also, **FYS**.

Founder's Day (singular, referring to Eliza B. Wheaton)

Founders Society: Wheaton Founders Society is the official name of the group of donors who have included Wheaton in their will or established a life-income gift. (see **advancement terms**)

fundraise, fundraiser, fundraising: Spelled closed whether used as a noun or an adjective (now AP style)

G

geographic names, abbreviating: do not abbreviate parts of such names unless they occur in tabular

Fort Wayne, not Ft. Wayne

North Dakota, not N. Dakota

(*Exception*: St. Louis, St. Paul, etc.)

geographical regions: capitalize recognized regions only. Do not capitalize points of the compass used alone.

She spends her weekends in Northern California.

He moved to northern Idaho.

She traveled in the South, the Midwest and the East.

We are walking northwest.

GPA: no hyphen in the former; no periods in the latter.

Wheaton Greenhouse not Greenhouses.

H

headlines: use sentence case (capitalize only the first word and any proper nouns).

headlines, quotation marks in: use single quotation marks in newspaper or magazine headlines.

Nixon asserts: 'I'm not a crook'

hip-hop: hyphenate as noun or adjective.

historic vs. historical: The former refers to things that are historically significant (a historic house). The latter refers to any aspect of the past (Wheaton College has a historical connection with the Trinitarian Church). Also, use the article "a," not "an," since the "h" is aspirated.

hours of the day: use figures for hours of the day: 7 p.m. or 7:30 p.m. (not 7:00 p.m., unless used in lists of events, etc., to preserve alignment of type).

HYPHENATION

1) With prefixes. When using pre, semi, anti, co, sub, etc. do not place a hyphen between the prefix and the noun or adjective.

Exception: proper nouns.

anti-American

Exception: hyphenate to avoid duplicated vowels or triple consonants.

pre-enroll
bell-like

2) To avoid ambiguity. Use a hyphen when necessary to clarify the meaning.

small-business profits = profits made by small businesses
small business profits = business profits that are small

3) With "part-time" and "full-time" or with "well"

Hyphenate part-time and full-time when used as adjectives. Hyphenate any modifying words combined with "well" preceding a noun.

A part-time job, *but* he works part time

well-built engine, *but* the machine was well built

well-grounded in mathematics

I

Initials, middle (in names): we do not use the middle initial in Class Notes. In very limited cases, it is acceptable: e.g., Dennis M. Hanno.

internet: lowercase (per AP Style change, 2016)

L

lists (within text): use a colon to introduce a list and do not use the “serial comma” before “and” or “or.”

Three Wheaton teams won their divisions: baseball, field hockey and tennis.

Lyon: Wheaton’s mascot, official name Rory (non-gender specific)

Lions: Wheaton’s official team name

M

magna cum laude

majors: do not capitalize majors, fields/ areas of study, or curricula, except for the names of languages. (*Exception:* see **Connections**)

Russell is studying philosophy, theology and French.
Students must meet the core requirements in science and the humanities. Wheaton offers a curriculum in Russian studies.

Mary Lyon Leadership Society: is the name for donors who have supported Wheaton through gifts to the Wheaton Fund at the leadership level. (see **advancement terms**)

mascot: Roary the Lyon (see “athletic terms”)

medical terms: 3-D

military branches (See armed forces)

months and days of the week: are capitalized; **seasons** are not. Abbreviate the names of months only when followed by a date and a year. Never abbreviate March, April, May, June or July. Do not place a comma between month and year when used without a numerical date.

February 2011

Feb. 8, 2011

I’m looking forward to the spring semester.

Classes begin on Wednesday, January 23, and end on Friday, May 3.

N

non: do not hyphenate words beginning with the prefix “non,” except those containing a proper noun

nontechnical

nonexistent

non-German

NUMBERS

In general, spell out numbers one through nine, and use figures for numbers 10 or greater. Also, when a number is spoken in a quote, it is spelled out: "I spent ten days abroad."

ages of people: always use figures: He's 28 and his son just turned 3. Her daughter is 2 1/2 years old.

Place a comma after **digits signifying thousands:** 1,150 students.

Exception: use no commas when referring to temperature: 4600 degrees.

beginning of a sentence: do not begin a sentence with numerals; supply a word or spell out the figures. *Note:* Numbers less than 100 should be hyphenated when they consist of two words.

thirty-nine

currency: use figures with the word cents or with the dollar sign (i.e., \$3, \$5.09, or 77 cents) unless tabulated in columns.

days of the month: use figures, and do not include the ordinal endings st, nd, rd and th.

October 18, November 2, July 4 (*not* October 18th, November 2nd and July 4th)

hours of the day: use figures for 7 p.m. or 7:30 p.m. (never 7:00 p.m., unless used in lists of events, etc., to preserve alignment of type).

million and billion: use figures for sums that are cumbersome to spell out; however, spell out the words million and billion.

5.75 million

money: See **currency**

numbers within a series:

use figures to maintain consistency if more than half of the numbers are 10 or greater; otherwise spell out numbers within a series.

The recorded race times were 3 hours, 12 minutes, 15 seconds
Twelve cats, five dogs, five birds and sixteen turtles were sold yesterday.

phone numbers:

Ext. 1111

286-1111

508-286-1111

P

percent: do not abbreviate percent in narrative text. In technical and statistical copy, such as charts, the symbol % may be used.

phonathon: lowercase

parenthetical sentence within another sentence: do not capitalize the first word unless it's a proper noun.

My friend got angry (he has a bad temper) when I was late for the movie.

Parents Fund: official name of the Wheaton Fund component formally established in 2010 (see **advancement terms**)

Parents and Family Weekend

President Dennis M. Hanno

POSSESSIVES

For singular nouns, use apostrophe s; for regular plural nouns, use an apostrophe only.

Singular:

the chipmunk's nest
Caesar's ghost

Plural:

The chipmunks' nests in my yard are irksome.
the Joneses' swimming pool
the public schools' enrollment

Confusion can arise with nouns that end in a sibilant ("s" or "x"). Just remember that for the singular, you follow the usual rule (add apostrophe s). Don't confuse a singular noun ending in "s" with a plural noun ending in "s." They are treated differently. A single noun almost always takes apostrophe s. Only the plural noun ending in "s" takes the apostrophe alone.

Charles's new car (*not* Charles' new car)
the sphinx's mysterious smile

Exceptions: 1) the names Jesus and Moses: Jesus' name, Moses' calling
2) irregular plurals—children's room

(For more exceptions, see *The Chicago Manual of Style*.)

period: Use one space, not two, at the end of a sentence.

prefixes: see **hyphenation**

Presidents' House: note the plural possessive; the house is the residence of all the Wheaton presidents in turn.

Professor: do not abbreviate as "Prof."

Professor Michael Berg
Professor Berg
Professors Michael Berg and Sue Standing are teaching connected courses.

playwright-in-residence

Q

Quarterly: Historical reference of the college's flagship alumnae/i magazine, which is now officially referred to as *Wheaton* magazine. The use of "quarterly" in informal references is fine.

Example:

I enjoy reading *Wheaton* magazine.

Please send in your Class Notes to the *quarterly*.

Quotation marks, placement of:

Periods and commas: always go inside the quotation marks.

Semicolons: go outside the quotation marks.

Question marks and exclamation points: go inside the quotation marks, if they are part of the sentence being quoted. They go outside the q marks if they are *not part of the quotation*.

"It's good to be inside," he said. "It's pouring out there." He stomped his feet on the mat, then looked at her. She was curled up on the sofa, an open book on her lap.

"Do you really love me?" he wanted to know.

Did you ever read Poe's poem "The Raven"? she asked, ignoring his question.

R

race, religion, etc. do not identify individuals by race, religion, sexual orientation or national origin unless such identification is essential to the reader's understanding of the writing.

radio stations: capitalize the call letters with no periods between: WGBH, WCCS.

Roary the Lyon: (see also, "athletic terms")

Reunion: capitalize when referring to Wheaton's Commencement Reunion weekend. Use "mini-reunion" for informal alumnae/i gatherings.

S

Saint: abbreviate "Saint" when referring to such cities as St. Louis, St. Paul, etc.

scholar, scholarship: use Fulbright Scholar, Balfour Scholar, etc., but Fulbright scholarship, Wheaton scholarship, Trustee scholarship.

seasons: do not capitalize season names.

Is that course offered in the fall semester?

smartphone

smartwatch

social-entrepreneur-in-residence

social media: A practice by which people meet, interact and share information online through the use of such sites as Facebook or Twitter. Treat as a singular (collective) noun.

Social media is thriving in the 21st century.

Capitalize names of social media networks: Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Twitter, Tumblr, YouTube

Terms relating to social networking activities are lowercase

Facebook

like or share a post

friend or unfriend someone

Twitter

tweet (n. or v.): a short posting on Twitter

retweet: the practice of sharing a tweet by someone else to your followers

Snapchat

snap: a post on Snapchat

sports terms (see “athletic terms”)

sentence, end of: use one space after a period or other terminal punctuation.

state names, abbreviating: use AP abbreviations, not the two-letter postal abbreviations: Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Va., Wash., W.Va., Wis., Wyo.

Note: Never abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Note: Washington, D.C.

Note: Spell out a state name when it stands alone (i.e., without a city preceding it).

I'm from Connecticut, but Vermont is my favorite state.

Exception: use two-letter postal abbreviations in addresses.

Street: do not shorten Street, Avenue, Boulevard, etc., unless the word is part of an address.

Wheaton College is on Main Street.

Sherlock Holmes lives at 221B Baker St.

summa cum laude

Summer programs

Discover@Wheaton: a four-week pre-college program for high school students

EXPLO at Wheaton: a three-week camp for elementary school students entering grades four through six

Summer Institute for Social Entrepreneurship: a program for Wheaton students interested in building entrepreneurial skills

T

telephone numbers: write college phone numbers as follows: ext. 1111 for on-campus callers, 286-1111 or 508-286-1111 for off-campus callers (use the same format for non-Wheaton numbers)

theater vs. theatre: use “theatre” when referring to the official Wheaton department and its course and professorial titles; also when the word is part of a facility name (Weber Theatre). When writing about theater in general, use “theater.”

Thesis Parade or Honors Thesis Parade

times of day: See **hours**

time zones: abbreviate without periods (e.g., EST for Eastern Standard Time)

TITLES (of persons)

Capitalize educational and business titles only when used *in front of the name or in lists and programs*.

Do not capitalize such titles when they follow the name, unless the title is a named or distinguished professorship.

Dennis M. Hanno, president, or President Dennis M. Hanno
Professor John Kricher is a respected ornithologist.
John Kricher, professor of biology, wrote a book on tropical ecology.
The course is taught by Kirk Anderson, Goldberg Associate Professor of French.

Do not capitalize such titles when they are used generically.

Contact the dean of students for more information.
She was a college president before her retirement.

Similarly, do not capitalize unofficial titles.

I heard poet Robert Pinsky read his work.
Reunion gift chair Alissa Adams '18 was first to address the gathering.

On first mention, include the first name and last name. Thereafter, refer to individual by last name only.

Dennis M. Hanno, president—thereafter, Hanno states that ...

TITLES (of published works): capitalize all words in the titles of books, plays, lectures, musical compositions, etc., except any article or preposition that precedes it. (AP Style)

“For Whom the Bell Tolls”
“The Tell-Tale Heart”

Put **quotation marks** around the titles of computer and video games, course names, journal essays, movies, operas, plays, poems, albums and songs, radio and television programs, lectures, speeches and works of art.

Other rules on titles:

Titles in italics: books, newspapers and magazines (Wheaton rule)

Exception: Do not put quotation marks around the Bible and books that are primarily catalogs of reference material (almanacs, directories, dictionaries, encyclopedias, handbooks and similar publications.) Also, do not use quotation marks around such software titles as WordPerfect or Windows.

Note: Translate a foreign title into English unless a work is generally known by its foreign name.

Titles in roman: blogs, websites, newspaper and magazine columns

TITLES (of places and entities): capitalize association, building, center, club, conference, department, division, hall, office, room, senate, street, university, etc., *when using the official name*; thereafter, do not capitalize these words when used alone.

SGA Senate. The senate met yesterday.
The meeting was held in Room 201 of Knapton Hall. The room was crowded.
The Alumnae/i Association has its own website. The association has 15,000 members.

T-shirt: not t-shirt or tee-shirt

trustees: official name of the Wheaton governing body is Board of Trustees of Wheaton College

Board of Trustees: thereafter, the trustees or the board

The Board of Trustees will meet this weekend.
She has been a trustee for six years.
The board’s decision was final.

U

United States/U.S. The abbreviation is acceptable as either an adjective or a noun. In headlines, use US without the period.

underline: do not underline text on a webpage, because underlining indicates a hyperlink.

URL: always capitalized. When a sentence ends with a URL or an e-mail address, do not omit

the final period. It is okay to omit the www in many instances.

To visit us on the web, go to wheatoncollege.edu.
For further information, contact quarterly@wheatoncollege.edu.

W

WCCS: the Wheaton radio station, founded in 1978

the web: also webpage, website, webcam, webcast and webmaster. (AP Style, 2016)

Wheaton Edge: refers to the unique set of experiences students have at Wheaton, including personalized support from professors and staff; a rigorous, interdisciplinary liberal arts education; a residential campus experience; and guaranteed funding for experiential learning.

Wheaton Fund: official name of Wheaton's annual giving program. Do not capitalize "the" in textual references. (see **advancement terms**)

She gave to the Wheaton Fund for the first time this year.

wheatoncollege.edu: is the preferred form for email and web addresses in all college publications, in order to underscore our identity as "Wheaton College."

Wi-Fi

WiN (Wheaton INnovates): refers to the array of entrepreneurship programs, partnerships and resources designed to help students develop their ideas for helping others and the skills to realize their vision.

Wheaton Innovates Now at MassChallenge (WIN): A program offered through WiN, in which students create project- and internship-based learning opportunities in partnership with startup accelerator MassChallenge

X

X-ray: uppercase and hyphenated

THE WHEATON CAMPUS

Below are the official names of some campus buildings and offices:

Academic/Administrative Buildings, Grounds and Laboratories

Alumnae/i Guest House

Balfour-Hood Center:

Ellison Dance Studio

Thomas A. Pappas Fitness Center

Hood Café

Information Center

Lyons Den

Media Center

Post Office

Residential Life

Student Activities

Student Government Association

Wheaton Wire

WCCS Radio Station

Chase Dining Halls

Chase Square

Chase Round

Clark Center

Cole Memorial Chapel

Doll's House

WiN Hub: (Wheaton INovates) Hub

Elisabeth W. Amen Nursery School

Emerson Dining Hall

Filene Center for Academic Advising and Career Services

Haas Athletic Center:

Beard Field House

Balfour Natatorium

Emerson Gym

Health Center

Hebe Hall

Hollyhock House

Knapton Hall

Kollett Hall

Madeleine Clark Wallace Library (the library or Wallace Library on second reference)

Mars Arts and Humanities (which comprises Meneely and the Mars studio building)

Mars Center for Science and Technology

Animal Facility

Introduction Laboratory

Chemistry Superlab

Organic Laboratory

Laser Spectroscopy Lab

Astronomy Observation Deck

Diana Davis Spencer '60 Café

Marshall Center for Intercultural Learning

Mary Lyon Hall

Meneely Hall
Old Science Center
 csLab
 iLab
 Machine Shop
 WHALE Lab (Wheaton Autonomous Learning Lab)
Old Town Hall Bookstore
Park Hall
Presidents' House
Provost's House
Watson Fine Arts
WheaFarm
Wheaton Woods

Residence Halls

Beard Hall
Chapin Hall
Clark Hall
Cragin Hall
Emerson Hall
Everett Heights
Gebbie Hall
Keefe Hall
Kilham Hall
Larcom Hall
McIntire Hall
Meadows East
Meadows North
Meadows West
Metcalf Hall
Stanton Hall
White House
Young Hall

Athletic Facilities

Balfour Natatorium
Beard Field House
Clark Field
Clark Recreation Center
Clark Tennis Courts
Diane C. Nordin '80 Field
Emerson Gymnasium
Haas Athletic Center
Keefe Field
Mirrione Stadium
Pappas Fitness Center
Sidell Stadium
Tokarz Team Room

Typography: font case

- Standard sentence-case is used for bold ethos statements in strong graphic treatments
- When ethos statements are used as headlines, they follow the headline and title style *e.g.* “Where potential thrives”
- Wheaton College NEVER appears in lowercase except in the logo
- Headlines and titles are sentence-case with sentence capitalization. (Boston Globe style not New York Times style) *e.g.* This is your campus—vibrant, diverse, engaged.” NOT... “This is Your Campus—Vibrant, Diverse, Engaged.”
- Proper names are always capitalized *e.g.* “A conversation with web designer, mother and professional beat boxer Camille.” “What is the Wheaton Edge?”
- Ampersands can be used in section heads but not titles (unless it is part of a proper name) *e.g.* “News & Events” is fine... “Camille: web designer, mother & professional beat boxer” is not
- All caps can be used selectively for section heads, links on the website, etc. but not titles
- All caps is never used for headlines, titles or ethos statements *e.g.* “IGNITING THE SPARK OF POSSIBILITY” is not the Wheaton College brand

*The Wheaton College wordmark is designed in Effra, an open, accessible, sans serif font whose roots date back to the time of the college's founding. The use of sans serif and lowercase creates a modern and approachable wordmark that reflects the continued evolution of the school's progressive and humanistic education, its welcoming culture and its spirit of innovation.

Brand guidelines

In both print and digital, Wheaton College materials are modern and memorable, relying on an energetic visual vocabulary that is innovative yet approachable, presenting an open invitation that is ripe with possibility.

Balancing a vibrant, energetic approach that is distinctive but never chaotic, Wheaton College design is, above all, intentional and thoughtful. The use of oversized headlines, bold color, transparencies, text overlay and full-bleed images are all part of the tools. Because there are no set templates for design, it is up to the designer to choose the appropriate elements and balance the use of strong and quieter elements to evoke the brand.



A semi-transparent 'W' icon on a photograph is bold and memorable.

Less is more

Design

Choose elements in the toolkit carefully. Let the brand identity shine. Use only what is needed to get the idea across. It is not necessary to 'decorate' print or online collateral. Rely on strong photography. Avoid adding extra design elements, lines, squiggles, etc. Never use clip art or canned illustrations, if there is no photography, use bold text, vibrant colors and texture.

Evoke, don't explain

Content

We respond strongly when images and words are evocative and emotional. Use strong photography and evocative language to get attention. Details can be included in simple and clear text with data points as needed. Evaluate each application and include only the content needed to create action.

Have a point of view

Tone

Use declarative statements and a strong, active voice. Create memorable pieces by communicating clearly and with passion. Use first person quotes and personal stories. Create a clear call-to-action.