GUILFORD COLLEGE
BRAND GUIDELINES

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A MESSAGE FROM THE PRESIDENT

I envision Guilford remaining a liberal arts educational institution, with practical hands-on learning, excellence in academics, athletics and the arts, and a strong focus on building and sustaining community in a world where communities are being pulled apart. All of this grows from our roots in putting Quaker values into practice – this philosophy has shaped Guilford for nearly 200 years and is very much relevant to today's world as well. These values are manifest in concerns for social justice, individual freedom and responsibility, peace, integrity, excellence, education and stewardship.

In the next 3-5 years, I envision Guilford becoming financially sound and fully accredited, smaller in size for a while and a leader in creating a sustainable new model for small liberal arts colleges.

We will:

- Deepen our investment in high-quality teaching
- Infuse ethical leadership throughout our offerings
- Attract a broader range of students and supporters
- Increase the impact of the College and its students

We will derive meaning and inspiration from the unique Quaker approach to education that transforms our students and prepares them for the new world they will help to shape. We will strengthen the bonds of community through more in-person engagement, the arrangement of our physical space and the excitement of creating something new together.

President Jean Bordewich
August 2025

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ABOUT THIS DOCUMENT

The overall Guilford College visual brand strategy is governed by these guidelines. Its purpose is to provide direction, guidance and rules that best project and maintain this important identification platform. It also signals the fact that a branding program exists and that specific guidelines must be upheld in order for it to succeed. These guidelines were established in June of 2013, but this is a living document and will be updated as needed.

This resource should be referred to whenever necessary and is shared with those at Guilford College who create, maintain or oversee branded materials. It is given to outside vendors who are responsible for crafting any materials that represent Guilford College.

While not every branding question or application situation can be addressed, many foreseeable communication needs are presented here for your reference. Follow these guidelines, and if you ever have questions about implementing the Guilford College visual brand, contact the Office of Communications and Marketing at 336.316.2071.

Likewise, if you need any of the elements described here (logos, colors, fonts), please reach out to mcrouch@guilford.edu.

OVERVIEW

This page gives an overview of the basic elements of the Guilford College brand identity. Think of them as the building blocks of the brand.

By consistently using these elements, we will help build a distinctive image that is memorable and unique and sets Guilford apart from the competition, while providing a recognizable "face" to the College, its students, staff, faculty, and alumni.

TRADEMARK

The official Guilford College marks are registered with the U.S. Patent & Trademark Office and protected against unauthorized uses.

The Guilford logo must have the registration mark added to it when it is reproduced on a commercial product. The registration mark is not necessary on letterhead and other official College stationery.

Since the logo is a registered trademark, items designed for sale must be submitted to the Office of Communication and Marketing for licensing approval. Anyone with a question about application of this policy should contact the Office of Communications and Marketing at 336.316.2071.

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GUILFORD
COLLEGE

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FLAMA CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Apex Serif
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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WE ARE DESTINED TO CHANGE THE WORLD.
WE ARE GUILFORD.

LOGO SYSTEM

The logo system is the defining feature of an identity that people most closely relate to when they think of any organization. Ours is a symbol of who we are and what we do. Therefore, it is imperative that every instance of the Guilford logo accurately and consistently depicts that image and careful attention is paid to its application.

THE SIGNATURES

The Guilford College and Guilford College Continuing Education signatures have been created with custom letterforms and subtle line-art depth (modern drop shadow). The logotype should never be recreated or substituted. Only the original files of the logo provided by Guilford College should be used.

The primary version of the signatures are 3 color, but there are also 2 color and 1 color versions, as well as versions for when artwork is used at very small sizes. (This smaller version does not include the modern drop shadow as it will not reproduce well when scaled too small.)

THE EMBLEM

The emblem was developed as a complementary logomark to the signatures. It employs the tree mark from the legacy brand (former logo system) as well as the year the College was founded. The full version, for larger applications, also includes the Quaker-based core values. The mini version should be used when needed at small sizes, i.e. when the core value text becomes unreadable.

THE SIGNATURE
STANDARD
SMALLER (NO SHADOW)

THE EMBLEM
FULL (WITH CORE VALUES)
MINI

LOGO SYSTEM

The logo system also includes signature marks combined with specific departments, offices, or buildings. Centers, departments, programs, and main offices may choose to co-brand with the Guilford wordmark. Centers, programs, and main offices at Guilford —unlike clubs, classes, courses, and initiatives, have more flexibility in their identities and are allowed to have a co-branded logo.

SPECIFICATIONS

To create a new specialty logo, contact the Office of Communications and Marketing. For shorter titles, such as Hege Library, you may need to make the type slightly larger in order to achieve balance with the Guilford College wordmark. The text below should always be secondary to Guilford College, but still have enough weight to feel harmonious with the signature. The width of the additional text should be greater than "College" but not as wide as "Guilford."

Only "small words" (prepositions) should be typeset in Apex Italic, such as: the, of, for, and, in, on.

SPECIALTY LOGOS - EXAMPLES

GUILFORD
COLLEGE
OFFICE *of* ADMISSION

GUILFORD
COLLEGE
OFFICE *of the* PRESIDENT

GUILFORD
COLLEGE
OFFICE *of* ENROLLMENT MANAGEMENT

GUILFORD
COLLEGE
OFFICE *of the* ACADEMIC DEAN

SPECIFICATIONS

GUILFORD
COLLEGE
OFFICE *of* ADMISSION

wordmark:
0.585 inches height

above rule: 0.15 inches
below rule: 0.15 inches

rule:
0.5 pt PMS 187
2.5 inches width

lowercase type:
13 pt ApexSerif Medium Italic

all cap type:
15.5 pt Flama Condensed Basic, 35 letterspacing

LOGO SYSTEM

THE SIGNATURE
CLEAR SPACE AND MINIMUM SIZE

CLEAR SPACE

The clear space around all sides of the signature is a minimum of a quarter inch.

When using the signature at very large sizes (on a poster or banner, for example), increase the amount of required clear space proportionately.

MINIMUM SIZES

For the Guilford College signature to have impact in print and online, it must be seen and recognized. To ensure a reliable visual standard, these minimum sizes have been established.

Ideally, the signature is shown at approximately 2 inches in width. When you need to use it smaller, the version with the shadow can be scaled down to 1.75 inches. If needed smaller, use the non-shadow version instead, the minimum size for that artwork is 1.25 inches. Note that a department signature should not be used smaller than 1.35 inches in width.

CLEAR SPACE
0.25 INCH ON ALL SIDES

GUILFORD
COLLEGE

2.15 INCHES IN WIDTH

MINIMUM SIZES

GUILFORD
COLLEGE

1.75 INCHES IN WIDTH

GUILFORD
COLLEGE

1.25 INCHES IN WIDTH

GUILFORD
COLLEGE
ALUMNI & PARENT RELATIONS

1.75 INCHES IN WIDTH

GUILFORD
COLLEGE
RESIDENTIAL EDUCATION and HOUSING

1.35 INCHES IN WIDTH

LOGO SYSTEM

The signature has been created in a variety of color combinations for different uses.

3-COLOR SIGNATURE
PMS 187, 7532, 7501

GUILFORD
COLLEGE

2-COLOR SIGNATURE
PMS 187, 7532

GUILFORD
COLLEGE

1-COLOR SIGNATURE
WITH SHADOW
PMS 187
PMS 7532

GUILFORD
COLLEGE

GUILFORD
COLLEGE

1-COLOR SIGNATURE
WITH SHADOW
REVERSED / WHITE

GUILFORD
COLLEGE

LOGO SYSTEM

The signature should never be stretched or distorted in any way. It should always be used in the exact proportions in which it was created.

Generally, the signature should not be enclosed or encased in any object, including circles or squares. The exception to this rule occurs when the logo is being used in conjunction with a pattern, or when it needs to stand off of a background, such as the masthead of the website.

The signature should never be placed over top of a pattern if it is too low contrast with the background, as it may reduce readability. In this instance, the logo may be placed on top of a shape or crest to preserve the readability.

Always use the signature in its entirety; do not use either word without the other. Do not change the proportions between the two words.

The signature should always be aligned along a horizontal axis, never angled or skewed.
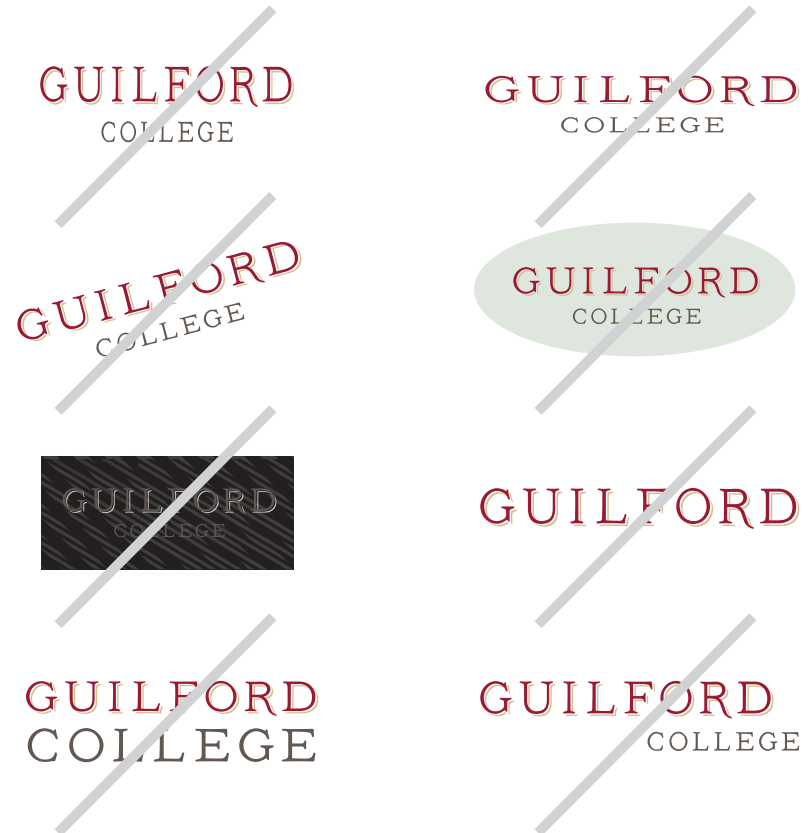
The signature should never be used as a noun or subject on a heading, subheading or sentence.

The signature should not be screened back and used as texture in a background, nor should it bleed off the edge of a page.

CORRECT

GUILFORD
COLLEGE

INCORRECT

LOGO SYSTEM

Whenever possible, use the full emblem, as it includes the core values which are so closely tied to our positioning. If the emblem is being produced at a size where those principles become unreadable, switch to the mini-version.

MINIMUM SIZES

Minimum size for the full emblem is 1.25 inches in diameter.

Minimum size for the mini emblem is 0.825 inches in diameter.

These minimum sizes may vary a bit depending on the printing technique or substrate you are printing on. For instance, if you are screen printing the emblem onto fabric, you will want to use the emblem much larger to ensure readability (4 inches is ideal).

SEAL

The emblem does not replace —and should not be substituted for — the official Guilford College Seal. The College Seal is used to prove authenticity on Guilford documents. It is exclusively reserved for official documents such as Guilford College diplomas, commencement documents, transcripts, certificates, College catalog, formal letters and invitations. The Guilford seal may not be used without approval from the Office of Communications and Marketing.
See Appendix A.

**FULL EMBLEM
WITH CORE VALUES**

1.25 INCHES IN WIDTH
MINIMUM SIZE

**MINI EMBLEM
FOR SMALLER SIZES**

0.825 INCHES IN WIDTH
MINIMUM SIZE

LOGO SYSTEM

The emblem can be used in any of the Guilford primary or secondary colors. It can also be used in either black or white, overprinting or knocking out of a background color.

The emblems are always 1-color.

USAGE

The emblem can be used in creative ways, especially when the piece also has the signature mark on it, and the emblem is the second brand mark. It can be a "watermark", or used more texturally. It can bleed off an edge or be tilted at a slight angle.

It can also be used lower contrast, especially at larger sizes. The emblem has a traditional collegiate seal appearance, but can be used in a more creative ways to keep it modern and youthful. Design samples showing this usage are included at the end of this document.

1-COLOR FULL EMBLEM
PMS 187
PMS 7532
PMS 7530

1-COLOR MINI EMBLEM
PMS 187
PMS 7532
PMS 7530

1-COLOR EMBLEMS
WHITE

LOGO SYSTEM

The emblem should never be stretched or distorted in any way. It should always be used in the exact proportions in which it was created.

The emblem should not be encased in another shape.

The emblem can be used over color, images, or subtle patters/textures, just be sure that it maintains readability. It can be low contrast, or used like a 'watermark', but should not lose readability altogether.

Do not use text over the top of the emblem, as both the emblem and the copy are too difficult to read.

The emblem should always be 1-color; do not selectively change color to elements within the emblem.

Always use the emblem in its entirety; do not use part of the artwork or remove any of the elements making up the full or mini emblem. Do not extract just the tree from the logo and use it on its own.

The emblem can be used at a slight angle, but do not rotate it more than 25 degrees in either direction.

CORRECT

INCORRECT

LOGO SYSTEM

USAGE OF SIGNATURE & EMBLEM TOGETHER

The logotype and the emblem can be used together on any marketing piece, but should not be stacked or placed next to each other, since that would be repetitive and the proportions might appear awkward. The logotype should generally be on every piece as the consistent brand mark, and the emblem can be used more liberally and in different applications, such as overlaid on a pattern or image.

The emblem can be used in ways that the logotype cannot. For instance, you could bleed the emblem, you can tilt it, and use it as a layered effect over images (multiplied or with some transparencies).

INCORRECT:
DO NOT STACK OR USE SIGNATURE AND EMBLEM SIDE BY SIDE

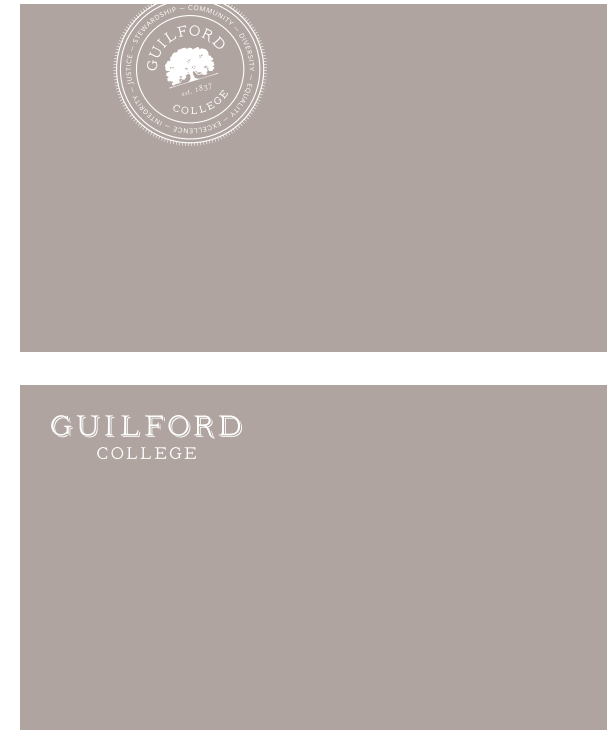# LOGO SYSTEM

Generally, every marketing piece will have the signature. The emblem can be added as well, as a separate element on the piece, not stacked or next to the signature, but with its own clear space on another area of the printed piece.

CORRECT:
USE THE SIGNATURE AND EMBLEM ON THE SAME PRINTED PIECE, AS TWO SEPARATE ELEMENTS
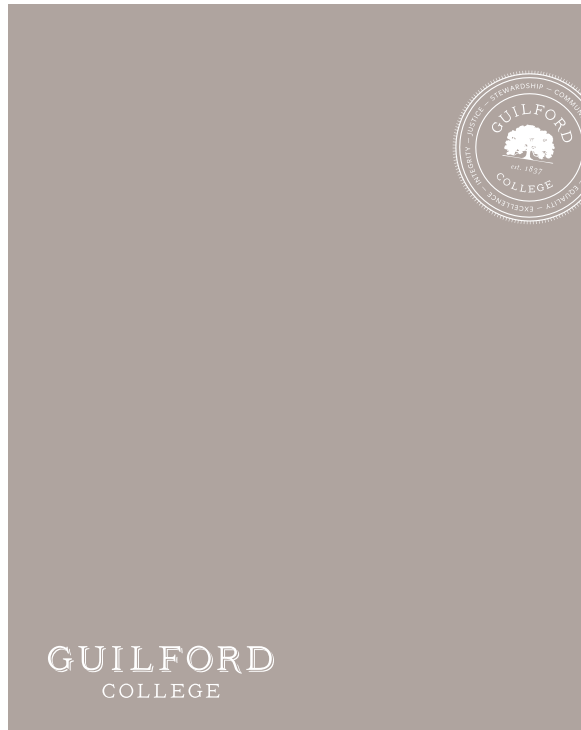
BROCHURE COVER

POSTCARD FRONT & BACK

LOGO SYSTEM

"UNIQUELY GUILFORD"

Logomarks are also available for the Admission recruiting initiative "Uniquely Guilford." These marks have designated colors within the overall palette and can be used in tandem with the College logomark. Be sure to give each logomark its own clear space if you use them on the same piece.

The "Uniquely Guilford" mark has 3 versions: with and without the "College" and "Greensboro, NC." When using these marks outside of campus or the local Alumni affiliates, use the full name version; once your audience is familiar with the program or already participating, you can use the local version, or interchange them as necessary. Each version is available in burgundy, black, white (not shown), gray and warm red.

There are also complimentary "G" marks, for use on social media in support of the "Uniquely Guilford" initiative, or as a supplemental design element (see pages 2 and 33 for examples).

ON-CAMPUS AND LOCAL

COUNTY AND STATE-LEVEL

NATIONAL/INTERNATIONAL

SCRIPT "G"

COLOR

PRIMARY, SECONDARY & ACCENT COLOR PALETTE

Color plays an important role within the Guilford College visual identity. It is representative of the school's history as well the vibrant, dynamic energy seen and felt on campus every day. It is classified in three different segments: Primary, Secondary and Accent. Generally speaking, primary colors will be used the most, then secondary. Accent colors are utilized for pops of color and calling attention to specific elements.

REPRODUCING THE COLORS

PMS (Pantone Matching System) colors are printed with the most accuracy and consistency, and should be used whenever possible. The primary colors, especially PMS 187 (Guilford Maroon), are the most important to print with the same rich density and accuracy every time. CMYK, or Cyan, Magenta, Yellow, and Black, are used in combination to create every color in the spectrum (an alternative to using PMS or spot colors). The color palette can be converted to CMYK equivalents when printing 4 color process instead of flat colors. RGB, or Red, Green, and blue are specifically for on-screen usage.

PRIMARY COLORS

PMS	187 U / 187 C
CMYK	27-100-75-23
RGB	152-27-54
HEX#	981b36

PMS	7501 U / 7501 C
CMYK	17-22-50-0
RGB	213-190-140
HEX#	d5be8c

PMS	7532 U / 7532 C
CMYK	56-56-60-30
RGB	99-88-81
HEX#	635851

SECONDARY COLORS

PMS	WARM RED U/C
CMYK	0-90-100-0
RGB	239-65-35
HEX#	ef4123

PMS	7530 U / 7530 C
CMYK	32-32-33-0
RGB	176-165-160
HEX#	b2a5a0

PMS	630 U / 630 C
CMYK	50-0-16-0
RGB	119-205-215
HEX#	77cdd7

ACCENT COLORS

PMS	2685 U / 2685 C
CMYK	83-94-0-0
RGB	84-57-150
HEX#	543996

PMS	3405 U / 3405 C
CMYK	100-0-78-0
RGB	0-167-112
HEX#	00a770

PMS	602 U / 602 C
CMYK	11-0-85-0
RGB	234-232-72
HEX#	eae848

COLOR

The color palette can be used in a variety of ways depending on the purpose of the printed or online communication.

CREATING PALETTES WITHIN SYSTEM
Utilize the primary colors for more straightforward or institutional communications. Add a secondary color or two for more vibrancy, if appropriate.

The sample palettes created to the right represent how you might select colors and use them for a particular audience or targeted campaign. The varying width of the color bars represents the proportion of color used on the piece.

The brighter red in combination with the Guilford Maroon gives it more 'punch' and feels more lively. Look for interesting combinations of the color palette, starting with a primary, and adding secondary/accent colors to bring the piece to life, giving it energy and memorability.

NOTE: These sample palettes are just examples, but not 'rules' by any means. The important point is to select colors that are audience-appropriate.

SAMPLE COLOR COMBINATIONS

APPROPRIATE PALETTE FOR:
CORRESPONDENCE FROM THE PRESIDENT
COLLATERAL FOR THE BOARD OF TRUSTEES
ADVANCEMENT APPEAL FOR OLDER ALUMNI

APPROPRIATE PALETTE FOR:
QUAKER CLUB CAMPAIGN
ALUMNI NEWSLETTER
CCE BROCHURE & AD CAMPAIGN

APPROPRIATE PALETTE FOR:
ADMISSION BROCHURE
PROSPECTIVE STUDENT E-BLAST
CORRESPONDENCE TO CURRENT STUDENTS

TYPOGRAPHY

PRIMARY TYPEFACES

Typography is an important aspect of the Guilford College brand. The consistent use of select fonts will, in time, create a welcome and familiar visual tone that is meant to enhance recognition.

PRIMARY TYPEFACES

The three main typefaces for Guilford College are: Flama Condensed, Apex Serif and Flama.

Flama Condensed is generally used as display type and is always all-cap. It should be used throughout the brand communications as title treatments, on posters, brochures, the website, and signage/banners. It is a confident, strong, condensed face that works well with bold statements and headlines. Depending on the size it is used at, choose between the Basic or Medium weight.

Apex Serif is used most often for body copy but is a very flexible typeface that can be used for a variety of purposes. It is a modern slab serif that is warm, approachable and youthful. It is a nice complement to Flama Condensed.

HEADLINES / TITLE TREATMENTS

FLAMA CONDENSED BASIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

FLAMA CONDENSED MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

BODY COPY / SUBHEADS

Apex Serif Book
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Apex Serif Book Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Apex Serif Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Apex Serif Medium Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Apex Serif Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Apex Serif Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

TYPOGRAPHY

Flama Condensed is the non-condensed version within the typeface family and is also quite flexible in its potential usage. It works well at rather small sizes because of its clean lines and simple letter-forms.

The primary typefaces are available for license at: www.vllg.com.

SECONDARY BODY / CALL-OUTS / CAPTIONS

Flama Semibold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Flama Semibold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

TYPOGRAPHY

In certain situations, it may not be possible to use the primary typefaces. These instances may include letterhead, website and other applications that rely on equipment which only have system fonts installed.

PREFERRED

The website uses Google Fonts that are readable on all machines for a consistent type style that very closely matches the primary typefaces.

Google Fonts are web-friendly, open source, and free to download at:
http://www.google.com/fonts/

The fonts can be downloaded and installed on your local hard drive to be used for either print or online communications.

SYSTEM FONTS

If you are creating a document and *only* system fonts are available to you, use these recommended typefaces in place of Flama & Apex Serif.

REPLACEMENT TYPEFACES — PREFERRED

FJALLA ONE (IN PLACE OF FLAMA CONDENSED)
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Roboto Slab Regular, **Bold** (in place of Apex Serif)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Roboto Regular, *Italic*, **Bold**, ***Bold Italic*** (in place of Flama)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

REPLACEMENT TYPEFACES — SYSTEM FONTS

TAHOMA REGULAR (IN PLACE OF FLAMA CONDENSED)
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Cambria Regular, *Italic*, **Bold**, ***Bold Italic*** (in place of Apex Serif)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Calibri Regular, Italic, Bold, Bold Italic (in place of Flama)
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

POSITIONING

In stories featuring our current students, alumni, faculty and staff on web pages and in other communication channels, we will describe how Guilford College is committed to an excellent education that is unique in a number of ways, including:

- Unique faculty-staff-student relationships
- Nurturing campus community
- Innovative, practical and interdisciplinary liberal arts curriculum
- Quaker-inspired values

CREATING NEW CONTENT

GUILFORD COLLEGE PROVIDES AN ETHICAL AND PRACTICAL EDUCATION FOR A CHANGING WORLD.

EDITORIAL STYLE

These style guidelines should be applied to all editorial copy produced or edited by the College. For specific questions on written communications for Guilford, please contact: Robert Bell bellrw@guilford.edu.

Courtesy titles: In accordance with Quaker traditions, courtesy titles (i.e., Mr., Mrs., Dr.) are not used.

Professional titles: In most instances, titles should follow the name. *Jane Smith, Professor of Biology, is leading the panel discussion.*

Alumni and student class names and years: When referencing a Guilford student or alum, the name must be followed by the appropriate class year. A comma does not follow the name, and the apostrophe must face outward: *Jane Smith '01.* When referencing current students, the same style should be applied.

College: When referring to Guilford, capitalize College. *The College will hold Commencement on May 8.* When using the phrase "the College" within text to refer to another institution or to college in general, college is lowercase. *The student transferred from another college.*

First-year: Hyphenate references to first-year students. The exception is when referring to the First Year Center, First Year Program and First Year Experience. The College does not use the designation of freshman.

Fundraising: Do not hyphenate the word fundraising.

Web addresses: A Web address is not underlined unless it is a hyperlink within electronic text or it contains a URL. Do not use www with the URL. *guilford.edu.*

Department and office names: When referring to an office or department as a proper name, the reference should appropriately begin with "Department of" or "Office of." Examples are:

+ Proper names: Center for Continuing Education, Department of Foreign Languages, Office of Admission, Office of the President, Multicultural Resource Center, The Learning Commons.

+ Certificates, headers for letterhead, business cards or address listings should refer to the proper name.

+ Second references within text, such as "the center" or "the department," should be lowercase.

Majors: In general, majors should be capitalized. *She is a Business Management major. He changed his major from Philosophy to German. A workshop for English majors will be held Feb. 2. He is Professor of Religious Studies.*

Guilford: After the first reference to "Guilford College" in a text document, all subsequent references should be simply "Guilford" or "the College."

Campus organizations: All references to the proper name of a campus program, club or organization should be capitalized. Examples: *the Honors Program, the First Year Program, Biohazard.*

Course titles: In text, should be capitalized without quotation marks only when using the full, formal title. Partial or informal references to courses should be lowercase. (*Examples:* Human Biology, Introduction to Poetry, Comparative Politics)

Building and facility titles: On first reference in text, use complete title of a building, room or other facility. Capitalize names of specially designated rooms. *Leak Room, King Hall Room 126* .

Class Years: Where possible, students and Alumni should have their class year listed after the first reference to their name in an article (not necessarily in article titles). The apostrophe curves toward the class year. *Karen Martin '16, Donna Rasmussen '04.* Masters Graduates would include 'MS or MBA [class year]' after the graduation year (if applicable). Alumni names and class years are bold whenever possible.
Hunter Neal '22, MS '23

Core Values: When referencing the College's Core Values within text, the "C" & "V" should be capitalized. *The College has seven Core Values.*

Campuswide is one word, no hyphen.

Adviser per AP style.

EDITORIAL STYLE

Guilford draws its style guidelines from *The Associated Press Stylebook*. For those who are unfamiliar with this guidebook, here are some common style points.

Century: Should be written lowercase, with numbers less than 10 spelled out (Example: *the sixth century; the 20th century*), unless part of a formal title.

Colon: Capitalize the first word after a colon only if it starts a complete sentence or is a proper noun.

+ Colons go outside quotation marks unless they are part of the quotation itself.

+ Use a colon to introduce longer quotations within a paragraph and to end a paragraph that introduces a paragraph of quoted material.

Commas: In a simple series, use commas to separate elements, but do not put a comma before the conjunction. *I had tea, cakes and bread for a snack.* However, put a comma before the concluding conjunction if an element of the series needs a conjunction. *I had tea, cakes, and bread and butter for a snack.* Also use a comma before the final conjunction in a complex series of phrases.

+ Use a comma to separate adjectives that are equal in rank. Adjectives are equal if the comma could be replaced by "and" without changing the sense of the phrase. Example: *a dark, dangerous street*.

+ Use a comma to introduce a one-sentence, complete quotation in a paragraph. Do not use a comma before an indirect or partial quote.

+ Commas are used to separate names of cities and names of states or nations. *The group traveled from London, England, to Edinburgh, Scotland.*

+ A comma is always used after a state name or nation unless it concludes the sentence.

+ Commas are always placed inside quotation marks.

+ Do not use commas to set off an essential phrase in a sentence. An essential phrase is needed to specify what the author had in mind. *Novelist Jane Doe is coming to campus next week for a reading.* No comma is used because there are many novelists; without the name, the reader would not know which is meant.

+ Use commas to set off a nonessential phrase in a sentence. A nonessential phrase provides additional information to the reader, but the reader would not be misled without it. *The writer who came to Guilford last week, Jane Doe, has another book coming out soon.* The name of the writer is informative, but its absence would not change the meaning of the sentence.

+ Use commas to set off an individual's hometown and/or age when they are set in apposition to the individual's name. *Jane Jones, 34, wrote the novel. Miles Richards, of Bridgewater, Va., was her editor.*

Composition Titles: Apply the guidelines listed here to book titles, movie titles, opera titles, play titles, song titles, television program titles, and the titles of lectures, speeches and works of art.

+ Titles and subtitles of published books, pamphlets, proceedings and collections, periodicals and newspapers and section of newspapers published separately (*New York Times Book Review*) are set in italics. Such titles issued in microfilm are also italicized.

+ Titles of articles and features in periodicals and newspapers, chapter titles and part titles, titles of short stories, essays and individual selections in books are enclosed in quotation marks. "A Defense of Shelley's Poetry," by Kathleen Raine in the *Southern Review*.

+ Titles of movies, plays, songs, television programs and most other compositions are enclosed in quotation marks and not italicized.

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

+ Also capitalize words of fewer than four letters and articles (a, an, the) if they are the first or last words in a title. *For Whom the Bell Tolls, Of Mice and Men, Time After Time.*

Dates: Use Arabic figures, without nd, rd, st or th, within all text. *Sept. 22.* It is unnecessary to add the day of the week in most cases. *July 23 (not Saturday, July 23rd.)* See "Months."

Dollars: Use figures and the $ sign in all cases except casual references or amounts without a figure. For specified amounts, the word uses a singular verb. *She noted that $1,000 is what they asked for.*

+ For amounts greater than $1 million, use the $ and up to two decimal places.

EDITORIAL STYLE

Hyphens: A compound modifier is two or more words that express one concept. When a compound modifier precedes a noun, hyphens should be used to connect all the words in the compound, except the word very and adverbs that end in –ly. Examples: *a first-quarter touchdown, a full-time job, reddish-brown hair; an easily forgotten time.*

+ Many modifiers that are hyphenated before a noun are not hyphenated when they come after a noun. *The team scored in the first quarter. She works full time.*

+ When a modifier that would be hyphenated before a noun comes after a form of the verb to be, the hyphen is usually retained. *The man is well-known. The woman is quick-witted. The children are soft-spoken.*

+ When hyphenation is used in a title, do not capitalize the second word. *Human Rights: Global and Cross-cultural Perspectives"*

Months: 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. When a phrase refers to a month, day and year, set off the year with commas. *January 1972 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 14, 1987, was the target date.*

Names: In general, use the last name only on second reference.

+ Do not use courtesy titles such as Mr., Mrs., Miss or Ms. unless they are part of a direct quotation or are needed to differentiate between people who have the same last name.

+ Abbreviate Jr. and Sr. only with full names of persons. Do not precede by a comma. *Martin Luther King Jr.*

Numerals: Spell out whole numbers below 10 and use figures for 10 and above. *They had three sons and two daughters. They planted 12 trees last year. They had 10 dogs, six cats and 97 hamsters.*

+ Use figures for all ages, including those of animals and inanimate objects.

+ Spell out a numeral at the beginning of a sentence. If necessary recast the sentence. There is one exception – a numeral that identifies a calendar year.

Wrong: 493 students graduated from our high school.

Right: Last year 493 students graduated from our high school.

Right: 2001 was a tumultuous year.

Punctuation with Quotes: Use quotation marks to surround the exact words of a writer or speaker.

+ Running quotations: If a complete paragraph of quoted material is followed by a paragraph that continues the quotations, do not put close-quotes at the end of the first paragraph. Do put open-quotes at the start of the second paragraph, continuing in this way for succeeding paragraphs. Use close-quotes only at the end of the quoted material.

+ Use quotation marks to set off the first reference to a term that may be unfamiliar to the reader.

+ When using a partial quote, do not put quotation marks around words that the speaker could not have used.

+ When a quote is within a quote, alternate between double and single quotation marks.

Seasons: Seasons and derivatives (i.e., wintertime) are lowercase unless part of a formal name. Examples: *fall, winter, springtime, fall semester, spring semester 2004, Summer Olympics*

Semicolon: In general, use a semicolon to indicate a greater separation of thought than a comma, but less than that of a period. The basic guidelines:

+ Use semicolons to separate elements of a series when the individual segments contain material that needs to be set off by commas. *He leaves a son, John Smith of Chicago, Ill.; three daughters, Jane Smith of Wichita, Kan., Mary Smith of Denver, Colo., and Susan, wife of William Kingsbury of Boston, Mass.; and a sister, Martha, wife of Robert Warren of Omaha, Neb.* Note: the semicolon is used before the final "and" in such a series.

+ Use a semicolon when a coordinating conjunction such as and, but or for is not present. It must connect two complete sentences closely linked and can be replaced by a conjunction and comma. *The package was due last week; it arrived today.*

EDITORIAL STYLE

States: Spell out the names of the 50 U.S. states when they stand alone in text.

+ Use state abbreviations within text in conjunction with the name of a city, county, town, village or military base. The abbreviations are:

Ala. Ariz. Ark. Calif. Colo. Conn. Del. Fla. Ga. Ill. Ind. Kan. Ky. La. Md. Mass. Mich. Minn. Miss. Mo. Mont. Neb. Nev. N.H. N.J. N.M. N.Y. N.C. N.D. Okla. Ore. Pa. R.I. S.C. S.D. Tenn. Vt. Va. Wash. Va. Wis. Wyo.

The names of eight states are never abbreviated in text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Memory aid: Spell out the names of the two states that are not part of the contiguous United States and of the continental states that are five letters or fewer.

+ The preferred style is outlined above. The exception to this style is when the state name is used as a part of a mailing address. Any state abbreviation that appears on letterhead, envelopes, business cards or other pieces that will be processed by the U.S. Postal Service should reflect postal standards:
Alabama: AL; Alaska: AK; Arizona: AZ; Arkansas: AR; California: CA; Colorado: CO; Connecticut: CT; Delaware: DE; Florida: FL; Georgia: GA; Hawaii: HI; Idaho: ID; Illinois: IL; Indiana: IN; Iowa: IA; Kansas: KS; Kentucky: KY; Louisiana: LA; Maine: ME; Maryland: MD; Massachusetts: MA; Michigan: MI; Minnesota: MN; Mississippi: MS; Missouri: MO; Montana: MT; Nebraska: NE; Nevada: NV, New Hampshire: NH; New Jersey: NJ;

New Mexico: NM; New York: NY; North Carolina: NC;

North Dakota: ND; Ohio: OH; Oklahoma: OK; Oregon: OR; Pennsylvania: PA; Rhode Island: RI; South Carolina: SC; South Dakota: SD; Tennessee: TN; Texas: TX; Utah: UT; Vermont: VT; Virginia: VA; Washington: WA; West Virginia: WV; Wisconsin: WI; Wyoming: WY)

Times: Use figures except for noon and midnight. Capitalize "noon" and "midnight" only when they begin a sentence or are part of a proper name. *The basketball team held its annual 'Midnight Madness' event on Friday.* Never use "12 noon" or "12 midnight."

+ Use a colon to separate hours from minutes only. Periods must be used when defining a.m. and p.m. Examples: *1 p.m., 11 a.m., 3:30 p.m.*

Titles of Individuals: Titles are always capitalized and spelled out. *The President issued a statement. The Pope gave his blessing.*

+ Titles are also capitalized and spelled out when they are set off by commas. *The Vice President, Nelson Rockefeller, declined to run again. Paul VI, the current Pope, does not plan to retire. John Smith, Professor of History, delivered his paper at the recent conference. Jane Smith, Vice President of Communications and Marketing, attended the conference as well.*

+ Capitalize a title when it precedes an individual's name and is not set off by commas. *Vice President Jane Smith attended the conference as well.*

Web Terms: Capitalized: Web feed, Web page, the Web. Not capitalized: website, webmaster, webcam, webcast.

+ Email (with no hyphen).

+ Internet (considered to be a formal noun; always capitalized).

PRESS POLICIES

The news media provide an important communication channel to the citizens of Greensboro, the region, state and nation. Public understanding and support of Guilford College's programs can be enhanced through the maintenance of good working relationships with the media and the provision of information in a cooperative, coordinated fashion. This policy pertains only to matters related to the College or that would affect the College. Also, persons related to the College should be clear that they are not representing the College when stating personal opinions.

Guilford's media policy and practices are based on a commitment to supplying information to which the media have a just and reasonable claim. Policies and practices take into account Guilford's status as a private higher education institution and federal laws governing the release of information. With that in mind, there may be limitations to protect the rights of students or employees.

CONTACT WITH THE MEDIA

1. It is expected that direct contact between the College and the media will be initiated by or through the Office of Communications and Marketing. Having a reliable one-stop shop fosters media confidence in the institution and ensures that the College speaks with "one voice," especially on sensitive issues.

2. Communications and Marketing staff is available to assist media with contacting other members of the College community. Contact Robert Bell (bellrw@ guilford.edu).

3. Student contact information will not be released by the Office of Communications and Marketing without permission of the student. In most cases, College staff will ask a student to return the media call. The College switchboard does not release student contact information.

4. Occasionally, there will be a need for media to contact a member of the administration, faculty or staff at home after regular business hours. The Communications and Marketing staff will handle these requests with appropriate sensitivity.

5. In speaking with the media, an individual should answer a reporter's question as fully and openly as possible. If an individual is uncertain as to how much information should be provided, it is appropriate to redirect the inquiry to the next administrative level or to the Office of Communications and Marketing.

6. If a media representative requests a copy of an internal document that has not been publicly released, this request should be directed to the Office of Communications and Marketing.

7. When speaking with media representatives, consider the following tips:

+ When possible, prepare your message with three to five key points.

+ State important facts first. Be concise and avoid complex explanations. Electronic media are in search of "sound bites."

+ Tell the truth. Don't guess at the facts and don't exaggerate. If you cannot answer the question, give a reason and/or offer to obtain additional information.

+ Avoid saying "no comment." This gives the impression you have something to hide. Rather, say, "It would be inappropriate to comment or speculate on the matter."

+ Never make "off the record" comments. Assume that your entire conversation with the interviewer is on the record.

+ When communicating by email, be mindful of the difference in tone versus a conversation.

PRESS POLICIES

The College has established a separate Crisis Communications Policy that is part of the Emergency Operations Plan.

The Chief Communications Officer is a member of the College's Crisis Management Leadership Team and is responsible for working with Public Safety, Facilities and Campus Services and other offices to assess the situation and prepare the College response(s).

The Office of Communications and Marketing coordinates release of all information to the media and other internal and external constituents in the event of a crisis or major emergency situation.

SOCIAL MEDIA

BEST PRACTICES & GUIDELINES

We want every department to actively engage with our community, students and global network. Social media is a free resource we can use to quickly share our efforts far and wide and provides a platform to build connections along the way. Social media can also be exciting – and at times seem overwhelming. As a college, everything we post reflects on the College – but does not necessarily represent the views of the entire school – and therefore we have a shared responsibility to use social media wisely. To help your team, department, or club use social media more effectively, here are the College's tips, best practices and guidelines.

If you have any questions, please contact the Office of Communications and Marketing for guidance.

BRANDING ITEMS FOR PROFILES AND PAGES
+ Profile photo or logo
+ Cover photos (Facebook, Google+, Twitter)
+ Backgrounds, color palette (Twitter)
+ Messaging & voice

GETTING STARTED
If your academic or administrative department are currently using or plan to use social media please follow these guidelines.

+ Notify Communications and Marketing of your efforts. Contact Ty Buckner, Chief Communications Officer at 336.316.2248 or rbuckner@guilford.edu

+ Institutional pages and profiles must identity a person responsible for content (i.e. department head).

+ Pages and profiles must use webcomm@guilford.edu as the user email as a backup should administrators leave Guilford College.

+ Remove dead profiles or pages that you do not plan to update any further and notify Communications and Marketing.

+ For a consistent look and feel, Communications and Marketing can provide profile photos, logos and art-work to complete your profile.

CONTENT GUIDELINES
+ Use the "College voice", blog posts and long posts can be more formal, micro-blogging such as Twitter and Instagram can be shorter and more conversational.

+ Frequency should be determined by the platform and relevance (preferably daily or weekly).

+ Tone should be professional and in good taste.

+ Remove defunct profiles or pages you do not plan to update further.

CONTENT TYPES TO CREATE OR COLLECT
+ Photos & videos
+ Text updates
+ Posts directed at specific people
+ Questions
+ How-tos
+ Reposts, relevant links

ENGAGE
+ Create conversations, don't just post news.

+ Share, show thanks/engage with students, alumni, staff, teachers and community partners.

+ Create space for audience to communicate with each other (hashtags, etc).

+ Be kind, consistent, set rules.

+ Lead with questions, ask your audience to do things.

SOCIAL MEDIA

BEST PRACTICES & GUIDELINES (CONTINUED)

BEST PRACTICES

+ Review content for grammar/spelling before posting.

+ Link to Guilford pages when possible rather than external sources.

+ Strive for accuracy in information, especially as it relates to College facts & figures.

+ Make every effort to be consistent with Guilford's naming conventions or titles.

+ Monitor comments and respond in a timely manner (it is your responsibility to delete spam comments or block offensive comments).

+ Be polite and avoid over-reacting to critical comments. Engage with those users in a calm, constructive manner.

+ Under no circumstances should private or confidential information be posted through social media.

+ If a discussion occurs involving individuals in sensitive situations on a media site be sure those people cannot be identified.

+ Employees may not post content or conduct activity that fails to meet applicable state and federal laws.

+ For employee protection, it is critical that everyone abide by copyright laws (ensure you have permission to reproduce content owned by others).

+ If you ever have a question dealing with a difficult situation, contact Ty Buckner at rbuckner@guilford.edu.

LISTEN & RESPOND

+ Make time to listen – students & alumni just want to be heard and social media is the perfect opportunity to engage with them.

+ Refine your efforts based on feedback.

+ Scale when needed (bring in more contributors).

+ Filter out what's not important.

CAMPAIGNS

+ Create & implement short-term campaigns.

+ Set goals. For example: awareness of new brand; increase attendance to specific event or game; acquire new followers, etc.

+ Promote: cross-promote social networks, share Web content, giveaways, sneak peeks, strategic partnerships with community partners.

MEASURE & SHARE SUCCESSES

+ Give numbers context (for example: increase/decrease from the previous year).

+ Give yourself enough time to track and share.

+ Track consistently: monthly in a spreadsheet, track spikes, and look for patterns.

+ Measure what's important ...
An awareness campaign might measure: press mentions, follower count, retweets, shares, comments per post, check-ins.

Student service campaigns might measure: feedback from current students or alumni.

ENCOURAGE DIGITAL TO REAL WORLD TIE-INS

+ Encourage tweets, Facebook/Foursquare check-ins on location.

+ Encourage Instagram users to post photos with hashtags.

+ Share updates, thereby creating a shared history for students and alumni not physically present.

+ During events or meetups, encourage post-meeting engagement through social outlets.

+ Via social media, encourage in-person meetups to reinforce habit of relationships existing outside of online environment.

CONTESTS

+ Try to have many winners, not just one (encourages more participation).

+ Strategically schedule to boost fan count (such as right before you hit 100, 500, 1000, etc).

+ Facebook has particular privacy laws and usage terms; it's typically easier to use 3rd party vendors.

+ Be creative, follow-up with winners, post winners and thank them — create buzz for the next contest.

SOCIAL MEDIA

BEST PRACTICES & GUIDELINES

BLOGGING BEST PRACTICES

+ Create big picture content schedule (monthly).

+ Create post-type schedule (weekly).

+ Write ahead of time, up to 3 weeks of canned content for stakeholders to review.

+ Schedule posts.

+ Have a viewpoint, show expertise.

+ List top 10 best posts, which quickly describes your blog and is an easy point of entry for new viewers.

+ Capture readers through subscription sign-up and engage often with these readers (they proactively showed interest in your content).

+ Promote posts via Twitter/Facebook.

+ Follow-up on comments; engagement through comments is one of the fastest way to grow readership and encourage return visits.

HASHTAGS

Any word preceded by the symbol **#** is called a hashtag. Hashtags are usually clickable and searchable and can be found on Twitter, Facebook, Google+, Instagram and Pinterest. Words that are tagged can be used to create conversations around an idea. We encourage you to use standard hashtags commonly used by Guilford College or create your own.

Preferred hashtags used by the College are:

#weareguilford
#goquakers
#guilfordgrads

The hashtag **#**weareguilford is generally used by current students. It shows our pride and unity, and ties into our positioning statement.

#goquakers is commonly used to support our athletic teams and school spirit.

Alumni typically use **#**guilfordgrads to tag a post or tweet.

For example:

Enjoyed a great day watching Guilford Soccer vs. Bay View! **#**goquakers!

Just saw the amazing new work in the main gallery at Hege - wow! **#**weareguilford

Can't wait for our mini-reunion this weekend. **#**guilfordgrads

TIPS FOR CREATING YOUR OWN HASHTAGS

If you create your own, keep it short, concise and easy to remember. Microblogging services have short word counts and don't lend themselves to lengthy hashtags.

You can also use your own hashtag in combination with the preferred hashtags. For example: *Info session to-night for our adult degree program – visit guilford.edu #guilfordCCE #weareguilford*

IMAGERY

The Guilford image library was created to support the brand visuals with dynamic, colorful and engaging photography.

The library covers many aspects of the Guilford experience, such as:
▪ Campus Life
▪ Academics & Faculty
▪ Athletics, Teams & School Spirit
▪ Friendships & Fun
▪ Activities & Clubs

The images should be used to portray authenticity as well as reflect the Core Values.

Those interested in marketing imagery can access photos through the Guilford College Hege Library database collection via Artstore at https://library.artstor.org/#/. On the left, select "Institutional Collections." Feel free to explore — and know that what you're looking for is likely to be found at the "Guilford College Campus Images" link. Once you open the page, you'll see a few images and search options. BE SURE TO CHECK the "search within collection" box or you'll be searching all of Artstore's images instead of just Guilford's. You should be able to enter a word, such as "CTIS," and you'll receive options. Click to download. If you're on campus you should have full access; if you're off campus it may make you ask for permission of marketing, which we will automatically receive via email. We will respond to your request as quickly as we're able.
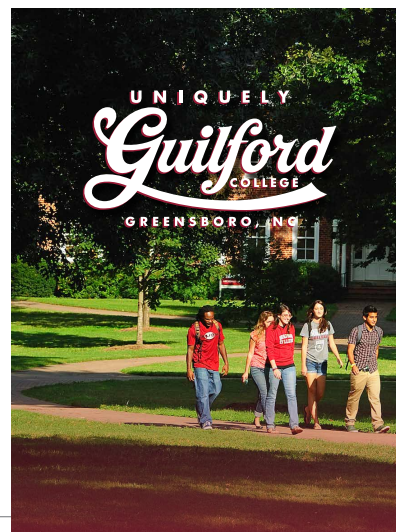
IMAGERY

Whenever possible, use images large and full-bleed. This allows the photography to have a lot of impact and viewers can connect with the subjects of the image.
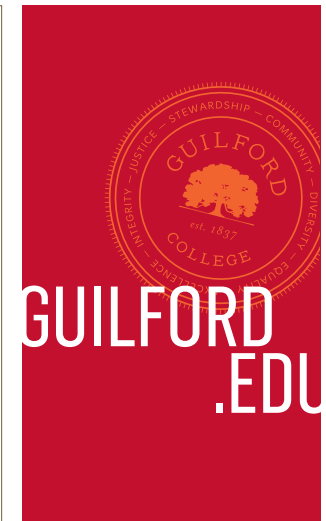
Photographs should generally be used in full color with rich saturation, particularly for campus shots and athletics. You can utilize image treatments in some cases, such as black & white or reduced saturation, particularly for social media (i.e. instagram filters & options).

When overlaying type on an image, if there is not enough contrast, use a color block, multiplied with the background to create a type area with better contrast. Always use these type areas away from the central focal point of the photograph so that the image is the primary focus, and the type is supportive. The Flama Condensed all-cap headlines work well over images.

SAMPLE TYPE & IMAGE USAGE

DESIGN SAMPLES

STATIONERY & BUSINESS CARD

GUILFORD
COLLEGE

FIRST LASTNAME '08
Admission Counselor

P / 336.316.2392
F / 336.316.2954
lastnamef@guilford.edu

5800 West Friendly Avenue
Greensboro, NC 27410

guilford.edu

GUILFORD
.EDU

GUILFORD
COLLEGE

5800 West Friendly Avenue
Greensboro, NC 27410

GUILFORD
COLLEGE

5800 West Friendly Avenue, Greensboro, NC 27410   **P** / 336.316.2000   **F** / 336.316.2000   **guilford.edu**
PROUD MEMBER OF *Colleges That Change Lives*

DESIGN SAMPLES

The address block for Guilford College uses 8pt Apex Serif Book, ideally in PMS 7532, but it can also print in Guilford Maroon (187) or black.

Phone (P) and Fax (F) are set in 8pt Apex Serif Bold, PMS 187.

Admission stationery should include the line "Proud Member of Colleges that Change Lives", set in 6.75pt all-cap Apex Serif Bold for the "Proud Member of" and 7.75pt Apex Serif Bold Italic for "Colleges That Change Lives", with 14pt leading.

The website address is set in 8pt Apex Serif Medium, PMS 187.

WEBSITE URL
All stationery & business cards should use the website address: **guilford.edu.**

In general, *do not* specify an interior page with the URL, i.e. guilford.edu/pagename.

Do not use "www" with the URL.

EMAIL SIGNATURE
Email signatures are set in Sans Serif, size Normal. Use Bold for your name, contact headers such as "P" and "C", and the URL. Signature content can be edited, if necessary (add/delete cell numbers, fax number, etc). Include spaces between sections, for readability. The URL should be last.

ADDRESS BLOCK – GENERAL

5800 West Friendly Avenue, Greensboro, NC 27410   **P** / 336.316.2000   **F** / 336.316.2000   **guilford.edu**

ADDRESS BLOCK – ADMISSION

5800 West Friendly Avenue, Greensboro, NC 27410   **P** / 336.316.2000   **F** / 336.316.2000   **guilford.edu**
PROUD MEMBER OF *Colleges That Change Lives*

ADDRESS BLOCK – STACKED

P / 336.316.2392
F / 336.316.2954

5800 West Friendly Avenue
Greensboro, NC 27410

guilford.edu

EMAIL SIGNATURES

Nate Quakerman
Senior Pep Rep
Guilford College

**P** / 336.316.2123
C / 336.708.2845

5800 West Friendly Avenue
Greensboro, NC 27410
guilford.edu

DESIGN SAMPLES

DIGITAL

POWERPOINT TEMPLATES

Utilize the Guilford color palette and typefaces for a branded presentation, keeping in mind that simpler is more readable, and less distracting from the speaker. Guilford maroon works well for the title slide or closing slide, but neutral colors and high contrast type (black) should be used for the interior slides for maximum clarity.
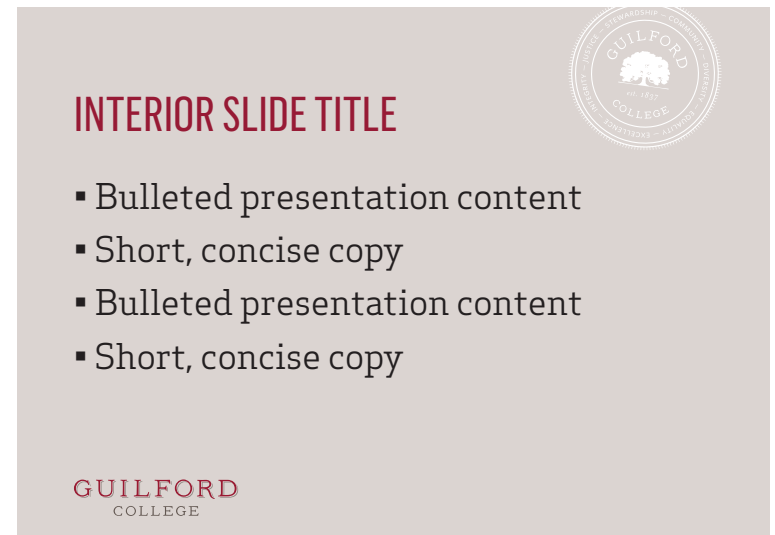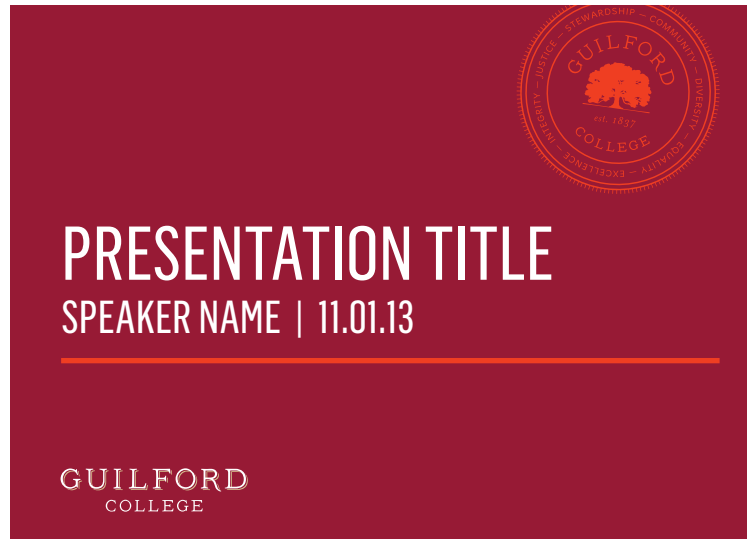
APPENDIX A - THE COLLEGE SEAL

USAGE OF THE COLLEGE SEAL IS LIMITED

The College seal is used to prove authenticity on Guilford documents. Each use of the seal must connote the solemnity which with which the seal is associated. It is exclusively reserved for official documents such as, Guilford College diplomas, commencement documents, transcripts, certificates, College catalog, formal letters and invitations.

The configuration of the seal must be used as a whole. The elements of the seal cannot be separated. It may be reduced or enlarged proportionally, but the relationship of the elements may not be altered or modified in any way.

The Guilford seal may not be used by any off-campus group, individual or organization not associated with Guilford or without approval from the Office of Communications and Marketing.

The Guilford seal is registered with the U.S. Patent & Trademark Office and protected against unauthorized uses.

Since the seal is the official and legal symbol of the institution, any use other than those stated above must be approved by the Office of Communications and Marketing.

THE INSCRIPTION READS "I AM APPLYING MY SELF TO WISDOM AND VIRTUE," OR " I AM STRIVING FOR WISDOM AND VIRTUE."
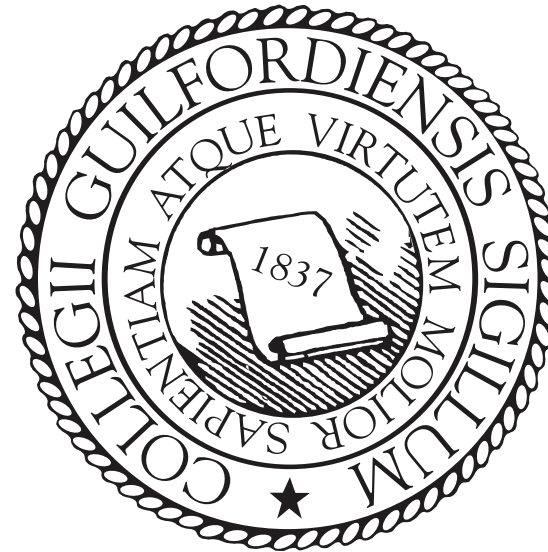
THE CORRECT ORIENTATION HAS THE STAR CENTERED AT THE BOTTOM AS SHOWN.

INCORRECT

TITLE APPENDIX B - ALUMNI ASSOCIATION LOGO

The College's legacy logo is visible in a few places; hopefully the availability of the Alumni Association legacy mark will foster goodwill among alumni who are particularly fond of the Guilford tree image.

This mark does not replace the College logo in College communications and it should only be used with Alumni Association branded items and communications (not the alumni relations office).

As with all Guilford logos, the Alumni Association legacy logo should be published in solid black, solid white, solid burgundy (PMS 187) or black and burgundy only. The entire logo should always be used (the tree should not be used separately).