

Style Guide

Editorial and Identity Standards



KING'S COLLEGE
TRANSFORMATION. COMMUNITY. HOLY CROSS.

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Overview

King's College Style Guide V2 • 2024-2025

This Style Guide is prepared by the Office of College Marketing and Communications (OCMC) to provide both internal and external audiences with guidelines for creating digital or printed materials that promote King's College operations, activities, and events.

Inconsistencies in voice, editorial style, fonts, colors, design aesthetic, visual hierarchy, and user experience create confusion and weaken the College's identity to prospective students and constituents. It is, therefore, critical that any external-facing materials—including, but not limited to, flatsheets, brochures, advertisements, posters, social media content, and web pages—must be created following this Style Guide and approved by the OCMC before they are printed, posted, published, or distributed.

The OCMC reserves the right to modify or change any rule(s) stated within this Style Guide and encourages individuals to bookmark or download the latest version as a resource annually.

If you have any questions or comments concerning branding or editorial style, please contact:

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If you need creative services, [please submit your request using the online Project Request Form](#). Please be thorough and detailed when making your request, which should be submitted **no less than three weeks prior** to the final in-hand date. Please [reference the creative services menu at kings.edu/marketingoffice](#) for a complete list of services available and average production times.

If you need additional creative assistance or are looking for a design approval, please contact:

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Editorial Style

INSTITUTIONAL NAMING CONVENTIONS

KING'S COLLEGE

Always use “King’s College” on first mention, noting that “King’s” is always singular possessive. On subsequent mentions, it is preferred to use “the College” (capitalized) when referring directly to King’s College, although “King’s” is acceptable.

Use of “the College” helps avoid any issues when referencing possessives of the institution (i.e., “King’s College’s. . .”). Use your best judgment for what sounds best within the sentence and is not redundant. In rare instances is it acceptable to use “KC” in place of the name of the institution.

When speaking in general about college as an industry, use lowercase.

CONGREGATION OF HOLY CROSS

King’s College is sponsored by the Congregation of Holy Cross, a community of Catholic, apostolic priests and brothers. Use lowercase for the preceding “the” and capitalize “Congregation of Holy Cross.” It is important to note it is not “Congregation of **the** Holy Cross.” The only acceptable use of “the Holy Cross” is when referring to “the Holy Cross community.” Otherwise, it is “Holy Cross” when shortened.

- **CORRECT:** King’s College is sponsored by the **Congregation of Holy Cross**.
- **CORRECT:** Faculty is comprised of seven **Holy Cross** priests and brothers.
- **INCORRECT:** King’s College is sponsored by the Congregation of **the Holy Cross**.

STUDENTS, FACULTY, AND STAFF

Use “first-year student” in lieu of “freshman” for a more inclusive representation of both age and gender. Never capitalize first-year, sophomore, junior, or senior, unless used in a title (e.g., Senior Class Representative). The student body can be referred to as Monarchs.

Staff consist of all full- and part-time employees who work in administrative and operational functions.

Faculty are the group of full-time educators who teach students. King’s College refers to all educators who teach students as *faculty*, including both full- and part-time instructors. “Faculty” is a plural noun and should always pair with a plural verb. To avoid confusion, you may use “faculty members” instead.

DEPARTMENTS AND OFFICES

Generally, “office” is used with administrative functions and precedes the name, whereas “department” should be used with academic divisions after the name. There are a few organizational operations that do not follow this standard (e.g., Business Office, Registrar’s Office). When referencing the specific office as an entity, use capital letters.

- **CORRECT:** The **Office** of College Marketing and Communications is hiring.
- **CORRECT:** Her advisor worked in the English **Department**.
- **INCORRECT:** Please refer to our **Office hours** listed on the website.

Please also note, King’s College refers to its admissions operations in the singular tense, as in the **Office of Admission**, **Admission** Counselors, **Admission** Ambassadors, and **admission** staff.

FACILITIES

Use lowercase when speaking about general facilities. Capitalize facilities with formal titles, using the full name on first mention and shortened name on subsequent mentions.

- **CORRECT:** King's College has a lot of books in the **Corgan Library**.
- **INCORRECT:** King's College has a lot of books in its **Library**.

When providing directions to a location on campus, use the format: "Building Name, Room/Suite ###" noting all words are capitalized and the building is separated with a comma (e.g., Administration Building, Suite 600). When referring to a campus location, be sure to use the appropriate preposition. Events take place, for example, **on** campus, **at** King's College, or **in** the Burke Auditorium.

Use "residence hall" in lieu of "dormitory" or "dorm"; the former indicating more of a community rather than a room with a bed.

FORMAL NAME	SHORTENED NAME
Administration Building	Admin
Alumni Hall	Alumni
Andre Hall Student Health Center	Andre
Burke Auditorium	The Burke
Chapel of Christ the King at the George and Giovita Maffei Family Commons	The Chapel
Charles E. & Mary Parente Life Sciences Center	Parente
D. Leonard Corgan Library	Corgan Library
Esseff Hall	Esseff
The Former Chapel	n/a
Frank and Carolyn Kowalski Center for Advanced Healthcare Education	Kowalski Center
George P. Maffei II Theatre	Maffei Theatre
Hessel Hall	Hessel
Hafey-Marian Hall	Hafey
Holy Cross Hall	Holy Cross
John J. Lane House	John Lane
Kilburn House	Kilburn
Leo Flood Hall	Flood
Marie Luksic Hall	Luksic
Monarch Court	n/a
Monarch Outfitters & Books	The Bookstore
Moreau Court	n/a
Mulligan Center for Engineering	MCE
Mulligan Physical Science Center	Mulligan
O'Connor Park	n/a
Regina Court	n/a
Richard Abbas Alley Center for Health Sciences	Alley Center
Scandlon Recreation Center	Gym Annex
Sheehy Farmer Campus Center	Campus Center
Shoval Center for Community Engagement and Learning	Shoval Center
The William G. McGowan School of Business	McGowan
Thomas J. O'Hara Hall	O'Hara
William S. Scandlon Physical Education Center	Scandlon Gym

EVENTS

General references to activities or meetings are lowercase but capitalized when referring to a specific, named event. Capitalize “Mass” when referring to the ceremony, but lowercase any preceding adjectives (e.g., high Mass, low Mass) unless the adjective refers to a special Mass event (e.g., Baccalaureate Mass, Convocation Mass).

- CORRECT: King’s College will hold its **75th Commencement** on May 27.
- CORRECT: Most colleges hold **commencement ceremonies** in the spring.
- CORRECT: You can attend the **financial aid** presentation during **Open House**.
- CORRECT: You can attend the **Financing Your Education** presentation during **Open House**.

ORGANIZATIONS, COMMITTEES, BOARDS, AND GROUPS

Capitalize and spell out names of official organizations and formally developed programs, initiatives, committees, and groups. Only capitalize the word “the” in a name or title when it is officially included. When speaking in general about such groups, keep names lowercase.

If an organization is to be referenced subsequently, include an abbreviation in parentheses following the first mention and use the abbreviation thereafter. When deciding whether to use periods in an organization’s abbreviation, consult their website or printed materials for their preference. If no preferences can be determined, omit periods between letters.

- CORRECT: Jane Smith is a **board member** at King’s College.
- CORRECT: Jane Smith serves on the King’s College **Board of Directors**.
- CORRECT: In addition to her role, Jane Smith serves on three **committees**.
- CORRECT: Jane Smith serves on **the DEI Committee** exploring diversity, equity, and inclusion practices.

PHONE NUMBERS

Always format phone numbers for King’s College offices and departments as (570) ###-####, placing the area code in parentheses and a space before the hyphenated phone number. Extensions should be listed after the phone number as “ext. ####” using the abbreviation and a space before the extension number (e.g., (570) 208-5900 ext. 1111). Never use all hyphens or all periods for phone numbers.

WEBSITE URLS AND EMAIL ADDRESSES

The King’s College website (www.kings.edu), all website URLs, and official King’s College-affiliated email addresses should always be written in all lowercase.

For printed materials, it is best practice to keep URLs as short as possible. It is generally acceptable to omit the “www.” of the King’s College URL as it is not necessary for navigation (except on the internal network). If the URL you’re using is longer than 30 characters, [email ryanrosenthal@kings.edu](mailto:ryanrosenthal@kings.edu) to request a shortened, redirected URL.

In digital materials, URLs should be included as hyperlinked text. This text should tell the user the specific goal and/or outcome of their interaction with the link (e.g., “[Visit our Campus Life page to learn more](#)”). All text describing the interaction should be hyperlinked using the full URL. For both print and digital URLs, linked content should be bolded and/or in a contrasting color so there is a visual cue to the user that they can interact with this content.

QR CODES

QR codes are shortcuts that navigate to a web page or downloadable resource without having to type in a URL. Because they are scanned using mobile devices, QR codes are best used only on print pieces. They should not be used in emails, graphics embedded in emails, or on mobile platforms.

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ACADEMIC NAMING CONVENTIONS

ACADEMIC YEARS AND SEMESTERS

When speaking in general terms, “fall” and “spring” semester are lowercase. When referencing a specific semester, capitalize “Fall” or “Spring” with the four-digit year and keep “semester” lowercase (e.g., Fall 2022 or Spring 2023 semester). Only abbreviate semesters if space is limited, such as in a chart or table, and use capitals (e.g., FA22, SP23).

Because academic and fiscal years span two calendar years, use the four-digit year with a hyphen and the last two digits of the following year (e.g., 2023-24). Doing so helps avoid confusion about the time span indicated (e.g., “2023-2024” might be confused to mean January 2023 through December 2024).

- CORRECT: Students can enroll during the **fall semester**.
- CORRECT: Students can now enroll for the **Fall 2022 semester**.
- CORRECT: King’s College recently announced the **Spring 2022** Dean’s List.
- CORRECT: Events are being planned for the **2023-24** academic year.

CLASS YEARS AND ALUMNI

The word “alumni” is plural and refers to the entire population of graduates while “alumnae” is plural and refers to a group of women graduates. “Alumnus” (for men) and “alumna” (for women) are to be used in singular reference, as appropriate. Avoid “alum” when possible and never say someone is “an alumni.”

Graduated classes should be referred to as “Class of” with “Class” capitalized and a four-digit year. When referring to alumni with their class year in text, abbreviate the year with the last two digits, the apostrophe facing towards the name, and without commas (e.g., John Smith ’22). If the individual has received more than one degree from King’s College, list each abbreviated year in chronological order (e.g., John Smith ’22 ’26). [Refer to Academic Titles and Ranks](#) for more information on listing with degree abbreviations.

- CORRECT: **John Smith ’22** currently works at PNC Bank.
- CORRECT: This Friday, we’ll be celebrating the **Class of 2023**.
- INCORRECT: **John Smith ’22**, currently works at PNC Bank.

GRADES

When referring to a letter grade, use capital letters (A, B, C, D, F) without quotation marks or apostrophes. Use an en dash for a minus (e.g., A–). [Refer to Hyphens and Dashes](#) for more information on punctuation.

- CORRECT: Melissa earned all **As** during her first semester of college.
- CORRECT: Melissa scored an **A** in math class and a **B–** in English class.

HONORS DISTINCTIONS

The honors of *cum laude* are given to college graduates for exceptional academic achievement in all courses completed at King’s College. The three levels are always italicized and lowercase.

LATIN HONOR	DISTINCTION	GPA EARNED
<i>cum laude</i>	With honors	3.50
<i>magna cum laude</i>	With high honors	3.70
<i>summa cum laude</i>	With highest honors	3.90

PROGRAMS AND DEGREES

General references to areas of study are lowercase (e.g., philosophy or accounting) unless they are proper nouns (e.g., English).

General references to “bachelor’s” and “master’s” degrees are lowercase and possessive. In general, “baccalaureate” and “bachelor’s” are two words that have the same meaning, although the former is frequently used in association with commencement activities. When referring to degrees awarded, always use “bachelor’s.”

General reference to doctoral (an adjective) degrees or a doctorate (noun) are lowercase and singular; never use “doctorate degree” as this is redundant.

Academic degrees are only capitalized and singular when the full name of the degree is used (e.g., Bachelor of Arts or Master of Science). Never use the word “degree” with the formal title.

DEGREE ABBREVIATIONS

Abbreviations for degrees should be written with periods, without spaces, and capitalizing the first letter for each word in the abbreviation. Never use “degree” with the abbreviation. The following abbreviations are most applicable to King’s College or commonly found within our faculty and staff.

FULL DEGREE NAME	ABBREV.	FULL DEGREE NAME	ABBREV.
Bachelor of Arts	B.A.	Doctor of Philosophy	Ph.D.
Bachelor of Fine Arts	B.F.A.	Doctor of Education	Ed.D.
Bachelor of Science	B.S.	Doctor of Occupational Therapy	O.T.D.
Bachelor of Science in Business Administration	B.S.B.A.		
Bachelor of Science in Nursing	B.S.N.	Doctor of Medicine	M.D.
Master of Arts	M.A.	Doctor of Osteopathic Medicine	D.O.
Master of Fine Arts	M.F.A.		
Master of Science	M.S.	Juris Doctor	J.D.
Master of Education	M.Ed.		
Master of Business Administration	M.B.A.		
Master of Divinity	M.Div.		

INDIVIDUAL NAMING CONVENTIONS

PRONOUNS

Gender-neutral language should be used in all writing unless it’s relevant to the topic of the narrative. Avoid gender-specific language like policeman (use police) or congressman (use representative).

By default, use *they/their* as the preferred pronoun when gender is unspecified or the individual’s preferred pronoun is unknown. If the individual’s preferred pronoun is known, use *he/him*, *she/her*, and/or *they/their* as appropriate. If gender is noteworthy, use “man” or “woman” rather than “male” or “female.”

HONORIFIC AND COURTESY TITLES

Forms of address that convey respect, courtesy, or esteem are used before an individual’s name. Never use more than one courtesy title for an individual.

Titles like Attorney, General, Honorable, and Reverend should be spelled out fully along with the individual’s full name in the most formal of settings, but, in general, it is common to use the abbreviated title (e.g., Atty., Gen., The Hon., Rev.) with the individual’s full name.

- CORRECT: The Hon. Jennifer Smith will be recognized at the award ceremony.
- INCORRECT: **Mrs. Jennifer Smith, Esq.** will be recognized at the award ceremony.

The title Esquire is a professional designation noting licensure and not a courtesy title. As such, it generally appears after an individual’s name in the abbreviated form “Esq.”

The courtesy titles Mr., Ms., Mrs., and Miss should only be used in formal letters, invitations, and legal documents. Do not use these titles for faculty and staff listings, publications, or marketing materials.

CONGREGATION OF HOLY CROSS TITLES

“The Reverend” is always capitalized as it is an honorific title for ordained priests. There are several levels denoting hierarchy within the Congregation with the appropriate adjectives also capitalized. For those ordained within the Congregation of Holy Cross, the credential “C.S.C.” (Latin for *Congregatio a Sancta Cruce*) must immediately follow the individual’s name, offset with commas, and using periods after each letter.

In formal settings, such as event programs and legal documents, always spell out the full title with the priest’s full name (e.g., The Very Reverend William S. Lies, C.S.C.).

In all other instances—such as articles and marketing materials—use the abbreviated “Rev.” with the priest’s full name (e.g., Rev. Thomas P. Looney, C.S.C.). On subsequent reference or in casual settings, use “Father” with the priest’s last name, unless specifically known to prefer the first (e.g., Father Looney or Father Brogan).

Similarly, “Brother” is always capitalized and used preceding the individual’s first name.

In general, avoid using “Fr.” or “Br.” in professional materials.

ROLE	FORMAL EVENTS/DOCUMENTS	FIRST MENTION/COMMON	SUBSEQUENT MENTION/CASUAL
Provincial	The Very Reverend + Full Name, C.S.C.	Rev. + Full Name, C.S.C.	Father + Full Name
Bishop	The Most Reverend + Full Name	Most Rev. + Full Name	Bishop + Last Name
Priest	The Reverend + Full Name, C.S.C.	Rev. + Full Name, C.S.C.	Father + Last Name
Brother	Brother + Full Name, C.S.C.	Brother + Full Name, C.S.C.	Brother + First Name/Last Name

NAME FORMAT

Always use a person's full name on first reference. On subsequent mentions, use the person's last name alone.

When including initials—whether for the person's preference of first or middle name—use periods (e.g., J. Edgar Hoover). Omit the space between initials if both first and middle name are abbreviated (e.g., J.J. Smith). If the person prefers a nickname, it should be included in quotation marks between the first and last names (e.g., John "Jay" Smith). In less formal documents, the nickname may be used without the full first name (e.g., Jay Smith).

Do not offset Jr., Sr., II, or III with commas (e.g., John J. Smith Jr.).

JOB TITLES

Job titles should be lowercase when used without a name or when speaking in general about a role or responsibility. Titles should be capitalized when speaking about a specific individual's formal role or when combined with someone's last name (e.g., Coach Smith). Please note, the only exception to this rule is for writing press releases, which follows AP Style for capitalization of titles. *

- CORRECT: Angela Saldana is a **theology professor** at King's College.
- CORRECT: Angela Saldana, **Professor of Theology** at King's College, teaches one class.
- CORRECT: In their role as **Tutoring Coordinator**, Abdul Asker provides private sessions each week.
- CORRECT: The **president** of King's College will attend the event.
- INCORRECT: Rev. Thomas P. Looney, **president** of King's College, will attend the event. *

ACADEMIC TITLES AND RANK

On first mention within a narrative (and when listing someone's contact information or name within a program book), use the individual's full name, without any courtesy titles, followed by the appropriate degree abbreviation for someone who has received a master's degree and/or doctorate.

Offset the degree abbreviation(s) with commas.

Bachelor's degrees are usually never included after someone's name.

- CORRECT: King's College has hired **John Jones, Ph.D.**, to join the psychology faculty.
- CORRECT: **Jane Smith, M.D.**, was recently elected to the King's College Board of Directors.

When including advanced degree abbreviations for King's College alumni, [follow the formatting in Class Years and Alumni](#), and offset the appropriate degree abbreviation with commas.

- CORRECT: King's College has hired **Jessica Anderson '18, M.Ed.**, as the Director of Programs.

If a King's College alumnus/alumna has received two degrees, format their name with their first graduating year, degree awarded, next graduating year, and degree awarded. This is the only instance where an individual's bachelor's degree would be included after someone's name.

- CORRECT: King's College has hired **Lauren Sanchez '10, B.A., '17 M.S.**, as the Director of Success.

Following this first mention should be the individual's appropriate title(s) or role(s). Full-time faculty holding doctoral or terminal degrees (such as a Ph.D., M.F.A., or J.D.) should be referred to by their specific academic rank (i.e., Professor) and their discipline (following page). In formal writing, never use "Prof." [Refer to Job Titles](#) for more formatting instructions.

ACADEMIC RANK	DISTINCTION
Assistant Professor	Entry-level, tenure track position
Associate Professor	Mid-level, tenured position
Professor	Also “Full Professor,” the highest promotion

- CORRECT: John Jones, **Ph.D., Assistant Professor of Psychology**, will speak at the event.

On subsequent mention within a narrative, use the honorific title “sive” with the individual’s last name. Ensure the individual’s specialty is mentioned in the first reference since most readers identify “Dr.” primarily with physicians.

- CORRECT: **Assistant Professor Jones** most recently lectured at the University of Pennsylvania.
- CORRECT: **Dr. Jones** most recently lectured at the University of Pennsylvania.

Please note that in spoken or informal conversation, someone who has received a doctoral degree can be referred to as “Professor Jones” regardless of rank.

A NOTE ON HONORARY DEGREES

Commencement speakers are generally awarded an honorary degree from the institution at which they speak (often called *honoris causa*) in recognition of their visit and/or service to the institution. These degrees are viewed as awards rather than academic achievement. As such, “Dr.” should never appear before nor should “Ph.D.” appear after an individual’s name in reference to an honorary degree given.

CREDENTIALS

For someone who holds additional credentials to their degree, use the appropriate abbreviations after the person’s name. Please refer to each governing organization’s individual style guides for how to format credentials awarded outside of King’s College (e.g., capitalization and periods).

List credentials in the order of value: highest degree, professional licensure, and certification. Individuals may choose to include awards and honors at the end of their credentials, depending on length. For Holy Cross priests, “C.S.C.” should immediately follow the name before other credentials.

PUNCTUATION

AMPERSAND

Do not use an ampersand (&) to replace “and” unless it is part of a formal title or name.

COLON AND SEMI-COLON

Use a colon (:) to introduce or explain an item, series, or list. Do not capitalize the first word after a colon unless the following word is a proper noun or begins a complete sentence or a quote.

Use a semicolon (;) to connect two independent clauses that could be otherwise connected with *and*, *but*, *nor*, or *yet*. You can also use semicolons to form a bond between sentences that compare or contrast and to separate items in a list that already contains commas.

COMMAS

Use the Oxford comma when listing items.

- CORRECT: King’s College offers bachelor’s degrees, master’s degrees, **and** certificate programs.

Commas should be used when addressing someone in text or to indicate if an item is the only one of its kind.

- CORRECT: The College’s president, **Father Looney**, spoke at the event.
- CORRECT: **Congratulations, John**, on your award.
- CORRECT: Her husband, **John**, was also a graduate of King’s College.

Similarly, when using the word(s) “including” or “such as” along with a list, use a comma before the word(s) if the following items are non-essential and indicate some examples. An easy way to determine if your list is essential is if the sentence still conveys the intended meaning with the list removed. If the items are essential, omit the comma.

- CORRECT: Students study abroad in several countries, **such as** France, England, and Ireland.
- CORRECT: The College requires an application including education history.
- INCORRECT: Students study abroad in several countries **such as** France, England, and Ireland.

NOTE! This sentence is correct if these are the only three countries involved in the study aboard program.

HYPHENS AND DASHES

Use a hyphen (-) to link words and compound adjectives that modify a noun. Most prefixes (such as co, post, re, pre, semi, anti, sub, and non) do not take a hyphen, unless required for clarification.

- CORRECT: King’s College provides **on-campus** parking.
- CORRECT: I am a **part-time** employee.
- CORRECT: The Engineering Center features **state-of-the-art** equipment.
- CORRECT: The Engineering Center is **state of the art**.
- CORRECT: Students living **on campus** can choose from three different apartment buildings.
- INCORRECT: This semester, I will be teaching **full-time**.
- INCORRECT: The Engineering Center is **state-of-the-art**.

Use the en dash (–) with spaces to express range (e.g., Monday – Friday). Use the em dash (—) without spaces to separate appositive phrases or in place of a semicolon to emphasize the end of a sentence (e.g., King’s College—a Catholic institution—is sponsored by the Congregation of Holy Cross).

ELLIPSIS

An ellipsis (. . .) is a set of three periods indicating an omission in quoted material. Although used colloquially to indicate hesitation or a thought trailing off, it is not recommended to use an ellipsis in this way professionally.

An ellipsis should include space before, between, and after the set of periods, but please note Microsoft Word may automatically re-format three keyed periods into an ellipsis that follows AP Style (...).

PERIODS AND END OF SENTENCE MARKS

Punctuation at the end of sentences should be followed by only one space, not two, as was once the accepted style. Limit your use of an exclamation point to only when you are trying to excite the reader.

In general, avoid abbreviating common words (e.g., info, pg, prereq) unless they are universally recognized as an acronym (e.g., GPA or RSVP), in which case, use all capitals without periods. Only abbreviate words when space is limited in a design piece, chart, or table.

NUMBER FORMATTING

NUMBERS

There are three primary expressions of states used in writing. Cardinal numbers (one, two, three . . .) and numeric digits (0, 1, 2, 3 . . .) show quantity and ordinal numbers show sequence or position (first, second, third . . .).

When including numbers in sentences, spell out cardinal figures zero through nine, cardinal figures that are rounded, ordinal figures, common fractions with hyphens, and any numbers that appear at the beginning of a sentence.

- CORRECT: She was involved in **five** student organizations.
- CORRECT: King's College has admitted women for **fifty** years.
- CORRECT: **Two-thirds** of survey respondents were students.
- CORRECT: This is the **third** year the College has celebrated the event.
- CORRECT: **Eighty** percent of students attended the event.
- INCORRECT: She studied abroad for **3.5** semesters.
- INCORRECT: **85%** of students attended the event.

Use numeric digits for figures greater than 10; figures that appear with symbols, such as percentages and currency; and specific, complex figures. Use commas for figures greater than 999.

- CORRECT: The new vice president has **18** years of experience.
- CORRECT: King's College recently celebrated **75** years of operation.
- CORRECT: King's College has a **99%** placement rate within **six months** of graduation.
- CORRECT: The team raised **\$5,675** during their fundraising event.
- CORRECT: There were **236** guests in attendance.
- INCORRECT: She was involved in **5** student organizations.

MEASUREMENTS

For temperature, spell out the word "degrees" but use the symbol (°) for charts or tables. Differentiate between Fahrenheit and Celsius only when it is not obvious which temperature scale is being used.

For complex fractions, use numeric digits and decimals. Be consistent in how many decimal places are used throughout your writing. For currency, only use decimals when the amount is fractional; omit them when on the dollar.

- CORRECT: The survey was answered by **33.4%** of students and **44.0%** of staff.
- CORRECT: Tickets are **\$5** at the door.
- CORRECT: Tickets are **\$5.50** at the door.
- INCORRECT: Tickets are **\$5.00** at the door.

For measurements like height and weight, use numeric digits with spelled out units. When referring to multiple measured items, use a combination of numerals and text to avoid confusion.

- CORRECT: John is **6 feet 2 inches** tall.
- CORRECT: John weighs **230 pounds**.
- CORRECT: John is a **6-foot-4-inch** athlete. (Hyphenated adjective)
- CORRECT: John, a **6-foot-4-inch, 230-pound** defensive tackle, joined the team.
- CORRECT: She bought **two 1-inch** binders.
- INCORRECT: She bought **two one inch** binders.

DATES

Avoid using only numeric digits for dates (e.g., 8/6/2022) as it may be confusing to international audiences who format dates starting with the day rather than the month. Instead, it is best practice to write out the day of the week and month with the numeric day and year. Use a comma around the month and date. Include a comma after the year if in the middle of sentence.

- CORRECT: The event will be held on **Monday, August 6, 2022**, in the Campus Center.
- CORRECT: The event is held on the **sixth** of every month.
- CORRECT: The event will be held in **August 2022**.
- INCORRECT: The event is held on the **6th** of every month.
- INCORRECT: The event will be held on **August 6th**.

If space is limited—for instance in a table, chart, or calendar—use the following three-letter abbreviations with periods: Jan., Feb., Mar., Apr., May, Jun., Jul., Aug., Sep., Oct., Nov., Dec.

When referring to a decade, make the number plural, not possessive, or write out the specific age group.

- CORRECT: Homecoming will feature celebrations for graduates in the **1970s**.
- CORRECT: Like other graduates in their **thirties**, she was excited for her reunion.
- INCORRECT: Homecoming will feature celebrations for graduates in the **1970's**.

TIMES

In sentences, times should be written with numeric digits and a lowercase “a.m.” or “p.m.” meridian abbreviation with periods. A space should be included between the time and the abbreviations.

Omit the colon and zeros (:00) when a time is on the hour.

When discussing a span of time, use one of the following: an en dash with spaces; “from” and “to”; or “between” and “and.” Do not mix time-span styles.

- CORRECT: Classes will end at **3:35 p.m.**
- CORRECT: The event is held **from 8 a.m. to 2 p.m.**
- CORRECT: Fall break is **October 15 – 17**.
- CORRECT: He played for the football team **from 2001 to 2003**.
- CORRECT: Registration will be open **between noon and 2 p.m.**
- INCORRECT: The event is held from **8:00 a.m. to 2:00 p.m.**
- INCORRECT: Registration will be open **between noon to 2 p.m.**
- INCORRECT: He played for the football team **from 2002-2003**.

Always place the date before the time when discussing an event.

- CORRECT: The event will be held on **March 5, 2009, from 2:30 p.m. to 3:45 p.m.**
- CORRECT: Attend Open House on **Friday between 9 a.m. and 1:30 p.m.**

Only in limited cases, primarily for graphic design purposes, should “AM” or “PM” (capitalized and no periods) be used.

Time zones should always be listed as capitals without periods (e.g., EST, CST, MDT, and PST).

GEOGRAPHY

CITIES, TOWNS, AND STATES

Always spell out a state’s name when it is used alone. Always spell out the full name of a county (e.g., Luzerne County).

Use the two-letter, capitalized, Postal Service abbreviations only with mailing addresses.

In all other narrative instances of listing both the city/town/village and state, use the appropriate AP Style abbreviations. Always offset the state with commas before and after the name.

In more formal materials when referring to the location of King’s College, it is preferred to write out “Wilkes-Barre, Pennsylvania.”

When referring to the nation’s capital, use “Washington, D.C.” (with periods) on first reference and “D.C.” on subsequent reference.

- CORRECT: King’s College is located in **Wilkes-Barre, Pennsylvania**.
- CORRECT: The LLEO Program is for students in **Luzerne County** and **Lackawanna County**.
- CORRECT: After graduating, John moved to **Boston, Mass**.

STATE	AP STYLE	POSTAL	STATE	AP STYLE	POSTAL	STATE	AP STYLE	POSTAL
Alabama	Ala.	AL	Louisiana	La.	LA	Ohio	Ohio	OH
Alaska	Alaska	AK	Maine	Maine	ME	Oklahoma	Okla.	OK
Arizona	Ariz.	AZ	Maryland	Md.	MD	Oregon	Ore.	OR
Arkansas	Ark.	AR	Massachusetts	Mass.	MA	Pennsylvania	Pa.	PA
California	Calif.	CA	Michigan	Mich.	MI	Rhode Island	R.I.	RI
Colorado	Colo.	CO	Minnesota	Minn.	MN	South Carolina	S.C.	SC
Connecticut	Conn.	CT	Mississippi	Miss.	MS	South Dakota	S.D.	SD
Delaware	Del.	DE	Missouri	Mo.	MO	Tennessee	Tenn.	TN
Florida	Fla.	FL	Montana	Mont.	MT	Texas	Texas	TX
Georgia	Ga.	GA	Nebraska	Neb.	NB	Utah	Utah	UT
Hawaii	Hawaii	HI	Nevada	Nev.	NV	Vermont	Vt.	VT
Idaho	Idaho	ID	New Hampshire	N.H.	NH	Virginia	Va.	VA
Illinois	Ill.	IL	New Jersey	N.J.	NJ	Washington	Wash.	WA
Indiana	Ind.	IN	New Mexico	N.M.	NM	West Virginia	W.Va.	WV
Iowa	Iowa	IA	New York	N.Y.	NY	Wisconsin	Wis.	WI
Kansas	Kan.	KS	North Carolina	N.C.	NC	Wyoming	Wyo.	WY
Kentucky	Ky.	KY	North Dakota	N.D.	ND			

COUNTRIES

When used as a noun, “United States” is spelled out but, when used as an adjective, it is abbreviated (with periods) as “U.S.”

When including a foreign city and country, offset the country with commas. It is best practice to include the country if the city referenced is not a well-known capital.

- CORRECT: She attended college **in the United States**.
- CORRECT: She had studied abroad in Cannes, **France**, as a senior.
- CORRECT: She now works for the **U.S. government** as an ambassador to France.

DIRECTIONS

When speaking in general terms, use lowercase for compass directions (north, south, east, west). Capitalize specific, well-known regions or places (e.g., Northeastern Pennsylvania, the Midwest, the Eastern Seaboard).

Please note “Northeastern Pennsylvania” should always be expressed as an adjective describing the region (Northeastern) as opposed to the adjective indicating direction (Northeast).

GRAMMATICAL RULES

WHICH / THAT

“Which” is used for non-essential phrases (meaning it could be removed from the sentence and not alter the meaning) and should be used with a comma. “That” is used for essential phrases and should not be separated by a comma.

- CORRECT: Homecoming, **which** is generally held in September, is a celebration for all alumni.
- CORRECT: Laptops **that** are used for gaming purposes are usually more expensive.
- INCORRECT: Laptops, **which** are used for gaming purposes, are usually more expensive.

NOT ONLY / BUT ALSO

Using the phrase “not only” implies your statement includes another topic or idea in addition to the one first mentioned. Because of this, “not only” should always be followed by “but also” (the “also” being the word frequently omitted) to complete the parallel thought. It’s important to make sure your sentence structure is parallel as well. For example, if a verb follows “not only” then a verb should follow “but also.”

Additionally, do not use a comma before “but also” as the clause is understood to be one thought. The only exception to this rule is if the clause is incredibly long and a comma would help the reader take a breath pause.

- CORRECT: The class is recommended for **not only** students **but also** staff.
- CORRECT: Our discussion will **focus on not only** science **but also** how science relates to business.
- INCORRECT: Our discussion will **not only** focus on science **but on** how science relates to business.
- INCORRECT: Our discussion will **not only focus on** science **but also on** how science relates to business.

NOTE! While “also” is used above, “on” is used twice and can be further fixed by using the second example.

ETC. / E.G. / I.E.

Avoid using “etc.” or “et cetera” at the end of a list because it can have the implication the writer was too lazy to complete the list. Instead, use “for example” or “such as” if a complete list cannot be formed.

“e.g.” is Latin for *exempli gratia*, meaning “for example.” It should be used, with a comma, to introduce one or more examples.

“i.e.” is Latin for *id est*, meaning “that is.” It should be used, with a comma, to introduce a rewording or clarification.

DOCUMENT FORMATTING

DOCUMENT DESIGN

It is best practice to create branding compliant documents that represent King's College and its operations. For basic documents, please follow these recommendations:

- Place the full-color King's College Mission Mark in the top left corner.
- Use no more than two approved fonts. [Refer to Official Typography](#) for more information.
- Use properly sized headings to organize content.
- Use no more than two appropriate colors. [Refer to Official Colors](#) for more information.
- Left align all narrative text. Avoid using Center or Justify.
- Insert page numbers in the footer for documents more than two pages.

Completed documents (Microsoft Word, Excel, and PowerPoint) should always be exported to a PDF when sharing with others to preserve both formatting and accessibility. To do this, select File > Save As > Save As Adobe PDF.

SENTENCE CASING

Only the first letter of the first word in a sentence should be capitalized. Avoid unnecessary capitals within a sentence as they lose their importance and cause confusion. Headings or titles on documents should be brief and use capitals for each essential word.

TEXT EMPHASIS

Text styling is used for emphasis and should always be used sparingly. As a rule, never use both bold and italic for the same word (choose one), and underlining should be reserved only for hyperlinked URLs.

Best practice for serif fonts (those **with** decorative lines) is to use italics for gentle emphasis or bold for strong emphasis.

Best practice for sans-serif fonts (those **without** decorative lines) is to use bold for emphasis. Italicizing sans-serif fonts only creates a slight slant, which doesn't produce as much effect.

Serif font demonstrating *gentle emphasis* in a sentence.

Serif font demonstrating **strong emphasis** in a sentence.

Sans-serif font demonstrating strong **emphasis** in a sentence only using bold.

BULLET POINTS

Bullet points are only effective when used properly as they are intended to quickly highlight key information or organize information in a specific order. In formatting, use bullet points for a neutral list where all items are of equal importance. Use numbers for lists that indicate steps or order of importance. If possible, avoid lists that have more than two layers of nested bullets.

An effective bulleted list should:

- Have a strong heading to group items together
- Be brief and in a logical order (each bullet should never exceed two lines)
- Begin with the same part of speech and follow parallel structure (like in this list!)
- Use periods only if complete sentences

RUNTS, ORPHANS, AND WIDOWS

In typography, runts, orphans, and widows refer to text that gets separated from a page or column. The result looks unprofessional, can disrupt reading, or cause confusion. Avoid them when possible by manually breaking lines, resizing text boxes, or slightly adjusting font sizes and paragraph spacing.

venenatis cras sed felis eget. ← **WIDOW**

Dui vivamus arcu felis bibendum ut tristique et egestas. Eleifend quam adipiscing vitae proin sagittis nisl rhoncus. Morbi quis commodo odio aenean sed adipiscing. Sit amet tellus cras adipiscing enim. Quis imperdiet massa tincidunt nunc pulvinar sapien. Tellus rutrum tellus pellentesque eu tincidunt tortor. Id donec ultrices tincidunt arcu. At lectus urna dui convallis convallis. Tempor orci dapibus ultrices in iaculis nunc sed. Pulvinar sapien et ligula ullamcorper malesuada.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ipsum dolor sit amet consectetur adipiscing elit dui tristique sollicitudin. ← **RUNT**

Sodales ut eu sem integer vitae justo. Nunc scelerisque viverra mauris in. Commodo quis imperdiet massa tincidunt nunc pulvinar sapien et ligula. Posuere lorem ipsum dolor sit amet consectetur adipiscing.

Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus. ← **ORPHAN**

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ERROR	DESCRIPTION
Runt	When a single word (or sometimes two short words) appears on the last line of a paragraph
Orphan	The first line of a paragraph that sits at the bottom of a page or column
Widow	The last line of a paragraph that gets pushed to the following page or column

FORCED HYPHENATION

Avoid paragraphs styles that break words at the end of lines, creating a forced hyphenation. Instead, create a manual line break (using the Return key) at the beginning of the word or turn off hyphenation settings.

- **TIP!** To do this in Microsoft Word, go to Tools > Hyphenation
- **TIP!** To do this in Adobe InDesign, toggle off Hyphenation in the Paragraph or Paragraph Styles window

IMAGES, GRAPHS, AND CHARTS

When creating documents that contain images, graphs and charts, or any other reference material, it is often convenient to screenshot content using the Snipping tool or similar software. Unfortunately, when viewed digitally, the resulting images are not accessible to all audiences if the content contains any text or figures. Therefore, it is critical that any graphs or charts are made within the document and/or are placed properly if exported from another program (e.g., importing a live table from Excel into a Word document).

Alternatively, PDF files can be merged using Adobe Acrobat. The OCMC is always available to help in reviewing, exporting, and merging documents.

CONFUSING WORDS

WORD	CLARIFICATION
accept / except	to receive / to exclude
advisor	a person who advised (as opposed to <i>adviser</i> , commonly used outside North America)
affect / effect	a verb meaning to influence / a noun meaning a result
aid / aide	a noun meaning assistance / a person who offers assistance
a lot	two separate words
allowed / aloud	something that is permitted / something heard
amid	the American English spelling; do not use the British English <i>amidst</i>
among	the American English spelling; do not use the British English <i>amongst</i>
assure / ensure / insure	to dispel doubt / to promise / offer monetary protection
audiovisual	one word
centered on	not <i>centered around</i>
chair	replacing chairman, chairwoman, and chairperson
check-in / check in	a noun (hyphen) referencing an event / a verb (no hyphen) referencing an action
co	no hyphen in most cases, such as coexist, cooperate, coauthor, coworker
complement / compliment	making something complete / an admiring remark—think “I give a compliment”
coronavirus	lowercase, general reference to the type of virus
COVID-19	capitalized with a hyphen and the year, COVID-19 is to be used in all reference to the specific pandemic and its associated vaccines. “SARS-CoV-2” (with proper capitalization and hyphens) may be used in research stories and in other contexts where the distinction is relevant.
coursework	one word
Dean’s List	singular possessive with both words capitalized
email	one word, lowercase, not hyphenated
everyday / every day	an adjective meaning common or ordinary / an adverb meaning daily occurrence
farther / further	physical distance (he will go <i>farther</i>) / time or degree (looking <i>further</i> into something)
federal government	always lowercase, as is <i>local government</i> and <i>state government</i>
GPA	grade point average, no hyphen, no periods
gray	the American English spelling; do not use the British English <i>grey</i>
healthcare / heath care	the industry or system (one word) / actions made by trained professionals (two-word noun)
ID card	“ID” is capitalized without periods; specifically, “King’s College ID” or “King’s ID”
internet	while recognized as a proper noun, use lowercase

inquiry	the American English spelling; do not use British English <i>enquiry</i>
login / log on	A noun for a username / a verb to sign in
nonprofit	one word (no hyphen) preference over <i>non-profit</i>
pre-health, pre-law, pre-med	hyphenated
premier	an adjective to describe something that is first in order or importance
premiere	a noun or verb referring to the first showing (e.g., “a regional premiere” or “it will premiere”)
RSVP	no periods
résumé	a document of professional accomplishments using accents on each “e”
theater	usually used to describe a venue that shows movies
theatre	the preferred spelling of the study of and venue for live staged productions
use / utilize	to work with to achieve a result (preferred) / use something beyond intended purpose
username	one word
voicemail	one word
website	the entire domain (all pages associated with kings.edu); lowercase
webpage	a single page on a website; lowercase
Wi-Fi	both the W and F are capitalized, use a hyphen

Identity Standards

The following topics outline the approved visual elements that represent King’s College. All members of the King’s College community that create materials representing the institution must follow these standards to ensure logos, fonts, and colors are consistently applied across media.

Internal and external graphic designers or individuals producing visual communications or products on behalf of the College should [refer to the Academic and Athletic Brand Guidelines](#) located on the OCMC’s webpage.




OFFICIAL COLORS

King’s College has a primary and classic color palette to consistently represent the brand across print and digital media. Each palette includes color values for each needed medium to guarantee color exactness.

SYSTEM	DESCRIPTION	USED BY
PMS	Pantone Matching System is the comprehensive standardized color library for printers. Each PMS color is a proprietary, premixed blend generally used for one or two-color assets, like a logo.	Professional designers
CMYK	Each letter represents cyan, magenta, yellow, and black, also known as the primary four colors mixed for full-color printing. These values should be used for printed pieces.	Professional designers
RGB	Each letter represents red, green, blue, also known as the three colors used for on-screen viewing and the presence of an illuminated screen. These values should be used for digital pieces only.	Microsoft users Professional designers
HEX	Hexadecimal color codes used specifically in web design.	Microsoft users Web designers



PRIMARY COLORS

The primary color palette consists of three approved colors that represent the King’s College brand. These colors can be used in any instances as long as the appropriate values are used with the appropriate media.

					
King’s Red		King’s Yellow		King’s Black	
PMS	200 C	PMS	116 C	PMS	6 C
CMYK	0-100-79-20	CMYK	0-12-100-0	CMYK	100-79-44-100
RGB	186-12-47	RGB	255-205-0	RGB	16-24-32

CLASSIC PALETTE

For simple pieces with limited colors—such as documents, letterhead, and handouts—it is recommended to use the Classic palette, featuring the primary King’s Red color along with a light gray.

			
King’s Red		King’s Cool Gray	
PMS	200 C	PMS	Cool Gray 5 C
CMYK	0-100-79-20	CMYK	7-5-5-27
RGB	186-12-47	RGB	177-179-179

OFFICIAL TYPOGRAPHY

The OCMC recommends that anyone creating materials for distribution use appropriate fonts that are legible, accessible, and on brand. While it is always acceptable to use standard fonts like Arial or Calibri, the OCMC provides the following guidelines for making materials more brand compliant. In general, **never use more than two font families** in your document.

GARAMOND (WINDOWS AND MAC)

This serif font used in black suggests the College's connection to the region's coal mining heritage. Garamond should be used for formal materials, such as those for academic events or policy documents. It can be used for both heading and paragraph text styles with the following recommendations.

PARAGRAPH	FONT	SIZE
Main Heading	Garamond Bold in King's College Red	18 pt
Subheading	Garamond Bold in 100% black	14 pt
Body Text	Garamond in 100% black	10 pt

GILL SANS (WINDOWS)

This sans-serif font is for more everyday materials, particularly in marketing. It can be used for both heading and paragraph text styles with the following recommendations.

PARAGRAPH	FONT	SIZE
Main Heading	Gill Sans Bold in King's College Red	18 pt
Subheading	Gill Sans Bold in 100% black	14 pt
Body Text	Gill Sans in 100% black	10 pt

OFFICIAL LOGOS

USE AND RESTRICTIONS

A logo creates continuity across and recognition for a brand to external audiences. As logos preserve the strength and integrity of the King's College brand, institutional logos are governed by a highly defined set of graphic standards. While the King's Community is encouraged to use these logos, it is critical they are used properly and under the guidance of the OCMC.

King's College does not permit any alterations to official logos or the creation of logos that represent King's College outside of the OCMC. New logos for programs can be requested for design by the OCMC and will be considered on a case-by-case basis.

King's College has three primary logos—the Mission Mark, the Academic Seal, and the Athletic Mark—each with different meaning and function. These logos should always be scaled proportionally and never be re-colored, cropped, added inside another shape, stretched, rotated, or skewed.

Each logo has specific minimum size restrictions to ensure legibility as it's scaled, but a safe general rule is to never reproduce any logo that is smaller than two inches at its widest side. There is no maximum size restriction, but proper resolution files must be used for best reproduction. Please contact the OCMC for assistance with reproducing logos any larger than four inches.

MISSION MARK

The Mission Mark is the official branded wordmark logo for King's College and is used on the College's official websites, institutional publications, digital materials, and marketing. It consists of three elements: the name King's College, the Shield, and the tagline, "Transformation. Community. Holy Cross."

The Mission Mark has three formats to be used according to available space. An alternate version with the tagline "Wilkes-Barre · Pennsylvania," is sometimes used on materials seen outside the region or state. When full-color printing is not an option, a two-color, black, or white version should be used.

Mission Mark Stacked

King's College is stacked on two lines.
Whenever possible, this mark is preferred.



Mission Mark Header

King's College is on the same line. Use
across the top of documents or when space
is limited vertically.



Mission Mark Square

Use when combined with other square
logos or when space is conducive to a more
vertical format.



MISSION MARK DIVISION LOGOS

King's College offices, departments, clubs, and programs should never take it upon themselves to create their own logo. A customized logo that uses the Mission Mark and appropriate typography to indicate the division can be requested by the OCMC. The following examples show the three Mission Mark variations for offices, departments, clubs, and programs.

Mission Mark Stacked



Mission Mark Header



Mission Mark Square



ACADEMIC SEAL

The Academic Seal is a legal emblem traditionally used to validate documents and represent authenticity. **The Seal is reserved for use only on official academic materials.** Acceptable uses include, but are not limited to, diplomas and commencement materials, collegiate/scholarship certificates, and correspondence from the president of King's College.

The Academic Seal has two versions depending on needed use. On the English Seal, "King's College" appears on the upper half with "Wilkes-Barre, PA" on the bottom half. On the Latin Seal, "Collegium Christi Regis" appears on the upper half with "A.D. 1946" on the bottom half.

King's College Academic Seal



English



Latin

ATHLETIC MARK

This logo is a stylized representation of the King's College mascot, Leo the Lion, with the facial expression and the different typography demonstrating the fierce attitude of our athletes. The Athletic Mark features the tagline "King's College · Wilkes-Barre, PA."

The logo has two variations of primary text: the first features "KING'S" and the other features "MONARCHS." The logo has additional layouts and versions for use depending on usable space.

King's College Athletic Mark



King's College Athletic Mark Monarchs



Athletic Mark Stacked



Athletic Leo Head



Athletic Wordmark

KING'S

KING'S COLLEGE

Athletic Wordmark Stacked

**KING'S
COLLEGE**

Monarch Wordmark

MONARCHS

Athletic Block K

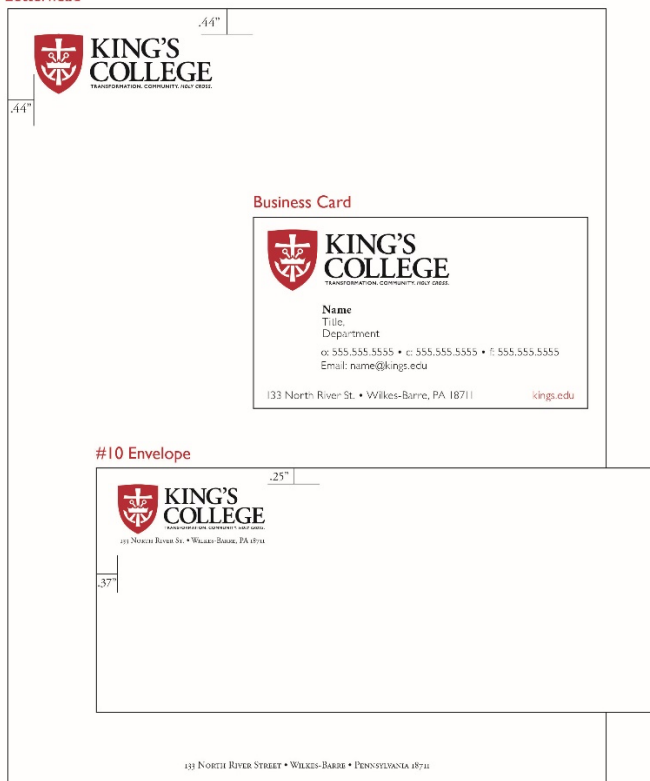


STATIONERY AND BUSINESS CARDS

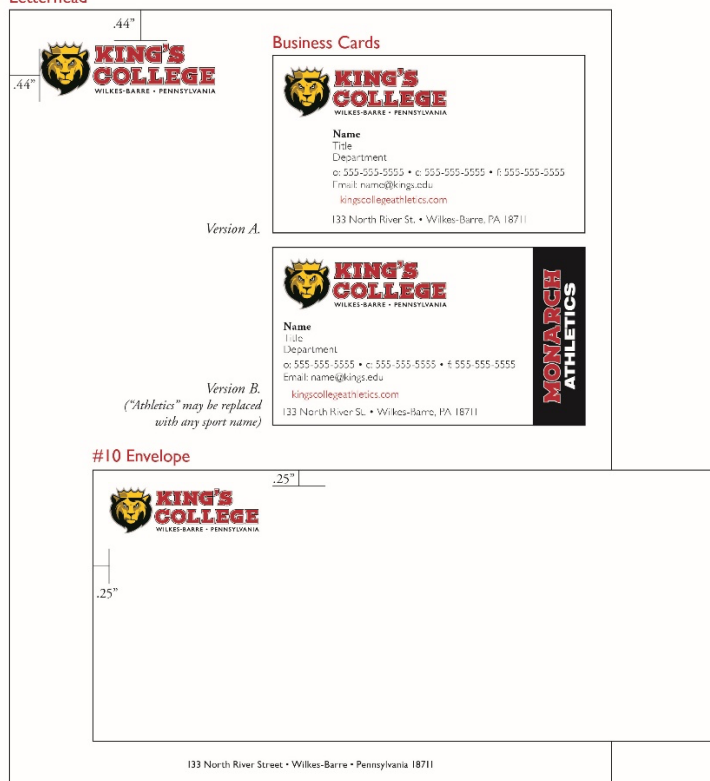
King's College has two stationery suites using the Mission Mark branding (for all academic and administrative divisions) and the Athletic Mark branding (for use only within the Athletics Department). These suites include letterhead, #10 envelopes, and business cards.

All stationery pieces are marketing and branding tools designed by the OCMC and printed by the Print Shop. Employees cannot use their own letterhead or business cards designed or printed by external vendors. New employees should email printshop@kings.edu to learn how to place an order with their custom information.

Letterhead



Letterhead



EMAIL SIGNATURES

Like your business card, your email signature is an extension of the College's brand and identity. As such, it should be consistent for all employees. The signature uses 12-point bolded Gill Sans font for the name. While not an official branded font, the remainder of the signature uses 9-point Arial as it is one of the most accessible fonts across all operating systems and devices.

Please refrain from including other image files, quotes, or backgrounds in your signature. If you need to provide a linked resource, please type the name of the resource, and hyperlink the text (e.g., [Book an Appointment](#)).

To create your branded signature in Outlook (Windows instructions only), [use our Email Signatures Template Word document](#).

Jennifer L. Smith '05, Ph.D.

Executive Director of New Programs
Office of Academic Affairs

o: (570) 208-5900 ext. 1111 | **m:** (570) 999-8888
e: jennifersmith@kings.edu | **a:** [book an appointment](#)



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kings.edu | [Instagram](#) | [Facebook](#) | [LinkedIn](#)