



Webb Institute

BRAND GUIDELINES

.....

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FILES FOR THE ITEMS IN THIS DOCUMENT CAN BE FOUND ON THE SHARE (P:) DRIVE UNDER "BRANDING".

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QUESTIONS?

For any questions or issues concerning branding at Webb Institute please contact the Director of Media Relations and Communications.

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Introduction

WHAT IS A BRAND IDENTITY?

A brand identity represents the values, services, ideas and personality of an organization. It is designed to increase recognition and build perceptions of the organization in its chosen marketplace.

This brand identity needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

WHY USE THESE GUIDELINES?

Webb Institute needs to manage how its brand is represented across all visual media in various situations.

The corporate identity system in this document has been created to fulfill this purpose and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of Webb Institute.



The Brand Concept

Every phrase we use to describe Webb, every photograph we choose, every time we use our logo, we are creating an image of Webb Institute. These verbal and visual elements introduce Webb to those who do not yet know us and create their first impression of our college. For those who do know us, they reinforce the image. Our brand image, therefore, is both drawn from and enriched by the actual experience of Webb Institute. Everyone who speaks publicly about Webb Institute, publishes print or electronic information about us or represents us to the media plays a part in creating and maintaining our image.

This branding guide gives us a verbal and visual language to express our image in ways that reflect the Webb experience and strengthens our brand. It allows us to accurately capture and convey our essence and differentiates ourselves from other institutions. It creates continuity by providing a common language and technical specifications for graphics and visuals.

MISSION STATEMENT

To inspire and educate tomorrow's leaders in an extraordinary learning community focused on engineering and design in the marine field.

Webb Institute:

- Provides a rigorous education in the principles of engineering and the fundamentals of naval architecture, marine engineering and related marine technologies;
- Develops skills that will enable graduates to become leaders in, and make significant contributions to, their chosen profession and the wider community;
- Instills in graduates the highest ethical standards and sense of professionalism;
- Cultivates curiosity in the arts, sciences and humanities, and provides the background and encouragement necessary to support lifelong learning; and
- Perpetuates the values of William H. Webb.

TAGLINES

For website and all printed materials:
An Exceptional College of Engineering

Campaign for Webb Tagline (do not use for any other materials that do not pertain to the case statement)
America's Most Unique College

Documentary title (2014)
Engineering Excellence. Webb Institute, a college unlike any other.

125th Book Title: Final Title (2014)
Webb Institute: 125 Years of Excellence

TAGLINES NOT TO USE

The Engineering College Unlike Any Other

A College Unlike Any Other

America's Naval Architecture and Marine Engineering College

Logo

WEBB'S ACCEPTABLE LOGOS

Webb's logo exists in both a stacked and a landscape version. While the stacked option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

The use of the circle graphic in isolation should be carefully considered and implemented, and be restricted to supporting promotional materials. It is not recommended that the circle graphic be used as the default identifier in place of the complete logo.

There is one full-color option of our logo for each of the stacked and landscape logos. There are also options available for two color and single color for reproduction on both black and white backgrounds.

A social media version of the logo is fully achievable, using the circle graphic, for when a square icon is needed for online applications.



Logo (continued)

Please note the icon should have a white circle behind it if it is over a color besides white.

Full Color



White



Bluescale



Grayscale



Blue



Black



CLUB SPECIFIC LOGOS



Font Used: Arial

WEBBIENEWS EMAIL LOGO



MERCHANDISE LOGOS



Logo: Improper Use

APPLICATION OF OUR LOGO

Space around the logo

Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

If you have to...

If it's unavoidable to sit the logo on a color or a photo, use the negative logo.

Do not:

- Rotate the logo.
- Place the logo over unapproved colors.
- Use the negative logo on backgrounds that are too light or cluttered.
- Add embellishments like drop-shadows, embossings, etc. to the logo.

LOGOS NOT TO USE

Never use any of these logos, they are all retired and will greatly affect Webb's branding. If you notice any of these logos that are still in use, on or off campus, please contact the Media Relations & Communications office.



Color

OUR COLORS DEFINE OUR BRAND

The college color palette includes a dark blue and yellow theme with gray supporting tones. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB, and HEX Values for consistency across different media.

Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is to be used digitally.

With advancements in printing technology, we're closer than ever to being able to reproduce Pantone colors through digital printing. It is advised to receive a color proof/hard proof from a print vendor whenever possible, in order determine whether artwork should be setup as Pantone or CMYK, even when printing digitally.

PRIMARY COLOR PALETTE

These are our corporate primary colors for our logo, text, and headers.



PANTONE 281
CMYK 100C/72M/0Y/32K
RGB 0/62/126
HEX # 003E7E



PANTONE 425
CMYK 0C/0M/0Y/77K
RGB 95/96/98
HEX # 5F6062



PANTONE 129
CMYK 0C/20M/90Y/0K
RGB 225/204/50
HEX # FFCC32



PANTONE N/A
CMYK 0C/0M/0Y/0K
RGB 255/255/255
HEX # FFFFFFFF

SECONDARY COLOR

Used primarily on www.webb.edu, marketing materials, and e-blasts.



PANTONE 278
CMYK 43C/18M/0Y/0K
RGB 139/184/232
HEX # 8BB8E8

Typography

THE BACKBONE OF DESIGN

Primary Print Typeface

Our corporate typeface is Minion Pro. This full font family comes in a range of weights to suit a multitude of purposes. It was optimized for print, web and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Primary Online Typeface

When technology allows for it, Minion Pro should be used in any web applications. The default fall-back corporate font is Times New Roman which should be utilized to ensure acceptable degradation when Minion Pro is unavailable.

Primary Typeface Style

Text for correspondence and publications should preferably be set in upper and lower-case, and flush left with ragged right. Capitalization should never be used for body text, but is acceptable for headings.

Secondary Typeface

To be used by the Media Relations & Communications Department for the Admissions Viewbook and other promotional materials.

Minion Pro

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

PROXIMA NOVA EXTRA CONDENSED

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

SemiBold

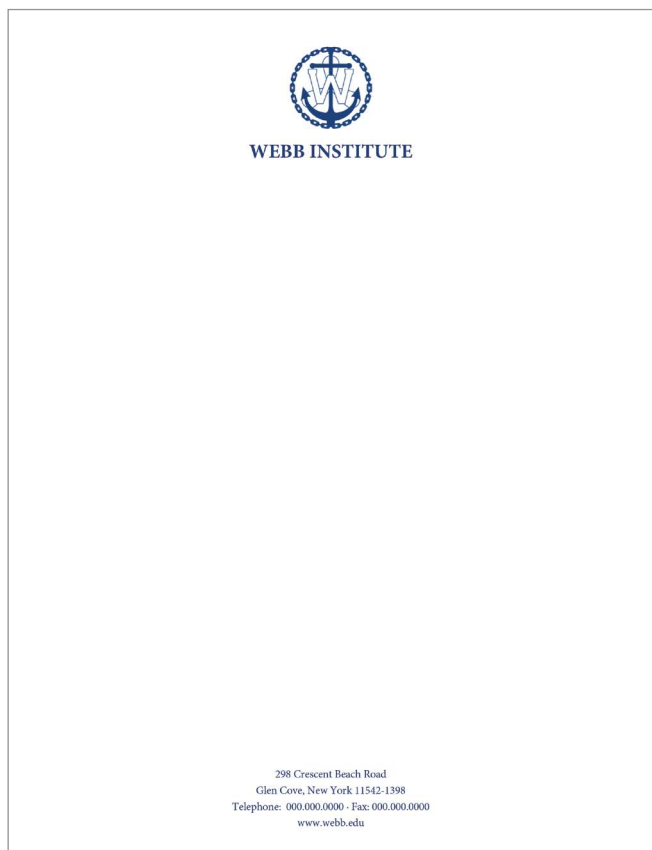
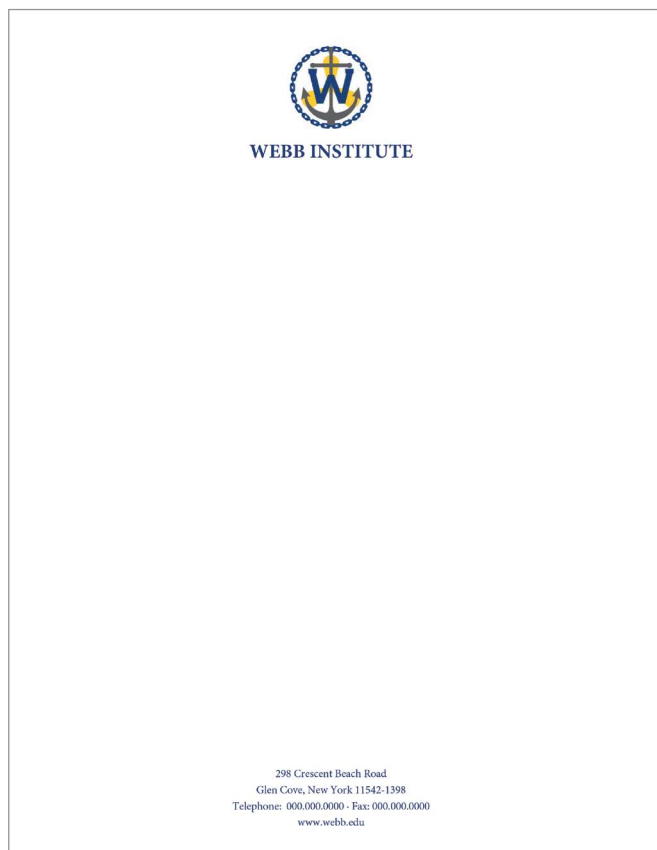
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;!£\$&@*) 0123456789

Letterhead and Business Cards

This is the official Webb letterhead to be used for all formal documents and available in full-color and one-color. The bluescale logo is also acceptable. Use your department's office number. If needed, use the general fax number: 516.674.9838.



BUSINESS CARDS

Dimensions - 3.5" x 2"

Example



Format



Email Signature

Email communications provide an additional opportunity to consistently communicate

Webb Institute's identity to internal and external partners. For the purpose of consistency all emails should contain an email signature with the contact details in the order as shown to the right and include the version of the logo shown

The font for the signature should be a web-safe font, Serif or Georgia, Arial regular and bold, as well as for the email message itself, as this is a standard system font and will not default.



Kerri Allegretta

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Format



FirstName LastName

Title

Webb Institute
298 Crescent Beach Road
Glen Cove, NY 11542-1398
000.000.0000 | name@webb.edu

With Cell



FirstName LastName

Title

Webb Institute
298 Crescent Beach Road
Glen Cove, NY 11542-1398
000.000.0000 Direct | 000.000.0000 Cell
name@webb.edu

With Fax



FirstName LastName

Title

Webb Institute
298 Crescent Beach Road
Glen Cove, NY 11542-1398
000.000.0000 Direct | 000.000.0000 Fax
name@webb.edu

Mail

RETURN ADDRESS

The following return addresses are to be used on envelopes leaving Webb. If only one color is available, use the solid blue option. Phone number and URL are added to the back of *Webb News* and the *Webb Annual Report*.



Webb Institute
298 Crescent Beach Road
Glen Cove, NY 11542-1398



Webb Institute
298 Crescent Beach Road
Glen Cove, NY 11542-1398

PACKAGE LABEL

To be used for packages leaving Webb. The blue, one-color version is available in print and available through the Office of the President.

From:



Webb Institute
298 Crescent Beach Road
Glen Cove, NY 11542-1398

To:

From:



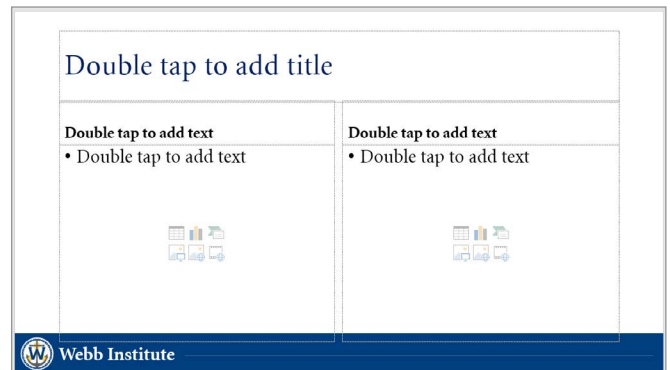
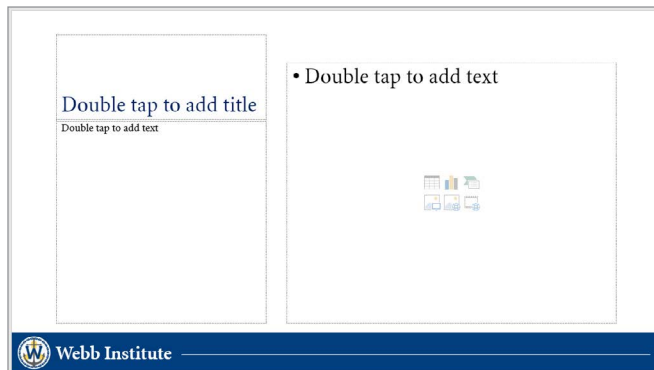
Webb Institute
298 Crescent Beach Road
Glen Cove, NY 11542-1398

To:

Label Dimensions: 5.5" x 3.5"

PowerPoint Template

PowerPoint templates for faculty, administrative staff, and student use, on, or off campus. Use Times New Roman when Minion Pro is unavailable.



Editorial Guidelines

Stylistic consistency lets the reader concentrate on the content without being distracted by variations in spelling and punctuation from one page to the next. It's a valuable tool for editors, who often edit material intended for a single publication but written by several people. Having a style guide to consult keeps editors from having to reinvent a rule every time a new publication (or a new writer) comes along. Adhering to an agreed-upon style gives each publication a "voice" that harmonizes with all departments.

The following glossary serves as a quick reference for you when producing copy for a publication. Most entries refer to educational institutions or are common mistakes that are made when writing for publications.

Although Webb Institute has adopted some of its own style, the majority comes from the The Associated Press Stylebook.

LONG BOILER PLATES

About Webb

Founded in 1889 by New York-based ship builder William H. Webb, Webb Institute is a highly selective, top-ranked undergraduate institution specializing in naval architecture and marine engineering.

Webb's extremely competitive program prepares the nation's brightest young engineering minds to make a difference in the marine industry and beyond.

Building on a 129 year legacy of academic excellence, Webb is the only full-tuition scholarship, private undergraduate program of its kind in the United States, with a maximum of 28 students being accepted into the program each year.

Webb prides itself on 100% placement for graduates who are highly sought after by all segments of the marine industry.

Webb Institute's beautiful, waterfront campus is located in Glen Cove, N.Y., on the North Shore of Long Island. For more information about Webb Institute, visit www.webb.edu

About Webb

Founded in 1889 by William H. Webb, Webb Institute is a top-ranked undergraduate engineering college specializing in Naval Architecture and Marine Engineering. Webb provides full-tuition scholarships to all admitted students; admission to Webb is extremely competitive with a maximum of 28 students accepted into the program each year. Webb Institute prides itself on a 100% placement rate for graduates who are highly sought after by all segments of the marine industry. The campus is located on a beautiful, waterfront site in Glen Cove, N.Y. For more information, visit www.webb.edu.

SHORT BOILER PLATES

About Webb

Webb Institute is a unique, highly selective, full-tuition scholarship undergraduate institution specializing in naval architecture and marine engineering. Webb prides itself on 100% job placement for its graduates, who are highly sought after by all segments of the marine industry.

About Webb

Webb Institute is a unique, highly selective, full-tuition scholarship undergraduate institution specializing in naval architecture and marine engineering. Webb's competitive program prepares the nation's brightest young engineering minds from across the globe to make historic contributions to the marine industry and beyond.

About Webb

Webb Institute is a high selective, top-ranked undergraduate institution located in Glen Cove, N.Y., dedicated to excellence in the fields of naval architecture and marine engineering. Building on a 125 year legacy, Webb is the only full-tuition scholarship, private undergraduate program of its kind in the United States with 100% placement for its graduates.

Glossary

A

Academic degrees —

Use an apostrophe in bachelor's degree, master's, etc.

Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name—never after just a last name.

When used after a name, an academic abbreviation is set off by commas. For example: John Doe, Ph.D.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

Incorrect: Dr. Pam Artz, Ph.D.

Correct: Pam Artz, Ph.D. or Dr. Pam Artz

If spelling the full degree, use lower case, except for proper nouns. For example: A bachelor's degree in naval architecture and marine engineering.

The word "degree" should not follow an abbreviation. For example: She has a B.A. in naval architecture. (or) She has a bachelor's degree in naval architecture.

When in doubt about the proper abbreviation for a degree, follow the first listing in Webster's New World Dictionary.

Academic departments —

Webb capitalizes departments and offices: Admissions Department, Financial Aid Office. However, lowercase references such as: "in athletics departments across the country," or "when thinking about financial aid the first thing to remember is..."

Indicate an individual's title after his or her name and lowercase the title. A title is only capitalized when it appears before a name. For example: Tom Crowley, president of Crowley Maritime.

Academic majors —

Lowercase all majors except those incorporating proper nouns: electrical engineering, Latin American studies.

Academic titles —

Capitalize and spell out formal titles such as professor, dean, chairman, etc. when they precede a name. Lowercase when title follows name. Lowercase modifiers such as math in math Professor Elena Goloubeva or department in department Chairman Richard Harris. Capitalize Professor Emeritus.

Accreditation —

Middle States: Do not use the term "fully" accredited. Must write out: Webb Institute is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104, 267-284-5000.

ABET —

Must write out: The Naval Architecture and Marine Engineering program is accredited by the Engineering Accreditation Commission of ABET, <http://www.abet.org>

Acronyms —

Write out all acronyms the first time they are introduced in any body of writing, afterwards they can be referred to as the acronym. Acronyms may be used in article titles.

For example: The students went to the Society of Naval Architects and Marine Engineers (SNAME) Conference last fall. SNAME is an organization that...

Webb Institute acronyms:

- CLAG: Class Agent
- FY: Fiscal year
- AY: Academic year
- NA/ME: Naval architecture and marine engineering
- SEA: Summer Engineering Academy
- SO: Student Organization
- SOCO: Social Committee
- SOTON: University of Southampton Exchange Program
- WAA: Webb Alumni Association
- WAF: Webb Alumni Fund
- WebbEY: Webb Every Year program
- WooFS: Webb Family Singers

Alumnus, alumni, alumna, alumnae —

- Alumnus: Singular male
- Alumni: Plural male (or both men and women)
- Alumna: Singular female
- Alumnae: Plural female

Never use the informal words "alum" or "alums" in formal writing.

Alumni association —

On first reference: Webb Alumni Association; thereafter, alumni association or WAA

a.m., p.m. —

Always lowercase, with periods. Do not capitalize.

Annual —

Do not describe an event as "annual" until it has been held at least two successive years. You may note that sponsors plan to hold an event annually.

B

Bachelor of arts, bachelor of science —

Use bachelor's degree or bachelor's. See academic degrees for guidelines on when the abbreviations B.A. or B.S. are acceptable.

Binnacle —

Italicize *Binnacle*. Name of Webb's yearbook.

Board of Trustees —

Capitalize when referring to Webb's Board, lowercase in all other usages. For example: John Doe is the chair of the Webb Board of Trustees. John Doe is a trustee of the College.

C

Campaign for Webb —

Italicize *Campaign for Webb*. Can be referred to as "the Campaign".

Campus —

Lowercase: the Webb campus.

Campuswide —

One word, not hyphenated.

Chapters —

Capitalize chapter when used with a numeral in reference to a section of a book or legal code. Always use Arabic figures: Chapter 1, Chapter 20. Lowercase when standing alone.

Class Agent —

Individual who serves as an ambassador for their graduating class.

Class year —

See "years"

College —

Capitalize when part of a proper name: SUNY Maritime College, or when referring to Webb as "the College." Lowercase when used alone and not in reference to Webb.

Commas —

Some common uses: (excerpted from The Associated Press Stylebook)

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. Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

Introducing Direct Quotes: Use a comma to introduce a complete one sentence quotation within a paragraph: Marshall said, "This style guide will help you to help us produce your publications quicker and smarter." Use a colon to introduce quotations of more than one sentence.

Before Attribution: Use a comma instead of a period at the end of a

quote that is followed by attribution:

"I'm the director of college relations," said Barbara Marshall.

Placement with quotes: Commas always go inside quotation marks.

With Hometowns and Ages: Use a comma to set off an individual's hometown when it is placed in apposition to a name: Rebecca Miles, Reading, and Jennifer Post, Oley, were there.

If an individual's age is used, set it off by commas: Gini Rinkus, 29, Reading, Pa., was present.

Exceptions: Contrary to the AP Stylebook, Webb uses the Oxford comma.

Contractions —

Try to avoid in formal writing. (Can't, I'll)

Courtesy titles —

Courtesy titles such as Miss, Mr., Mrs., or Ms. should not be used with the first and last names of the person. Use last name only upon second reference unless otherwise specified.

D

Dates —

See months.

Days of the week —

Capitalize them. Do not abbreviate, except when needed in a tabular format: Sun, Mon, Tue, Wed, Thu, Fri, Sat (three letters, without periods, to facilitate tabular composition.) Always include the day of the week in an announcement.

Days of the month —

Do not use "rd," "th," "st," "nd" following the numerals: April 4, June 23, not April 4th or June 23rd. (See months for more information.)

Dean —

Capitalize when used as a formal title before a name: Dean Matthew Werner. Lowercase in other uses: Matthew Werner, dean of students; the dean.

dean's list —

Lowercase in all uses: He/she is on the dean's list.

E

e-blast —

Lowercase, with hyphen

Glossary (continued)

email —
Lowercase, no hyphen

Emeriti —
Use when referring to two or more retired professors given emeritus rank. Use emeritus, when referring to a male and emerita when referring to a female. Capitalize Professor Emeritus.

F

Foreign words —
Always italicize.

Freshman/Freshmen —
Freshman is a singular noun. Freshmen is the plural. But the adjective is always singular: “Steve attended the freshman orientation with his fellow classmates.”

Full time, full-time —
See hyphens

Full-tuition scholarship —
See hyphens. Never refer to as free tuition.

Fundraising —
Do not hyphenate when used as a noun.

H

Honorary Alumni —
When listing an honorary recipient indicate with (Hon.) after the name. For example: Gailmarie Sujecki (Hon.)

Honorary degrees —
All references to honorary degrees should specify that the degree was honorary. Do not use Dr. before the name of an individual whose only doctorate is honorary.

Hyphens —
For clarity, hyphenate words beginning with the prefix “pre:” pre-medical, pre-theological, pre-dental, pre-professional.

Numbers below 100 should be hyphenated when they consist of two words: fifty-three. (Please see numerals for other rules.)

Hyphenate “part-time” when used as an adjectival compound to describe a job, assignment, etc. She has a part-time job. She works part time. (Same for full-time, first-year)

Hyphenate “fund-raising” when used as an adjective: Bob Miller is a fund-raising genius. Do not hyphenate when used as a noun: Gina Young is an excellent fundraiser.

Do not hyphenate the word multicultural.

When two descriptive words precede a noun, hyphenate them: He is a small-business owner. It is a seven-story building.

Hyphenate full-tuition scholarship

Hyphenate student-to-faculty ratio

I

Internet —
Capitalize

J

Junior, senior —
Abbreviate as Jr. and Sr. only with full names of persons. Do not precede by a comma: John F. Horrigan Jr. The notation II or 2nd may be used if it is the individual's preference. Note, however, that II and 2nd are not necessarily the equivalent of junior—they often are used by grandson or nephew.

K

Kids —
Use children unless you are talking about goats or the use of kids as an informal synonym for children is appropriate in the context.

L

Locations on Webb's campus, use the following terms:

- Advanced Learning Center (ALC)
- Alumni Gymnasium
- Carpenter Shop - do not refer to as Wood Shop
- Couch Academic Center (CAC)
 - Alfred '52 & Joyce Zeien Academic Wing
 - Boysie Bollinger Courtyard
 - Caldera & Cuneo Rotunda
 - Class of 1968 Faculty Research Lab
 - Class of 1969 Team Room
 - Class of 1970 Conference Room
 - Class of 1973 Conference Room
 - Couch Innovation Lab & Makerspace
 - Jacques B. Hadler Faculty Conference Room
 - LaBerge Terrace
 - Pierce J. McAuliffe Patio
 - Peggy's Garden
 - Richard B. Couch '33 Computer Lab
 - Ron '63 & June Kiss Rooftop Terrace
 - Ruby Lounge

- Squatters' Gulch
- Stone Family Team Room
- William H. Webb Gallery
- Cuneo Courtyard
- Goldbach Boathouse - do not refer to as Yacht Club
- Haeberle Lab
- Henry Auditorium - do not refer to as Lecture Hall
- Lenfest Gallery - do not refer to as Main Deck in print
- Livingston Library
- Luckenbach Building - do not refer to as Graduate Center
- Machine Shop
- Motley Hall
- Robinson Model Basin - do not refer to as the Tank or Model Tank
- Rosenblatt Gallery
- Stevenson Taylor Hall
- Thorpe Field - do not refer to as soccer field
- Visconti Reception Room

M

Majors —

See academic majors.

Middle States —

See accreditation.

Months —

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

For examples: February 2001 was a cold month. Feb. 17 was the coldest day of the month. My birthday is April 4. Sept. 22, 2001, is my wedding date.

(excerpted from The Associated Press Stylebook)

Mr., Mrs. —

The plural of Mr. is Messrs.; the plural of Mrs. is Mmes. These abbreviations are never spelled out. (See courtesy titles for guidelines on when to use Mr. and Mrs.)

N

Names —

Use full name on first mention and then refer by last name only. Do not use courtesy titles with last name on further references.

Capitalize and italicize newspaper names and periodicals. Capitalize “the” in the newspaper’s name only if that is the way the publication prefers to be known.

Nicknames —

Nicknames should be put in quotation marks and listed between a subject’s first and last names. (For example: John “Jack” Smith)

Numerals —

Spell out one through nine. Use numerals beginning with 10. Spell out if at the beginning of a sentence. When referring to decades, do not place an apostrophe after the number: The 60s were swinging. Not 60’s.

O

Online —

One word

Oxford Comma —

See commas.

P

Percent —

Always spell out: The teacher said 60 percent was a failing grade. Use % only when numbers appear in a table.

Percentages —

Use figures: 1 percent, 2.5 percent (use decimals, not fractions), 10 percent. For amounts less than 1 percent, precede the decimal with a zero: The cost of living rose 0.6 percent. Repeat percent with each individual figure: He said 10 percent to 30 percent of the electorate may not vote. % signs can be used in charts and graphs.

Persons —

Use Chair instead of chairman/chairwoman/chairperson. When in doubt, try to use a neutral word like leader or representative.

Ph.D., Ph.D.s —

The preferred form is to say a person holds a doctorate and name the individual’s area of specialty (See academic degrees).

President —

We will capitalize President anytime it refers to our own President.

Photo captions —

Identify individuals left-to-right when more than one person is pictured in a photo. End a photo caption with a period only if it is a complete sentence.

Post Graduate —

See “years”

Glossary (continued)

Professor —

Never abbreviate. Capitalize when used as a formal title before a full name. Do not continue in second reference unless part of a quotation. (See academic titles).

Pupil, student —

Use pupil for children in kindergarten through eighth grade. Student or pupil is acceptable for grades nine through 12. Use student for college and beyond.

R

Religious titles —

The first reference to a clergyman or clergywoman normally should include a capitalized title before the individual's name.

In many cases, the Rev. is the designation that applies. (the Rev. Dr. is used if the individual has an earned doctoral degree).

Retired —

When listing board members that are retired, use (Ret.) after the name. For example: VADM Paul Sullivan, USN (Ret.)

S

Seasons —

Lowercase spring, summer, fall, winter and derivatives such as springtime unless part of a formal name. Webb Spring Fever, Winter Olympics.

Semester —

Fall semester, spring semester, summer session, etc., may be capitalized when referring to a specific semester. General references to semesters should be lowercased. Seasons of the year are not capitalized. For example: Registration for Fall Semester 2018 will begin tomorrow.

Ship Titles —

All ship titles should be italicized. Do not italicize brand names. For example: The Cunard RMS *Queen Mary*

Spouse —

Use when some of the people involved may be men. For example: physicians and their spouses, not physicians and their wives.

State —

Lowercase in all “state of” constructions: the state of Maine, the states of Maine and Vermont.

Four states — Kentucky, Massachusetts, Pennsylvania and Virginia — are legally commonwealths rather than states. The distinction is necessary only in formal uses. For simple geographic reference, state of Pennsylvania is appropriate.

Do not capitalize state when used simply as an adjective to specify a level of jurisdiction. Apply the same principle to phrases such as the city of Glen Cove.

State names —

Follow these guidelines: (excerpted from The Associated Press Stylebook)

Standing alone: Spell out the names of the 50 U.S. states when they stand alone in textual material. Any state name may be condensed, however, to fit typographical requirements for tabular material. One exception: States are abbreviated in the class notes section of *Webb News* and when writing out a full address using U.S. postal abbreviations.

Eight not abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated in text.

Abbreviations: In text format, states are abbreviated differently than the U.S. postal abbreviations. They are: Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Va., Wash., W.Va., Wis., Wyo.

T

3D —

No hyphen (3-D).

Telephone Numbers —

Use area codes with periods. For example: 516.403.5392

Theater —

Use theater unless the proper name is Theater.

Times —

Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m. Use the words noon and midnight rather than 12 p.m., 12 a.m.

Titles —

In general, confine capitalization to formal titles used directly before an individual's name. Do not capitalize titles that follow a name: Lauren Carballo, director of admissions, is in today. However, in a bulleted list of individuals, capitalize title even when it comes after the name. See President.

Informal titles serve primarily as occupational descriptions are not capitalized. For example: author Stephen King.

Titles of Works —

Use italics for title books, articles, movies and songs. This is not standard for AP, but also italicize titles of magazines, newspapers and journals. For example: The Media Relations and

Communications department produces *Webb News*.

Top Six —

Top six students of student leadership. Includes: President, Vice-President, Board Representative, Treasurer, Secretary and Honor Council Chair.

U

URLS —

Do not underline or note URLs in all capitals. Italicize URLs. They should be all lowercase except where uppercase letters would be necessary. (For example: www.webb.edu/Admissions). The use of <http://> before a web site listed in a publication is unnecessary

User friendly —

Avoid. For example: The system is easy to use, not the system is user friendly.

W

Webb Institute —

When writing for external audiences, the first reference should use its full, proper name. Subsequent occurrences can simply refer to “Webb”.

Never refer to Webb as “the Institute” or “WI”

Webbstock —

One word

Weights —

Use figures: The baby weighed 9 pounds, 7 ounces. She had a 9-pound, 7-ounce boy.

William H. Webb —

When first referring to Webb’s founder, use “William H. Webb,” afterwards he maybe be referred to as “Webb” or “Mr. Webb.”

Winter Work Term —

Capitalize. Do not refer to as sea term in print. May also be referred to as Winter Work Internship (for audiences not familiar with Webb).

Y

Years —

Use figures, without commas: 2001. Use an s without an apostrophe to indicate spans of decades or centuries: the 1990s, the 1900s. Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: 1973 was a very good year.

Class years - class years go after the name. Apostrophe points towards number or straight. Indicate class year the first time with the individual, leave out afterwards.

For example:

- Alumni: Richard P. Neilson ‘70
- Parent of Alumni: Jennifer Waters ‘91, PG’20
- Post Graduate School: Matthew Werner ‘95, PG’97
- Honorary Alumni

Alumni from classes earlier than 1940, use the “Class of” designation in all cases.

For materials for outside the Webb community, indicate name, comma, then write out “class of...”. For example: John Doe, class of 1972.

Photography

For print, photos must be high-quality, 300 DPI.
If you are interested in any photos, please contact Kerri Allegretta at kallegretta@webb.edu.

ACADEMICS



Field Trip



Electrical Engineering Lab



Machine Shop



Robinson Model Basin



Carpentry Shop



Freshman Boat Competition



Classroom



Field Trip at USACE in Philadelphia

WINTER WORK



Antartica



NASSCO



Athens



Navy



Drydock



Singapore



NASSCO Drydock



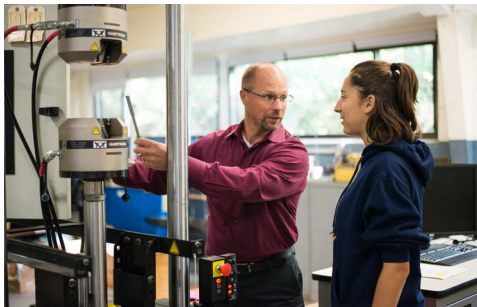
Vigor Shipyard

Photography (continued)

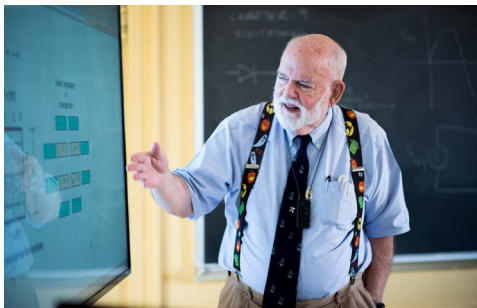
FACULTY



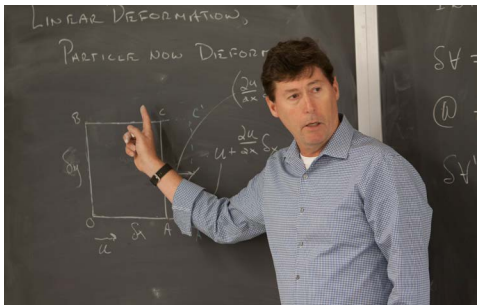
Professor Richard Harris



Dean Matthew Werner



Professor Edwin Wiggins



Professor Rick Royce

CAMPUS



Stevenson Taylor Hall



Stevenson Taylor Hall



Front gate in spring



Front gate



Keeler Reading Room



Boysie Bollinger Courtyard



Visconti Reception Room



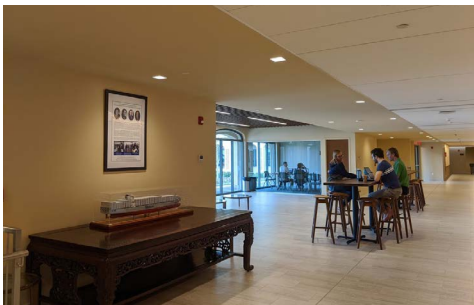
Boysie Bollinger Courtyard



William H. Webb statue



Aerial of Couch Academic Center



Couch Academic Center - Interior



Arcade

Photography (continued)

SPORTS



Sailing



Sailing



Soccer



Tennis

SUMMER ENGINEERING ACADEMY (SEA)



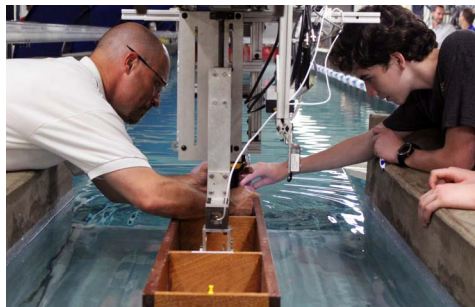
Boat Race



Boat Race



Boat Race



Robinson Model Basin

STUDENT LIFE



Webb Family Singers (WooFS)



Students at lunch



Students sitting by the flag



Photography club



Students jumping of the fountain



Windsurfing



Students playing frisbee on the beach



Webbstock

ID Card

ID cards are for current students, faculty, administration, and staff. Cards are issued by the Admissions Department. Photographs are provided by the Media Relations and Communications Department. The barcodes on the back are supplied by the Library.

STUDENT ID CARD



EMPLOYEE ID CARD



Name Tag

Name tags are for Webb events and are provided by either the Admissions and Development Departments of the Director of Alumni Relations. Modifications can be made as needed.





WWW.WEBB.EDU

Webb Institute

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