Goodwin University

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 logo

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

There are two formats of the logo: horizontal and stacked.

Though the horizontal version is preferred, use the format that fits best in the space, making sure that the logo is prominent and readable.

Visit the University's website to download the logo files.

Understanding file types

Logo sets are available as JPG, PNG, and EPS files.

For reference, file formats with RGB color profiles are best for digital materials, while file formats with CMYK are best for print materials. (See page 5 for more details on color modes.)

JPG

A type of raster image file format that uses compression for a smaller file size. They can have both a RGB and CMYK color profile.

PNG

A high-resolution raster image with a transparent background and a RGB color profile. This is best used for digital formats.

EPS

A vector based file that has a CMYK color profile. Best used when working with a print vendor.

Primary logo
Horizontal

Secondary logo
Stacked

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.

Athletic logos

The athletic logos were designed to be used on materials promoting Goodwin University athletic teams and events. They should not be used as the primary branding on formal correspondence to students, for student recruitment, or for fundraising materials, and never on communications of a serious or legal nature.

When needed, the official name of the recreational team should always be listed below the wordmark.

Please contact the Marketing and Communications department for the logo lockup for your recreational team.

Mascot
Navigator

Wordmark and logo lockup

Sub-brand logos

Each college, school, department, and organization has their own logo lockup. No other variations should be used to represent these entities.

The official name of the school, organization or department should always be listed below a rule line on both the horizontal and stacked version of the logo.

The magnet school system and the Goodwin Foundation have specially created logos as they are separate organizations underneath the Goodwin University umbrella.

Please contact the Marketing and Communications department for your approved logo.

Sub-brand logo example
Schools, departments, and organizations

Goodwin Foundation

Connecticut River Academy
Magnet School

Riverside Magnet School
Magnet School

Logo uses

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.

Clear space

Sufficient space must be provided on all sides between the logo and any other elements. For measure, use the "o" height from "Goodwin" for proper clear space around the logo.

What to avoid

Added effects

Do not use drop shadows, strokes, or any other effects on the logo.
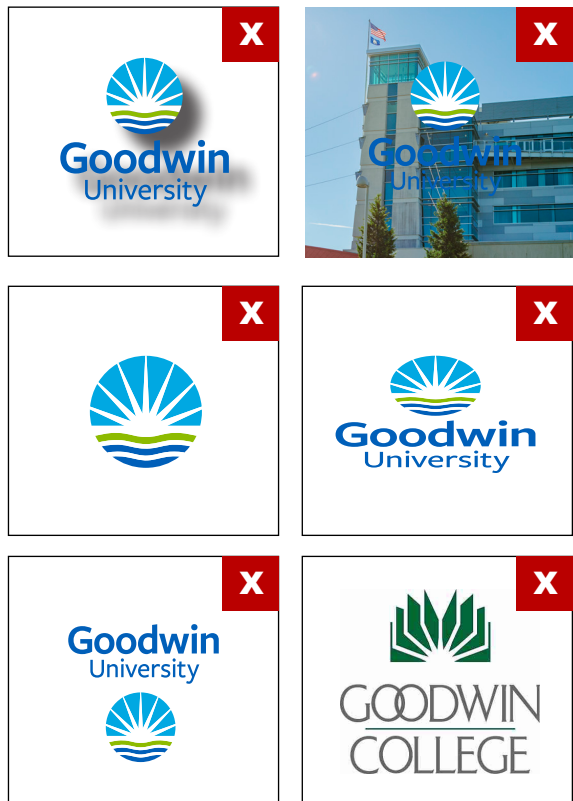
Unreadable placement

Logo should be placed on a clear, readable background. Do not alter or rearrange the logo elements.

Stretching

The proportions of the logo must remain the same as the original image (i.e. do not stretch the logo to make the image wider or taller).

Goodwin College

Don't use the previous Goodwin College logo on any newly produced materials.

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.

The dark blue color should be predominantly used, with the light blue and green used as secondary colors. Tinted versions of each color are also approved for use.

Understanding color modes

CMYK (Print)

A four color printing method, stands for cyan, magenta, yellow, and key (black). CMYK color mode is what traditional, in-home printers use to print a wide range of colors.

RGB (Digital)

RGB stands for the colors red, green, and blue. These three colors are used on digital display screens and can be combined in various proportions to obtain any color in the visible spectrum.

Pantone (Print)

Pantone doesn't layer any colors during the printing process; it is a pure color that is mixed prior being placed onto a printing press. Using the Pantone color is best to use when working with a large scale print vendor to maintain color consistency.

Primary color

Dark blue

CMYK	RGB	Pantone
C100 M062 Y007 K000	R000 G092 B185	300 #005cb9

Secondary colors

Light Blue and Green

CMYK	RGB	Pantone
C081 M012 Y001 K000	R000 G167 B224	2995 C #00a7e0

CMYK	RGB	Pantone
C056 M003 Y100 K000	R000 G167 B224	376 #80bc00

Photography

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

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, including:

- **allthefreestock.com**
- **commons.wikimedia.org**
- **morguefile.com**
- **pexels.com**
- **unsplash.com**

Typography

Like colors, graphics, and images, typography should boldly and clearly communicate to the audience. Wherever possible in marketing materials, Freight Sans Pro is used for the headings and body copy, because it is easy-to-read at large or small sizes.

Freight Sans Pro with six weights:
Light, Book, Medium, Semibold, Bold, and Black. There is also a compressed and condensed version available for use.

Freight Sans Pro

ABCDEFGHIJKLMNOPQRS
TUVWYXZ

abcdefghijklmnopqrstuv
wxyz

Headings and subheadings

Freight sans is used for both headings and body copy. For H1 headings, use a bold or black weight. For H2 and H3 headings, use a semibold or bold weight.

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

H1 heading

H2 heading

H3 heading

I am a paragraph.

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:
- Abadi
- Arial
- Avenir
- Helvetica
- Open Sans
- Raleway

Section 2

Written standards

Voice and tone

Editorial guidelines

Grammar points

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 as enjoyable to read as 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 Goodwin's 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:

- *Serious* but not boring
- *Friendly and conversational* but not inauthentic or forced
- *Confident* but not elite or self-important
- *Smart* but not stodgy
- *Direct and honest* but not blunt or alienating
- *Informal* but not casual
- *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 voice to different audiences.

Examples include:

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

Editorial guidelines

We should be consistent in how 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. Please use these guidelines to help you create communication that is consistent and compelling.

Press

Adhere to Associated Press Style (APA) 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).

Headings and subheadings

The main heading and subheadings of a written piece should be in sentence case. Do not use closing punctuation on headings or subheadings.

Exception: If a heading or subheading is a question, include a question mark at the end.

Heading and subheading example:
Visit your academic advisor

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.

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.

Example 1:

Jacob earned his Master of Science in Nursing yesterday.

Example 2:

Phil's associate degree prepared him for a great career in manufacturing.

Academic departments and programs

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

Example:

Ty Jones graduated from Goodwin University's Funeral Service program.

Academic honors

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

Acronyms

Each letter of an acronym should always be capitalized. Acronyms should not be punctuated.

Example:

FAFSA, HRSA, OER, etc.

Addresses

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

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

Example 1:
One Riverside Drive

Example 2:
247 Riverside Drive

Admission vs. 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 1:
Thomas applied for admission to University of Bridgeport.

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, and alumnae

Use "alumnus" ("alumni" in the plural) to designate a man who has attended University of Bridgeport.

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. You can also use the word "alum" to describe a singular alumni, as this version of the noun is gender-neutral.

Ampersand {&}

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

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

Example:

The concert was sponsored by the Law Offices of Hamlin, Hamlin & McGill.

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:

Shaggy Rogers, '12, '16

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

Example:

1890s, 1920s, 1990s, Ph.Ds.

When a singular noun ends with "s," put an apostrophe after the "s." Do not put a second "s" after the apostrophe.

Example:

Nicholas' appointment with Career Development was very helpful.

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.

When possible, bulleted and numbered lists should be alphabetized.

Class length

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

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

Example 1:
Abby enjoyed the brisk pace of the accelerated 7-week classes as she completed her degree.

Example 2:
Sammy completed her biology class in only 15 weeks.

Class standing

Don't capitalize first-year, 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. However, do not capitalize the word department.

Example:

Marketing and Communications department

Email

Write the word "email" lowercase without a hyphen.

Email addresses

Email addresses should be written in all lowercase.

Example:

Submit your Giving form to: giving@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 but not the word "form."

Example:

All University students and employees need to fill out the Parking Registration form to receive a parking permit.

Full-time and part-time

Hyphenate "full-time" and "part-time" when they come before a noun. Do not hyphenate "full time" or "part time" otherwise.

Example 1:

The part-time students in the program appreciated the flexibility.

Example 2:

Jeff had no problem taking dental hygiene 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

Spell "healthcare" as one word, unless it is spelled otherwise in an official title.

Homepage

Spell "homepage" as 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 1:

Stephanie'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 him the keys — the mascot is not properly trained to operate that machine.

When a hyphenated word is capitalized, only capitalize the first letter. Do not capitalize the letter after the hyphen.

Example:

The Ann B. Clark Co-op is available to students, faculty, and staff.

Majors and programs

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

Example 1:

Rebecca majored in nursing.

Example 2:

Rebecca 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.

Nonprofit

Do not hyphenate "nonprofit."

Example:

Goodwin University is a
nonprofit university.

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.

Use numerals when referring to credit hours.

Example:

The course carries 3 hours of credit.

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.

Occupations and 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

Hyphenate "on-campus" when it comes
before a noun. Do not hyphenate
"on campus" otherwise.

Example 1:
Bri got an on-campus apartment.

Example 2:
Bri lived on campus.

Online

Spell "online" as one word, with 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.

Resumé

Put an acute accent on the final "e." Do not omit the accent or place it over the second "e."

Example:

Jacob sent his resumé to Charissa.

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 labeling them as "trimesters" or "academic sessions" — in order to draw a more accurate comparison to our peers.

The name of a semester should always be lowercase.

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, tv-shows, songs, podcasts, 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 and URLs

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

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

Section 3

Resources

Templates

Email signature

Free online tools

Templates

Here is a compiled list of helpful resources you can use to create your own content or when submitting news, achievements, communications requests, social media requests, and event needs to the Marketing and Communications project request form.

Click the links below for each template:

Design
- **Canva - flyer template 1**
- **Canva - flyer template 2**

Project request
- **Email template**
- **Social media template**
- **Press release tips**
- **Flyer request template**
- **Event recap template**

Flyer template example

Email signature

Consistency is an important part of branding. That includes establishing and maintaining consistent email signatures for all employees.

Please do not change the color, font, or sizing of any part of the email signature.

Visit the University's website to use the email signature generator.

Email signature example

Navigator
Mascot
Student Affairs

Goodwin University
One Riverside Drive | East Hartford, CT 06118
p: 012-345-6789
www.goodwin.edu

Free online tools

Below are free online resources meant to provide you with the tools needed to complete your project sooner and without a request submission to the Marketing and Communications department.

Free stock images

- **allthefreestock.com**
- **commons.wikimedia.org**
- **morguefile.com**
- **pexels.com**
- **unsplash.com**

Picture resizing

- **picresize.com**

QR code generator

- **qrcode-monkey.com**

Design tool

- **canva.com**