



# Style and Identity Guide

Manlius  
Pebble Hill  
School

# Style and Identity Guide

## Purpose

The MPH Style and Identity Guide provides guidance on terms of common usage in MPH communications, as well as offering a general framework for use of the School's logo and colors. The guide is maintained by the director of communications, Bryan Chambala, who can be reached at Ext. 214 or at [bchambala@mphschool.org](mailto:bchambala@mphschool.org).

## Style

The style section is simply a guide for consistency – there is no right or wrong way to write 5 p.m., but there is a preferred way we've adopted for aesthetic reasons and consistency. There is no punishment for forgetting, and the reward for adherence is the same thing you get from dusting over the kitchen cabinets once every three years or tying a complicated knot perfectly without consulting YouTube. Like language itself, style is malleable, so we will revisit this guide periodically to check for outdated language, etc.

## Identity

The logo and colors are less negotiable, although the communications office is here to provide help and guidance (and design) any time you produce something that may be seen by students or their parents/families, as well as the community at large, or any time you simply want some help giving a project that "MPH Look." A general guideline would be, *be careful with the logo*. Don't stretch it, don't bend it, don't make it purple. The word "brand" may seem to spark some dissonance with the mission of an educational institution, but the concept of consistency is important for our work. Ideally, our external image is a reflection of the amazing, creative, meaningful work taking place at MPH.

# Identity Guide for MPH

## The Manlius Pebble Hill School logo and colors

MPH uses two logos, the formal “Wordmark” logo and the less formal “Monogram” logo. The Wordmark is used on all external publications and presences at least once to establish the formal brand identity and name of the School. The Monogram can be used internally and also externally when the name of the school is also clearly displayed.

## Use of Manlius Pebble Hill logo(s)

The minimum size of either logo should never be smaller than 2” x 1” in print. For web use, the minimum size should be 90 pixels wide. Both logos may be scaled up but must always be scaled proportionally. The clear zone around the logo should be a minimum of 0.25” with no other text or image within that area.

## Logo and School Colors

The School’s colors are red, black, and white. MPH Red is a specific color: PMS 200c. The logo should always be displayed with this red, and additional products, such as clothing, signs, etc., should also use 200c or a red as close as possible.

High-resolution logos are available at: [mphschool.org/media-kit-and-style-guide/](https://mphschool.org/media-kit-and-style-guide/)

## Additional guidance

1. All elements of the logo must remain intact
2. Do not crop parts of the logo
3. Do not change the typeset or font of the logo
4. Do not display the logo disproportionately
5. Do not change the color of any part of the logo
6. Do not place the logo on a background that makes it difficult to see. A black and white version of the logo provided for use on dark colored backgrounds.
7. Do not add text or other images to the logo

## Wordmark Logo

Manlius  
Pebble Hill  
School

## Monogram Logo

MPH

# A Guide for Faculty & Staff

**academic courses** – Capitalize names of specific academic courses. Honors Biology. For AP courses, on first reference, use Advanced Placement before the course. For example, Advanced Placement Biology. On subsequent references, AP Biology is acceptable. General subjects should not be capitalized unless they include a proper noun: math, science, English, history, French.

**academic degrees** – When spelling out degrees, use an apostrophe: bachelor's degree, master's degree (but a master of arts degree, not a master's of arts). Use periods when abbreviating, as follows: B.A., B.S., M.B.A., M.F.A., M.S., M.Ed., Ed.D., J.D., M.S.W., Ph.D.

**academic departments** – Capitalize the formal name of a department: the Fine Arts Department.

**academic titles** – Capitalize and spell out formal titles such as Head of School when they immediately precede a name (Head of School John Doe). Lowercase elsewhere (The head of school opened the assembly).

**acronyms** – May be used, but only after the phrase has been spelled out in its first reference. For example, National Junior Honor Society (NJHS).

**ages** – Always use figures when dealing with ages of people and inanimate objects. The student is 6 years old. The School is 25 years old.

**alumnus, alumni, alumna, alumnae** – Use alumnus (alumni as plural) when referring to a man who has attended MPH. Use alumna (alumnae as plural) for references to women. Use alumni when referring to a group of men and women. Alumni and Alumnae is also appropriate for mixed-gender groups.

**a.m., p.m.** – Lowercase, with periods. Include a space between the numeral and a.m. or p.m. (8 a.m., 4 p.m.).

**annual fund** – When referring to MPH, capitalize (The Annual Fund for MPH). But, a school's (not MPH) annual fund (no caps). We refer to ours specifically as the MPH Fund, which should always be capitalized.

**Board of Trustees** – Capitalize when making a formal reference: "MPH's Board of Trustees adopted the 2021 Strategic Plan." The board (lowercase) may be used informally.

**Class** – Capitalize (Class of 2022).

**class years** – When listing class years, do not add a comma after the person's name. Class years should read as follows: Jane Doe '15. Make sure the apostrophe flips the correct way. When listing multiple students in the same family, use the following format: Kelsey '07, Daniel '09, and Jason '11.

**commas** – For lists of three items or more, including and, use a comma after the last item and the word and: History, science, and architecture. Use your own judgment to decide if commas clarify or clutter, if they hamper or aid the easy reading of a sentence.

**For suffixes in names:** John L. Hall II (no comma); Mr. John Q. Public, Jr. (comma)

When writing dates that include the month, date, and year, use commas after dates but not after months.

**Correct:** We realized we were in love on March 16, 1992.

When you write dates that include only the month and the year, no commas are necessary.

**Correct:** I met my true love in September 1990.

In dates that include the weekday, you follow the same rule as above and add a comma between the weekday and the date.

**Correct:** We began dating on Friday, May 1, 1992.

**courses** – Capitalize official specific course names: World History I, English 10, AP Chemistry (and please note that if the course is an Advanced Placement course then the initials AP, without periods, are placed at the beginning of the course name). General subjects should not be capitalized unless they include a proper noun: math, science, English, history, French.

**dates** – In a calendar listing, use the following format: day, date, time, location. For example, the assembly will be held on Friday, Oct. 6, at 9:30 a.m. in the MPH gymnasium. Associated Press guidelines should be followed for month abbreviations. Days of the week should always be spelled out. For specific dates, do not use the endings st, nd, rd, or th (with the exception of the Fourth of July).

**days** – Capitalize days of the week. Do not abbreviate. Capitalize "Day" in widely recognized holidays such as New Year's Day, or when referring to MPH traditions such as Red & White Day.

**decades** – Use Arabic numerals: the 1990s (not the nineties). Use apostrophes when numerals are omitted: the '90s. Make sure the apostrophe faces the right way (control this by hitting the space bar after the last number).

**departments, offices, and committees** – Generally capitalized.

• She is a member of the Arts Department; he works in the Business Office (a reference to our Manlius



Business Office). BUT: He works in a business office of some sort in New London.

- She teaches art (the general subject). He works in a business (the field).
- Bob Smith, chair of the Art Department, held a meeting about course offerings with his department members.  
OR: Bob Smith, Art Department chair, held a meeting about course offerings with his department members.
- Jane Doe is a key person on the Auction Committee.
- Joan Doe, who heads up the Admissions Office, will be attending. (department)
- The brochures can be found in the admissions office (location).
- The students should pick up their medication at the health office (location).
- The Health Office administers medications when appropriate. (department)
- This formal communication came from the Head of School's Office (department).
- I left my umbrella in the head of school's office (literally the room/location).

**director** – Do not capitalize when referring to an occupation: program director. Capitalize when used as a formal title: Director of Development Jane Doe.

**divisions** – Capitalize Lower, Middle, and Upper School

**e.g./i.e./etc.** – Both e.g. and i.e. should have commas following them. The abbreviation etc. should have a comma preceding it. They should generally be used parenthetically, with e.g. translating roughly to mean “for example,” i.e. translating roughly to mean “in other words,” and etc. translating roughly to mean “and so on.”

**ellipses** – When using ... to indicate a lapse or break in quotation (or someone's speech trailing off midsentence), use three dots and four spaces – or four dots (with no space prior to the first but a space before the period) to indicate a period at the end of the sentence... .

**email** – Lowercase this word unless standard rules of capitalization apply. Do not hyphenate.

**email addresses** – Insert the word “at” before the address: To apply, email XXXX at XXXXX@mphschool.org. When an email is listed in a printed document, do not underscore (highlight the email address, right click, and choose “remove hyperlink”).

**em dash** – An em dash is the long dash most frequently used to denote an abrupt change in thought or a parenthetical aside. It is not the same thing as a hyphen, which is used as a joiner. Some people use two hyphens to indicate an em dash; indeed, sometimes you may not have a choice. When writing email, for example, it is impossible to create an em dash and you are forced to use two hyphens. We recommend using the em dash whenever possible, however. To create an em dash in Word, press CTRL, ALT and the minus sign (on the numeric keypad). Insert a space on both sides of an em dash. “He loved working with friends' kids — at least most of the time — when his own children were otherwise occupied.”

**en dash** – To indicate range, use an en dash (–), which is smaller than an em dash (—), but bigger than a hyphen (-): 30–40 feet in length. A hyphen will suffice if an en dash doesn't exist in your computer program; however, dashes do exist in Microsoft Word in the “Symbols” palette (edit>insert>symbol). Or, to insert an en dash in your document, hold down the Alt key and type 0150 on the numeric keypad. Use an en dash to indicate a range of years, such as the length of time someone has been working here: Coach Smith worked here 1971–2014.

**faculty** – Faculty is singular when referring to an academic body: MPH's faculty is a diverse, distinguished group. Faculty is plural when referring to several individuals: The Fine Arts Department faculty are planning a wonderful spring concert.

**fees** – Do not use “.00”: \$25 (not \$25.00).

**fractions** – Spell out fractions (use hyphen: three-fourths), centuries (twentieth century) unless numerals are part of an organization's official name (20th Century Fox), and numbers that begin with a sentence (Fourteen of those teenagers were participating in the Walk for Hunger).

**fundraising, fundraiser** – One word, not hyphenated.

**grade levels** – MPH uses ordinal numbers when referring to grade levels – 12. For example, 5th Grade, 1st Grade. The word Grade should always be capitalized when used in combination with the grade level: “The 8th Grade traveled to the mountains of Virginia.” Pre-kindergarten should be hyphenated, or abbreviated as pre-k.

**Head of School** – Not Headmaster. See academic titles section for use of capitalization.

**hours** – Do not use “:00.” Insert a space between the numeral and a.m. or p.m., lowercase a.m. and p.m., and use periods in a.m. and p.m. (5 p.m. not 5pm). Exceptions may be made for formal event invitations.

**hyperlink** – When hyperlinking URLs, include http:// in hyperlinks that do not begin with “www.” For those that do begin with “www,” do not include http://. If a URL falls at the end of a sentence, use a period.

**hyphens** – First, hyphens must never be used interchangeably with dashes (see the em dash and en dash sections), which are noticeably longer. Second, there should not be spaces around hyphens. The top-notch art student won a prize.

Always hyphenate words beginning with self as in self-assured and self-government. Generally, hyphenate two or more words when they come before a noun they modify and act as a single idea. This is called a compound adjective.

**Examples:**

an off-campus apartment  
state-of-the-art design

When a compound adjective follows a noun, a hyphen is usually not necessary. **Example:** The apartment is off campus. However, some established compound adjectives are always hyphenated. Double-check with a dictionary or online. **Example:** The design is state-of-the-art.

**italics** – Italicize the titles of books, newspapers, magazines, plays, pamphlets, operas, movies, and ships. Italics should also be used for emphasis in lieu of ALL CAPS or underlining, which are both holdovers from the days of typewriters and are now considered inappropriate. This includes comment writing.

**majors/minors** – Lowercase, unless they include proper names: He majored in psychology and minored in Asian studies.

**military titles** – Capitalize a military rank when used as a formal title before the individual's name. Most ranks should be abbreviated. Gen. John Doe arrived on campus today. The general will be speaking with Upper Division students.

**months** – Capitalize the names of all 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 a comma: January 2022. When a phrase refers to a month, day, and year, set off the year with a comma: Commencement was held on May 30, 2022.

**nonprofit** – One word, no hyphen.

**numerals** – Spell out whole numbers below 10. Use figures for 10 and above. One exception is ages, in which case numerals should always be used: “The student, 9, performed at the assembly.” Another exception is at the beginning of a sentence — do not begin a sentence with a numeral — it should instead be spelled out: “Sixteen children attended the assembly.”

**Parents' Association** – Not Parent's Association.

**percent** – Use figures and do not use the percent symbol: 75 percent, not 75%. Exceptions may be made for infographic/marketing pieces.

**periods** – Lists (bulleted lists, for example) should have item begin with a capital letter and end in a period (even if the item is not a complete sentence), unless all list items have fewer than four words each (in which case no end punctuation is necessary).

**Example:**

We need to take these steps before leaving:

- Tie your shoes
- Start our cars
- Thank our parents

**BUT:**

We need to take these steps before leaving:

- Tie our shoes.
- Start our cars.
- Say thank you to our parents.

**phone numbers** – Use hyphens for separation: 315-446-2452. Periods or backslashes may be used for marketing material purposes (315.446.2452 or 315/446-2452).

**postseason, preseason** – No hyphen.

**quarter** – Capitalize when referring to a specific quarter or term: 1st Quarter. Otherwise, lowercase: “MPH's academic year is divided into four quarters.”

**quotation marks** – Place titles of the following in quotation marks: songs, television shows, unpublished manuscripts, poems, chapters of books, and articles. Always use true quotes (“true quote”) and never use straight typewriter quotes (“typewriter quote”). Note that sometimes cross-platforming between PCs and MACs and cutting and pasting from emails will result in typewriter quotes. Punctuation usually goes inside the quotes with commas and periods, although there may be exceptions with other punctuation. He said, “I’m going to get a sandwich.”

**RSVP** – Not R.S.V.P.. Also, it's redundant to say “Please RSVP”; use “Kindly RSVP” (which is only a little less redundant) or simply: “RSVP by March 21”

**school** – When referring to MPH as an institution, always capitalize School (the School has a wide variety of sports.) Use lowercase in other instances (There are five school teams playing this afternoon.)

**sports teams** – When referring to sports teams, use the level, followed by gender (when applicable), then the sport: Varsity Golf; Middle School Girls Basketball; Junior Varsity Boys Basketball. Capitalize each word of the team name, but do not use apostrophes.

Abbreviations are acceptable on second references: JV Boys Basketball; MS Girls Basketball.

**states** – If the name of a state stands alone, spell it out: “The head of school is a native of Connecticut.” When combining the state name with another location, use the proper abbreviation. When writing news stories or press releases, refer to the AP Stylebook for proper state abbreviations — ex. FL vs Fla.

**student-athlete** – Always use this term, not athlete, when referring to students who compete for MPH.

**technology references** – email, Internet, website, webpage, the Web, online (adj., adv.), log-in (n., adj.), smartphone, e-newsletter.

**times** – To show a “from-to” range in time, use an en dash (–), rather than a hyphen (-) or em dash (—).

**underlining and ALL CAPS** – Don’t use either. Italics should also be used for emphasis in lieu of ALL CAPS or underlining, which are both holdovers from the days of typewriters and are now considered inappropriate.

**web address** – Hyperlink all web addresses when published digitally. Remove underscores when printed. (See hyperlinks.)

**years** – Use apostrophes when numerals are omitted: the '90s. Make sure the apostrophe is facing the right way, as shown. Otherwise, drop apostrophes: the 1900s, the 1990s.



MPH