

Visual Identity & Editorial Style Guide



THIEL
COLLEGE

Published by

The Thiel College Office of Communications and Marketing

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Introduction

The Office of Communications and Marketing is charged with fully integrating the Thiel College image, as well as increasing the impact, efficiency and consistency of institutional communications and marketing initiatives.

We have worked diligently to bring the brand to life across a wide range of touch-points, from marketing campaigns and advertising, to interior branding and merchandising. The OCM mission is to create and lead a comprehensive communications and integrated marketing program that emphasizes Thiel's unique brand and enhances its visibility.



The Thiel College Brand

The Thiel College brand is one of the institution's most valuable assets and defines who we are and what we do. The principals and guidelines in this brand guide help ensure all parts of the College are working together to communicate a unified image and voice to create a flexible, yet cohesive, brand identity system that captures the Thiel spirit while delivering an identity system in a practical way that's easy to understand and:

- Reinforces the College's brand positioning and graphic identity
- Helps create a consistent experience across all communications
- Creates a differentiated look that stands out from the competitive landscape

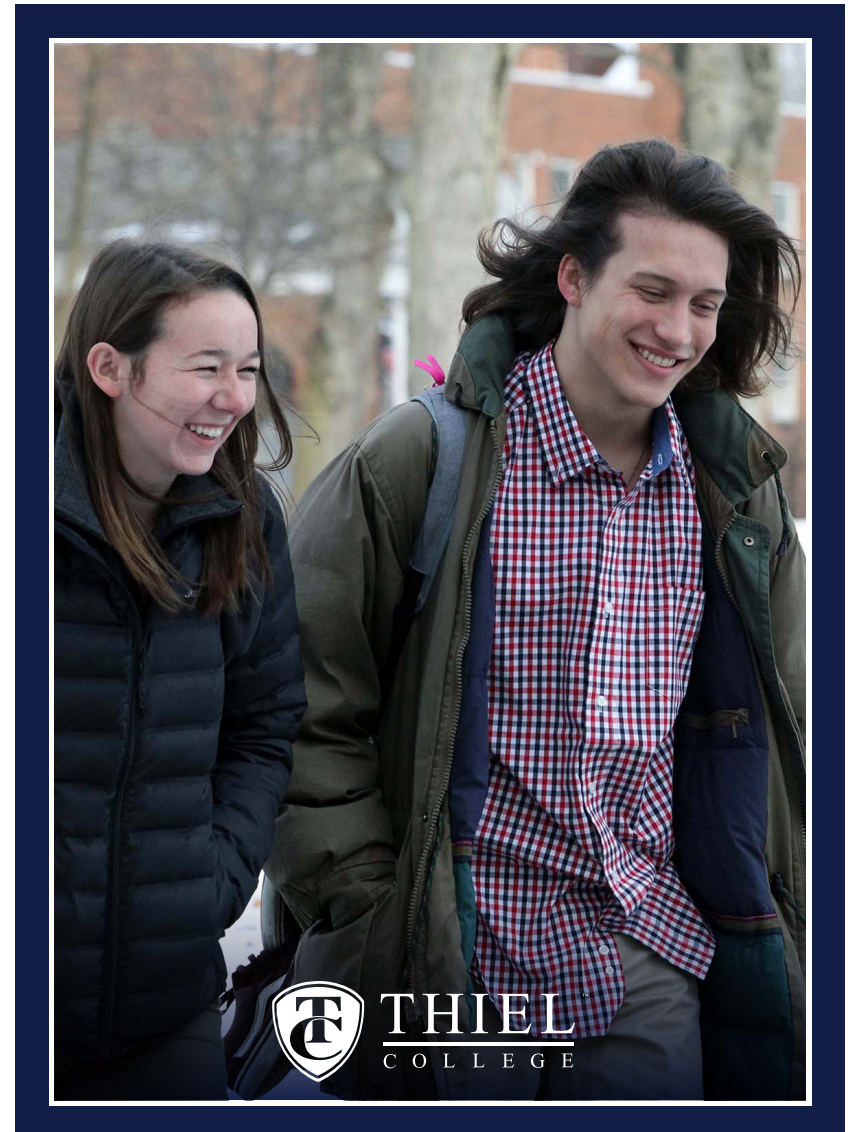
These guidelines apply to all of Thiel's communications. No guidelines can anticipate every possible future need. Guidelines like these are always a work in progress. Please contact the Office of Communications and Marketing with other questions related to branding.

The Thiel Brand Foundation

The Thiel College Brand is more than our logo or our website. It's what the College stands for, how others perceive us and how we make them feel. Our Brand ...

- Creates a rallying cry; a point of agreement.
- Reinforces the value proposition and our commitment to students, alumni and the Thiel community every day.
- Establishes a foundation for all Thiel messaging.
- Provides guidance for the type of stories and messages that best personify Thiel.
- Inspires stakeholder groups to become brand evangelists.

All work developed in Communications and Marketing begins with brand strategy — the how, what, when and to whom we communicate Thiel's unique and comprehensive offering — to tell our story persuasively and consistently in order to attract the students, faculty, partners and employers who will help the College grow.



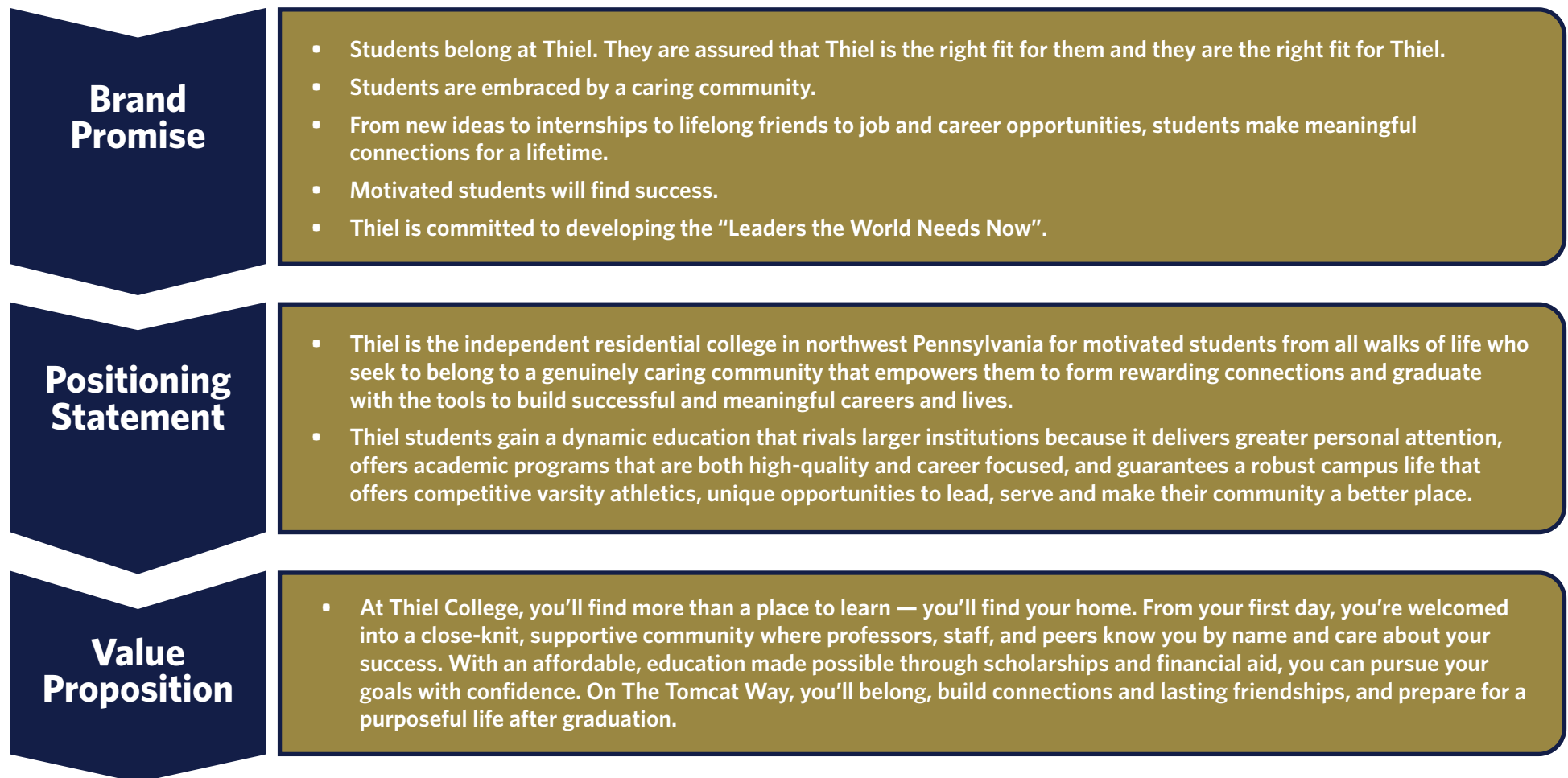


The Thiel Brand Guidelines

Messaging Architecture

Articulating the Thiel brand story in a compelling, consistent way can be challenging. The brand messaging architecture is a simple framework to help the campus community talk about Thiel in a uniform way that both educates and resonates with people. In short, it's how we communicate the story of who we are, what we do, and what we can do for our various stakeholder groups in simple language.

The chart below illustrates how our messaging flows from the general essence that is Thiel down to attributes and benefits for specific target groups.



Messaging Pillars

- **Belonging & Community**
- **Affordability & Access**
- **Personalized Learning & Mentorship**
- **Experiential Learning & Career Readiness**
- **Tradition & Growth**

Key Themes *(students):*

- A place where you're welcomed, known, and encouraged every step of the way
- An affordable education made possible through scholarships and aid
- Professors and staff who know you by name and care about your success
- A proven path to success — internships, mentorship, and confidence for purposeful live
- Belonging is built into campus life through clubs and organizations, DIII athletics, and traditions
- Leadership opportunities, service programs, and real-world experiences are part of your everyday life
- The Tomcat Way — academics, service, leadership, and community
- Your Thiel community doesn't end at graduation—it lasts a lifetime

Key Themes *(Parents & Families – outcome focused):*

- Your student receives personal attention and an affordable, high-value education
- Professors and advisors keep your student on track to graduate on time
- A safe, supportive campus balances independence with community and care
- Career-focused experiences prepare your student for jobs or grad school
- A Thiel degree supports your student's success for life

Proof Points

Belonging & Community – *home to where every student is welcomed, supported, and celebrated.*

- Clubs and organizations, DIII athletics, inclusive traditions, Excel, First-Year Program that helps you thrive from day one.
- Personal attention of a small college paired with activities and opportunities usually found at larger schools.
- DIII athletes have greater opportunities for playing time, leadership roles, and overall personal growth.
- Distinctive programs and support: Excel, first-year experience, TLC and Dietrich Honors.

Affordability & Value – *Generous merit scholarships, countless student experiences included in tuition.*

- Your education is high-quality, personal, and financially within reach.
- Thiel students pay among the lowest average net prices in the PAC without compromising support, outcomes, or opportunity.
 - Thiel's average net price per year is **-10% less than the PAC average** and;
 - -38% less compared to the national average of 4- year private institutions
- With an affordable, education made possible through scholarships and financial aid, you can pursue your goals with confidence.
 - In 2024, Thiel students shared **\$27 million** in scholarships and grants—real support that keeps college within reach.
 - 99% of students are eligible for some form of financial aid.
 - 100% of students are eligible for study abroad scholarships.
 - All students are provided a new laptop computer.

Academics & Mentorship – *Professors and mentors know you and guide you individually.*

- Professors and staff know students personally, invest in students' success, and offer extraordinary mentorship and care.
- Support for Student Athlete's success in college.
- 66% of students benefit from unique internships with local, regional and national companies and organizations.
- 66% of classes have fewer than 20 students.
- 12:1 student-faculty ratio.
- A powerful alumni and employer network that connects students to purposeful careers and lifelong support.

Experiential Learning & Career Readiness – *Classes connect to real-world experiences so every graduate is prepared for careers and advanced study.*

- 100% of students complete internships or another high impact practice prior to graduation.
- 95% of Thiel who responded to a post-graduation survey indicated that they were employed or in grad school within one year — so your future is within reach, Thiel's strong alumni network.
- More than 75% of students report engaging with Thiel's alumni network.

Traditions & Growth – *be part of time-honored traditions while gaining new experiences that help you grow.*

- The Tomcat Way supports your growth while connecting you to long-standing, proud traditions.
 - The Tomcat Way is a holistic approach that blends academics, service, leadership, and community into a meaningful college journey.
 - On The Tomcat Way, you'll belong, build connections and lasting friendships, and prepare for a purposeful life after graduation.
 - Traditions and stories that define campus life from Grocery Bingo and Zombie Prom to Greek life and athletics — that turn classmates into lifelong friends.

FY 2025 Student Feedback Survey Results:

- More than 80% of first year students rate their campus visit experience at Thiel “outstanding” or “exceeds expectations” compared to other colleges visited.
- Nearly two-thirds of students surveyed said academics at Thiel were “outstanding” or “exceeds expectations” compared to other colleges.
- More than 80% students surveyed said Thiel is highly respected and stands out against peer institutions.
- Students consistently refer to Thiel as “home.” First-year students highlight the immediate sense of belonging, while returning students emphasize the long-term support and growth they feel as part of the Thiel family.
- At Thiel, students are known by name. Professors and staff “go above and beyond,” providing individual guidance, mentorship, and encouragement that helps students feel valued and supported.
- Students and families call Thiel’s scholarships and aid packages “life changing.” Affordability is cited as a decisive reason for choosing and staying at Thiel.
- Students don’t just participate — they engage. Thiel’s small size gives students the chance to play sports, take on leadership roles, join clubs, and study abroad in ways that larger colleges can’t always offer.
- Students value approachable faculty who know them beyond the classroom. First-year and returning students alike emphasize how caring professors build confidence, foster growth, and prepare them for life after graduation.

Additional Proof Points

3rd Party Designations:

- *Forbes Magazine*: Grateful Grad Colleges: The Top 200 Show-Me-The-Money Schools.
- U.S. News & World Report's Best Regional Colleges: Northern Region.
- U.S. News & World Report's Best National Liberal Arts Colleges: Top two most affordable private colleges in PA.
- Among the most affordable private colleges in western Pennsylvania (NCES).
- Niche.com rates Thiel among the safest colleges and communities in northwest Pennsylvania.
- Military Friendly school designation.
- Yellow Ribbon GI Education Enhancement Program school.

Distinguishing factors:

- An independent survey concluded that our highly involved faculty and staff is the best thing about Thiel.
- A Dietrich Foundation Institution, Thiel College joins Carnegie Mellon University, University of Pittsburgh and Princeton University as premier institutions recognized by the Dietrich Foundation for their commitment to higher education and championing student success.
- An engaged network of 15,000+ Thiel alumni connects students directly to mentorship, internship and employment opportunities.
- The Dietrich Honors Institute is an invitation-only program offering a curriculum developed for DHI students. Members are selected based on high school or college achievement.
- All first-year students receive a laptop and other student benefits, including free local transportation, free laundry, restaurant discounts, and free social activities and events.
- We are the only U.S. college to have the ultra-cool Tommy Tomcat as our mascot.
- One of 14 Vira Heinz Women in Global Leadership Scholarship Institutions.

Thiel Outcomes - By the Numbers:

- 80% of faculty hold the highest degree in their field.
- Education and career mentoring begin Day 1.
- A tradition of academic achievement since 1866.
- 100% of DHI students have conducted an independent research project with a faculty member.
- 75% of recent alumni say they have taken advantage of the 15,000+ member Thiel network while looking for their first job.
- 60% of internships are paid.
- 100% of students are eligible for study abroad scholarships.
- On average 70% of graduates landed jobs in the eastern Ohio/western Pennsylvania region.
- 95% of prior year class reported to be working or studying in their field.
- Reporting Thiel graduates' mid-career salaries are higher than Department of Labor predicted earnings for all college graduates.



The Thiel Visual Identity

Typography, image style, and color palette are all designed to capture the scrappy, go-getting spirit, while allowing Thiel communications to constantly refresh and reinvent, without diluting the core DNA.

This flexible toolkit enables assets to be grouped together so that they are clearly distinguishable, and relevant to their context.

Primary Marks

Thiel College has six primary visual marks:

- Thiel College Logo
- Thiel College Athletics Logo
- Tomcat Logo
- Thiel Crest
- President's Seal
- Tomcat Spirit Logo



Thiel College Logo Hierarchy



To provide immediate brand recognition, the Thiel College visual marks are to be used on all relevant print and electronic publications and websites. Place the appropriate logo or icon on either the front or back cover of all publications and in the upper left of every College website, as shown in the header of the College home page banner: thiel.edu.

Thiel College Wordmark

To protect the Thiel College brand, a unified identity must be presented. That's why communications representing any facet of Thiel should use the brand consistently. The Shield Icon & Wordmark is the official logo and serves as the umbrella identity for all institutional entities. When choosing how to brand communications, it is always the first choice.

Primary Institutional Wordmark

The Primary Institutional Logo is for the day-to-day (non-athletic) representation of the College, and consists of the combination of the Thiel Shield Icon with the interlocking TC, and the Thiel College Wordmark. The two elements are not be altered. The shield can appear separately. The wordmark should never be used alone.



Full Color



One-Color Blue



One-Color White



Logo color

The Thiel College Shield Icon & Wordmark is the primary logo for the college. The Wordmark is produced in Thiel Blue (PMS 2768) and Thiel Gold (PMS 4505). Alternate versions include:

- 100% PMS 2768
- Reversed-to-white

No other color combinations are allowed. This Wordmark must stand alone. It should be used as a singular graphic element. It should not be used as part of another mark and should not be combined with another logo, mark, graphic or other visual element.

Logo Clear Space

Clear space, or the space surrounding the logo, is essential to ensure that the logo is positioned clearly and prominently without interference from other competing elements. No element should ever overlap the logo, and the logo should always be displayed in full. The clear space around the logo is equal to one and a half times the height of the logo and one and a quarter times the width. Do not position any text, graphics, or other elements inside this clear space. To ensure legibility in print media, the logo may not be reproduced in sizes less than 1" wide. The minimum size for electronic media is 72px wide.



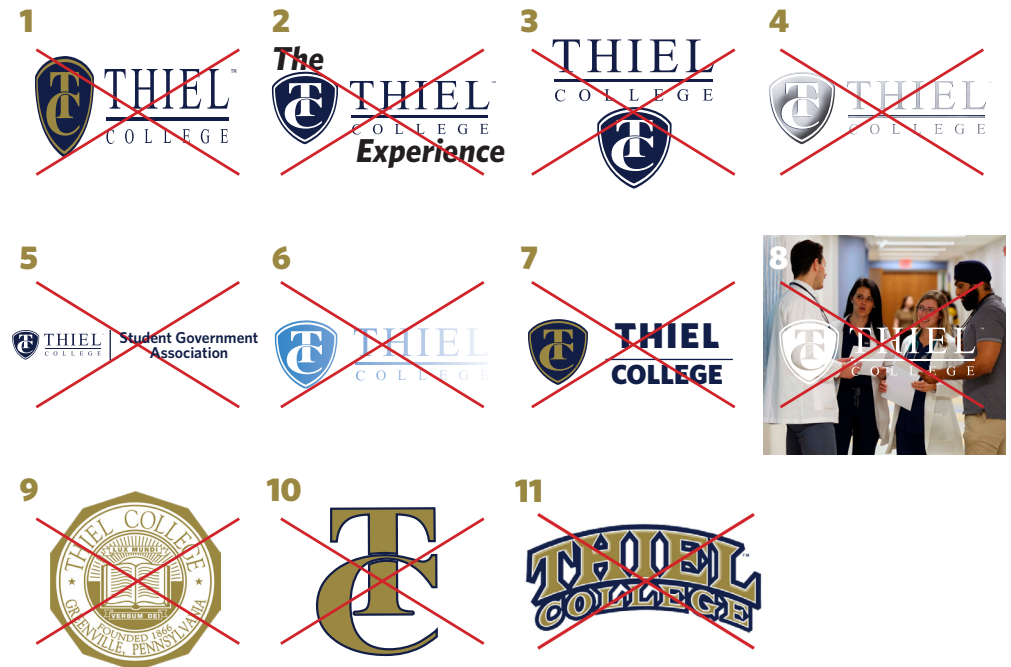
How to mark it:

- The official Thiel logo is the shield icon combined with the Thiel College Wordmark. Use only approved, unaltered versions of the Thiel College Wordmark. Don't re-create the Thiel College Wordmark or alter, except to proportionally re-size. Approved logos can be downloaded at <https://www.thiel.edu/offices/communications-marketing>
- The interlocking TC must always appear within the shield. Don't use a standalone TC.
- Do ask if you don't have the correct file or file type. To obtain official versions of the wordmark, contact the Office of Communications and Marketing.
- Thiel College can stand alone, without an accompanying department or organization.
- Don't use the Athletic logo or spirit marks unless you are an athletic department, team or organization.
- Departments or organization names will never be seen in a logo format alone, they will always appear as a lock-up alongside Thiel College though with different size weight depending on the usage, e.g. Exercise Science is not OK, while Thiel College/Exercise Science or Thiel College/Maintenance or Thiel College/Student Affairs or Thiel College/Student Government Association is approved. These logos are already built and downloaded at <https://www.thiel.edu/offices/communications-marketing>.
- Exceptions: A few exceptions have been made for particular campus organizations at the discretion of the OCM, such as the Dietrich Honors Institute, HPI, and the Blue and Gold Club.
- Don't use any part of the Thiel College Wordmark within text.
- Don't combine any part of the Thiel College Wordmark with any other marks, graphic elements or words, except as specified.
- Don't outline any part of the Thiel College Wordmark.

Incorrect Logo Applications

Do not alter logos. To maintain consistency of the Thiel College brand, the logos should never be re-drawn, re-created, stretched, or re-typeset in the other fonts. Always use approved files.

1. Do not condense, stretch, rotate, or distort the logo.
2. Do not add text to or delete text from the logo.
3. Do not crop or rearrange elements of the logo.
4. Do not add effects to the logo, with the exception of occasional drop shadow for clarity.
5. Do not make or edit logo lockups. (see Lockups-right)
6. Do not change the color or add gradients to the logo.
7. Do not change the typography.
8. Do not place the logo over backgrounds that make it hard to read.
9. Do not use the College seal or crest in place of the official logos.
10. Do not use the interlocking TC outside of the shield.
11. Do not use old branding of any type.



Primary Athletics Logo

Thiel College Athletics has its own primary logo that should only be used in association with athletics at Thiel. The primary Thiel Athletics logo has the same color options and clear space guidelines as the primary academic logo, and should be used in the same way. This logo should be used for the day to day representation of Thiel Athletics.



Full Color



One-Color Blue



One-Color White



Departments and Student Organizations

To allow departments (including Athletics) and student organizations the opportunity to connect with the College, the Thiel College Wordmark may be customized with the department or organization name. For questions about usage or to obtain a customized signature, please contact the Office of Communications and Marketing.



Tomcat Spirit Marks

The Thiel College Wordmark is the primary logo for the College. The Wordmark is produced in Thiel Blue (PMS 2768) and Thiel Gold (PMS 4505). Alternate versions include:

- 100% PMS 2768
- Reversed-to-white

No other color combinations are allowed. This wordmark must stand alone. It should be used as a singular graphic element. It should not be used as part of another mark and should not be combined with another logo, mark, graphic or other visual element.

Spirit Mark Usage Guidelines

- Any use of the Tomcat on merchandise must be produced by a licensed vendor.
- No markings may be made on top of or through the Spirit Marks.
- The Spirit Marks cannot be modified in any way.
- The Spirit Marks must appear in official Thiel colors.
- The Tomcat head always faces left.
- The Tomcat head can be combined with the Athletic wordmark:
 - Replaces the shield on the left side and facing left
 - In addition to the Shield/Athletic Wordmark, this time placed to the right and facing inward.

Full Color Tomcat Head
Secondary Icon



One Color Blue Tomcat Head
Secondary Icon



One Color White Tomcat Head
Secondary Icon



One-Color Blue Pawprint
Secondary Icon



One-Color White Pawprint
Secondary Icon



Institutional Athletics Departments



One-Color Blue Tomcats
Tomcat Head Secondary Wordmark



One-Color Blue Tomcats
Pawprint Secondary Wordmark



One-Color White Tomcats Tomcat
Head Secondary Wordmark



One-Color White Tomcats
Pawprint Secondary Wordmark



Thiel College Crest and Presidential Seal

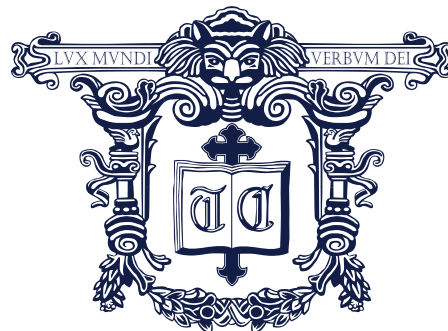
There are two icons reserved for use on diplomas, documents and other institutional communications.

- Thiel College Crest: The Coat of Arms is reserved for formal and historical applications and can be used with permission from the Office of Communications and Marketing. A “watermark” effect may be achieved through screening. Screening may never be less than 10 percent.
- President’s Seal: The President’s Seal may be used only with permission from the Thiel College president.

Full Color Thiel Crest



One Color Blue Thiel Crest



Full Color Gold Thiel Presidential Seal



Full Color Blue Thiel Presidential Seal



Brand Elements

Brand personality and voice: Join in and start something

Powerful, consistent imagery and well-protected marks are essential to maintaining a unique identity. However, visuals are only part of the story. What is said is the message; how it's said is the voice.

Thiel, like an individual, has a distinct personality with defined traits. We are to embed the Thiel brand personality and voice in our communications. The Thiel brand captures the entrepreneurial essence of its students—a spontaneous, DIY sensibility, yet purposefully structured. Thiel is authentically:

- Sensible, focused, and resourceful
- Scrappy, go-getting spirit
- Inclusive, open, welcoming and engaging—working together for success
- Ambitious, optimistic and future-focused
- Proud (yet humble) of our achievements and our impact on individuals and the world around us
- Dynamic, relevant today and tomorrow

When we write copy:

- The Thiel voice is plain-speaking and human.
- We explain in the simplest terms.
- Humor can also be an important part of the Thiel voice, but only with gentle, unforced, subtle wit—never patronizing or confusing.
- “Belong. Connect. Become.” is the essence of the Thiel brand—**avoid using as a tagline**. Take advantage of the flexibility and creativity being offered by making statements that illustrate the components of “Belong. Connect. Become.” within the context of each unique application.
- Thiel’s tone is generally informal, but it’s always more important to be clear than entertaining.
- When writing, we consider the reader’s state of mind.
- **Do** use active voice. **Avoid** passive voice.
- **Avoid** slang and jargon.
- **Do** write in plain English.
- **Do** use positive language rather than negative language.
- **Do** use consistent punctuation and grammar (For official marketing and communications on behalf of the College, the Associated Press Stylebook should be consulted. Also consult the Resources section of this Style Guide.).
- **Do** contact the Office of Communications and Marketing for messaging assistance and writing support.

Brand Colors

The function of color

Thiel embraces design that effectively enhances its content. Designers are encouraged to establish a base color (generally black or Thiel Blue) and to introduce additional color purposefully to differentiate text or image content—not merely to decorate it.

Official Thiel College Colors

Thiel Blue and Thiel Gold are deeply ingrained in the culture of the College and has served as a key institutional identifier since the late 1800s. It is the most appropriate base or accent color for projects originating from the College.

Primary Colors

Thiel Blue should be used as a spot color for official stationery, banners and signage, brochures, and single-color publications, as well as digital. Thiel Blue can be used by itself as a background color or in combination with other colors.

Thiel Gold should be used as a spot color for official stationery, banners and signage, brochures, and single-color publications, as well as digital. Thiel Gold is to be used in combination with other colors.

Alternate navy or dark blues can be suggested for uses for which the official Thiel Blue is not suitable for technical or aesthetic reasons. Approved colors have gray undertones. It is recommended you consult with the Office of Communications and Marketing prior to selection.

Secondary Color Palette

The neutral palette is to be used for complementary colors, neutral backgrounds and when color can't be used. Darker versions of neutrals may be used for text.

The accent palette colors are just that – they should take up less than 15 percent of any particular application. Additional accent colors may be used if approved by the Office of Communications and Marketing.

Accent colors are only used with a dominant primary color or neutral palette.

Primary Colors

Thiel Blue
100C 92M 39Y 43K
21R 32G 73B
#152049

PANTONE 2768 C

Thiel Gold
39C 39M 87Y 10K
153R 135G 66B
#998742

PANTONE 4505 C

Neutral palette

Dark Gray
0C 0M 0Y 70K
109R 110G 113B
#6d6e71

Light Gray
0C 0M 0Y 40K
167R 169G 172B
#a7a9ac

White
0C 0M 0Y 0K
255R 255G 255B
#FFFFFF

Accent palette

Flag Red
34C 75M 51Y 15K
153R 82G 94B
#99525E

Light Blue
42C 9M 0Y 10K
128R 180G 215B
#80b4d7

Brand Fonts

Authorized typefaces are an important part of Thiel College’s brand identity and should always be used. For print materials, use Whitney. For online materials, Whitney is the official font.

Whitney is a family of sans-serif typefaces designed by American type designer Tobias Frere-Jones. It was originally created for New York’s Whitney Museum as its institutional typeface. Its compact forms and broad x-height are known for using space efficiently, and its ample counters and open shapes make it clear under any circumstances. Whitney bridges the divide between editorial mainstays such as News Gothic, which is an American gothic typeface, and signage application standards such as Frutiger.

Primary Sans Serif Font		Free Alternative	
WHITNEY		HELVETICA	
Whitney Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Helvetica Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Whitney Book Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>	Helvetica Light Oblique	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
Whitney Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Helvetica Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Brand Font

Quarto is an Old-Style serif typeface released in 2014. The design was inspired by a single roman alphabet. Due to its high contrast and delicate features, Quarto is intended for use at size 16 point and above.

Primary Serif Font		Free Alternative	
QUARTO		TIMES	
Quarto Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Times Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Quarto Medium Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>	Times Italic	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
Quarto Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Times Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Tertiary Brand Fonts

Known as Thiel's "fun fonts" their use is intended to evoke a mood and to provide interest, only when used sparingly and for emphasis. The Thiel "fun fonts" include 3Dumb, and Tragic Marker. Thiel Athletics has a secondary font for headlines, known as "Lady Copra".

Secondary Fun Font
For Headlines

3Dumb

3Dumb Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Fun Font
For Body Text

Tragic Marker

Tragic Marker Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary Athletics
Font For Headlines

LADY COPRA

Lady Copra Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lady Copra Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Scripts

When using scripts, these should mirror original art and be as authentic as possible.



Typographical Hierarchy

Size and font choice is the simplest way to create contrast between different typographical elements in your document. As a general rule, use three levels of typography starting with the largest on top to signify your most important information, and decreasing in size as you move down the page. See below for an example of correct typographical hierarchy.

Title: Quarto Medium 38 pt

Thiel College is where you belong.

Subhead: Whitney Bold 15 pt

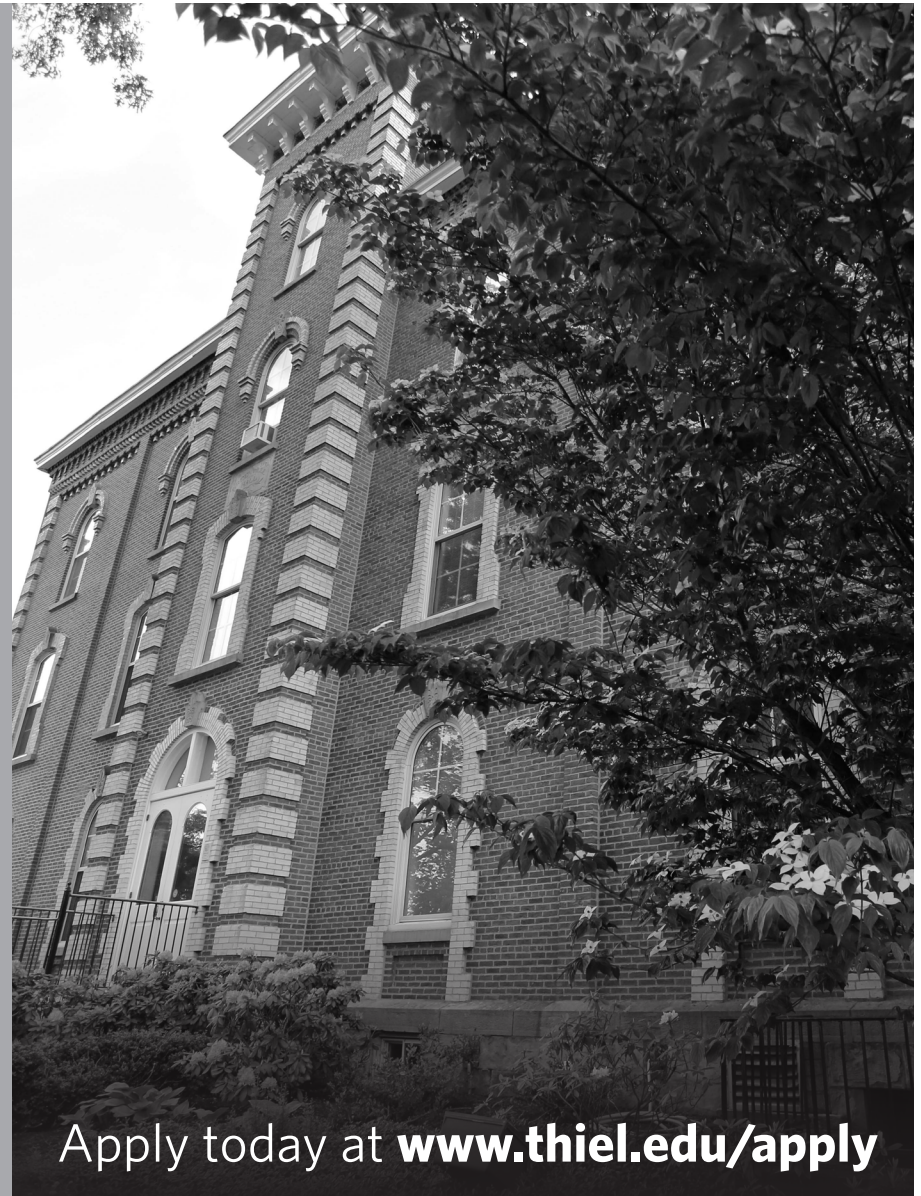
Thiel offers more than 60 majors, minors and programs of study so you can connect to the resources you need to succeed.

Body: Whitney Book 11 pt

From the moment you arrive at Thiel College, you have access to a connected network of alumni, faculty and staff members who can help you get where you want to be. Make sure to stop by the ACE Center in your first week to meet with career coaches who can point you in the right direction.

At Thiel you can become the **best version of you.**

Bolding for emphasis



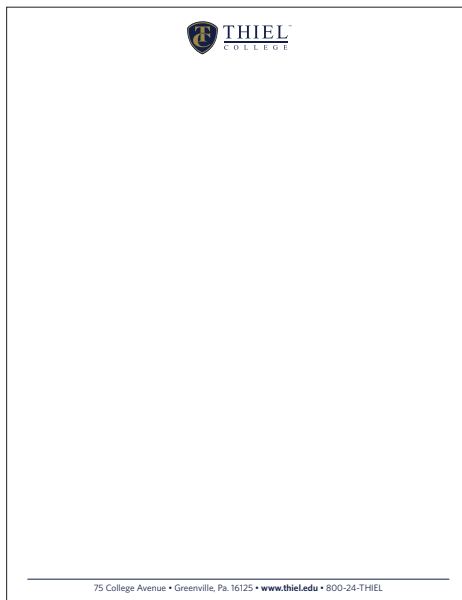
Apply today at **www.thiel.edu/apply**

Print Identity Applications

While Thiel design and identity (i.e., branding) standards allow flexibility in the design of print and online publication projects, the design of letterhead, envelopes, business cards and presentations is limited to specific templates which can be found at: <https://www.thiel.edu/offices/communications-marketing>

Thiel's decision to adopt a College-wide stationery design has many advantages, from support of Thiel's institutional identity to significant long-term financial savings in administration, design, and production of stationery items. Organizations within the College are asked to consult with OCM to develop coordinated stationery suites. For digital stationery, "lockup" files in MS Word format—corresponding to the typography and layout of the printed form of Thiel letterhead—are available.

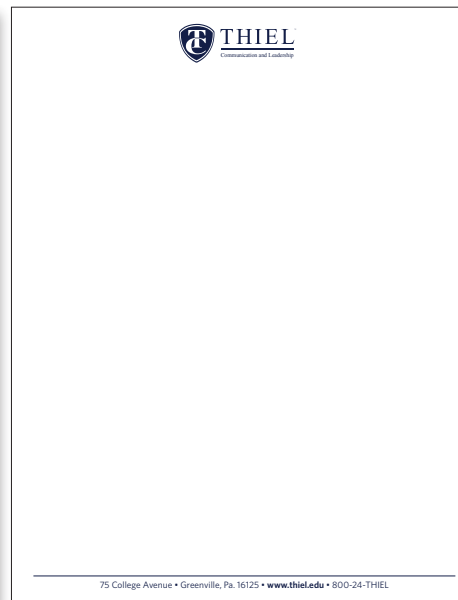
General Institutional Letterhead



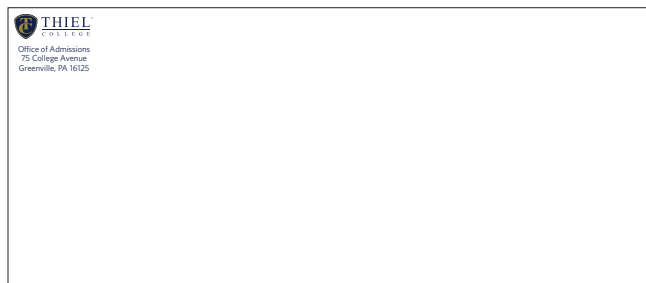
General Athletics Letterhead



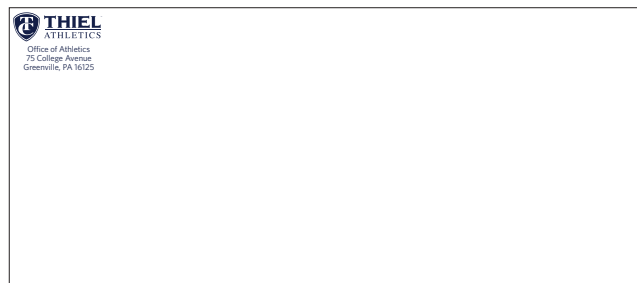
Logo Lockup Letterhead



General Institutional Envelope



Athletics Logo Lockup Envelope



Generative AI and Brand Integrity Policy

Purpose

Thiel College recognizes that generative artificial intelligence is increasingly integrated into commonly used design, communications, and productivity tools, including platforms such as Adobe Creative Cloud, Canva, Microsoft 365, and similar applications. These tools may support aspects of the creative process, including ideation, layout exploration, copy development, and production assistance.

However, the use of generative AI must not compromise the integrity of the Thiel College brand. The College's visual identity depends on authenticity, consistency, accuracy, and trust. All materials representing Thiel must reflect the standards set by the Office of Communications and Marketing, including the use approved brand assets in accordance with the College's style guide.

Scope

This policy applies to all individuals and groups creating materials that represent or promote Thiel College.

This includes, but is not limited to:

- Posters
- Flyers
- Digital and print advertisements
- Social media graphics
- Email graphics
- Presentations
- Signage
- Merchandise
- Web content
- Video content
- Recruitment, alumni, advancement, and donor communications

Use of Approved Brand Assets

Official Thiel College brand assets must be used exactly as provided by the Office of Communications and Marketing. These include, but are not limited to:

- Logos, Wordmarks, and Seals
- Mascot marks
- Athletic marks
- Official fonts and colors
- Approved graphic elements

Generative AI may not be used to simulate, recreate, modify, reinterpret, “improve,” or approximate any Thiel-approved brand asset. **This includes using AI tools to generate a logo-like mark, redraw an existing mark, approximate official colors or fonts, or create a design that could be mistaken for an official Thiel College brand element.**

Only approved files and specifications supplied or authorized by the Office of Communications and Marketing may be used in official College communications.

Permitted Uses of AI-Assisted Tools

Generative AI may be used as a support tool in the creative process when its use does not compromise brand integrity, accuracy, accessibility, copyright compliance, or institutional trust.

Appropriate uses may include:

- Brainstorming campaign concepts
- Drafting or refining copy
- Exploring non-branded visual ideas
- Developing layout inspiration
- Creating internal mood boards or early-stage concepts
- Supporting routine production workflows within approved design tools

AI-generated visuals may be incorporated into communications materials when they do not simulate, recreate, alter, or approximate Thiel-approved logos, fonts, colors, marks, or other protected brand elements, and when they meet all applicable standards for review and approval.

Unapproved Uses

The following uses of generative AI are not approved for representing Thiel College:

1. Recreation or alteration of brand assets

AI may not be used to generate, redraw, modify, reinterpret, approximate, or otherwise reproduce official Thiel College logos, marks, fonts, colors, seals, mascot marks, athletic marks, or other approved brand elements.

2. Use of unofficial or inaccurate brand elements

Materials may not include AI-generated versions of Thiel College brand elements, even if they appear similar to official assets.

3. Photo-realistic simulated institutional content

AI may not be used to create photo-realistic images or video depicting Thiel College, its campus, students, faculty, staff, leadership, events, spaces, athletic competitions, ceremonies, or other College environments in ways that could reasonably be perceived as authentic content.

4. Misleading or fabricated representations

AI may not be used to create content that misrepresents College facilities, people, events, accomplishments, programs, student experiences, or institutional activities.

5. Use that creates copyright, licensing, privacy, or accessibility concerns

AI-assisted content may not be used when its origin, permissions, ownership, accessibility, or legal status cannot be reasonably verified.

Review and Approval

The Office of Communications and Marketing serves as the final authority on brand-appropriate use of Thiel College assets and the acceptability of AI-assisted materials representing the College.

Public-facing materials, campus-wide communications, recruitment materials, advancement and donor communications, paid advertising, merchandise, signage, and other high-visibility or high-impact materials should be submitted to the Office of Communications and Marketing for review prior to publication, printing, purchase, or distribution.

Community members are encouraged to contact the Office of Communications and Marketing early in the creative process for assistance with:

- Accessing official logos and brand assets
- Selecting appropriate templates
- Reviewing AI-assisted designs
- Confirming proper use of College marks
- Ensuring materials meet accessibility, copyright, quality, and brand standards
- Developing communications that are accurate, professional, and effective

Summary

AI can be a useful tool for idea generation, but it is not a substitute for approved brand assets or professional brand review. Protecting the brand is a shared responsibility. By using official assets and working with the Office of Communications and Marketing, we ensure that every communication is accurate, consistent, and authentic.



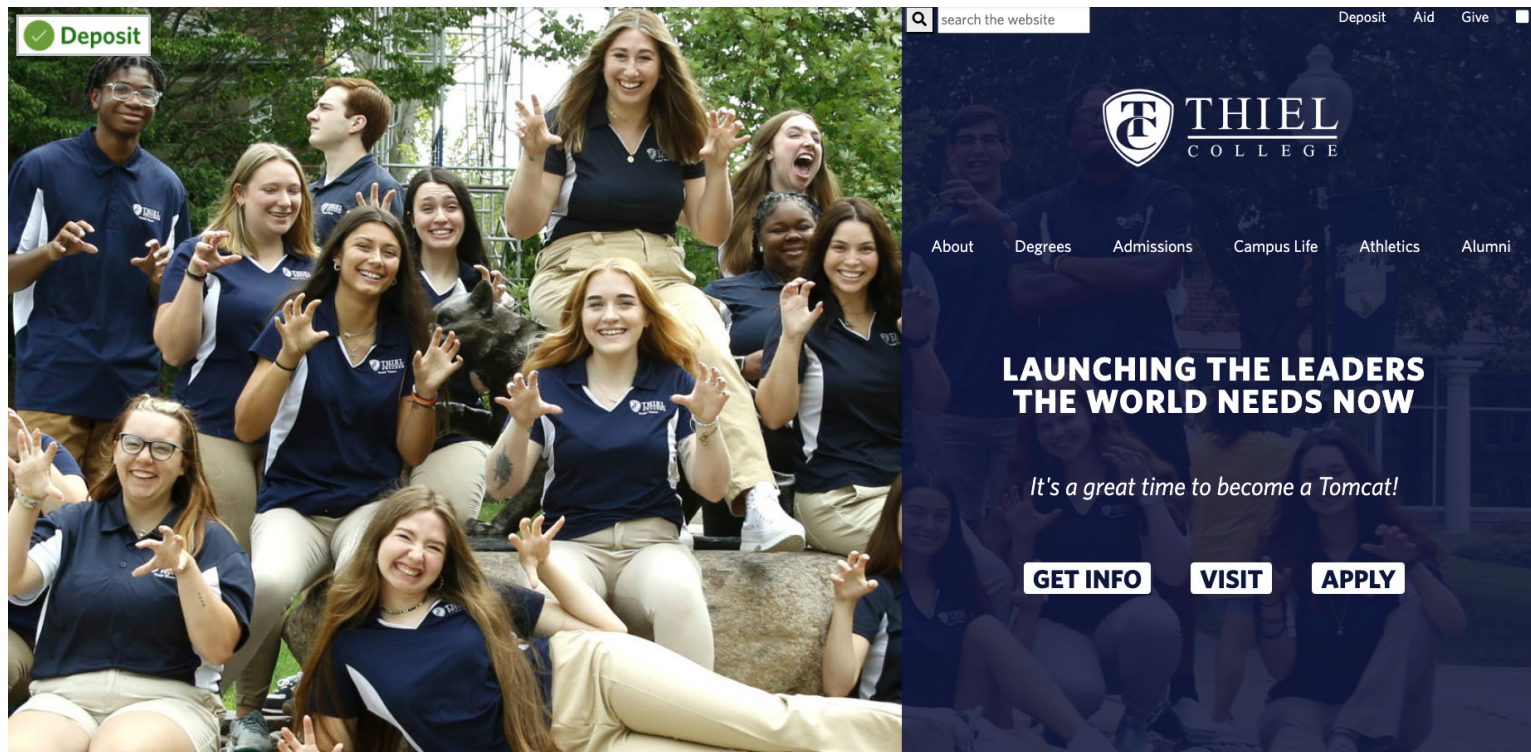
Multimedia Identity Applications

Thiel has developed a set of digital guidelines that maintain Thiel's considerable design flexibility while preserving institutional branding elements that complement Thiel's visual identity. These user-oriented elements create a minimal but consistent set of conventions across all college assets.

The current version of the Thiel website is a fully "skinable" web application that allows any developer(s) to create a skin that can transform the overall look and feel of the website or any individual section of it.

When creating skins for the website, the following bullet points should be considered :

- First and foremost – The skin maximizes ADA compliance and follows the directive of "Accessibility for All"
- Skins should adhere to general standards of responsive web design and fit the content into the device/browser being delivered to.
- Fonts and selected colors should blend well together and remain close to the print styles that are described in this guide.
- Text, titles, content, and descriptors should follow a logical sizing schema from largest to smallest when assigning values for textual wrappers.
- Images should be sized and optimized correctly for online delivery.



Social Media - Image Specifications Cheat Sheet

All sizes are recommended upload dimensions for best quality and sharpness across devices. Always keep important text, logos, and key elements centered in the safe area to avoid cropping on mobile or desktop.

LinkedIn

- Personal profile image: **400 × 400 pixels** (square, 1:1)
- Personal background / banner: **1584 × 396 pixels** (4:1 ratio)
- Company logo: **400 × 400 pixels** (minimum 268 × 268 pixels)
- Company page cover image: **1128 × 191 pixels** (or up to 4200 × 700 pixels for larger modules)
- Life tab / Hero main image: **1128 × 376 pixels**

Facebook

- Profile picture: **320 × 320 pixels** (recommended upload; displays ~176 × 176 on desktop / ~196 × 196 on mobile)
- Cover photo: **851 × 315 pixels** (recommended; many use 820 × 360 for balanced desktop/mobile display)
- Shared / link preview image: **1200 × 630 pixels** (1.91:1 landscape – safest for posts and links)
- Organic feed / highlighted image: **1080 × 1350 pixels** (4:5 vertical – performs well) or **1200 × 630 pixels**

YouTube

- Channel profile image: **800 × 800 pixels** (square, 1:1)
- Channel cover / banner: **2560 × 1440 pixels** (16:9)
- Safe area (visible on all devices): **~1546 × 423 pixels**
- Video thumbnails: **1280 × 720 pixels** (16:9)

X (formerly Twitter)

- Profile photo: **400 × 400 pixels** (square, 1:1)
- Account header / banner: **1500 × 500 pixels** (3:1 ratio)
- In-stream / post image: **1200 × 675 pixels** (16:9 landscape recommended)

Instagram

- Profile picture: **320 × 320 pixels** (recommended upload; displays as circle)
- Square feed post: **1080 × 1080 pixels** (1:1)
- Vertical feed post (recommended): **1080 × 1350 pixels** (4:5 – best for engagement)
- Taller vertical feed post: **1080 × 1440 pixels** (3:4 – increasingly supported)
- Landscape feed post: **1080 × 566 pixels** (1.91:1)
- Stories / Reels: **1080 × 1920 pixels** (9:16 vertical)

TikTok

- Profile picture: **720 × 720 pixels** (recommended upload for quality; minimum 200 × 200; displays as circle)
- Video posts / main content: **1080 × 1920 pixels** (9:16 vertical)
- Video cover / thumbnail: **1080 × 1920 pixels** (matches video)

Snapchat

- Profile picture: **320 × 320 pixels** (square, 1:1; displays as circle)
- Stories / Snaps / Ads: **1080 × 1920 pixels** (9:16 vertical)
- Safe area tip: Avoid placing key content in the **top ~150 px or bottom ~330 px**

Quick Tips for Thiel College:

- Use **PNG** for logos/graphics with transparency and **JPG** for photos.
- Vertical formats (especially 1080 × 1350 and 1080 × 1920) generally perform better on mobile-first platforms like Instagram, TikTok, and Snapchat.
- Test images on both desktop and mobile before posting.

Digital Advertising

Thiel College digital advertising includes targeting and retargeting campaigns, social media campaigns and banner advertisements on vendor websites. Digital ad files can be .PNG or .JPG depending on the vendor. The specifications for various digital advertising materials are as follows listed in pixels:

IP Targeting Ads:

- 160x600
- 300x250
- 320x50
- 320x100
- 336x280
- 728x90

Retargeting Ads:

- 160x600
- 320x50
- 336x280
- 728x90
- 320x1

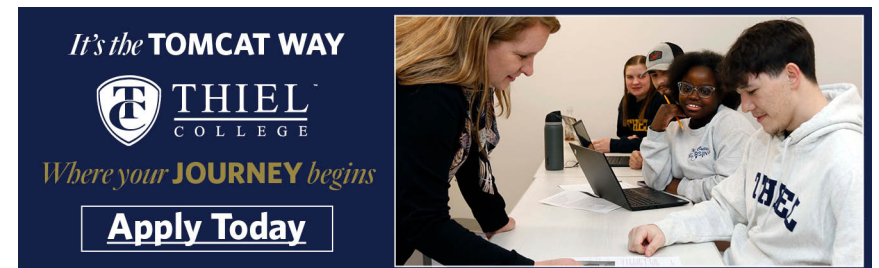
Banner Ads:

- 300x250
- 970x250

300 x 250 pxl. Ad - IP Targeting



320 x 100 pxl. Ad - IP Targeting



Downloadable PDFs

The downloadable PDF's found on thiel.edu are in various sizes and specifications determined by our print materials formats and styles. All downloadable PDF's must be 5 MB or less.

PowerPoint

A template for PowerPoint presentations can be found at www.thiel.edu/offices/communications-marketing.

Video

The following guidelines use key elements from Thiel's visual identity to help establish a consistent look for college videos.



Video Slates: Opening Titles

- Dimensions: 1920x1080 HD
- Standard Thiel College video opening slate includes Thiel logo in blue in center of the graphic. See image below

Video Slates: Information over images or colored background

- Dimensions: 1920x1080 HD
- Placement: Text copy should appear in the center of the screen. Do not change the color or scale. Be mindful of the video's safe area when necessary.
- Color: Text should be in Thiel Blue, or a HEX value of #0d204a if the background color is a gradient of Thiel Gold, or HEX value of #998643. Text can also be in White if the background is Black. Background can also be white with Thiel blue or black text.
- Typography: Text typeface: Whitney (Bold), Quarto and Tragic Marker.

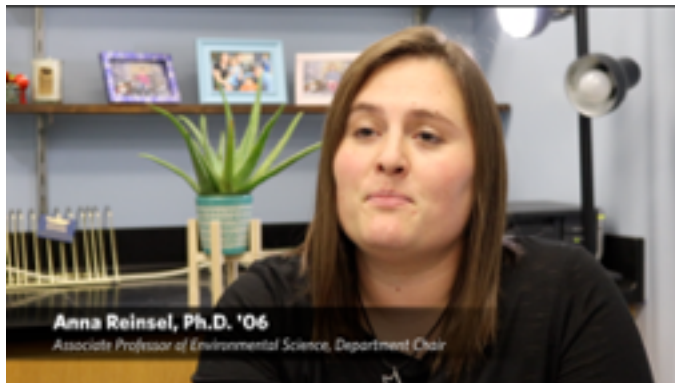


Video Slates: Lower Thirds

For naming subjects in lower thirds, use the subjects full name, suffix (if subject has attained a doctorate degree), graduation year (if applicable) followed by a sub head that includes the subjects title.

- Typography:
 - Lower third name: Whitney (Bold)
 - Lower third title/sub head: Whitney (Book Italic)

Example of how to name interview subjects as described in page content.



This ensures all lower thirds appear at the same level across all videos.

End Page

At the end of each video, use the following approach to denote the origin of the video:

© 2025 Thiel College Office of Communications and Marketing

It is good practice to include a fade-to-black after this page and 2-3 seconds of a black screen.

To download the official Thiel font and logo shown in these examples, please visit www.thiel.edu/offices/communications-marketing

Captions

To comply with the college's accessibility policy, all Thiel videos must have closed-captioning capability. These can be turned on and off at the discretion of the viewer on uploads to Facebook and YouTube. These should be in a plain text (.txt or .srt .txt) format for uploading to YouTube and Facebook. YouTube can automatically create captions that can then be edited and downloaded in plain text format. Additionally, many companies specialize in captioning for a fee and can be found by an Internet search.

Music

Videos must only use music for which they have all necessary permissions. Copyrighted music may not be used in any Thiel College video without permission from the creator. Many websites and musicians supply high-quality music without copyright for use in any video, for free, for free with accreditation, or for a small fee. Most music used by Thiel College has been purchased from Envato Elements.

Mobile Applications

The following information is intended to help guide use of Thiel's visual identity within a mobile application environment. Questions regarding these standards may be directed to webmaster@thiel.edu. All mobile app icons (launcher icons) and launch screens (splash screens) must be designed, art directed, and/or approved by the Office of Communications and Marketing before publishing.

Photography

An image of a Thiel Tomcat having fun and being engaged is a powerful tool to grab attention. Use these guidelines when picking the perfect subject for your project:

- The subjects, or students, faculty, coaches and staff, should represent the best of our community.
- Students and student-athletes in action having fun; images of Tomcats in their uniforms and Greeks in their letters looking sharp; students engaged with each other, faculty and staff. In general, choose those moments you never want to forget.
- Thiel prides itself in its diversity. Photography or video should reflect that. A word of caution—situations should be genuine, not forced or over-compensated.
- Captured moments vs. contrived poses—Tomcats know a phony smile when they see it. Real moments evoke real emotions. Avoid subjects looking directly into the camera. Moments of quiet introspection can be as compelling as active moments.
- Thiel prides itself in its beautiful campus. However, it's the people that are at the heart and soul of the community and should be present in a majority of images.
- Production specifications can vary from project to project. Shoot images in the highest possible resolution. This is a good rule of thumb whether the asset is for print or digital use.
- All photos and videos should have proper, signed releases. Students automatically sign a waiver during the application stage. When needed, the official Thiel Talent Release form is available for download from the website, <https://www.thiel.edu/offices/communications-marketing>. When capturing images at a crowded event, make it known that any and all attendees may be photographed or recorded and used in Thiel promotions and publications. Honor the request of anyone who asks not to be photographed or recorded.



RESOURCES

Copyright and Trademarks

Merchandise

Editorial Stylebook

Class Notes Format for The Bell

Copyright and Trademarks

The financial picture of an institution isn't measured solely by the amount of revenue it takes in. Assets including intellectual property can boost an institution's net worth. Copyrights and trademarks help provide protection from illegal use.

Intellectual Property Protection

Intellectual property includes works, processes, symbols and designs that were created or are owned by Thiel College. This can include logos and slogans, and written documents or artistic works. To enforce the ownership and right to use intellectual property, Thiel registers these assets at the United States Patent and Trademark Office or the United States Copyright Office.

Copyright at Thiel College

Copyright law applies to nearly every piece of content we create at Thiel. At minimum, these copyright notices read, "© [YEAR] Thiel College."

At the bottom of every page of our website, we also include a longer notice to make it clear that all rights are reserved and our marks are registered: © 2006-2027 All Rights Reserved.

Copyright applies to a tangible recorded work, not intangible ideas. There is little legal recourse for a copyright holder if someone creates their own work based on a similar idea, as long as they are not copying the work. Inventions that can be patented are different because they are tangible things, not just concepts. But any author can write a story about vampires; they don't need to be Bram Stoker.

Other creators' copyrights

As an institution, we respect the copyright of other creators. To use someone else's copyrighted work, like pictures, GIFs, or pieces of writing we have to obtain a license from the owners (and, for digital, link back to the original source).

Image use and copyright

Thiel College strives to use original images. When we use an image, photo, or other design element made by someone outside Thiel, we get permission first and give the copyright owner credit (and, for digital, link back to the original source).

Images retrieved via Google image search are not licensed for fair use, but many images are available under license through stock photo websites. The Thiel Office of Communications and Marketing maintains a paid subscription and can assist departments if images are needed.

Trademarks

A trademark, often called a mark, can be a word, name, sign, design, or a combination of those. It's used to identify the provider of a particular product or service. They're usually words and images, but in some cases, they can even extend to a color. To be protectable, a trademark needs a distinctive element. If properly protected, it can last forever and may be a company's most valuable asset.

Displaying Thiel trademark notices

Here are the various trademark symbols and when to use them:

- For unregistered trademarks of goods, use TM
- For unregistered trademarks of services, use SM
- For trademarks granted registration by the United States Patent and Trademark Office, use [®]

Indicating Thiel's trademark(s):

Include the [®] symbol in the upper right-hand corner, above the word: Thiel[®] this use is preferable.

Our trademarks should be properly noted the first time they're used in a press release or article, or anywhere else our trademark and copyright notice does not appear.

Registering trademarks at Thiel

The Office of Communications and Marketing registers all trademarks. Before we decide to use a name for a product, we perform a trademark search to make sure there aren't any confusingly similar trademarks already in use.

If you're working on a new product at Thiel and think that a trademark might be warranted, submit Thiel name possibilities to the OCM so they can get a head start on the trademark search.

Merchandise

This style guide includes two sections to assist you with creating Thiel-branded merchandise. The first section offers guidelines on proper use of the Thiel logo, seal and acronym, and the second section includes the list of approved marks and how they are used with the registered or trademark symbols.

The Thiel logo is meant to be a visual representation of the College as a whole. This style guide provides a framework for the creation of merchandise that represents the Institution in a manner consistent with its values of excellence and quality. The Office of Communications and Marketing reserves the right to reject any design but will offer a reason and/or a suggested revision to make the design compliant.

Proper usage of the Thiel logo

- The Thiel logo is the institution's official mark and should be used for the majority of Thiel-branded merchandise.
- Please refer to the Primary Mark section of this guide for proper use of the entire suite of Thiel logos.
- Because merchandise vendors may not have Thiel's approved fonts, we are to identify the closest alternative. For merchandise, collegiate block style is also acceptable. Do not use highly stylized, script or italicized fonts.
- The logo may be shown with a vintage effect.
- Do not allow a zipper or buttons to interfere with the Thiel logo, Thiel College or Thiel Athletics.

Proper usage of colors

- The primary color palate for Thiel merchandise is: navy, white, light gray, dark gray. With some merchandise, cobalt is the closest blue offered. In this case, it is acceptable.
- For apparel, a lighter blue garment is acceptable if it has a gray hue. Pastel blues are not acceptable.



Primary

Thiel Blue
CMYK: 100, 92, 39, 43

Secondary

White
CMYK: 0, 0, 0, 0

Accent (optional)

Thiel Gold
CMYK: 39, 39, 87, 10

Primary

Thiel Blue
CMYK: 100, 92, 39, 43

Secondary

Gray
CMYK: 32, 28, 28, 0

Accent (optional)

Thiel Gold
CMYK: 39, 39, 87, 10

Primary

Gray
CMYK: 32, 28, 28, 0

Secondary

White
CMYK: 0, 0, 0, 0

Accent (optional)

Thiel Blue
CMYK: 100, 92, 39, 43

Primary

White
CMYK: 0, 0, 0, 0

Secondary

Thiel Blue
CMYK: 100, 92, 39, 43

Accent (optional)

Gray
CMYK: 32, 28, 28, 0

Primary

Camo

Secondary

White
CMYK: 0, 0, 0, 0

Primary

Thiel Blue
CMYK: 100, 92, 39, 43

Secondary

Lilly Pulitzer



Primary

Thiel Blue
CMYK: 100, 92, 39, 43

Secondary

White
CMYK: 0, 0, 0, 0

Accent (optional)

Thiel Gold
CMYK: 39, 39, 87, 10

Primary

Gray
CMYK: 32, 28, 28, 0

Secondary

White
CMYK: 0, 0, 0, 0

Accent (optional)

Thiel Blue
CMYK: 100, 92, 39, 43

Primary

Khaki
CMYK: 9, 13, 28, 0

Secondary

Thiel Blue
CMYK: 100, 92, 39, 43

Accent (optional)

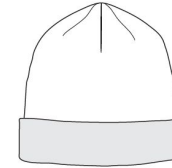
Gray
CMYK: 32, 28, 28, 0

Primary

Camo

Secondary

White
CMYK: 0, 0, 0, 0



Primary

Thiel Blue
CMYK: 100, 92, 39, 43

Secondary

White
CMYK: 0, 0, 0, 0

Accent (optional)

Thiel Gold
CMYK: 39, 39, 87, 10

Primary

Gray
CMYK: 32, 28, 28, 0

Secondary

White
CMYK: 0, 0, 0, 0

Accent (optional)

Thiel Blue
CMYK: 100, 92, 39, 43

Primary

Khaki
CMYK: 9, 13, 28, 0

Secondary

Thiel Blue
CMYK: 100, 92, 39, 43

Accent (optional)

Gray
CMYK: 32, 28, 28, 0

Icons

The following icons are available for use on merchandise:

- TC Shield
- Tomcat head (the Tomcat is the official Thiel mascot)
- Tomcat Paw
- Thiel flag
- Thiel says “hi”
- Vintage Tommy (kids merchandise only)



Team Uniforms

When choosing competition & club uniforms, consideration should be given to:

- how uniforms will photograph
- how uniforms look up close and at a distance
- approved primary and secondary color palate
- are all pieces consistently branded, i.e., shirt and hat
- when men and women play back-to-back, do we represent Thiel cohesively
- are they tasteful and flattering
- will they be “fashionable” 2-3 years out

Practice and intermural uniforms, within reason, can be more creative. It is recommended that coaching staff meet with OCM to review designs prior to ordering.

Department apparel and uniforms

When choosing uniforms, consideration should be given to:

- approved primary and secondary color palette
- are all pieces correctly and consistently branded, i.e., shirt and hat
- are they professional, tasteful, properly fitted and flattering
- appropriate for the occasion or season (i.e., Commencement)
- will they be “fashionable” 2-3 years out

A wide variety of approved departmental apparel is available for purchase at www.thielgear.com.



Editorial Stylebook

This guide is not intended to cover all style issues that may arise when writing or creating a publication for Thiel College. It is meant only to address frequently asked style questions. However, the Style Guide should be followed—except for in extreme cases—in any Thiel College-branded print or digital communication.

The Thiel College Style Guide is meant to supplement and occasionally contradict “The Associated Press Stylebook” (<http://www.apstylebook.com>). Where a question of style cannot be answered by the Style Guide, consult the most recent edition of “The Associated Press Stylebook” or contact the Thiel College Office of Communications and Marketing. For questions of spelling not found in this guide, defer to the Merriam-Webster Dictionary (<https://www.merriam-webster.com>).

A

abbreviations and acronyms

Avoid abbreviations and acronyms in headlines and in most body text except for when a long title will be repeated many times throughout the body text. Refer to the Associated Press Stylebook for further guidance.

academic degrees

In running text, use the general terms and do not capitalize:

- Many students received bachelor’s degrees this year.
- He was awarded a doctorate in philosophy.
- She is working on her master’s degree (always use degree for bachelor’s and master’s) in English.

Specific academic degrees should be capitalized:

- The Biology Department awards Bachelor of Arts and Bachelor of Science degrees.

When abbreviated, they should include periods and be set off with commas:

- B.A. or B.S. M.B.A. Ed.D. M.S. J.D. Joe Smith, Ph.D.

When listing academic degrees with names:

- Only include terminal degrees (such as Ph.D., Ed.D., J.D.; M.F.A. for fine arts.)
- Use the suffix format unless referencing an honorary degree given by Thiel College.
- Avoid the prefix “Dr.” for non-medical doctorates in most cases.
- Do not use “Dr.” and “Ph.D.” in the same reference (such as “Dr. Clark Kent, Ph.D.”) Remember, it is associate degree, not associate’s degree, but bachelor’s degree, master’s degree, doctorate, and doctoral degree.

academic departments

Capitalize both the formal and informal names of academic departments, but it is preferred to use the formal on the first reference:

- The Department of Biology received several grants.
- The Religion Department is in Greenville Hall. The department has three faculty members.
- I worked in the Biology Department last summer.
- She was hired as an adjunct in the English Department.

academic majors

Do not capitalize majors unless the name of the major is also a proper noun:

- I am majoring in English.
- He is a math major.
- I took courses in biology and German this semester.

academic years

Lowercase references to a student's academic year. Use first-year student in place of freshman:

- He is a first-year student and she is a junior.
- The SGA president is junior Joe Smith.

administration

Lowercase, as in:

- The Thiel administration leads the College.

administrative offices

Capitalize the formal names of administrative offices:

- He joined the staff of the President's Office.
- *The Bell* is produced by the Office of Communications and Marketing.
- The Office of Student Activities planned the event.
- The Office of Admission is closed today.

Do not capitalize general references to administrative offices:

- The academic affairs staff met to discuss the student's record.
- The career services director led the etiquette dinner.

admissions

Use Office of Admission when referencing the office itself. Use admissions (lowercase) when referencing the process.

Adviser

Use adviser in all instances. I made an appointment with my faculty adviser.

African American

Use hyphen; same for other ethnic groups, such as Japanese-Americans.

alumni

Do not refer to a single graduate of the College as an "alumni"; refer to individual graduates as "alumnus" (masculine singular) or "alumna" (feminine singular). When referring to groups of graduates, use "alumni."

- Robert Olson, Ph.D. '60 H'09 is an alumnus of Thiel College.
- Cindy Farrell '79 is an alumna of Thiel College.
- The alumni from the Class of 1967 visited the campus.

Sometimes, when referring to a group of female graduates, the word "alumnae" is appropriate, but only when the term is relevant to the topic being discussed. Use "alumni" when referring to graduates in general.

When writing about the College in formal situations, avoid using terms as "alum" and "alums." In informal situations, those terms can be appropriate.

When writing about a couple that includes an alumna with a maiden name that changed after graduating, organize as follows:

- Clark '71 and Lois (Lane) Kent '70

apostrophe

Use an apostrophe (') when abbreviating years. Do not use a single open quote. See example for alumni.

athletic director

Use director of athletics, and not athletics director or athletic director.

- Lois Lane is Thiel College's director of athletics.

B

Baccalaureate

Service that occurs before Commencement; capitalize it when referring to Thiel's service.

- We enjoyed the pastor's address during the Baccalaureate service this year.

boards

References to the Thiel College Board of Trustees, Board of Associates and Alumni Association Board of Directors should be capitalized when referring to the full name of the organization.

- The Thiel College Board of Trustees meets at Homecoming.

When using an informal reference, it is not necessary to use capitals:

The board passed the motion.

The same rule applies when referring to any board.

brackets

(See also parentheses)

Differs from AP Style. Thiel College style calls for [] when adding background or parenthetical information to a quote.

building/facility names

Refer to the Thiel College Academic Catalog for the formal full names of prominent buildings on campus. On first reference, use the full name of buildings (the Howard Miller Student Center), second references can be shortened or common forms (HMSC) can be used. Always capitalize building names even when using the shortened forms:

- Roth Hall
- HMSC
- The Library
- The Academic Center (the AC)
- Greenville Hall
- The Haer Family Science and Arts Connector
- William A. Robinson Theater

C

The Cabinet/President's Cabinet

The formal name of the president's advisory group is the Presidential Cabinet; on second reference or informal usage, the Cabinet is acceptable. Both should be capitalized. The Cabinet is composed of the president, the vice president for college advancement, the vice president for finance and management, the vice president for student life and dean of students, the vice president for enrollment management, the vice president for academic affairs and the vice president of communications and marketing.

- The Presidential Cabinet holds its weekly meetings on Wednesdays.
- The Cabinet met to discuss the issue.

chair

Capitalize like any other title when it comes before a person's name.

- Associate Professor of Art History and Department Chair is the preferred construction.

Exceptions for when the professor or instructor's subject matter are different than the department name.

- Instructor of Music and Chair of the Department of Performing Arts

chapel

Capitalize only when using the proper name or second reference, David L. Johnson Memorial Chapel or Johnson Memorial Chapel:

- The David Johnson Memorial Chapel is a great place to hear a concert.
- We are headed to the chapel for this week's Community Worship.

class year

Use the last two digits of the year to indicate a graduate's class year. Be sure to use an apostrophe (') rather than a backward apostrophe (').

- Joe Smith '86
- Mary Jones '51

For those who graduated more than 100 years ago, use the whole year with no punctuation:

- Robert Murphy 1908
- Lynn Brown 1898

Class of

Capitalize when used before the date in reference to a specific class:

- The Class of 1957 came to campus during Homecoming.

co-curricular

Use this term instead of "extracurricular" when talking about campus life and learning activities:

- Thiel offers a wide variety of co-curricular activities to its students.

College

When referring to Thiel College, capitalize:

- The College is located in Greenville, Pa.

Use 'Thiel College' in its entirety on first reference.

- Thiel College is located in Greenville, Pa.
- The College is only 90 minutes from Pittsburgh and Cleveland.

When referencing another college or college in general, lowercase:

- There is not another college like Thiel in the area.

Commencement

Avoid referring to Commencement as "graduation." Always capitalize "Commencement" when referring to the specific year-end ceremony:

- 216 students graduated during Commencement 2016.

committees

Capitalize committee names when used completely:

- The Presidential Search Committee met yesterday to discuss candidates.

Lowercase when “committee” is used in second references to a formally named committee or when referring to committees in general:

- The Presidential Search Committee met yesterday. The committee made no decision on the candidate.
- Thiel’s faculty committees met last week to discuss curriculum.

composition titles

Place titles of books, computer games, movies, operas, plays, poems, songs, TV programs, and lecture, speeches and artwork titles in quotes. The principal words of each title should be in caps.

- “Spotlight” won the Oscar in 2016.
- The English class read “Of Mice and Men.”
- We watch “Today” on NBC every morning.

Italicize magazines and newspaper titles.

- We subscribe to *The New York Times* and *Time Magazine*.

The Bible, catalogs, almanacs, directories, dictionaries, encyclopedias, handbooks and similar publications are not placed in quotes or italics. Do not put quotes around or italicize software titles, such as Microsoft Word.

contractions

Do not use contractions in running text.

courses

When using the whole name of the course, include the course abbreviation and number, capitalize department name and course title, and use an em dash after the course number:

- We took HIST 461—History of Modern China in the fall.
- I learned a lot in CHEM 240—Quantitative Analysis.

When not using the course number, the official course name should still be capitalized:

- Literary Criticism was a great course.

Do not capitalize the shortened references to course names, unless a proper noun is included in the course’s title:

- He is taking Chinese culture next semester. She loves Professor Miller’s entrepreneurship course.

D

day of the month

Write as a cardinal number (even though it is pronounced as an ordinal one):

- April 18 (not April 18th)
- You can abbreviate certain months when the day is included, except for March, April, May, June and July. There are visit days on Jan. 18, March 15, May 20 and Aug. 9.

day of the week

Never abbreviate in running text:

- My chemistry class meets on Monday, Wednesday and Friday.

dates

Date ranges within a month:

- April 22-28

Date ranges in years:

- 1993-2002 or 2012-2014

Dean’s List

Use as a proper noun when referring to Thiel’s published list of students who are recognized for academic achievement:

- He was on the fall 2007 Dean’s List.

decades

Use four-digit year followed by an “s” or an apostrophe and two-digit year followed by “s.”

- 1980s
- ’90s

E

email

Lowercase and do not use dash:

- I will send you an email later.

extension

For telephone numbers, use ext. followed by a space and the four-digit number:

- The Human Resources Department can be reached at ext. 2858.

F

faculty

Use the word “faculty” as a collective noun and it should be used especially when describing this group taking a collective action. Always use lowercase spelling and it requires a singular verb:

- The Thiel faculty approved a new curriculum.

A single member of the faculty should be referred to as a “faculty member”:

- As a faculty member, she was eligible to receive a travel stipend.

faculty titles

Use the proper title for faculty members. Refer to the catalog to determine the proper title for members of the faculty:

- Lecturer
- Visiting professor
- Assistant professor
- Associate professor
- Professor (sometimes referred to as full professor)
- Professor emeritus (male), professor emerita (female), professors emeriti (plural)

Capitalize titles when they precede the name of

the faculty member:

- I worked with Professor Lex Luthor during the spring term.
- Assistant Professor Martha Kent spoke to the students.

Do not capitalize titles when they come after a name or when used in place of a name:

- I worked with Michael Bacon, professor of physics, in the fall.
- We enjoyed speaking with the assistant professors.

first-year student

Use this term instead of freshman or freshmen.

- The first-year students gathered for a picnic during orientation.

full-time (adj.), full time (adj. and adv.)

Use hyphen with adjective when it precedes a noun but not when it follows the noun.

- The recently divorced mother of three had to take a full-time job to feed her family. The job of taking care of three children is full time, too.

Do not use a hyphen when using as an adverb. “I’m working full time twice over,” she said.

In the first example, “full-time” and “full time” are adjectives describing the noun “job.” In the second example, “full time” is an adverb, describing the verb “work,” answering the question, in what capacity is she working?

G

grade point average/GPA

In running text, the preferred usage is “grade point average” but when using the abbreviation, do not use periods (GPA, not G.P.A.):

- She earned a 3.5 grade point average last semester.
- A student must earn a 3.4 GPA to be included on the Dean’s List.

H

Homecoming

Capitalize the word “Homecoming” when referring to the Thiel’s annual fall event. Also, for specific references, the year should follow “Homecoming.” See also Commencement.

- The Class of ’66 celebrated its golden reunion at Homecoming 2016.
- Homecoming is one the biggest events of the year at Thiel College.

Do not capitalize generic references to “homecoming.”

- Late September and early October are popular times for colleges to celebrate homecoming.

I

internet

Do not capitalize:

- The internet is a great research tool.

L

last vs. past

Preferred usage is “past.” “Last” infers final.

- Major construction projects have been in the headlines for the past three years at the College.

M

magazines

Italicize magazines and newspaper titles. See also composition titles and newspapers.

- We subscribe to *The New York Times* and *Time Magazine*.

midnight

Midnight is the preferred reference. Do not use 12 a.m. Midnight is not capitalized unless it begins a sentence. See also noon.

- The party starts at midnight.

months

When month is used with specific date, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec. The alumni event is Jan. 5. Linda Smith '19 and Joe Brown '19 are the February Students of the Month.

N

names

Relevant names associated with Thiel College should be printed in bold on first reference, including post-nominal title information and alumni years. Buildings or programs named in honor of people should be left unbolded, along with names of individuals unassociated with the College.

- Professor **James Olson, Ph.D. '06** teaches his journalism class in the James Pedas Communication Center. Olson also studies many of the works of William Shakespeare.

newspapers

Italicize newspaper names.

We subscribe to *The New York Times* and *Time Magazine*.

The Thielensian is published every other week.

noon

Noon is the preferred reference. Do not use 12 p.m. Noon is not capitalized unless it begins a sentence. See also midnight.

- Lunch will be served at noon.

numbers

In running text, always spell out one through nine. Use figures for 10 or more unless they appear at the beginning of a sentence.

- We ordered three pizzas for the party.
- Twenty-five students were excused for the field trip.
- I wrote a 20-page paper for class.

O

office

When office or committee is the first term used in the name, it is capitalized when used in full. Office or committee used outside that context is not capitalized.

- The Office of Communications and Marketing puts out *The Bell* twice each year. The office also works on the College's website and internal newsletter, *T-Notes*.
- The Office of Academic Affairs is dedicated to supporting the academic flourishing of every Thiel student. Academic Affairs oversees the Student of the Month program.

online

Do not hyphenate.

ordinal numbers

Do not use superscript with ordinal numbers:

- 30th anniversary
- 22nd annual
- 21st birthday

P

parentheses

(See also brackets)

Differs from AP Style. Thiel College style calls for [] when adding background or parenthetical information to a quote.

past vs. last

Preferred usage is “past.” “Last” infers final.

- Major construction projects have been in the headlines for the past three years at the College.

percent

Spell out word when used in running text. Use figures:

- He said 50 percent of the members were there.

When using with a range:

- Between 12 and 15 percent of the students participate in study abroad.

phone numbers

Use hyphens, do not use parentheses or periods. Omit the 1 in all long-distance numbers, including toll free numbers:

- 800-24-THIEL
- 724-589-2345

president

When writing about the president, follow the rule regarding faculty titles. Capitalize the word when it precedes the name of the president:

- President Susan Traverso, Ph.D., spoke to the faculty.
- The retirement party for President Olson was held in June.

Do not capitalize the title when it comes after the name or when it is used alone in place of the president’s name:

- Susan Traverso, Ph.D, president of Thiel College, attended the meeting
- The president spoke to the student government meeting.

punctuation

Always put commas and periods inside quotation marks. Exclamation points and question marks belong inside the quotation when they are part of the quoted matter. Otherwise, put them outside the quotes.

Use only one space after a period before beginning the next sentence.

Use commas in separate elements in a series, but do not put a comma before the conjunction in a simple series:

- “The flag is red, white and blue.”

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

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

R

RSVP

Stands for “Repondez s’il vous plait” (please reply). Use “RSVP” on standalone invitations and “Please respond” in prose. Avoid “Please RSVP” as it is redundant.

S

semesters and sessions

Thiel uses a semester system, not terms. Summer courses are divided into sessions. Do not capitalize references to semesters or sessions even if the year is included.

- fall semester 2017
- spring semester
- May session
- June session
- July session

staff

Use the word “staff” as a collective noun and it should be used especially when describing this group taking a collective action. Always use the lowercase spelling. It requires a singular verb:

- The Thiel staff enjoyed the picnic.

A single member of the staff should be referred to as a “staff member”:

- As a staff member, she had to fill out different paperwork.
- Staff members often eat in the Bistro.

states

Spell out the names of the states when they stand alone in text. The names of eight states are never abbreviated in datelines or texts:

- Alaska
- Hawaii
- Idaho
- Iowa

- Maine
- Ohio
- Texas
- Utah

Abbreviate the states when used

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

in conjunction with the name of a city, county, town, village or military base in text. Abbreviations of states are not the same as the postal code abbreviations.

students

Always lowercase:

- Thiel College students were out enjoying the sunshine.

When referring to a specific student or students always include anticipated graduation year.

- Damien Wayne '19 is a business major.

When mentioning students in press releases include hometown, high school alma mater and graduation year when practical.

- Damien Wayne '19, of Greenville, Pa., is researching the history of Thiel College. The 2015 graduate of Reynolds High School is collaborating with several other students.

student-athlete

- This term is always hyphenated: Thiel College student-athletes excel in the classroom and on the field.

suffixes (names)

Do not use a comma before "Jr.," "Sr.," "III," etc.:

- Dr. Carl A. Hoffman Jr. '69 H'10 serves on the Board of Trustees.

T

The/the

Avoid capitalizing in running text when it precedes the name of a building or organization.

- We went to a play at the William A. Robinson Theater.
- We will eat lunch with representatives from the Department of Veterans' Affairs.

However, some organizations ask to capitalize "The" in references to their names. (If you are not sure whether the "the" should be capitalized, please check the organization's website.):

- We received a grant from The Pittsburgh Foundation.

theatre/theater

"Theatre" is used when referring to the discipline, as in Department of Theatre. "Theater" is used when referring to a physical building, i.e. the William A. Robinson Theater.

Thiel College

Thiel College is preferred in its full context without abbreviation. Secondary references include "Thiel" and "College." When using "College" in reference to Thiel College, the "C"

is capitalized. The acronym "TC" should not be used.

- Thiel College is located in Greenville, Pa.
- Thiel is affiliated with the ELCA. The College is proud of its Lutheran roots.

Thiel, Louis

References to Louis Thiel should not include his first initial, "A".

Time of Day

Numerals are used in running text when the exact moment of time is emphasized.

- Class begins at 2:30 in the afternoon.

Abbreviations for the time of day are usually set in lowercase. Numerals are used with these abbreviations, but not with "o'clock":

- At 4 p.m.
- 11:30 a.m.
- Eight o'clock

All time references in a document should be consistent.

Also, it is redundant to use a.m. or p.m. with elements describing time of day. Do not use:

- The meeting is at 7 p.m. in the evening.
- They had an early breakfast at 6 a.m. in the morning

Either “The meeting is at 7 in the evening.” or “The meeting is at 7 p.m.” is acceptable.

Also, when referencing precise start times for events use the time, date, place construction.

- The meeting is at 7 p.m. Monday, July 22 in the Lutheran Heritage Room of the Howard Miller Student Center.

To cover time spans in running text, you can use a hyphen. But if an event goes from a.m. to p.m. use “to.”

- The game is from 6-7 p.m.
- The Blue-Gold golf outing went from 9 a.m. to 5 p.m.

Tomcat/Tommy Tomcat

The official athletic mascot of Thiel College is the Tomcat. Acceptable variations are Tomcats and ‘Cats. Variations such as “TomCats” and “Lady Cats” should be avoided. Team-specific nicknames such as “Matcats” are allowed, but should be used sparingly. Also, the costumed mascot is Tommy Tomcat not “Tommy the Tomcat.”

Toward/Towards

Preferred usage is “toward.”

U

United States/U.S.

Only use U.S. as an adjective in running text; otherwise, spell it out:

- He was born in the United States.
- He is a U.S. citizen.

upper-class students/upperclassmen

Avoid these terms. When practical, replace with “returning students” or “upper-level students.” Consider using “sophomores, juniors and seniors,” if it does not seem too wordy. Avoid upperclass. The term means juniors and seniors only; it does not include sophomores. Do not use the elitist-sounding phrases upperclass students, upper-class students, or upper-class men. To refer to non-first-years undergraduates, use sophomores, juniors and seniors instead.

W

World Wide Web/web/website

Capitalize all references to “World Wide Web” but lowercase the web or terms with separate words or as one word like “web page,” “website” or “webmaster.”

- Did you check Thiel’s website?
- We use our wireless internet to access the web.

web addresses

In running text, when showing an address for a website, omit the “http://”.

Thiel College’s website is www.thiel.edu

Class Notes Format for *The Bell*

Class notes, births, marriages, friends and in memoriam should each be separate documents for a total of 4 documents each issue. For issues not addressed in this style guide or notes section, follow AP Style.

Class Notes

- Classes are divided by decade (1930, 1940, etc)...then each entry in the decade is listed by class year, alphabetically. (For example: Joe Smith '32, Joe Turk '32, Jane Smith '38, Bill Morris '39)
- Alumni names are listed with an apostrophe before the class year not an open quote.
- In a regular note, do not include children's or grandchildren's names unless they are alumni, too.
- If the alumnus sent in a photo, note at the end of the submission [PHOTO].
- Read the information the alumni submits and try to summarize it as briefly as possible. We do not print verbatim what the alumnus wrote. If you have questions on how to summarize something, ask the Office of Communications and Marketing.
- Use the alumnus' given name in the first reference, second reference should be last name only. If two alums with the same last

name are mentioned, then use first names to avoid confusion.

- Use the internet to double check any corporation, company, university, etc. names. Double check any class years with the alumni directory. If it is a more recent alumnus and is not included in the book, make a note to double check the class year in the item, i.e. [CHECK CLASS YEAR]

Marriages

- The alumnus is always listed first in marriage announcements.
- Alumni names are listed with class year.
- If the alumnus sent in a photo, include a note at the end of the announcement [PHOTO]
- Children's names can be mentioned in marriages.
- Marriage announcements always start the same: "NAME CLASS YEAR and NAME on DATE." If the marriage occurs in the same year that the magazine comes out, you do not need to include the year. If it happened in a previous year, include the year in the date.

Births

- Births always start: "To NAME and her/his husband/wife, NAME: a daughter/son, NAME, on DATE."
- If the alumnus sent in a photo, include a note at the end of the submission that reads [PHOTO]
- Other children's names can be mentioned in Births.
- The alumnus of the College is always listed first in birth announcements.

- If the birth occurs in the same year that the magazine comes out, you do not need to include the year. If it happened in a previous year, include the year in the date.

Friends

- Friends section is for deaths of those who are not alumni—former employees, professors, board members, etc.
- They should be brief and read something like: NAME, TITLE, on DATE."

In Memoriam

- Alumni and friends of the College who have passed away since the printing of the last edition of the Bell are listed in alphabetical order by last name.

Miscellaneous

- Maiden names should be in parentheses.
 - Lois (Lane) Kent '66
- Do not include "Pa." or "PA" with Pittsburgh.
 - Do not use postal abbreviations for states. Consult AP Style Guide or Thiel College Style Guide for appropriate abbreviations for states. Also, consult the Associated Press Style Guide for list of cities that do not need accompanying state abbreviation.