Visual Identity
and
Branding Guide

A Message from the President

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I am pleased to introduce Jesuit High School's *2016-17 Visual Identity and Branding Guide* in the pages that follow. This guide will serve as an essential step forward in our efforts to assert and sustain a strong visual identity that will clearly communicate Jesuit's distinctiveness, locally and nationally.

This *Visual Identity and Branding Guide* was developed after considerable consultation with our many school constituencies. We sought out the perspective of communication experts and surveyed the experience of many of our peer institutions. And, we made choices meant to reflect our mission and the interests and attributes of our students and alumni.

We live in a fragmented and constantly evolving world. How Jesuit High School expresses itself in the midst of it must be driven by a consistent brand and voice that define the symbols, icons and editorial standards with which we communicate who we are to all who encounter Jesuit. Coherence is a key value as well, and this guide defines appropriate standards that all members of our community are expected to embrace.

All logos, colors, fonts, artwork and images found within this guide are proprietary signatures of Jesuit High School. These choices reflect our intention to simplify and strengthen our identity. As current products, uniforms and other materials require replacement, Jesuit High School's *Visual Identity and Branding Guide* will shape the design choices made by our school community. It will also serve us as we conceive of new and innovative ways of presenting Jesuit High School to others.

I am confident that these new standards will support our reputation of academic and co-curricular excellence and extend Jesuit's clear vision of the future. Please accept my thanks for your tremendous dedication to our Jesuit High School community.

GO MARAUDERS!

Sincerely in Christ,

Fr. David J. Suwalsky, S.J.
President

Mission Statement

Jesuit High School of Sacramento is a Roman Catholic college preparatory dedicated to forming competent young men into conscientious leaders in compassionate service to others for the greater glory of God.

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The Jesuit High School Identity

While the information contained in this document is, in fact, a visual identity and branding standards guide, a more apt way of describing it might be to call it a common link—one that unifies and connects Jesuit students, faculty, staff and alumni around the world. It is the link that helps to create a cohesive and recognizable image, no matter where the Jesuit name is encountered.

This resource serves as a tool for not only presenting but also protecting the Jesuit identity, as well as keeping it consistent across all of its various applications. From signs to letterhead, from apparel to collateral, this guide will help to uphold the image of the school as expressed in the centuries-old tradition of Jesuit education: the promotion of justice, pursuit of truth, dedication to service and the commitment to ethics and the common good.

Graphic standards are the rules and guidelines for using Jesuit High School's logo and name, as well as other graphic marks for both print and electronic communications. This means that any brochure, flyer, poster, invitation, etc., that is distributed internally and publicly must follow these standards. They are important to strengthening the Jesuit High School brand. By creating a consistent look and feel for all of our materials, we make not just our brand stronger, but our message too.

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Questions

If you have questions on any of the points contained within this guide or other brand standards, please contact the Office of Communications at ext. 319 for clarification or interpretations of situations.

Contacts

ELECTRONIC ARTWORK, MASTHEAD, LOGO MARKS, SEAL AND MARAUDER LOGO USAGE APPROVAL

For signature and logotype applications requiring approval, please contact (prior to printing):

Mala Paul
Director of Communications
916.418.2631 ext. 319
mala.paul@jesuithighschool.org

TRADEMARKS AND LICENSING

The school signature is copyrighted and may not be used on publications or products originating outside of Jesuit High School without express written permission from the Director of Communications.

For signature applications requiring approval, please contact (prior to printing) Mala Paul.

OBTAINING COPIES OF THE LOGO AND FONTS

Computer files (EPS, TIF, AI) are available from the Office of Communications. JPG, PNG and GIF and font files are located on the school's network for community use.

Copy-machine copies of the logo must not be used in place of the camera-ready artwork, nor should re-creations, such as facsimiles or those that are computer-drawn.

The Brand Image

With every brand name comes a brand image. People gain a perspective about who we are based on what they see, hear and experience. Therefore, as representatives of Jesuit High School, we are all ambassadors of our brand image. This manual provides all departments, programs, support staff and volunteers the formal guidelines for maintaining our brand integrity and graphic standards for both internal and external use—to help ensure a consistently positive expression of our identity.

This guide will provide you with an overview of when and how to use the logo marks and text styles properly. It also provides the official approved school colors and symbols.

Logo Usage

The Jesuit High School logo is the cornerstone of our visual identity. It is a meaningful mark, symbolizing the brand wherever it appears. The logo mark has been designed, and under no circumstances should it be recreated by typing out each letter, even in the approved font. Always use an approved logo graphic for placement in your documents. The logo shall not be altered in any way, including using unapproved colors, type fonts or interchanging capital and lower case letters. The correct relationship is shown throughout this guide.

CLEAR SPACE

To maintain the integrity of the logo, a minimum amount of clear space has been established. No other element (such as text or images) should appear within the clear space. When possible, the shield should be used.

For proper use and consistency, follow the visual guide shown on these pages and always use the approved electronic files available through the Office of Communications.

1**X**

X

1**X**

.5**X**

.5**X**
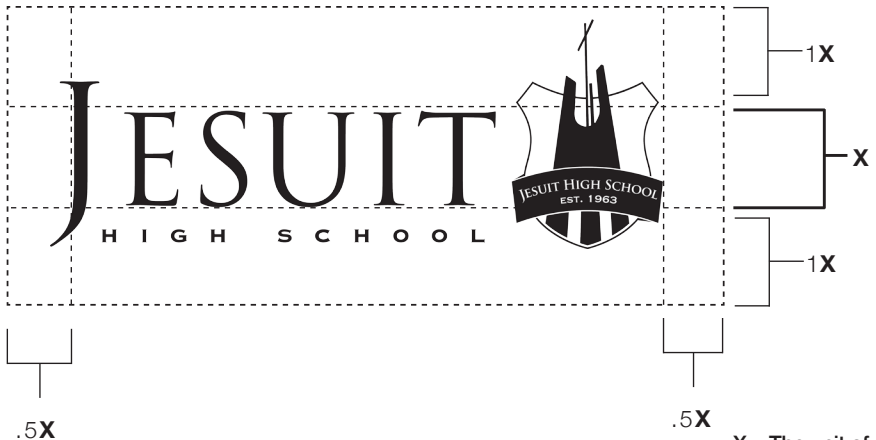
X = The unit of
measurement
to define the
height of the "E" in
"JESUIT"

BLACK LOGO

JHS Black (PMS Black, 100% black) should be used in any application that will not allow for reproduction of the color version of the logo. The logo should not appear in gray.

MINIMUM SIZE LOGO

The entire logo should never appear smaller than 1" in total width.

In certain cases (such as pens) in which the logo must appear less than 1" wide, it will be necessary to drop the words HIGH SCHOOL and/or the shield.

1" (25 mm)

REVERSED LOGO

When using the logo against a black or solid dark-colored background, it should always appear in 100% white.

When using the logo against a light-colored background, take care to maintain sufficient contrast between the reversed logo and the background.

If the background color is too light, use the positive version (100% Black) over the lighter color as shown.

Logo (Misuse)

To ensure a strong and cohesive impression across all communications, every logo reproduction must be applied clearly and consistently. The following are examples of areas to avoid when placing the Jesuit logo:

1. Do not switch colors within the logo and / or use anything other than approved Pantone (PMS) colors.

2. Do not reposition the elements within the logo.

3. Do not use a low-resolution (less than 300 dpi), unless published online.

4. Do not squeeze, stretch or bend the logo.

5. Do not use the logo at an angle.

6. Do not recreate the logo with unapproved or alternate typefaces.

1.

2.

3.

4.

5.

6.
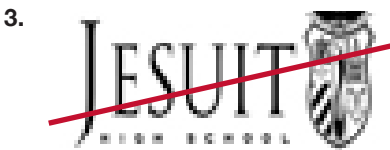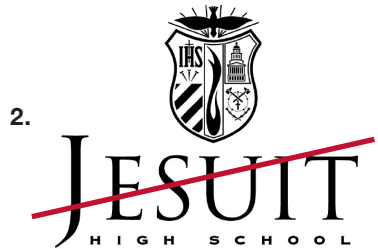
Approved Colors

PMS COLORS

As the primary school colors, specific (PMS) colors should be used for all printed material and matched as close as possible when using alternative reproduction methods.

JHS RED (PMS 187), **JHS GOLD** (PMS 130) are the official colors of Jesuit High School. Secondary colors should never appear as the dominant color on any official school communication piece when color is used. The official red and / or gold should always be the dominant color(s). **JHS BLACK** (PMS Black) should be used whenever the logo is not reproduced in color.

PRIMARY COLORS

JHS Red
PMS 187 C
C: 0 M: 100 Y: 79 K: 20
R: 196 G: 18 B: 48
Hexadecimal: #C41230

**PANTONE®
187**

JHS Gold
PMS 130 C
C: 0 M: 30 Y: 100 K: 0
R: 253 G: 185 B: 19
Hexadecimal: #FDB913

**PANTONE®
130**

JHS Colors for Uncoated Paper
JHS Red: PMS 186 U
C: 0 M: 100 Y: 81 K: 4
JHS Gold: PMS 130 U
C: 0 M: 30 Y: 100 K: 0

SECONDARY COLORS

JHS Charcoal
PMS 425
C : 0 M: 0 Y: 0 K: 77
R: 95 G: 96 B: 98
Hexadecimal: #5F6062

**PANTONE®
425**

JHS Black
PMS Black
C: 0 M: 0 Y: 0 K: 100
R: 35 G: 31 B: 32
Hexadecimal: #00000

**PANTONE®
Black**

JHS White
PMS White
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
Hexadecimal: #FFFFFF

**PANTONE®
White**

Additional Logos

Jesuit High School also uses additional logos to represent a variety of different programs and promotional applications. These approved logos must follow the same guidelines as the overall school logo mark.

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1. The circular seal is the only approved variation of the Jesuit High School logo mark and can be used for a variety of smaller or compact applications such as a banner or jacket patch.

2. An official (bell tower) logo mark has been developed as a simple reminder of the overall Jesuit High School brand. It is to be used on clean, uncluttered pages such as stationery, brochure covers, posters or simple display ads by itself or in conjunction with the school logo mark.
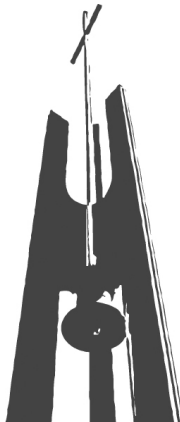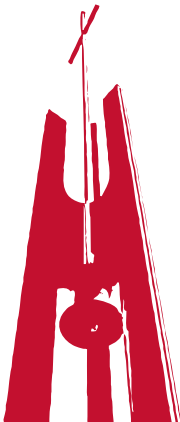
Athletic and Apparel Logos

RESTRICTIONS ON THE USE OF ATHLETIC LOGOS

The Office of Communications, in coordination with the President and Director of Athletics, reserves the exclusive rights to endorsement of other organizations, companies, products and / or services. At no time may any other entity use our Jesuit High School Logo including our Athletic Logos in a way that suggests or implies the endorsement of other organizations, companies, products, services, political parties or views. Please see the Jesuit High School Guidelines on Advertising for more information.

ONE-TIME USE

Approval of a one-time application to use a Jesuit Athletic Logo, e.g., for a T-shirt, does not constitute or imply approval to use the Athletic Logo again, to use it in connection with any other item or event or to change the design in any way, without seeking additional approval. A one-time use approval form can be requested by contacting the Office of Communications.

ATHLETIC LOGO USAGE POLICY

This policy provides information and guidelines to the Jesuit High School community regarding the use of Jesuit's logos. The intention is to protect the integrity of the institution's Athletic Logos and to ensure such logos are used in an appropriate manner.

All Athletic Logos must always maintain approved colors, proportions and design integrity. No alterations may be made, nor shall design elements be placed inside any of the Athletic Logos without prior permission from the Office of Communications.

Black uniforms may only be used for special games after receiving prior approval from the Director of Athletics. Red and gold must both be used prominently on all black uniforms.

	1	**2**	**3**	**4**
M	Marauders JESUIT HIGH SCHOOL	Marauders JESUIT HIGH SCHOOL	Marauders JESUIT HIGH SCHOOL	Marauders JESUIT HIGH SCHOOL
N	Marauders JESUIT HIGH SCHOOL	Marauders JESUIT HIGH SCHOOL	Marauders JESUIT HIGH SCHOOL	Marauders JESUIT HIGH SCHOOL
O	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS
P	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS
Q	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS
R	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS	Jesuit High School MARAUDERS

	1	2	3	4
S	JESUIT HIGH SCHOOL	JESUIT HIGH SCHOOL	JESUIT HIGH SCHOOL	JESUIT HIGH SCHOOL
T	JESUIT MARAUDERS	JESUIT MARAUDERS	JESUIT MARAUDERS	JESUIT MARAUDERS
U	JESUIT	JESUIT	JESUIT	JESUIT
V	JESUIT	JESUIT	JESUIT	JESUIT
W	MARAUDERS	MARAUDERS	MARAUDERS	MARAUDERS
X	MARAUDERS	MARAUDERS	MARAUDERS	MARAUDERS

OUTLINE OPTIONS

All main lettering may be outlined as shown in options V and X. Gold must outline the red-on-white and gray apparel, and white must outline lettering on red and gold apparel.

UNIFORM NUMBERS

Uniform numbers should be made with Helvetica Bold font and may or may not be outlined.
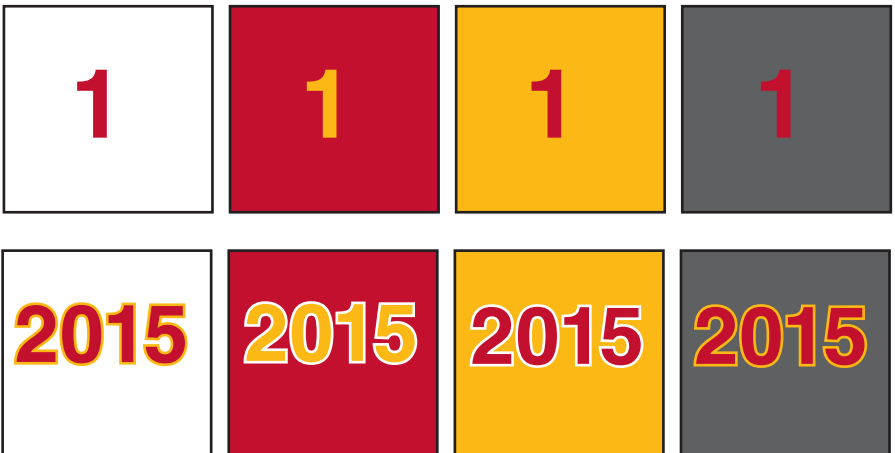
Primary Typefaces

To reinforce the Jesuit High School brand identity, standard typefaces have been selected to be used in all promotional and correspondence material. When used in conjunction with the Jesuit masthead, they reinforce our Brand Look. All typefaces are suitable for a variety of communication materials, such as letters, memos and marketing brochures. The following fonts are licensed and available through the Office of Communications and are available for installation on the school's network. *Exceptions may be granted for special events by contacting the Office of Communications.*

Trajan Pro

Trajan Pro is the primary font used in the Jesuit High School masthead. The enduring classic nature of this font reflects the enriching personality of Jesuit. Trajan Pro can be used for headlines and copy headings only. **Never attempt to recreate the logo with this font. The approved school logo is a pre-designed graphic, not a typeset font.**

TRAJAN PRO REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@#$%&()[]{}/|\;:+

TRAJAN PRO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!@#$%&()[]{}/|\;:+

COPPERPLATE

Taken from the main logo font, Copperplate, Copperplate Gothic Bold and Copperplate Gothic Light can be used for subheads and tag lines only.

Copperplate Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Copperplate Gothic Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Typefaces

Two typefaces—a serif and a sans serif—have been selected as the secondary identification typefaces for use as body copy within letters, memos and brochures and other materials created in conjunction with the masthead.

Helvetica

A simple, clean, readily available sans serif font, Helvetica can be used for body copy and headlines alike. A small sampling can be found below; however, the entire Helvetica and Helvetica Neue family is also acceptable.

HELVETICA REGULAR

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&()[]{}/|\;:+

HELVETICA OBLIQUE

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&()[]{}/|\;:+

HELVETICA BOLD

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&()[]{}/|\;:+**

HELVETICA BOLD OBLIQUE

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&()[]{}/|\;:+**

Adobe Caslon Pro

A readable and readily available serif font, Adobe Caslon Pro shall be used primarily as body copy for memos, letters and marketing publications. A small sampling can be found below; however, the entire Adobe Caslon Pro family is also acceptable.

ADOBE CASLON PRO

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&()[]{}/|\;:+

ADOBE CASLON PRO ITALIC

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&()[]{}/|\;:+*

ADOBE CASLON PRO BOLD

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&()[]{}/|\;:+**

ADOBE CASLON PRO BOLD ITALIC

***ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&()[]{}/|\;:+***

Accent Typefaces

Scriptina

A swooping serif font, Scriptina shall be used minimally within holiday and more festive and formal materials. A small sampling can be found below.

Scriptina
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%&()[]{}/\;:+

Hand of Sean

A playful handwritten font, Hand of Sean shall be used primarily as an accent font for marketing materials. A small sampling can be found below.

Hand of Sean
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!@#$%¢()[]{}/\;:+

Photography

Imagery is one of the most powerful ways to correctly represent Jesuit High School's brand. Whether it is used as the main component of a design or as a visual accent within a design, take care to ensure that the image incorporates the brand identity.

Images should convey a sense of leadership, camaraderie, victory and a compelling student life. Each image should strive to tell a story and avoid simple snapshots of smiling students. When choosing photography, pay special attention to attire, diversity and any other issues to ensure that the school is portrayed in a positive light.

Photography should feature images of actual students and alumni. Be certain the image has been legally released before using it for promotional purposes. Questions regarding releases can be made to the Office of Communications.

Alumni

An approved logo is provided for use when reaching out to all of our alumni.

When referencing an alumnus of Jesuit High School, use the appropriate prefix, preferred name, middle initial if appropriate, last name, apostrophe and two digit graduation year. No comma is to be placed between the name and graduation year. For example: **John Marauder '63** and **Fr. Tom Smolich, S.J. '73.** When a couple is listed, the class year should immediately follow the male's first name. For example: **John '63 and Jennifer Marauder.**

Stationery

The stationery design applies to all letterhead, envelopes, business cards, labels, note cards, note pads, etc. All will be done in 2-color (Pantone 187 & 130). If you need a new design for envelopes or odd-sized letterhead, please contact the Office of Communications. Electronic letterhead is available for editing and printing on the school's network.

Specifications:

Font: Trajan Pro
Font Color: Pantone 187
Size: 10 pt

Jesuit High School (Bold)
Address (Regular)

Letterhead

All single-sheet and first-sheet letterhead must follow the design indicated below. Exceptions to the standard format require approval from the Office of Communications.

Software Requirements: Macromedia Freehand or Adobe Illustrator

Paper Stock: Classic Crest Solar White Super Smooth 70# Text

Page Size: 8.5" x 11"

Body Text: Black, 11 pt Times, 13 pt leading

Date

Name of Addressee
Company Name
Address
City, State, Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design. The typeface used is the system font Adobe Caslon Pro (PC) and (Mac) at 11 pt (on 13 pt leading.)

The date is top aligned at two inches from the top edge of the page and 0.83 inches from the left edge, thus setting the margin for the entire letter. The name of the addressee is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the name of the addressee. The salutation appears two spaces below the address.

The body of the letter begins two spaces below the saluations, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.499 inches.

A double space separates the body of the letter from the complimentary close, with at least four spaces to the name of the sender and the title.

Complimentary close,

Name of sender
Title

CC/cc

1200 Jacob Lane · Carmichael · California 95608-6024 · ph 916.482.6060 · fx 916.482.2310 · jesuithighschool.org

Secondary Sheet

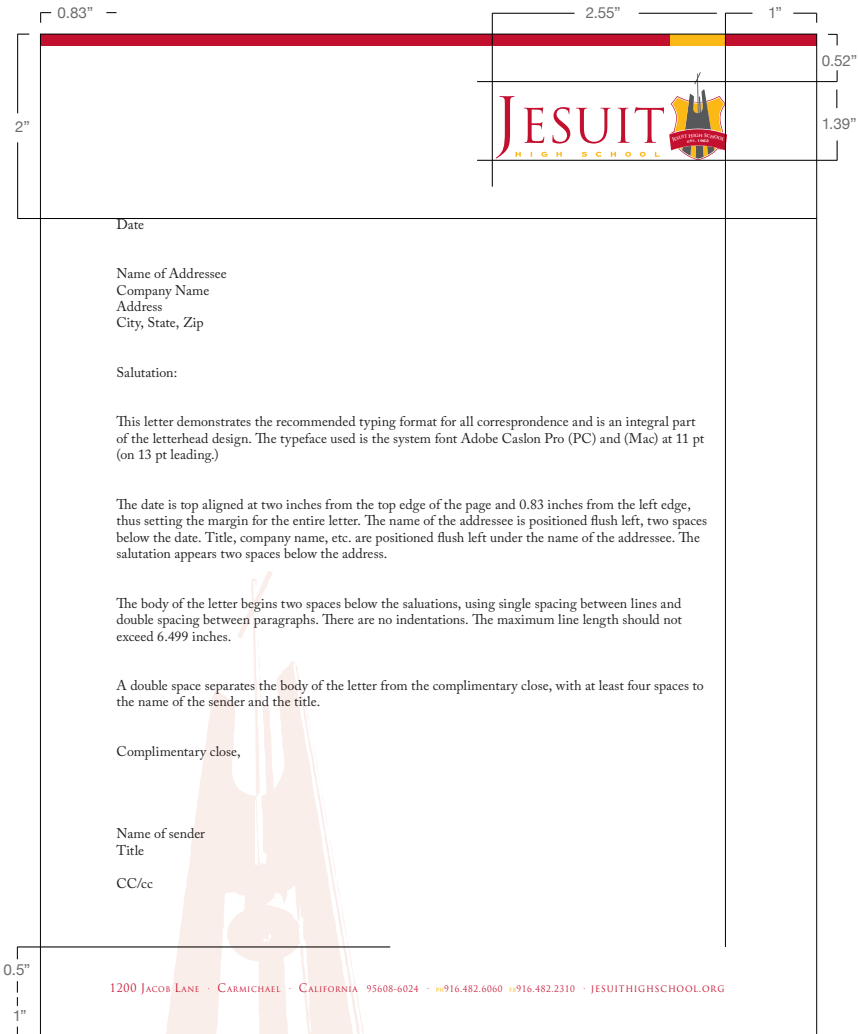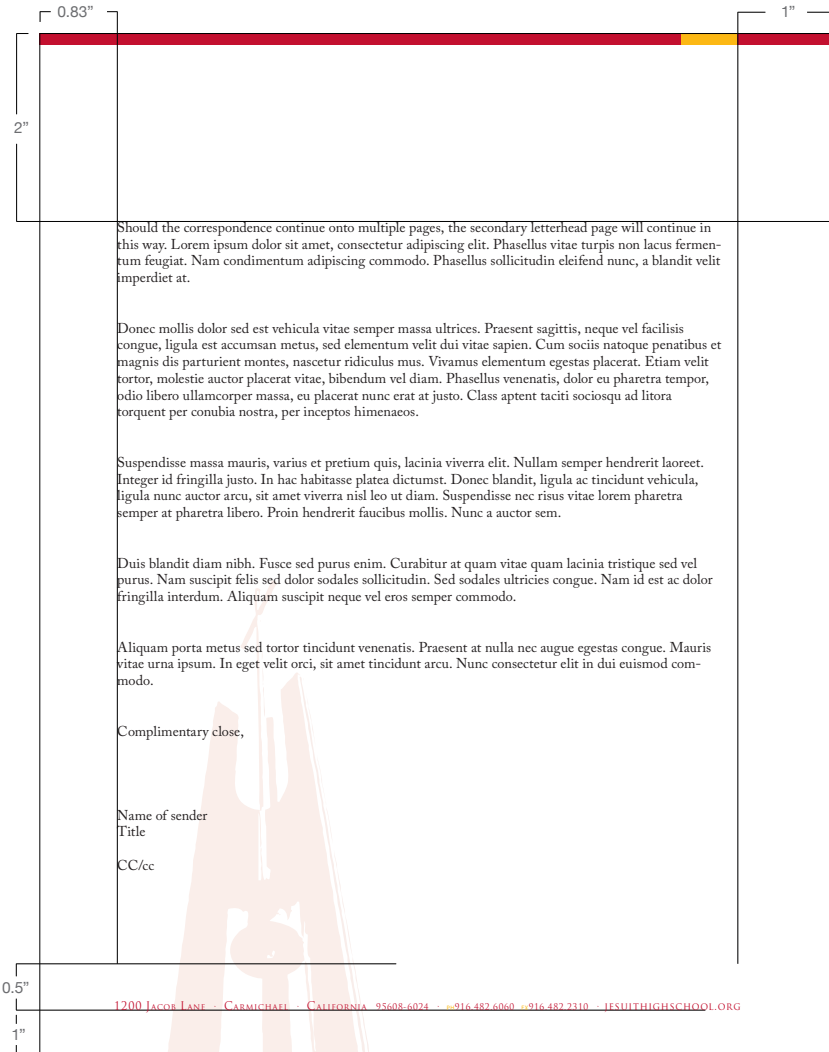All secondary sheets of letterhead must follow the design indicated below. Exceptions to the standard format require approval from the Office of Communications. Plain paper of suitable quality may be used in place of secondary sheets.

Software Requirements: Macromedia Freehand or Adobe Illustrator

Paper Stock: Classic Crest Solar White Super Smooth 70# Text

Page Size: 8.5" x 11"

0.83"

1"

2"

Should the correspondence continue onto multiple pages, the secondary letterhead page will continue in this way. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vitae turpis non lacus fermentum feugiat. Nam condimentum adipiscing commodo. Phasellus sollicitudin eleifend nunc, a blandit velit imperdiet at.

Donec mollis dolor sed est vehicula vitae semper massa ultrices. Praesent sagittis, neque vel facilisis congue, ligula est accumsan metus, sed elementum velit dui vitae sapien. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Vivamus elementum egestas placerat. Etiam velit tortor, molestie auctor placerat vitae, bibendum vel diam. Phasellus venenatis, dolor eu pharetra tempor, odio libero ullamcorper massa, eu placerat nunc erat at justo. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Suspendisse massa mauris, varius et pretium quis, lacinia viverra elit. Nullam semper hendrerit laoreet. Integer id fringilla justo. In hac habitasse platea dictumst. Donec blandit, ligula ac tincidunt vehicula, ligula nunc auctor arcu, sit amet viverra nisl leo ut diam. Suspendisse nec risus vitae lorem pharetra semper at pharetra libero. Proin hendrerit faucibus mollis. Nunc a auctor sem.

Duis blandit diam nibh. Fusce sed purus enim. Curabitur at quam vitae quam lacinia tristique sed vel purus. Nam suscipit felis sed dolor sodales sollicitudin. Sed sodales ultricies congue. Nam id est ac dolor fringilla interdum. Aliquam suscipit neque vel eros semper commodo.

Aliquam porta metus sed tortor tincidunt venenatis. Praesent at nulla nec augue egestas congue. Mauris vitae urna ipsum. In eget velit orci, sit amet tincidunt arcu. Nunc consectetur elit in dui euismod commodo.

Complimentary close,

Name of sender
Title

CC/cc

0.5"

1"

1200 Jacob Lane · Carmichael · California 95608-6024 · 916.482.6060 · 916.482.2310 · jesuithighschool.org

Business Cards

Specifications:

Name
Font: Trajan Pro
Size: 7 pt

Contact Phone Numbers
Font: Trajan Pro
Size: 6.5 pt

Address
Font: Trajan Pro
Size: 6.25 pt
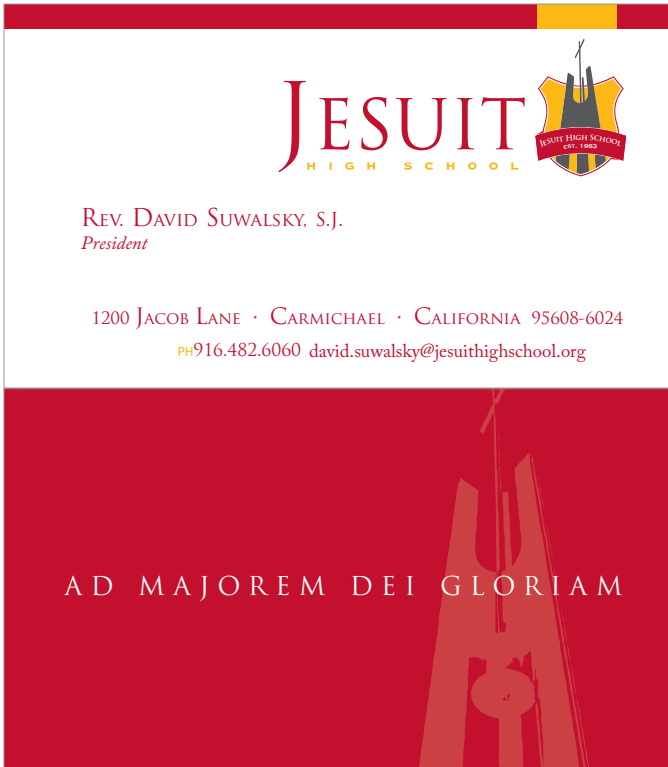
Title
Font: Adobe Caslon Pro Italic
Size: 7 pt

Email Address
Font: Adobe Caslon Pro
Size: 7 pt

Logo
1.74" wide 0.56" tall
Jesuit = PMS 187 / 130

REV. DAVID SUWALSKY, S.J.
President

1200 JACOB LANE · CARMICHAEL · CALIFORNIA 95608-6024
PH916.482.6060 david.suwalsky@jesuithighschool.org

AD MAJOREM DEI GLORIAM

Mailing Label

All mailing labels must follow the design indicated below. Exceptions to the standard format require approval from the Office of Communications.

Software Requirements: Macromedia Freehand or Adobe Illustrator

Color Requirements: Pantone 187 and 130

Paper Stock: Classic Crest Solar White Super Smooth Label Stock 60# Text

Page Size: 8.5" x 11" (4-up labels: 5" x 3.75")

2.45"

0.85"

JESUIT
HIGH SCHOOL

1200 Jacob Lane · Carmichael · California 95608-6024
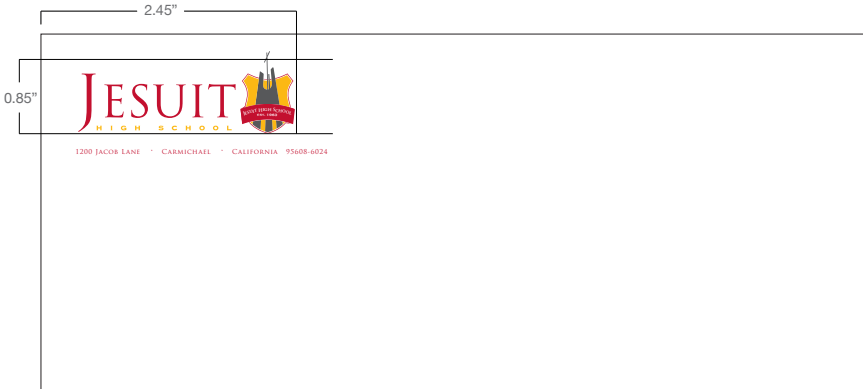
Institutional Information

NOMENCLATURE

The official name is Jesuit High School. Jesuit High School should be the first reference. If more than one reference to the school is made, then use Jesuit.

TAGLINES

Jesuit has these acceptable taglines:

1. *"Men for Others"*
2. Educating in the Jesuit, Catholic Tradition
3. AMDG or Ad Majorem Dei Gloriam
4. Educating young men in the Ignatian tradition since 1963

WEBSITE

Jesuit's official school website is:
www.jesuithighschool.org
Jesuit's official academic / parent website is:
 jhs.powerschool.com (login required)

EMAIL

All employees are to use their assigned Jesuit High School email when conversing with students, families and / or when conversing on behalf of Jesuit High School to outside entities. Email signature blocks should include your name, position / title, the name of the school with the mailing address and your direct line phone number. For example:

David J. Suwalsky, S.J.
President

Jesuit High School
1200 Jacob Lane
Carmichael, CA 95608
916.480.2111

Editorial Guidelines

Contributors to written Jesuit High School letters, memos, marketing materials and publications should be as consistent as possible with the following guidelines.

PUNCTUATION

Periods

With abbreviations: Use periods and lowercase when abbreviating ante meridian and post meridian: a.m. / p.m. Use periods when abbreviating academic degrees: B.A., M.A., and Ph.D.

Ellipses: In general, treat an ellipsis as a three-letter word, constructed to indicate the deletion of one or more words in condensing quotes, texts and documents. Be especially careful to avoid deletions that would distort the meaning.

Exclamation Point: Use the mark to express a high degree of surprise, incredulity or other strong emotion. Avoid overuse.

With lists: Listed information conveyed in sentence form should be punctuated with periods.

Commas

Alumnus' name: No comma should be placed after an alumnus' name if the date of graduation is also listed (example: Joe Smith '03).

Serial Commas: A comma is NOT placed before the conjunction in a series, that is, more than two items (example: books, songs and kids).

Jesuit priests: To be consistent, use the abbreviation "Fr." and place a comma after their names just before "S.J." Example: Fr. David J. Suwalsky, S.J. When used in a the middle of a sentence, include another comma after "S.J." Example: Fr. David J. Suwalsky, S.J., is the president of Jesuit High School.

With numbers: Place a comma after digits signifying thousands: 1,150 students except when reference is made to an SAT score, temperature (3200 degrees) or year (1963).

With dates: When writing a date, place a comma between the day, if given, and the year, but do not place a comma between the month and year when the day is not mentioned. Example: March 10, 1974 and December 2015. *Exceptions may be made for posters and formal invitations.*

Hyphens and Dashes

Em dashes: An em dash (long dash —) can be used to help provide emphasis or set off additional explanation. Em dashes are created by hitting the hyphen key twice; no spaces before or after dashes. Example: Our team—winner of numerous awards—is ready for the tournament.

Compound Adjectives: In general, use hyphens with two or more words used as a unit to modify a noun. If each word individually modifies the noun, omit the hyphen. Do not use a hyphen between adverbs ending in –ly and the adjectives they modify. Example: grade-point average

Wide: As a suffix, it is generally one word. Following a proper noun, however, hyphenate. Example: nationwide, statewide, Jesuit-wide

Quotation marks

"Men for Others": _"Men for Others"_ should always be italicized in quotes with uppercase M and O and a lowercase f when in the middle of a text.

With other punctuation: Quotation marks should be placed outside a period or comma, but inside a colon or semicolon. They should also be set inside exclamation points and interrogation marks that are not part of the quotation.

Quotes within quotes: Use single quotation marks for quotations printed within other quotations.

Block quotations: Use a block quotation when cited text is 100 words or more, or at least eight lines. Block quotations can be distinguished from the surrounding text by indentation and use of italics. Quotation marks shall be omitted.

Apostrophes

With dates: In making the plural of dates, do not use an apostrophe before the "s."
Example: In the early 1800s, in the '60s and '70s

With class year: Use the end apostrophe to punctuate years of classes.
Example: Class of '63

Marauders Cove: The apostrophe is dropped.

Capitalization

Proper nouns: Capitalize proper nouns: Robotics Team, Jesuit Drama; Jogues Hall, Freshman Composition, Community Service. Lowercase common nouns: endowment, scholarship, classroom, homework. *Please note that Jesuit recognizes teams, clubs, departments, grades, seasonal semesters and buildings as proper nouns.*

Catholic Mass: When referring to a Catholic Eucharistic Liturgy, the word Mass should always be capitalized.

Class years: Capitalize grade levels: Freshman, Sophomore, Junior and Senior. When submitting a student's or alumnus's name for publication, always include his grade level or class year ('00).

Alma mater: Lowercase alma mater.

Degrees: Bachelor of Arts, Master of Science (proper nouns); bachelor's degree, master's degree (common nouns, thus no capitals, apostrophe required).

With abbreviations: When using no periods, uppercase abbreviations and acronyms of titles. Example: Scholastic Aptitude Test (SAT).

NAMES AND TITLES

Alumnus / Alumni: Use alumnus (singular) and alumni (plural).

Referring to Jesuit High School: Use Jesuit High School as the formal title of the institution. In subsequent references, use Jesuit, JHS or "the school" in formal publications. The use of J-High can be used in less formal publications.

St. Ignatius Loyola: When referring to St. Ignatius' full name, it should be St. Ignatius Loyola, not St. Ignatius of Loyola.

Name Reference: In your first reference, refer to individuals in text by first and last name and title, if applicable. Subsequent references are by title and last name only. When referring to a husband and wife with the same last name, use the first name of either person for clarity.

Titles of Works Cited

Italicize or underline the following titles of works: books, periodicals, pamphlets, reports, poetry collections or long poems published separately, plays, movies, art works and long musical compositions. Example: Tchaikovsky's *The Nutcracker*

Enclose the following titles of works in quotations: Divisions of long works, as in parts, chapters or sections (the "Student Code of Conduct" section of the Student Handbook), short poems (William Matthew's "Dog"), short musical compositions (Mozart's "Alleluia"), articles, stories, radio and television programs, unpublished lectures, papers and documents.

NUMBERS

Numbers vs. Figures: Spell out numbers under 10 and use figures for the numbers 10 and over (including ordinal numbers such as 22nd), except when a number begins a sentence—then spell it out. Whenever possible, standardize to figures when the text includes several numbers.

Grade-point average: Grade-point averages are normally expressed to one decimal place. Example: 3.7 GPA

Time of day: Express time on the hour with zeroes, and times other than on the hour are expressed normally. Example: 9:00 a.m., 7:45 a.m., 2:30 p.m.

Sums of money: When used in text, delete ".00"; in tables, use ".00." Write dollar amounts in figures, unless they begin a sentence, then spell out in full. Example: There will be a $25 application fee. Seventy-five dollars will be charged for admission.

Numbers in lists: When including numbers in textual lists, enclose the number in parentheses. Example: Admission is based on: (1) high school performance, (2) aptitude test scores and (3) high school teacher recommendation, as well as (4) special talent, ability or achievement.

Telephone numbers: Telephone and fax numbers should be listed with periods separating the elements: 800.555.1000. When in the middle of text, place parentheses around the area code.

Dates: Capitalize and spell out names of months in all uses. When a phrase refers to a month, day and year, set off the year with commas. Omit *st, nd, rd or th,* except when used in a formal invitation. Example: The PACE Gala & Auction will be held on March 16, 2013.
Exceptions may be made for posters and formal invitations.

WORD USAGE

adviser, not advisor

coursework, not course work

email, not e-mail

Internet, not internet

online, not on-line

theater, not theatre

website, not Web site or web-site

ABBREVIATIONS / ACRONYMS

Abbreviate time zones as follows: Eastern Standard Time—EST; Eastern Daylight Time—EDT; Pacific Standard Time—PST; Pacific Daylight Time—PDT.

Abbreviate ante meridian and post meridian as a.m. and p.m. The use of o'clock is acceptable for commencement programs and other more formal announcements of events.

Acronyms: Spell out the full name followed by its acronym or initials in parentheses on the first reference. Use the abbreviated form alone for subsequent references.

Titles: Abbreviate the following titles when they precede a name: Dr., Mr., Mrs., Ms., the Rev., Fr., and all military ranks.

United States: Spell out as a noun; abbreviate only as an adjective.

Ampersand and percent sign: Use the ampersand (&) only when space is extremely limited (such as a headline) or when it is an official part of a corporate or proper name, e.g., Simon & Schuster. Otherwise, spell out the word "and" wherever possible. Use the percent sign (%) only where space is extremely limited (such as in tables or headlines). Otherwise, spell out the word "percent" wherever possible.

Geographical references: Abbreviate terms such as "avenue," "boulevard," "road," "drive," and "street" only when space dictates.

Saint: Abbreviate the word "Saint" when used as part of a city or school's name.
Example: St. Francis High School, St. Louis

SOURCES

1. *Associated Press 2011 Stylebook and Briefing on Media Law*. 46th. New York: The Associated Press, 2011. Print.
2. *The Chicago Manual of Style Online*. 16th. Chicago: The University of Chicago, Web. <http://www.chicagomanualofstyle.org/>.
3. *The Marriam-Webster Dictionary*. The Encyclopædia Britannica, 2012. Web. <http://www.merriam-webster.com/>.
5. *MLA Handbook*. 7th. Modern Language Association of America, 2008. Web. <http://www.mlahandbook.org/>.

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