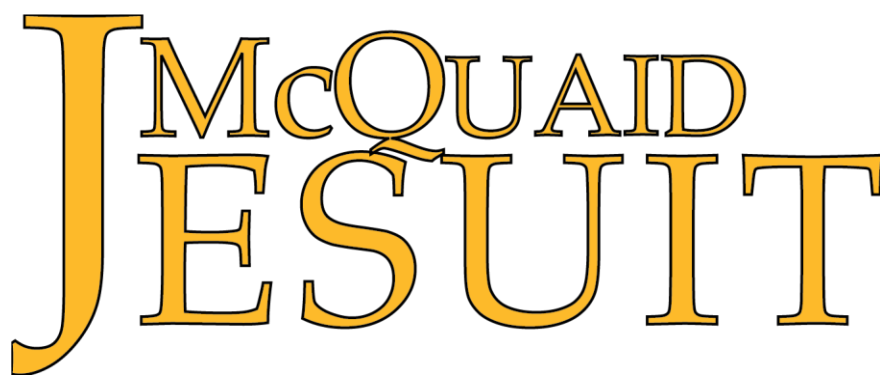




McQuaid Jesuit Brand & Editorial Style Guide

Branding, Marketing, and Creative Guidelines

The foundation of McQuaid Jesuit's identity is built upon a blend of aspirations, realities, and perceptions. Simply put, a focused brand enables us to consistently convey our message and further our mission. This clarity aids in attracting students who align with our values, enhances retention rates, and encourages support from our community of alumni and friends.

To this end, the communications office is entrusted with overseeing, maintaining, and safeguarding the McQuaid Jesuit brand.

A brand encompasses multiple dimensions: purpose, personality, promise, positioning, and identity.

McQuaid's Brand and Style Guide comprises elements that embody the essence of McQuaid Jesuit. These elements serve to align our internal identity with external perceptions. This collection includes, but is not limited to, the school's name, logos, colors, design elements, language style, and specific photography and videography styles. These are employed across internal and external marketing materials, advertisements, official websites, social media channels, and official communications, as outlined comprehensively in our style guide.

Logo Usage:

The official McQuaid Jesuit logos are the primary elements of the school's visual identity. There are a variety of variations outlined below of the academic, athletic, development and alumni, and admission logos. The Director of Communication oversees and approves all

usage of school logos. Please contact Casey MacClaren, '12 for permissions and all logo requests.

Acceptable Logo Variations:

McQuaid Jesuit Crest (for use by President's office, Principals, and Board of Trustees only)



Knight Head – No Text



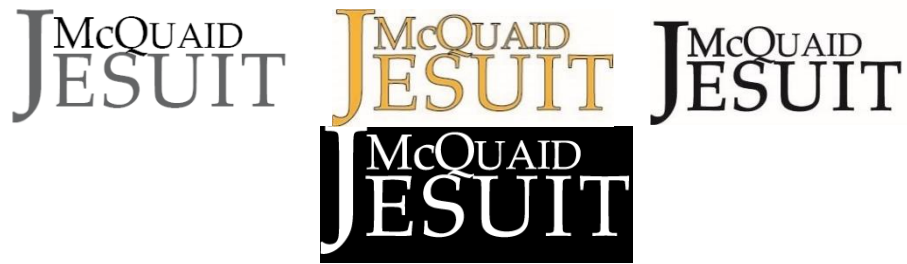
Knight Head – “McQuaid Jesuit”



Block “M”



Word Mark



Bumper sticker (bookstore use only)

McQ

Athletic and Club Variation Examples (for athletic and approved club or department use)



The word “Jesuit” has been replaced with the sport, department, or club, using the same font, color, and curve to match the logo (Sports World)



The sport, department, or club has been added under the “M” in the same color and font (Sports World) “Jesuit” may also be used under the ‘M’.

Fr. Mac Golf Tournament (for advancement use only).



Knights' Council & Knights' Council Circle (for advancement use only)



A.M.D.G. Cross (only to be used if another approved McQuaid Jesuit logo is present). The office of Mission & Ministry may use these logos without another logo present.



Alumni Association (for advancement use only)



Robotics – IgKnights



Logo Usage

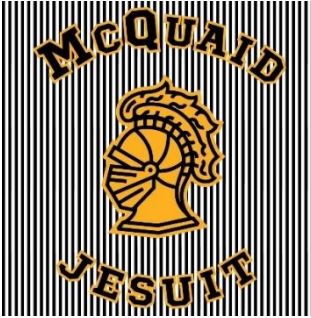
McQuaid Jesuit logos are permitted for use on all institutional materials, with each logo subject to detailed guidelines provided in this section. All logos must be used in their original form without any alterations. Only official McQuaid logos are authorized for representing the school. Any other logos, including depictions of Knights other than those outlined above, are not allowed.

Spacing

Consideration must be used when placing logos next to graphics, text, photo elements, or the edge of a frame. You must allow for safe spacing around the logo.



Examples of incorrect logo usage

Do not reduce opacity (<i>mixed media use allowed when appropriate</i>)  The McQuaid Jesuit logo is shown with a light, semi-transparent appearance, which is incorrect usage.	Do not stretch, skew, or warp  The McQuaid Jesuit logo is shown distorted, stretched horizontally, and skewed to the right, which is incorrect usage.
Do not add a drop shadow  The McQuaid Jesuit logo is shown with a dark drop shadow behind it, which is incorrect usage.	Do not apply patterns or filters  The McQuaid Jesuit logo is shown with a halftone dot pattern applied over it, which is incorrect usage.
Do not use unapproved colors  The McQuaid Jesuit logo is shown in a purple color, which is an unapproved color.	Do not add elements to the logo  The McQuaid Jesuit logo is shown with additional elements added: two figures on horses flanking the central shield, which is incorrect usage.
Do not use low contrast or busy backgrounds  The McQuaid Jesuit logo is shown on a background of dense vertical black and white stripes, which is incorrect usage.	

Colors:

Consistent use of McQuaid Jesuit approved colors will help ensure that this palette becomes recognized as belonging to McQuaid, even without the logo.

Primary Colors

These are the main colors and should be the predominant colors used on any creatives.



HEX (canva): #FFB512

CMYK: 0,29,93,0



HEX (canva): #000000

CMYK: 0,0,0,100



(Gold for prints)

HEX (canva): #FDBB2A

CMYK: 0,26,83,1

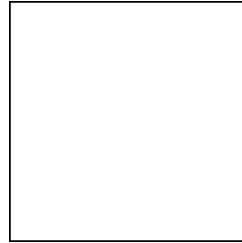
Secondary Colors

These colors should be used to support and expand upon the primary palette. They are to be used alongside the main palette and never independently of it.



HEX (canva): #8D8D8D

CMYK: 0,0,0,45



HEX (canva): #FFFFFF

CMYK: 0,0,0,0

Tints

A tint is a mixture of color and white to increase its lightness. While McQuaid's colors should typically be used at full strength, tints can be used in instances that require a more subtle color variation or require some differentiation. Tints can be used to create hierarchy, separate colors, construct overlays and extend core colors. Tints should never be used independently of the full-strength color palettes. Tints should only be used in support of primary and secondary colors to extend that color for specific applications.



Photography:

Photos should:

- Be free of clutter
- Focus on a subject to draw the eye in to the photo
- Feature McQuaid Jesuit gear/clothing/buildings if possible. When in session, students that are pictured must be in dress code or approved dress-down
- Reflect the diversity of the students, faculty, and staff of McQuaid in all respects
- Be checked for shirts, signs, or backgrounds containing controversial language or images. Ensure no hand signs are displayed.
- **Photos taken on a cell phone must be taken in a landscape view (see below)**



Captions, Information, and Credit:

Accurately fill out the following to the best of your ability for each photo before submission to the Director of Communication. This should include the following information:

- Names and titles of those pictured, (left to right)
- Date captured
- Caption information describing what is seen in the image
- Location photo was taken

Photo credits should read:

(Photographer's Name / McQuaid Jesuit)

Submitted photos should read:

(Photo Courtesy of John Doe)

Editorial Style Guide

The McQuaid Jesuit Editorial Style Guide is a quick reference tool to help school communicators follow a style that is consistent and appropriate for print and electronic materials written for and about McQuaid.

Editorial style, unlike grammar, does not strictly adhere to right and wrong. Every organization has a preferred style to ensure consistency across all communications platforms. For style questions not included within these guidelines, refer to the “AP Stylebook.” In instances where the McQuaid Jesuit Editorial Style Guide differs from AP Style, the Guide takes precedence.

The following guidelines are offered as a quick, comprehensive tool for anyone writing on behalf of McQuaid Jesuit, whether it is for print, newsletter, video, or online content.

academic degrees

If mention of degree is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Jones, who has a doctorate in psychology.

Use an apostrophe for bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science.

If an individual is a medical doctor or holds a doctorate degree, use his or her academic degree on first mention and the honorific Dr. preceding his or her name on subsequent mentions.

Harry Smith, M.D., first mention; Dr. Smith on subsequent mentions

Jack Jones, Ph.D., on first mention; Dr. Jones on subsequent mentions.

Use periods with no space between for abbreviations: B.S., B.A., M.S., M.A., Ed.S., A.S., A.A., Ph.D., Psy.D., except MBA (no periods). Use these abbreviations only after a full name – never after just a last name. When used after a name, an academic abbreviation is set off by commas: John Jones, Ph.D., spoke.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

academic years

Spell out sixth grade, seventh grade, and eighth grade. Lowercase freshman, sophomore, junior and senior classes.

alumnus, alumni, alumna, alumnae

Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar references to a woman. Use alumni when referring to a group of men and women.

A.M.D.G.

Abbreviation of Ad Majorem Dei Gloriam (for the greater glory of God), meaning to strive to give God more glory by always doing what is more pleasing to him. It is the motto of the Society of Jesus.

Each letter is capitalized and separated by periods.

athletics

Do not capitalize names of sports, their competitive level or specific positions:

- The varsity basketball team plays Friday.
- John Smith is a linebacker on the football team.

Use numerals for records and scores but not necessarily points.

- The team, now 7-3, won 51-48 after scoring three points in the final six seconds.

board of trustees

Uppercase when referring to a specific board: *the McQuaid Jesuit Board of Trustees*. Lowercase in all other instances: *The board of trustees met yesterday*.

campus buildings

Upon first use, use the proper name for campus buildings and facilities:

- Main Building
- the Deborah and John DiMarco, '60 Field House
 - o DiMarco Field House
- Tom Seymour Field
 - o Seymour Field
- Bob Bradley Track
 - o Bradley Track
- the John H. Ryan Jr. Memorial Gymnasium
 - o Ryan Gym (subsequent use)
- Keenan Hall
- the Leon J. Hogenkamp, S.J. Auditorium
 - o Fr. Hogenkamp Auditorium
- the Edward F. Salmon, S.J. Chapel
 - o Fr. Salmon Chapel
- The Wegman Family Science and Technology Center
 - o The Wegman Center (subsequent use)
- John Carriero, S.J. Commons
 - o Fr. Carriero Commons

chair

Use chair instead of chairman, chairwoman, or chairperson, unless specifically requested otherwise by the individual holding the position.

Class of...

Capitalize Class when it precedes the year: *the Class of 1950*. Lowercase in all other instances: *The 1950 class*.

class years

Always include class years for faculty, staff, current students, and all alumni. Insert a comma between the name and the year. The year should only be used on first mention: *John Smith, '58*.

With current students, use either their year or reference their class: *freshman Joe Smith* or *Joe Smith, '19*.

Possessive with a class year: Instead of *Tom Healey, '77's Lessons from Keenan Hall* use an alternative wording that avoids the construct, such as *Lessons from Keenan Hall by Tom Healey, '77*.

comma usage

Use commas to separate items in a series, but do not put a comma before the conjunction in a simple series.

- The flag is red, white and blue.
- He would nominate Tom, Dick or Harry.

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction.

- I had orange juice, toast, and ham and eggs for breakfast.

committee

When the entire official name of the committee is used, the first letter of each word should be capitalized, otherwise, it should all be in lowercase letters.

- Carol Jackson is a member of the Library Visiting Committee.
- Carol Jackson is a member of the library committee.

composition titles

Apply the guidelines listed here to book titles, computer and video game titles, movie titles, opera titles, play titles, poem titles, album and song titles, radio and television program titles, and the titles of lectures, speeches and works of art.

Capitalize the principal words, including prepositions and conjunctions of four or more letters.

- "Time After Time"
- "Gone With the Wind"

Capitalize an article – *the, a, an* – or a word of fewer than four letters if it is the first or last word in a title.

- "Of Mice and Men"
- "For Whom the Bell Tolls"

Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs of reference material.

cura personalis

Always italicize. Do not capitalize.

dates

Always use Arabic figures, without st, nd, rd or th:

- The party will take place January 21.
- His birthday is July 12.

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas: *August 1990*.

When a phrase refers to a month, day and year, set off the year with commas: *Feb. 14, 1987, May 15, 1988*.

It is unnecessary to indicate the year if the event occurs within the same year as the publication.

Do not use "on" with dates when its absence would not lead to confusion: *The program ends December 15*.

Spell out numerical designations first through ninth and use numerals with letter suffixes for 10th and above: *the first semester, the 10th anniversary*.

decades

Do not use apostrophes when all four digits are used: *1940s; the '40s*.

departments

It is preferred to lowercase academic departments except for words that are proper nouns or adjectives: *the chemistry department; the English department*.

Department is used with reference to academic units. Office is used with reference to administrative units.

directions and regions

Lowercase north, south, east, and west when they indicate compass directions: he sat on the east side of the stadium.
Capitalize when these words designate regions: They came here from the Northeast.

em dash

An em dash is used to denote an abrupt change in thought in a sentence or when a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas:

- We will fly to Paris in June – if I get a raise.
- He listed the qualities – intelligence, humor, conservatism, independence – that he liked in an executive.

ensure, insure

Ensure means to guarantee. Use insure when referring to insurance.

every one, everyone

Two words when it means each individual item: *Every one of the clues was worthless*. One word when used as a pronoun meaning all persons: *Everyone wants his life to be happy*.

farther, further

Farther refers to physical distance. Further refers to an extension of time or degree.

fewer, less

Fewer is used with individuals or individual items. Less is used with quantity or bulk.

Jesuit salutations/Jesuit designations

Use full name and designation on first mention. Do not include the formal title of Rev. or Fr. for a Jesuit when using his full name, even on first reference of a story. For example, on first mention, use: *Robert Smith, S.J.* With additional mentions in the same story, use *Fr. Smith*.

Always use a comma after the Jesuit's name followed by S.J. (note use of periods).

For Jesuits in Novitiate through Regency (prior to Ordination) use the honorific Mr.

Jesuits in Novitiate use the designation n.S.J.

junior, senior

Abbreviate as Jr. and Sr. only with full names of persons or animals. Do not precede with a comma.

Magis

Always capitalize and italicize

Mass

Always capitalize

McQuaid Jesuit

First use of the school name is always McQuaid Jesuit. Subsequent uses in the same story or article use McQuaid.

“Men for Others”

Always put in parenthesis. Rule applies for all variations of the phrase.

more than vs. over

More than is preferred with numbers, whereas over generally refers to spatial elements.

- The company has more than 25 employees.
- The cow jumped over the moon.

magazine and newspaper names

Capitalize the in a magazine or newspaper’s name if that is the way the publication prefers to be known. Italicize the name of magazines and newspapers: *The Philadelphia Inquirer*, *Democrat & Chronicle*, *Time Magazine*.

names

Use full name upon first mention – last name upon additional mentions. One exception would be when writing about multiple members of the same family. In that case use first names upon additional mentions.

For children still in school up to the college level use full name upon first mention – first name upon additional mentions.

Regarding using a person’s formal name let judgment and familiarity be your guide.

- *John Smith*, '86, not *Johnathan*
- *Dan Jones*, '85, not *Daniel*.

numerals

Always spell out numbers at the beginning of a sentence unless the number is a year:

- 1976 was a good year.
- Fifteen students attended the event.

Spell out one through nine unless used in reference to:

- Addresses: *5 Sixth Ave.*
- Age: *A 5-year-old boy*; *The boy, 5, has a sister, 10.*
- Dimensions: *He is 5 feet 6 inches tall. The car is 17 feet long.*
- Distances: *He walked 4 miles. He missed a 3-foot-putt.*
- Money: *5 cents*; *\$5 bill*; *8 euros*
- Percentages: *6 percent*
- Speeds: *7 mph*; *winds of 5 to 10 mph*

Use figures for 10 and above:

- They had 10 dogs and four cats.

When large numbers must be spelled out, use a hyphen to connect a word ending in “ty” to another word:

- twenty
- twenty-one
- one hundred forty-five.

OK, OK'd, OKing, Oks

Always capitalize. Do not use *okay*.

percent

One word. Always spell out in text, unless the text is technical or a list: *The teacher said 60 percent was failing.*

photo captions

Always identify individuals in a photo starting from the left. Spell out left, right, and center. Only use a period if the caption is a complete sentence.

Acceptable caption formats include:

- From left: John Jones, Sue Johns, John Doe
- ROTC cadets pictured from left, front row: John Jones, Sue Johns, Jane Doe; from left, back row: John Doe, Ben Smith, Pat Smith
- Members of the flight team are, from left, John Jones, Sue Johns and John Doe.
- John Jones (left) and John Doe enjoyed the event.

said vs. says

Always use says when quoting your subject: "I thought, 'I don't want to be a teacher,' but decided to give it a try," says John Smith. If the quote is from a deceased person, please use said.

Saint Ignatius Loyola

Founder of the Society of Jesus (Jesuits). Always spell out Saint. Do not put *of* between Ignatius and Loyola.

Saint Francis Xavier

The patron saint of McQuaid Jesuit. Always spell out Saint.

seasons

Lowercase spring, summer, fall, winter and derivatives such as springtime unless part of a formal name: *Winter Olympics*, *Summer Olympics*.

"Set Fire Upon the Earth"

English translation of "Ignam Mittere in Terram" used in Jesuit teaching.

Capitalize and put in quotations whether writing it in English or Latin.

state names

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base. Never abbreviate the following states: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

If talking about Rochester, it is assumed the reference is to Rochester, New York and therefore may stand alone.

The following are cities that can stand alone without a state reference:

- Atlanta
- Baltimore
- Boston
- Chicago
- Cincinnati
- Cleveland
- Dallas
- Denver
- Detroit
- Honolulu
- Houston
- Indianapolis
- Las Vegas
- Los Angeles
- Miami
- Milwaukee
- Minneapolis
- New Orleans
- New York
- Oklahoma City
- Philadelphia
- Phoenix
- Pittsburgh
- St. Louis
- Salt Lake City
- San Antonio
- San Diego
- San Francisco
- Seattle
- Washington

the *Spiritual Exercises* of Saint Ignatius Loyola

Always capitalize and italicize *Spiritual Exercises*. May use the *Spiritual Exercises* upon second reference within the same story or article.

time

Use figures, except for noon and midnight, and a space between the time and a.m. or p.m.: 7 a.m., 7:30 p.m.

Use a colon to separate hours from minutes: 11:30 a.m.

Separate spans of time with a dash, no space between the times, or with the prepositions from and to: 8–10 a.m., 8 a.m.–5 p.m., from 8 a.m. to 5 p.m.

Do not combine use of a dash with use of a preposition: from 8 a.m.–4 p.m.

Omit minute placeholders for times on the hour: 7 a.m.

Avoid redundancies such as 10 a.m. this morning. Instead, use 10 a.m. today.

If a time span is during the same part of the day, use a.m. or p.m. only once: 8–10 a.m., 4–6 p.m.

titles

In general, confine capitalization to formal titles used directly before an individual's name. Lowercase and spell out titles when they are not used with an individual's name:

- The president issued a statement.
- The pope gave his blessing.

Lowercase and spell out titles in constructions that set them off from a name by commas:

- The vice president, Joe Biden, was re-elected in 2012.
- Pope Francis, the current pope, was born in Argentina.

Capitalize formal titles when they are used immediately before one or more names:

- Pope Francis
- Vice Presidents John Jones and William Smith

Separate a long title from a name by a construction that requires a comma:

- Charles Robinson, the undersecretary for economic affairs, spoke.
- The undersecretary for economic affairs, Charles Robinson, spoke.

**Please contact Casey MacClaren, '12 for questions,
clarification, or approval requests.**