



# Style guide

A manual of graphic  
and written standards

## **Upholding the brand**

Consistency in branding and messaging conveys professionalism and excellence to internal and external audiences. We strive to uphold branding standards that are flexible enough to allow creativity and innovation, while stringent enough to ensure that all content is a positive reflection of the University and contributes to a greater understanding of our mission and core values.

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Section 1

# Graphic Standards

# Goodwin University's logo

Goodwin University's logo must appear on materials that are distributed internally and externally.

## Color

When used against a dark background, a white logo should be used; otherwise, the original color version must be used. The logo may also appear in solid black against a white or light grey background. Applying alternate colors to the logo is not permitted.

## Size

The logo may appear any size, as long as it remains legible; however, the proportions must remain the same as the original image (i.e. do not stretch the logo to make the image wider or taller) and sufficient space [equivalent to at least the height of one of the letters in the logo] is provided on all sides between the logo and any other elements.

## Acceptable variations

There are two permissible versions of the logo: vertical and horizontal. The vertical version places the text "Goodwin University" below the circular sun and waves graphic, the horizontal version places the text to the right of the graphic. The choice should be made based on the context in which the logo will appear, with preference given to the version that provides greater visibility and readability. Other variations are not acceptable.



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## Acceptable variations



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## Unacceptable variations



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## Proper spacing

Margins at least equal to the height of the letter “n” as it appears in the logo should be provided on all sides (highlighted below in yellow) to allow sufficient space between the logo and any other elements.



# Goodwin University seal

Goodwin University's seal is the official mark of the Office of the President. The seal may only be used with permission from the Marketing and Communications department for special occasions, such as Commencement or on official documents from the University.

***The seal should never be used in place of Goodwin University's logo.***



# Colors

The main color palette for marketing materials consists of a series of bold, bright colors. These colors represent the energy and bold optimism of the University.

<b>Dark Blue</b> C100 M062 Y007 K000	R000 G092 B185 Pantone 300 #005cb9
<b>Light Blue</b> C081 M012 Y001 K000	R000 G167 B225 Pantone 2995 #00a7e1
<b>Green</b> C056 M003 Y100 K000	R128 G188 B000 Pantone 376 #80bc00



# Photography

Photos of Goodwin University students and graduates, events, or locations should be used wherever possible, with emphasis on showcasing moments of success, action, and confidence. Examples: Commencement, pinnings, graduates on-the-job, working in class/labs.

When photographing individuals or small groups of students, publicity release forms should be secured. Release forms are available from the Marketing and Communications Department.

## Use of stock imagery

For uses that require stock imagery, particular care should be exercised. Copyright, budgets, and usage permission should always be considered and respected when choosing images from online sources. Images found through a Google search are more than likely not free to use. Unless explicitly made available for use, either by entering it into the public domain or licensing the rights, imagery is the intellectual property of its creator and cannot be used without permission.

## Recommended online sources for free stock imagery

There are many sites that offer high-quality imagery for use without restrictions at no charge.

[allthefreestock.com](http://allthefreestock.com)

[commons.wikimedia.org](http://commons.wikimedia.org)

[morguefile.com](http://morguefile.com)

[pexels.com](http://pexels.com)

[publicdomainarchive.com](http://publicdomainarchive.com)

[unsplash.com](http://unsplash.com)

# Typography

Like colors, graphics, and images, typography should boldly and clearly communicate to the audience.

Wherever possible in marketing materials, Freight Sans is used for the headings and body copy, because it is easy-to-read at large or small sizes. Freight Sans is a contemporary geometric sans-serif font that presents Goodwin University as a forward-looking educational institution. Like Goodwin University, it is bold and accessible.

## Headings and subheadings

Headings and subheadings should be used to break up long passages of text, giving the text logical structure and increasing readability.

## Alternative fonts

For pieces representing the University for purposes other than enrollment marketing or where Freight Sans is not available, alternate fonts may be used, but care should be taken to ensure readability. No more than two different fonts should be used in a single piece.

Suggested alternates:

- Helvetica
- Open Sans
- Arial
- Abadi
- Raleway
- Lucida Sans



## Section 2

# Written Standards

# Voice and tone

It is important to note the difference between voice and tone.

The voice of Goodwin University is unique and distinct, with the tone varying to suit the context. Materials should be written and edited with the voice in mind.

Copy should be crafted to be enjoyable to read wherever possible, while being succinct, distinct, and informative or persuasive. Dry technical details and jargon should be avoided, except where appropriate to our audience.

Inquiries about writing that will be shared with an audience beyond the Goodwin community should be directed to the Marketing and Communications Department.

## Voice

The voice of Goodwin University is human, rather than institutional. When referring to Goodwin University programs, facilities, services, etc..., use “our” instead of “its,” and “we” instead of “the University.” Our voice is always friendly, helpful, and straightforward. Our priority is explaining why, what, and how we do what we do for our students.

One way to think of our voice is to compare what it is to what it isn’t. Goodwin University’s voice is:

- **Fun** but not silly
- **Friendly and conversational** but not inauthentic or forced
- **Confident** but not cocky
- **Smart** but not stodgy
- **Direct and honest** but not blunt
- **Informal and youthful** but not sloppy or childish
- **Helpful** but not overbearing or patronizing

## Tone

While the voice of Goodwin University stays constant, our tone shifts to suit the context of the conversation. Different venues and contexts necessitate speaking in different tones of our voice to different audiences. Examples include:

- Social Media (less formal and more quirky and fun)
- Graduate degree marketing (more formal, technical, and mature)
- Financial Aid materials (more formal, direct, and helpful)



# Grammar points

We should be consistent in the way we present ourselves (including in our use of grammar), while also being appropriate for the particular situation and the intended audiences for our messages. This may mean that certain grammar rules will differ from one circumstance to another, but the rules should be consistent for that particular circumstance. Applying grammar rules is intended to provide clarity to writing and should be used with that goal in mind.

## Press

Adhere to Associated Press Style for press materials/promotional materials in order to best communicate with media audiences.

Exception:

- Use commas throughout a series (the apple, the orange, and the pear, NOT: the apple, the orange and the pear)

# Grammar points

## Academic degrees

Capitalize formal names of specific degrees at Goodwin University, but not the degree level or the word “program” or “degree.” When speaking of degrees in general, there is no need for capitalization.

**Example 1:** Next June, 65 students will graduate from the associate degree in Nursing program.

**Example 2:** Graduates with bachelor’s degrees earn 15% more than those with associate degrees.

Bachelor’s and master’s degrees are written with an apostrophe followed by an “s.” Associate degree is not.

**Example 1:** Kevin earned his master’s degree yesterday.

**Example 2:** Phil’s associate degree prepared him for a great career in manufacturing.

When you are being formal and using Bachelor of Science, Associate in Science, or Master of Science rather than bachelor’s, associate, or master’s, then you should capitalize them as shown.

## Academic departments/programs

Capitalize the name of a department/program ONLY when they appear as part of an official name, but not the words “department” and “program”.

**Example:** Ty Jones graduated from Goodwin University’s Criminal Justice program.

On second reference, do not capitalize “department,” etc.

**Example:** The department later announced the success of its graduates in finding jobs.

## Academic honors

Lowercase and italicize distinctions such as *summa cum laude*, *magna cum laude*, and *cum laude*.

## Addresses

Addresses for Goodwin University buildings should have the number written out when in the single digits.

**Example:** One Riverside Drive

Addresses for Goodwin buildings with more than a single digit should not be spelled out.

**Example:** 247 Riverside Drive

## Admission/admissions

Use the plural form when referring to the Office of Admissions, admissions staff, and the admissions process.

Use the singular form when referring to the action of admitting students. (e.g. early admission candidates, admission to the University, admission requirements)

**Example:** Carling applied for admission to Goodwin University.

**Example 2:** Bobella works in the Admissions Office.

## Ages

Always use figures for ages. Use hyphens for ages that are expressed as adjectives before a noun or as substitutes for a noun. When the context does not require years or years old, the figure is presumed to be years.

**Example 1:** The boy is 5 years old.

**Example 2:** The 5-year-old boy went to school (adjective before a noun).

**Example 3:** Kindergarten is for 5-year-olds (substitute for a noun).

## Alumnus/alumni/alumna/alumnae

Use “alumnus” (“alumni” in the plural) to designate a man who has attended Goodwin University. Use “alumna” (“alumnae” in the plural) in reference to a woman (or women) who has attended Goodwin University. “Alumni” indicates both genders as a group. Avoid using “alum.”

## Ampersand {&}

Use an ampersand in corporate titles only when it is part of the official title.

**Example:** The concert was sponsored by the Law Offices of Moore, Belleau & Stacey.

Never use an ampersand instead of the word “and” in text.

## Apostrophe {'}

Use apostrophes to show possession or in contractions.

**Example:** Sami’s bunny is quite fluffy.

Use an apostrophe when referring to the class year of an alumnus or alumnae.

**Example:** Lee Housley, ’13, ’15

Do not use an apostrophe when forming plurals of dates or acronyms.

**Examples:** 1890s, 1920s, 1990s, Ph.Ds.



## Bulleted and numbered lists

Bulleted and numbered lists that appear in bodies of text can be either full sentences or not, but avoid mixing sentence and non-sentence items in the same list. Do not use commas or semicolons at the end of each item. If list items are full sentences, they should be properly capitalized and punctuated as such. For list items that are not full sentences, the first letter of each should be capitalized, and no punctuation should follow each item.

## Campus

Goodwin University's "campus" refers to all Goodwin University buildings and facilities. The building at One Riverside Drive is not the "main campus," or the "river campus," it is merely a part of Goodwin University's campus.

## Class length

Hyphenate "7-week" and "15-week" when they come before a noun like "classes".

**Example:** Abby enjoyed the brisk pace of the accelerated 7-week classes as she completed her degree.

Do not hyphenate "7 week" and "15 week" when they don't come before a noun.

**Example:** Sammy completed the her design class in only 15 weeks.

## Class standing

Don't capitalize freshman, sophomore, junior, senior, graduate student, or undergraduate student unless they appear at the beginning of a sentence.

## Commas

Use commas throughout a series.

**Example:** The apple, the orange, and the pear were delicious.

## Course names

The names of courses should be capitalized, quotation marks or italics aren't necessary.

**Example:** In the course, Introduction to Management...

## Days

Use numerals for days of the month, omitting st, th, rd, and nd

**Example:** Goodwin's commencement ceremony will be on June 4. (not 4th)

## Department names

Department names should be capitalized.

**Example:** Marketing and Communications

## Email (the word)

Lowercase without a hyphen.

## Email addresses

Email addresses should be written in all lowercase.

**Example:** Submit your giving form to: jsmith@goodwin.edu.

## Faculty

Lowercase “faculty” unless the word is part of a specific name or title.

**Example:** One of the program’s faculty members was part of the Faculty Senate.

## Forms

Capitalize the name of the form and the word “form”.

**Example:** All University students and employees need to fill out the Parking Registration Form to receive a parking permit.

## Full-time/part-time

Hyphenate “full-time” and “part-time” when they come before a noun.

**Example:** The part-time students in the program appreciated the flexibility.

Do not hyphenate “full time” or “part time” otherwise.

**Example:** Peter had no problem taking welding classes while he works full time.

## Goodwin University

The official name of the University is always capitalized. For later references to Goodwin University, using “the University” is acceptable in place of the full name.

## Healthcare

One word, unless it is spelled otherwise in an official title.

## Homepage

One word.

## Hyphens and dashes { - } { – } { — }

Distinguish between hyphens, “em”, and “en” dashes.

Hyphens (-) are used to link words or parts of words and for ranges such as those between dates, times, or numbers. There should be no spaces surrounding the hyphen.

**Example:** Geonna’s mother-in-law is working late.

**Example 2:** The bake sale runs from 8-10 a.m.

En dashes (–) AP style does not use en dashes.

Em dashes (—) are longest, require a space before and after, and separate related thoughts or ideas.

**Example:** Do not give her the keys — the mascot lacks the peripheral vision needed to drive a car safely.

## Majors/programs

Do not capitalize majors, programs, specializations, or concentrations of study, unless they are part of a designated program at Goodwin University.

**Example 1:** Kevin majored in nursing.

**Example 2:** Kevin found success in Goodwin University’s Nursing program.

## Months

Capitalize the names of months in all uses. When a phrase includes only a month and a year, do not separate them with commas.

**Example:** Goodwin University was founded in June of 1999 on a sunny day.

## Numbers

Spell out numbers at the beginning of sentences. There is one exception — numerals that identify a calendar year.

**Example:** 1999 was an important year for Goodwin University.

Spell out whole numbers below 10 except when used in statistical data. Use figures for 10 and above.

**Example:** They had 13 associate degree programs.

Use numerals when referring to credit hours.

**Example:** The course carries 3 hours of credit.

## Occupations/titles

Capitalize and spell out formal titles such as “professor,” “president,” and “chairman” only when they precede a name.

**Example 1:** President Mark E. Scheinberg

**Example 2:** Mark E. Scheinberg, president of Goodwin University

Do not capitalize job titles or industries. Exceptions to this rule are cases like “CNC machinist” and “RN” which are or contain acronyms.

**Example:** Sara has been working for six years as a registered nurse.

## On-campus/on-ground

Hyphenated.

## Online

One word, no hyphenation.

## Percentages

Use the percent symbol rather than spelling out the word percent and always pair with a numeral.

**Example:** This semester enrollment increased 9%.

## Phone numbers

Provide the area code and seven digit phone number, separating the elements with a hyphen, not parenthesis.

**Example:** 860-000-0000

## Policies

Capitalize the name of the policy and the word “policy”.

**Example:** All students must abide by the Academic Integrity Policy.

## Seasons

Lowercase “fall,” “winter,” “spring,” and “summer,” and all derived words such as “springtime.” Capitalize only when part of a formal name.

**Example:** Georgia has been looking forward to spring break all year.

## Semester vs. session

In a strict technical sense, the term “semester” refers to a schedule with two sessions of equal length. Goodwin University offers three academic sessions of equal length each year, each comparable or equivalent to semesters at similar institutions. With that in mind, Goodwin University often refers to having “three semesters per year” — rather than labelling them as “trimesters” or “academic sessions” — in order to draw a more accurate comparison to our peers.

Lowercase words designating academic terms and years.

**Example:** The fall semester runs for 15 weeks.

## Spacing

Use a single space after a period at the end of a sentence.

## Times

Abbreviate and lowercase a.m. and p.m., using periods but no spaces. Always use figures, with a space between the time and the a.m. or p.m.

**Example:** Nicole had run out of popcorn by 6:30 p.m.

If it’s an exact hour, no “:00” is required. If a time range is entirely in the morning or evening, use a.m. or p.m. only once.

**Example:** The Bookstore will be closed from 6:30–10 p.m.

If it goes from the morning into the evening (or vice versa), you need both.

**Example:** The bus was in service from 10 a.m.–2 p.m.

## Titles of works

Titles and subtitles of printed publications, films, movies, plays, television and radio series, are italicized.

Titles of articles, stories, poems, songs, television, podcast, and radio episodes (as opposed to series) are enclosed in quotation marks.

**Example:** In the *Hartford Business Journal* article, “Goodwin receives initial approval for University of Bridgeport purchase” ...

## Website/URLs

Website as one word and lowercase, same for “the web.”

Goodwin University’s website should always appear as “goodwin.edu.” In print, the URL should not appear with “https://” before it. Additionally, Goodwin University URLs should always be set in all lowercase.

**Example:** goodwin.edu/learnmore

In printed materials, and wherever possible elsewhere, URLs should be as short and direct as possible.