The Providence College brand identity, established through an inclusive, yearlong process involving all of the College’s constituent groups, was formally adopted by the President’s Senior Cabinet on July 1, 2013. This guide describes the brand’s essential elements and provides information College communicators may use in creating brand-based messaging. Personnel in the Division of Marketing and Communications are available and eager to help colleagues and students adapt the brand principles for communications of all kinds.
Rationale

To emphasize the complementary nature of faith and reason, which defines the PC experience, all visual elements of the Providence College brand should illustrate balance — through the use of typography, subject matter, photographic mashups, or word play in headlines. Consistency in visual representation helps audiences quickly associate messaging with the College while conveying the message that the institution is communicating with one voice aimed at supporting the pursuit of common goals.

Visitors may arrive at Providence College by car or by train. The closest airport is T.F. Green Airport (PVD) located 30 minutes away. Visitors may also choose to fly into Logan (BOS) or Bradley (BDL) airports. Visitors may also choose to arrive at Providence College by bus, with Peter Pan Bus Lines offering service to Providence College.

PC is located in downtown Providence, RI, 02908, when using a GPS or online map program. Providence Train Station is accessible via Amtrak and MBTA Commuter Rail.

PC Admission

1 office of Admission

Cunningham Square

Providence, RI  02918-0001

Have you been

CHALLENGED

TODAY?

AS A PROVIDENCE COLLEGE STUDENT YOU’LL NEVER HAVE TO WORRY about this question. Your PC experience will challenge you, broaden your perspectives, and immerse you in a world of knowledge.

THE LIBERAL ARTS HONORS PROGRAM TAKES IT A STEP FURTHER.

For more than 50 years, Providence College has invited a select number of students who demonstrate exceptional intellectual promise and initiative into this academically rigorous program.

With exclusive opportunities to fulfill core requirements, PC’s Honors-level courses demand advanced writing and independent research. And the Honors Program not only takes students to the next level academically; it also takes them around the world, where the great works they study in class come to life.

PC_Perspectives
**Messaging and Tone**

Brand messages should communicate specific characteristics that define Providence College, namely, that the PC experience is challenging and that the College’s students, faculty, staff, and alumni are engaged, passionate, inspired, and caring. Generally, communications are most effective when they are personalized (telling the story through the perspectives of a person or persons). Communicators should also strive to craft messages that are straightforward, authentic, relevant, and distinctive. If messaging is effective, audiences will be inspired to become or remain engaged, taking actions that will benefit PC in pursuit of its strategic goals.
The Providence College brand incorporates one logo and several visual marks, each of which serves a distinct purpose. This visual identity contributes to the Providence College’s reputation and brand recognition and aids its ability to recruit faculty, students and staff and to engage alumni base. The official logo as well as custom departmental logos and lockups can be found by searching for “PC logo” in the Providence College Merlin system at http://pc.merlinone.net/MX/Profiles/en/landing/ or by request to the Division of Marketing and Communications at marcom@providence.edu.

The official logo is be used as shown in all internal and external marketing materials, stationery, and signage. The words “Providence College,” in a typeface called Trajan, are offset to the side of the torch or centered beneath it. Both the mark and type are created as a single graphic so as not to be altered from its original state.

Black or white is the preferred color for the University Logo. The Logo may also be used in expanded palette colors of gold (Pantone 871) or silver (Pantone 877). No outline should be used around the logo for University-wide or marketing purposes. The logo should not be altered in color, or modified in any way. Incorrect examples of use are shown below.
The Seal, Logos, and Visual Marks

The Providence College brand incorporates one logo and several visual marks, each of which serves a distinct purpose.

Here’s a quick reference as to how, when, and where to use them.

The Providence College seal
This is the College’s official seal, and it is generally intended for use in formal documents, including diplomas, certificates, transcripts, College awards, and official correspondence. It is also sometimes associated with representations of the president’s office. For questions about appropriate use of the seal, please contact the Division of Marketing and Communications at marcom@providence.edu or 401.865.1242.

The Providence College logo
This is the preferred logo to be used in all internal and external marketing materials, stationery, and signage. The words “Providence College,” in a typeface called Trajan, are offset to the right of the torch or centered beneath it.

Athletics logos
The official Friar logo, Friar head, skating Friar, and shield should only be used with permission of the Department of Athletics.

Icons
Icons are the graphic equivalent of punctuation marks. The College logo’s torch element and the Dominican shield may be used as design elements or as signature marks. Icons can be placed in the cut corners of borders or offset by horizontal lines as shown.

Borders and lines
Borders and double lines can be used to provide a visual anchor. Corners of borders should be cut, creating a space for icons or page numbers.
Typography

As with the brand identity generally, there is value in the consistent use of typography in Providence College communications. In using two specific fonts, and applying them consistently, we create those visual short-cuts that help instantly signal the College brand to engaged audiences. There are two approved Providence College brand typefaces: Andes and Eames Century Modern.

Typefaces

ANDES ULTRALIGHT
ANDES EXTRALIGHT
ANDES LIGHT
ANDES BOOK
ANDES REGULAR
ANDES MEDIUM
ANDES SEMIBOLD
ANDES BOLD
ANDES EXTRABOLD
ANDES BLACK

EAMES THIN
EAMES THIN ITALIC
EAMES LIGHT
EAMES LIGHT ITALIC
EAMES BOOK
EAMES BOOK ITALIC
EAMES MEDIUM
EAMES MEDIUM ITALIC
EAMES BOLD
EAMES BOLD ITALIC
EAMES EXTRA BOLD
EAMES EXTRA BOLD ITALIC
EAMES BLACK
EAMES BLACK ITALIC

HEADLINES IN ANDES & EAMES

BALANCE

WORK STRENGTHENS
CHARACTER
STRENGTHENS WORK

Stacked headlines should illustrate visual balance by using both fonts and lines of similar length.

SEE YOURSELF HERE

Headlines and subheads are often written in Andes all capitals.

27/33

When calling out numbers, use Eames Century Modern.

If you need access to these fonts or advice on how to use them, please contact the Division of Marketing and Communications at marcom@providence.edu.
It’s what makes us unique.

is the HEART of a PC education.

HERE’S HOW IT WORKS:

Semester

1

Four-credit, team-taught, interdisciplinary lecture/seminar focused on works from Classical Antiquity (from Mesopotamia to the reign of Charlemagne)

Design and Copy

Interested in incorporating the brand into your communications and marketing efforts? Working with freelance designers? We’re happy to serve as a resource.

We encourage you to contact the Division of Marketing and Communications at marcom@providence.edu.
Photography

Photography is central to the Providence College brand and is intended to illustrate the richness and diversity of the PC experience. PC imagery has a distinctive look, intended to evoke the warmth, tradition, and history of Rhode Island.

Photo pairings/juxtapositions are used to illustrate balance — or finding harmony in seemingly dissimilar perspectives.

While these effects are emblematic of the brand’s visual expression, there are many cases that call for straight photography with a candid, unstaged look.

The Division of Marketing and Communications has a wealth of photographic resources for you to use. In addition, we can help facilitate connections with freelance photographers. To access our photography, or for advice on photo use, please contact us at marcom@providence.edu or 401.865.1242.
Providence College primary colors

Our primary color consists of black, silver and gold. Metallic versions of silver and gold are to be used when the printing process and budget all. Otherwise a screen of black and a four color build named Hagan gold are to be used.
HAGAN GOLD
(TO BE USED WHEN METALLIC IS NOT AN OPTION)
20
30
70
15

SCREEN TINTS OF HAGAN GOLD (20/30/70/15)

PANTONE METALLIC 871
32
36
63
3

SCREEN TINTS OF PMS 871

gold (process)

gold (spot)
Our secondary color palette is rich, vibrant and universal. It is representative of some of the colors found in the bricks, mortar and stained glass windows in Harkins Hall. These colors should be used in combination with the primary colors of the Providence College brand which is black and silver and gold.

These colors are to be used as accent colors only.

Sample color pairings

In most cases, layouts should be limited to two or three colors + black or white. Use the samples as guidance in creating effective color compositions.
Examples of correct and incorrect use of color

Secondary colors used in instances of floods or dominant visual elements and areas are discouraged. These colors should be used as accent only.

Correct

Combinations of black, gold and an accent color within a headline are acceptable.

Incorrect

Accent colors used as dominant floods are not to be used and potentially could identify with other institutions and possibly distract from the primary palette.
Rationale

As with graphic standards, consistency and quality in copywriting help convey the College’s essential nature and brand identity. Like many colleges and universities, PC uses Associated Press style as the basis for its editorial standards in story and other common text uses. AP style is notable for its thoroughness and flexibility, characterized by regular updates that reflect changes in usage and culture. The gold standard for journalism, AP style is useful for colleges and universities because it helps us effectively communicate with external audiences in ways that are familiar to those audiences. In some cases, especially pertaining to certain academic disciplines, it may be necessary to follow a different style guide, such as MLA.
1. College Name and Address

1a. Name
First references should always be to “Providence College.” On subsequent references, use the following in this order of preference: the College and PC.

1b. Addresses
The official mailing address and business reply address are not the same.

The official College mailing address is:
1 Cunningham Square
Providence, RI 02918-0001

Note: Traditional College practice is to spell out “Rhode Island” when used on printed stationery.

The College address for business reply cards is:
1 Cunningham Square
Providence, RI 02901-9912

The College address for business reply envelopes intended to include a donation is:
P.O. Box 834
Providence, RI 02901-9912

1c. Phone Numbers
Use periods rather than hyphens between numbers.
• 401.865.1000

2. Abbreviations

2a. Addresses
Abbreviate avenue (Ave.), boulevard (Blvd.), and street (St.) in numbered addresses. Otherwise, spell out.
• 100 Smith St.: Smith Street

2b. Degrees and Religious/Professional Affiliations
When abbreviating academic degrees and religious and professional affiliations, include periods with the abbreviations unless common usage dictates otherwise.

2c. Junior and Senior (Jr. and Sr.)
Abbreviate junior and senior as Jr. and Sr. when using full names of persons. Do not break up the name by preceding it with a comma, unless one is used by the individual. The same is true for such references as III or IV in a person’s name.

• John A. Doe Jr., John A. Doe IV

2d. States
Spell out the names of the 50 states and the District of Columbia when they stand alone. When states are used in conjunction with a city, a town, a county, a military base, etc., the state name should be abbreviated as in the left-hand listing of each column below. However, eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. Do not abbreviate states according to U.S. Postal standards—shown in the right-hand listing of each column below—except in a mailing address.

Note: State names should be listed after all cities and towns, even capital or well-known cities.

<table>
<thead>
<tr>
<th>State Abbreviation</th>
<th>State Full Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ala. AL</td>
<td>Alabama</td>
</tr>
<tr>
<td>Alaska AK</td>
<td>Alaska</td>
</tr>
<tr>
<td>Ariz. AZ</td>
<td>Arizona</td>
</tr>
<tr>
<td>Ark. AR</td>
<td>Arkansas</td>
</tr>
<tr>
<td>Calif. CA</td>
<td>California</td>
</tr>
<tr>
<td>Colo. CO</td>
<td>Colorado</td>
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<tr>
<td>Conn. CT</td>
<td>Connecticut</td>
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<tr>
<td>Del. DE</td>
<td>Delaware</td>
</tr>
<tr>
<td>D.C. DC</td>
<td>District of Columbia</td>
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<tr>
<td>Fla. FL</td>
<td>Florida</td>
</tr>
<tr>
<td>Ga. GA</td>
<td>Georgia</td>
</tr>
<tr>
<td>Hawaii HI</td>
<td>Hawaii</td>
</tr>
<tr>
<td>Idaho ID</td>
<td>Idaho</td>
</tr>
<tr>
<td>Ill. IL</td>
<td>Illinois</td>
</tr>
</tbody>
</table>

(Cont.)
2e. Titles
Abbreviate proper titles — courtesy, military, professional, religious, etc. — when used before a full name, with the exception of “Brother” and “Sister”. For a comprehensive list of abbreviated military titles, please refer to the AP Stylebook.

• Cmdr. John A. Doe; Dr. Jane A. Doe; Rev. John A. Doe

• Brother John A. Doe; Sister Jane A. Doe

The prefix “Dr.” should be used before a name for faculty and staff who hold an educational doctoral degree.

• Dr. John A. Doe, professor of English

For those with medical doctorates, only the professional degree should be listed and should follow the name.

• Jane A. Doe, M.D.; John A. Doe, D.D.S.

3. Academic References

3a. Course Number Listings
Leave a space between the subject of the course and its number.

• ART 214, HIS 305

3b. Course Titles
Titles of specific academic courses should be capitalized. However, general references to courses are not.

• Two of the most popular courses at the College are History of Presidential Elections and Sociology of Women and Men in Society.

• John is required to take a history course and a biology laboratory course.

3c. Terms
Here is a list of common academic terms and how they should be used:

academia

Academic Convocation, convocation

advanced placement

adviser

alumna (female singular), alumnae (female plural), alumnus (male singular), alumni (male plural AND female and male combined)

associate’s degree, bachelor’s degree, doctorate, doctoral degree, master’s degree

audiovisual

baccalaureate degree

Banner

capstone

cocurricular

coeducational (not co-ed)

collegewide, campuswide
4. Acronyms

In general, use an acronym in subsequent references after the initial reference has been formally written out. Omit periods in acronyms unless the accepted use is otherwise.

- The Reserve Officer Training Corps (ROTC) conducted its annual awards ceremony. More than 100 officers were honored by the ROTC.

- John was named the most valuable player (MVP) by his teammates. The MVP award is one of two honors he received.

Note: Certain organizations and governmental agencies are widely recognized by their initials and do not require formal introduction on initial reference. Some examples include CIA, FBI, NBC, ABC, and CBS.

5. Buildings, Facilities, and Sites

The formal titles of buildings and other facilities on the Providence College campus are as follows:

- Accinno Hall
- Albertus Magnus Hall
- Alumni Hall
- Alumni Hall Food Court
- Angell Blackfriars Theatre
- Aquinas Circle
- Aquinas Hall
- Aquinas Hall Lounge
- Bedford Hall
- Bowab Studio Theatre
- Campus Ministry Center
- Canavan Sports Medicine Center
- Center for Catholic and Dominican Studies
<table>
<thead>
<tr>
<th>Ceramics Building</th>
<th>Martin Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concannon Fitness Center</td>
<td>McDermott Hall</td>
</tr>
<tr>
<td>Cunningham Hall</td>
<td>McGlynn Sculpture Court</td>
</tr>
<tr>
<td>Davis Hall</td>
<td>McPhail's Entertainment Facility</td>
</tr>
<tr>
<td>DiTraglia Hall</td>
<td>McVinney Hall</td>
</tr>
<tr>
<td>Dominican Community Cemetery</td>
<td>Meagher Hall</td>
</tr>
<tr>
<td>Dominic House</td>
<td>Moore Hall</td>
</tr>
<tr>
<td>Dore Hall</td>
<td>Mullaney Gymnasium</td>
</tr>
<tr>
<td>East Campus</td>
<td>O’Hurley Rehearsal Room</td>
</tr>
<tr>
<td>Eaton Street Gate (Fennell Gate)</td>
<td>Our Lady of the Rosary Chapel (priory chapel on subsequent references)</td>
</tr>
<tr>
<td>Feinstein Academic Center</td>
<td>Peterson Garage</td>
</tr>
<tr>
<td>Fennell Hall</td>
<td>Peterson Recreation Center</td>
</tr>
<tr>
<td>Friar Station (USPS)</td>
<td>Phelan Gates (at River Avenue)</td>
</tr>
<tr>
<td>Glay Field</td>
<td>Phillips Memorial Library</td>
</tr>
<tr>
<td>Guzman Hall</td>
<td>Physical Plant</td>
</tr>
<tr>
<td>Harkins Hall</td>
<td>Power Plant</td>
</tr>
<tr>
<td>Hendricken Field</td>
<td>Providence College Bookstore (PC Bookstore, or bookstore, on subsequent references)</td>
</tr>
<tr>
<td>Hickey Hall</td>
<td>Raymond Dining Hall</td>
</tr>
<tr>
<td>Higgins Clark Dance Studio</td>
<td>Raymond Hall</td>
</tr>
<tr>
<td>Howley Hall</td>
<td>Reilly Art Gallery</td>
</tr>
<tr>
<td>Hunt-Cavanagh Gallery</td>
<td>Ruane Atrium</td>
</tr>
<tr>
<td>Hunt-Cavanagh Hall</td>
<td>Ruane Center for the Humanities</td>
</tr>
<tr>
<td>Huxley Avenue Gate</td>
<td>River Avenue Gate</td>
</tr>
<tr>
<td>Koffler Hall</td>
<td>Ryan Concert Hall</td>
</tr>
<tr>
<td>Lennon Family Field</td>
<td>Safety and Security Center</td>
</tr>
<tr>
<td>Mail Room</td>
<td>St. Catherine of Siena Hall</td>
</tr>
<tr>
<td>Main Campus</td>
<td></td>
</tr>
<tr>
<td>Mal Brown Hall</td>
<td></td>
</tr>
</tbody>
</table>
St. Dominic Chapel
St. Thomas Aquinas Priory-Gragnani
Dominican Center (priory on second reference)

Schneider Arena
Service Building
Slavin Center
Slavin Center '64 Hall
Slavin Center lawn
Smith Center for the Arts
Sowa Hall
Suites Hall
Sullivan Hall
War Memorial Grotto

6. Capitalization

6a. Academic majors and minors
Do not capitalize references to majors and minors, unless those references involve a language, and in that case, only the name of the language is capitalized.

• She is a history major with a minor in English literature.

6b. Associations, conferences, meetings
Full, official names of associations, conferences, and meetings should be capitalized.

• American Association of University Professors
• The Charleston Conference on Book and Serial Acquisition
• The 32nd Annual Meeting of the Society of Vertebrate Paleontology

6c. Board of directors/trustees
Capitalize references to Board of Directors, Board of Trustees, and similar boards/commissions when they are used in conjunction with an institution, company, organization, etc.

• The speaker is a member of the Board of Directors at Textron and is on The Attleboro Public Library Board of Trustees.

• He joined the board of trustees last year.

6d. Providence College and affiliated organizations
Subsequent references to Providence College as the “College” should be capitalized. Capitalize references to specific Providence College boards, committees, and commissions.

• Providence College Board of Trustees, Corporation

• the Committee to Aid Faculty Research

6e. The Church
In authoritative references, the word “Church” should be capitalized in first and subsequent references in the context of the religion it serves.

• More than half of the state’s residents are members of the Roman Catholic Church.

• The course outlines the position of the Church on social issues.

6f. The Mass
Capitalize all references to Mass or Masses when referring to the liturgical celebration.
7. Class Years

7a. General references
In text copy, initial references to individual students and alumni should include their class year after their names.

- John A. Doe ’02, Jane A. Doe ’81
- They are members of the Class of 1952

7b. Religious and professional references
In cases in which alumni have a religious or professional reference after their names, list the class year after the respective reference. The name should be separated from the religious/professional reference with a comma.

- Rev. John A. Doe, O.P. ’44
- Jane A. Doe, M.D. ’81

7c. Multiple degree references
In cases in which alumni have obtained multiple degrees from the College, list class years in the order in which the degrees were received and separate the class years with an ampersand. Use the class year only for the undergraduate school, the class year followed by “SCE” for the School of Continuing Education, the class year followed by “G” for graduate studies alumni, and the year followed by “Hon.” for honorary degree recipients.

- John A. Doe ’78 & ’01G
- Jane A. Doe ’96SCE & ’99G
- John A. Doe ’02Hon.

7d. Parent references
Parent status is designated with a P after child’s graduation year. If the parent is an alum, list graduation year before parent year. If not, list parent year only.

- John A. Doe ’78 & ’12P
- John A. Doe ’12P

8. Computer/Digital Terminology

8a. Common terms
Here is a list of common technological terms and how they should be used:

database
email
home page
Internet
login, logon, logoff (n.) But use as two words in verb form.
online
voice mail
website

8b. Email addresses and websites
Lowercase all email addresses and websites unless the usage is otherwise.

- johndoe@providence.edu or
- www.providence.edu

9. Dates/Periods of Time

9a. Centuries
Lowercase the word “century” and spell out numbers less than 10.

- the sixth century, the 20th century

For proper names, follow the organization’s practice.

- 20th Century Fox, Twentieth Century Fund

9b. Day, date, and year
The sequence of day, date, and year is set off by commas.

- The events leading up to Monday, May 2, 1975, were instrumental in his decision.
9c. Month and year
There is no need to separate a month and a
year by a comma.

- June 2000

9d. Season and year
There is no need to separate a season and a
year by a comma. The name of the season
should be lowercased.

- summer 1995

9e. The year alone
Always use figures when referring to a
year.

- 1950, 27 B.C.

9f. When to abbreviate months
Spell out all references to days of the week
and abbreviate the month, if appropriate.*

- Monday, Aug. 12, 2013

* The following months are abbreviated
when used with a specific date: Jan., Feb.,

9g. Fiscal years
Refer to fiscal years as “fiscal year 2013”
rather than “fiscal year 2012-2013.”

9h. Academic years

- 2012-13 (rather than 2012-2013)

10. Degrees

10a. Degree terms and usage

10a.1. Associate’s, bachelor’s, master’s,
doctorate
In text, spell out references to academic
degrees. It is acceptable to refer to degrees
in first usage as associate’s, bachelor’s,
master’s, or doctorate instead of the more
formal reference (associate of arts, etc.).
References should be lower-cased and
should be written with an apostrophe
unless the degree is a doctorate.

- Jane has a bachelor’s degree in biology
and a doctorate in psychology.

10a.2. Doctorate
The word “doctorate” is preferred over doc-
toral degree.

- John has a doctorate in philosophy.

10a.3. Honorary degrees
When references to honorary doctorates
are made, these references come after an
individual’s name, followed by the year in
which the degree was bestowed and the
abbreviation Hon. The recipient of an hon-
orary doctorate would be listed as follows:

- Jane A. Doe ’98Hon.

10a.4. Multiple degrees
When listing individuals who have more
than one degree, cite the highest degree
only. Any professional or religious affili-
ations should come before the academic
reference.

- Rev. John A. Doe, O.P., Ph.D.

- Jane A. Doe, C.P.A., M.B.A.

10a.5. Religious (Dominican) degrees
The following are pontifical degrees
frequently attained by Dominican Friars
and other religious. These degrees are
granted by pontifical faculties (i.e., The
Catholic University of America, Dominican
House of Studies, University of Louvain,
etc.). The degree names and abbreviations
are as follows:

- bachelor’s degree in sacred theology
  (S.T.B.)

- licentiate in sacred theology (S.T.L.)

- doctorate in sacred theology (S.T.D.)

The following two degrees are also granted
to Dominican Friars:

- lectorate in sacred theology (S.T.Lr.)

- master of sacred theology (S.T.M.)
The following secular theological degrees, granted by secular faculties, also pertain to members of the Dominican Order — as well as to laypersons.

- master of divinity (M.Div.)
- doctorate in theology (Th.D.)

*Note: Abbreviations of all of these degrees are acceptable when they follow a name, but the Dominican or other religious affiliation comes first.*


### 11. Departments

The preferred College style is to capitalize and use “Department of” before the department’s title. Informal, subsequent references to offices need not be capitalized.

- First reference: Department of Music; subsequent reference: music department

A list of the academic departments at the College follows:

- Department of Accountancy
- Department of Art and Art History
- Department of Biology
- Department of Chemistry and Biochemistry
- Department of Economics
- Department of Elementary/Special Education
- Department of Engineering-Physics-Systems
- Department of English
- Department of Finance
- Department of Foreign Language Studies
- Department of History
- Department of Management
- Department of Marketing
- Department of Mathematics and Computer Science
- Department of Military Science
- Department of Music
- Department of Philosophy
- Department of Political Science
- Department of Public and Community Service Studies
- Department of Psychology
- Department of Social Work
- Department of Sociology
- Department of Theatre, Dance, and Film
- Department of Theology

Other Departments/Entities:

- Academic Media Services
- Athletics
- Business Services Group
- Capital Projects and Facilities Management
- Center for Career Education & Professional Development
- Center for Catholic and Dominican Studies
- Center for Engaged Learning
- Center for International Studies
- Center for Teaching Excellence
- Central Purchasing and Receiving
- Copy Center
Feinstein Institute for Public Service
Finance and Business
Financial Services
Human Resources
Information Technology
Marketing and Communications
Mission and Ministry
Personal Counseling Center
Physical Plant
Providence College Athletics
Recreational Sports
Sodexo Food Services
Student Affairs
Student Health Center
Web Services

Note: Also see “Offices” and “Programs” later in this guide.

12. Directions and Regions

In general, lowercase north, south, east, west, northeastern, western, etc., when they indicate compass direction. Capitalize these words when they designate regions or widely known areas.

- The storm system is moving east. It developed in the Midwest and will bring showers to the East Coast by morning and to the entire Northeast by late in the day.

- She has a Southern accent.

- Most of the team members come from Southern California but a small group lives in western Texas.

13. Disabilities

Those with physical disabilities should be referred to as “persons with disabilities.” When referring to parking for those with disabilities, the correct terminology to use is “parking with accessibility for persons with disabilities.”

14. Dominicans

For the record, the official title of the religious order affiliated with Providence College is the Order of Friars Preachers. More commonly, the order is known as the Order of Preachers (O.P.) and as the Dominicans.

14a. Affiliated terms and proper usage

Dominican Community

Dominican Order

Dominican Province of St. Joseph

Friar, friars (when referring to priests and brothers.)

Friars (when referring to the formal name of an athletic team or informally when referring to classmates or alumni: “fellow Friars”)

Order of Preachers (O.P.)

the Order

prior, subprior

provincial

14b. Order of Preachers (O.P.)

Initial reference to a Dominican priest, sister, or brother must include O.P. after the individual’s proper title and name.

14c. Proper titles and usage
Use formal titles for priests on first reference. Abbreviations are acceptable. Certain titles are preceded by “the,” as indicated below.


On second reference to those priests who fall under a “reverend” category, the title “Father” is acceptable and should be followed by the surname, unless otherwise preferred.


For brothers and sisters, on first and subsequent references, always use and spell out their entire title. On second references, use the individual’s surname, unless that individual expresses a desire to be addressed in a different manner (i.e., by first name).


15. Italics, Quotation Marks
Follow the general rules of usage below in using either italics or quotation marks.

15a. Use of italics
Italicize the titles of all books, catalogs, journals, magazines, newspapers, and similar periodicals; long musical works, long poems, and collections of poetry; movies; plays; isolated words or phrases in a foreign language; radio and television programs that are part of a continuing series; scientific names of plants and animals; specific names of boats, ships, submarines, aircraft, and spacecraft; names of drawings, paintings, photographs, statues, and other works of visual art; and formal names of legal decisions (i.e., *Brown v. Board of Education*).

Also italicized are words when referenced as the word itself:

- He misspelled the word *conscience*.

15b. Use of quotation marks
Use “quotation marks” for the titles of dissertations, theses, short poems, manuscripts in collections, lectures, papers, projects, speeches, and presentations; articles and chapters within periodicals; songs; and the titles of individual television and radio programs or episodes. Quotation marks also may be used to provide special emphasis on a word or a phrase.

15c. Use of neither
Event titles should be capitalized without quotation marks or italics.

- Theological Exchange Between Christians and Jews

16. Miscellaneous

16a. Annual
An annual event is one that has been held in at least two consecutive years. Do not use the phrase “first annual.”

16b. Faculty and staff
Refer to those members of the College community who work as faculty and staff.

16c. Money
Whole-dollar amounts should be listed as such.

- $1, $5, $20, $100

**EXCEPTION:** When more than one reference to dollar amounts occurs and an amount is not of a whole-dollar nature, be consistent and use the dollar-and-cents style throughout the sentence or construction.

- The dinner tickets cost $17.50 each, while tickets to the play are $30.00 per person.

17. Names

17a. Formal use
The first reference to a person’s name should be formal and should include the appropriate initials, unless otherwise directed by the individual.

- John A. Doe; J. Anne Doe

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17b. Second reference
On second reference, use the last name ONLY unless referring to a member of the clergy or to a deceased individual. In these cases, use the appropriate clerical or secular title.

- Secular first reference: Dr. John A. Doe; second reference: Doe
- Deceased individual: the late John Doe; second reference: Mr. Doe

18. Non-Sexist Language

18a. General Rule
Use language that treats the genders equally and which is free of assumptions and stereotypes. Some examples of improper vs. proper use:

- NO: man’s achievements
- YES: human achievements
- NO: the best man for the job
- YES: the best person (or candidate) for the job
- NO: man and wife
- YES: husband and wife
- NO: you and your wife (or husband)
- YES: you and your spouse or guest
- NO: manpower
- YES: staffing or staff
- NO: coed
- YES: student

18b. Proper terminology
Common suggested uses of non-sexist terminology:

- Businessperson, business executive, or business leader
- chair or chairperson
- humanity or humankind
- individual
- person
- spokesperson

19. Numbers

19a. General rule: one to nine, and 10 and above
In general, for cardinal and ordinal figures, spell out whole numbers one through nine and use figures for 10 and above. In text, fractions standing alone (less than one) are spelled out. For fractions with whole numbers (larger than one), use figures.

- She is taking five courses for a total of 15 credits.
- The Friars placed first in a field of 10 teams for the 12th straight year.
- The empire ruled from the ninth century to the 11th century.
- About one-third of his salary goes to buy 2½ tons of pet food each year.

Note: There are a multitude of exceptions to this rule, in areas such as ages, heights, percentages, scores, sums of money, temperatures, and weights. For a list of exceptions to this rule, consult The AP Stylebook.

19b. Dates
In text, use cardinal numbers only when using dates. Do not use ordinal numbers.

- Correct: June 10; incorrect: June 10th
19c. **Multiple number sequences**
Use a comma to separate multiple number references.

- Four, three-credit courses; two, 12-credit semesters

19d. **Percentages**
In generic copy, use the word “percent” when referring to percentages. In scientific and statistical copy, use the % symbol. There is no space between the numeral and the symbol.

- The three-year line of credit will carry interest of 3 percent.
- Her share of the profit fell from 15 percent to 5 percent.
- Fewer than 23% of the cultures yielded positive results.

20. **Offices**

Capitalize and use “Office of” upon first reference to all campus offices. Informal, subsequent references to offices need not be capitalized.

- First reference: Office of Academic Services; subsequent references: academic services office

The following is a list of offices at the College:

- Office of Academic Affairs
- Office of Academic Services
- Office of Admission
- Office of Advancement Services
- Office of Alumni Relations
- Office of Annual Giving
- Office of Athletic Development
- Office of Business Services
- Office of the Chaplain/Campus Ministry
- Office of College Events
- Office of Community Standards
- Office of the Controller
- Office of Corporate and Foundation Relations
- Office of the Dean of Undergraduate and Graduate Studies
- Office of Development
- Office of Enrollment Services
- Office of Environmental Health and Safety
- Office of the Executive Vice President
- Office of Finance and Business
- Office of Financial Aid
- Office of the General Counsel
- Office of Institutional Advancement
- Office of Institutional Diversity
- Office of Institutional Research
- Office of Major Gifts
- Office of Mission and Ministry
- Office of Off-Campus Living
- Office of Planned Giving
- Office of the President
- Office of Prospect Management and Analysis
- Office of Public Affairs and Community Relations
- Office of Residence Life
- Office of Safety and Security
Office of Student Activities-
Involvement-Leadership (S.A.I.L.)/
Slavin Center
Office of Student Affairs
Office of the Treasurer

Exceptions
Accounts Payable Office
Analyses and Reporting Office
Bursar’s Office
Payroll Services Office
Student Multicultural Activities Office

21. Programs, Schools

Academic Programs
References to the College’s academic-oriented programs, as listed below, should be capitalized.

American Studies Program
Asian Studies Program
Black Studies Program
Business Studies Program
Cunningham Southeast Asian Scholarship Program
Development of Western Civilization Program
Global Studies Program
Health Policy and Management Program
Humanities Program
Instructional Technology Development Program
Johnson C. Smith Exchange Program
Labor-Management Relations Program
Labor Relations – Quirk Institute
Liberal Arts Honors Program
M.B.A. Program
Martin Luther King Scholarship Program
Multicultural Scholarship Program
Pre-Engineering Program
Pre-Law Program
Premedical Sciences Program
Providence Alliance for Catholic Teachers (PACT)
Public Administration Program
Secondary Education Program
Social Science Program
Teacher Certification Program
Undeclared Advising Program
Washington Semester Program
Women’s Studies Program

Other Programs
Assessment Program
Campus Ministry
Providence College National Alumni Association
Reserve Officer Training Corps (ROTC)
Recycling Program

Schools

School of Arts & Sciences
School of Business
School of Continuing Education
School of Professional Studies
22. Punctuation

22a. Apostrophes

For figures: Do not use an apostrophe after figures.

• The custom began in the 1920s.
• Boeing is constructing more 757s.

For single letters: Use an apostrophe.

• John received two A’s and two B’s.
• She emphasizes the three R’s in class.

For multiple letters: Do not use an apostrophe.

• She knows her ABCs very well.
• Four VIPs attended the reception.

For possessive, singular, common nouns ending in s, add ‘s unless the next word begins with s.

• the witness’s answer – the witness’ story

For possessive, plural, common nouns ending in s, add only an apostrophe.

• the churches’ needs – the girls’ toys

For possessive, singular, proper nouns ending in s, add only an apostrophe.

• Kansas’ motto – Burns’ poetry

For most possessive, plural, proper nouns ending in s, add es’.

• the Joneses’ and the Williamses’ property

22b. Brackets vs. Parentheses

Brackets are used within quoted text for corrections, explanations, translations, or comments. Parentheses are used like commas or dashes for text within a sentence that amplifies, explains, or digresses.

• “These [Fulbright Scholars] represent the finest the school has to offer.”

22c. Dash

The long dash or “em dash” (—) is used to denote an abrupt change in thought. Put a space before and after the dash.

• The choir will tour Europe — if it raises enough funds.

The long dash is also used when a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas.

• She listed the qualities — intelligence, integrity, work ethic, and productivity — that she likes in an executive.

The long dash also may be used as a point of emphasis.

22d. Ellipsis

Use an ellipsis — with a space before and after the periods — to indicate the deletion of one or more words in condensing quotes, text, and documents. An ellipsis also may be used to indicate a pause or hesitation in speech, or for a thought that the speaker or writer does not finish.

• “I ... tried to do what I felt was best.”
• “If that was the best you could do ...”

If the words that precede an ellipsis constitute a grammatically complete sentence, place a period at the end of the last word before the ellipsis.

• “I no longer have a strong political base... It’s time to drop out.”

22e. Quotation marks

In general, closed-quotation marks go outside a comma, period, question mark, or exclamation point.

• He finished his speech (reprinted on page 10) and answered questions.

• He said, “A penny saved is a penny earned.”

• “What in the world,” she asked, “are you doing?”
On rare occasions, closed-quotation marks go inside the punctuation mark, depending upon the construction of the sentence.

• Why call it a “gentleman’s agreement”?

22f. Serial Comma
In a series consisting of three or more elements, to ensure clarity, separate the elements by commas.

• We have a choice of copper, silver, or gold.

• The owner, the agent, and the tenant were having a heated discussion.

Although the use of etc. in running text should be discouraged, when used, it should be set off by commas.

• The firm manufactured nuts, bolts, nails, metal wire, etc., in its plant on the Passaic River.

22g. Bullets
Be consistent when using bullets. Either use full sentences with a period at the end of each bulleted item or use fragments with no punctuation at the end of each line.

22h. Spacing
Always use a single space after a period.

22i. Exclamation points
Use of the exclamation point in professional communications is discouraged.

23. Time
Always use figures, except for noon and midnight. Use a colon to separate hours from minutes. Do not use 00 for on-the-hour times. Also, use lowercase a.m. and p.m. — with periods — when referring to morning, afternoon, and evening time periods.

• 2:30 p.m., 6 a.m., noon, midnight

• When referring to a period of time, use the word “to.”

• 10 a.m. to 2 p.m.; noon to midnight

In most uses, time should precede date.

• 10 a.m. on Friday, June 7, 2013

In the case of an event invitation or save-the-date, in which the date of the event is more of an emphasis than the time of day, date should precede time.

• Friday, June 7, 2013, at 7 p.m.

Note: Avoid use of the term “o’clock”; time listings with an a.m. or p.m. are preferred and are more concise.

24. Titles

24a. Courtesy titles
In general, do not use Mr., Mrs., Miss, or Ms. before a name. However, it is College style to use Dr. for faculty and staff who have an academic degree.

24b. Job or position titles
In text, it is preferable to list job or position titles AFTER a personal name. Titles following one’s name or used alone in place of a name are, with few exceptions, lowercase.

• John A. Doe, assistant vice president for business administration, issued the statement.

• Jane A. Doe, director of public affairs, reported the quarterly figures for Textron.

24c. Civil titles and offices

• Abraham Lincoln, president of the United States; the president; the presidency; the Lincoln administration

24d. Military titles and offices

• Gen. Ulysses S. Grant, commander in chief of the Union army; the commander in chief
24e. Professional titles

Jane A. Doe, professor of history and chair of the department; professor of history

Exception: Capitalize the titles of endowed positions in academic and other professional areas when they appear after a name.

- John A. Doe, the John H. Smith Professor in the Humanities at Columbia University

24f. Religious titles

- Pope Francis I; the pope; the pontiff

- the Most Rev. Thomas J. Tobin, D.D., bishop of Providence; the bishop

24g. Special references

In cases where formal titles are used before a name, those titles should be capitalized.

- College President Rev. John A. Doe, O.P.

- Pope John Paul II