

A photograph of a college campus during autumn. In the foreground, a paved path winds through a green lawn. Several students are walking along the path; some are in groups, while others are alone. The trees are in various stages of autumn, with some leaves turning bright yellow and orange. In the background, there are brick buildings and a large tree with a thick trunk. A black lamppost with a colorful flag is visible on the right side of the path.

SARAH LAWRENCE COLLEGE

Communications Guidelines

Edition: April, 2018

To request design support or source files for the College wordmark or other imagery, please contact the Office of Marketing & Communications: communications@sarahlawrence.edu or 914.395.2220.

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INTRODUCTION

The Office of Marketing & Communications supports the College in promoting positive and widespread awareness of Sarah Lawrence among prospective students, parents, alumni, donors, the media, and opinion makers.

The Office is responsible for producing print and digital materials that maintain high standards and consistently reflect the Sarah Lawrence College visual identity. In addition, we administer the College's Web site, as well as its e-mail marketing and social media platforms. We publish *Sarah Lawrence* magazine, the College's publication for and about alumni. We also partner with colleagues throughout the College to empower offices and programs to promote their work effectively and compellingly.

This guide is your resource for creating communications that inform and inspire with clarity and purpose. Use it to brainstorm approaches and create content for your department. While this guide is comprehensive, don't hesitate to contact the Office of Marketing & Communications for guidance, feedback, and support.

GRAPHIC STANDARDS



WORDMARKS

The wordmark may not be altered, modified, or changed in any way.

PRIMARY WORDMARK

The left-aligned wordmark is the primary identifier for Sarah Lawrence College.

SARAH
LAWRENCE
COLLEGE

IN-CONTAINER VERSIONS

For added visual impact, in some circumstances you may wish to use the in-container version of these wordmarks.

SARAH
LAWRENCE
COLLEGE

WORDMARK VARIATIONS

These variations are designed to accommodate additional design needs and can be used in layouts that allow for or require more flexibility.

SARAH LAWRENCE COLLEGE

SARAH
LAWRENCE
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SARAH LAWRENCE COLLEGE

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SARAH
LAWRENCE
COLLEGE

USING THE SARAH LAWRENCE WORDMARK

Sarah Lawrence’s wordmark should be highly legible, uncrowded by other graphic elements, and only reproduced in the official school colors or black and white as needed.

MINIMUM SIZE

To ensure legibility, reproduce the wordmark no smaller than the following minimum heights for print and digital pieces.



KEY COLOR: MEDIUM GREEN

The primary wordmark will most frequently be rendered in medium green according to the palette on page 10.



Type-Only, Medium Green



In-Container, Medium Green

Please don't ...

Don't center adjacent components.
Don't slide components beyond what is provided in the official wordmark variations.



Any external use of Sarah Lawrence College logos and wordmarks must be approved by the Office of Marketing & Communications. To request design support or source files for the College wordmark or other imagery, please contact the Office of Marketing & Communications: communications@sarahlawrence.edu or 914.395.2220.

CLEAR SPACE

To ensure legibility, always provide the specified clear space around the wordmark. This will ensure that the wordmark is not obscured or clouded by other words, marks, or symbols.

BUILDING CLEAR SPACE

Use the cap height of the wordmark's text to define the clear space for all variations of the wordmark.



ALTERNATE LAYOUTS

The process by which clear space is created is the same across all variations of the wordmark. When the wordmark's shape shifts, so does its clear space.



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EXPANDED WORDMARKS

Sarah Lawrence's identity system includes expanded wordmark treatments for major departments of the College.

VERTICAL CONFIGURATION

Set in Otama Display Regular, the typographic rendering of appropriate sub-identities contrasts with the rendering of the College, while remaining within the larger Sarah Lawrence visual identity.



HORIZONTAL CONFIGURATION

When a composition requires a horizontal layout, the type for the entity or program sits adjacent to the wordmark.



CUSTOM TREATMENTS

Major initiatives at Sarah Lawrence may require variations on the College's central graphic identity to promote a campaign or cause. The Sarah Lawrence identity is reflected in several wordmarks and logos that are produced when a unique "look and feel" is needed.



WILLIAM &
SARAH
LAWRENCE
SOCIETY



The CONSTANCE
WARREN CIRCLE

SARAH LAWRENCE COLLEGE



THE FUND
for
SARAH
LAWRENCE



THE GRYPHON



The official Sarah Lawrence College mascot is the Gryphon. This mythological creature is depicted as having the head and wings of an eagle and the body of a lion. For centuries, the Gryphon has been a symbol of intelligence and strength.

The Gryphon logo is for official Athletics use only. Please contact Sarah Lawrence Athletics at 914.395.2560.

THE COLLEGE SEAL



The Sarah Lawrence College seal represents the history, tradition, and values of the College. Use of the seal is limited to:

- Formal College documents (diplomas, certificates, etc.)
- Communications from the Office of the President

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COLORS

Sarah Lawrence’s official color—a vibrant green—is supported by additional shades and a host of complementary colors that provide a palette through which we can express the diversity and depth of the Sarah Lawrence experience. The color palette plays a defining role in the College’s visual identity.

SCHOOL COLORS

Always use the correct color formulas when building new communications. The palette includes custom CMYK and RGB builds in addition to PMS colors.

CMYK *Process (print)*

RGB *Red Green Blue (screens)*

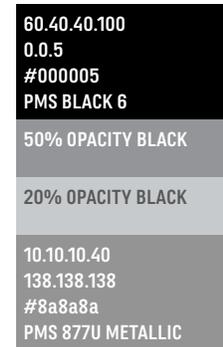
#HEX *Hexadecimal RGB (web)*

PMS *Pantone Matching System (improved accuracy for print)*



NEUTRALS

Rich black—as well as varying screens of it—rounds out the palette and provides a straightforward foundation to build upon.



YELLOW	GREEN	TEAL	BLUE A	BLUE B	PURPLE A	PURPLE B	RED	PEACH	ORANGE
0.13.100.0 255.216.0 #ffd800 PMS 114	30.2.90.0 207.217.95 #cfd95f PMS 583	50.5.45.0 131.193.161 #83c1a1 PMS 564	40.4.13.0 149.206.216 #95ced8 PMS 2204	60.10.0.0 122.182.223 #7ab6df PMS 298	45.40.0.0 144.147.200 #9093c8 PMS 2114	13.40.5.0 216.164.194 #d8a4c2 PMS 7437	5.70.55.0 231.111.103 #e76f67 PMS 7625	0.45.75.0 248.158.83 #f89e53 PMS 2009	0.35.100.0 252.175.23 #fcaf17 PMS 129
10.30.100.0 230.178.34 #e6b222 PMS 7405	65.25.100.0 110.154.67 #6e9a43 PMS 370	100.35.50.0 0.129.135 #008187 PMS 7713	90.30.20.0 0.140.179 #008cb3 PMS 640	85.35.0.0 44.111.176 #2c6fb0 PMS 2925	80.75.15.0 82.87.148 #525794 PMS 2117	50.80.35.0 146.84.123 #92547b PMS 7656	35.95.95.0 176.55.52 #b03734 PMS 1805	20.75.85.0 203.97.63 #cb613f PMS 173	10.65.100.0 223.118.39 #df7627 PMS 717
10.30.100.40 151.118.15 #97760f PMS 118	70.30.100.40 61.98.41 #3d6229 PMS 357	100.40.50.40 0.83.89 #005359 PMS 7470	100.40.20.40 0.83.116 #005374 PMS 302	100.60.5.25 0.62.114 #003e72 PMS 301	80.80.20.40 56.49.94 #38315e PMS 2765	55.90.35.40 92.37.77 #5c254d PMS 525	40.100.100.40 110.21.23 #6e1517 PMS 1817	20.80.85.40 134.55.35 #863723 PMS 7624	10.80.100.40 146.56.17 #923811 PMS 174

COLORS FOR GRADUATE STUDIES PROGRAMS

Yellow

Green

Teal

Blue A

Blue B

Purple A

Purple B

Red

Peach

Orange

SARAH LAWRENCE COLLEGE
WOMEN'S HISTORY

SARAH LAWRENCE COLLEGE
HEALTH ADVOCACY

SARAH LAWRENCE COLLEGE
MFA in WRITING

SARAH LAWRENCE COLLEGE
DANCE

SARAH LAWRENCE COLLEGE
ART of TEACHING

0.13.100.0
255.216.0
#ffd800
PMS 114

10.30.100.0
230.178.34
#e6b222
PMS 7405

10.30.100.40
151.118.15
#97760f
PMS 118

30.2.90.0
207.217.95
#cfd95f
PMS 583

65.25.100.0
110.154.67
#6e9a43
PMS 370

70.30.100.40
61.98.41
#3d6229
PMS 357

50.5.45.0
131.193.161
#83c1a1
PMS 564

100.35.50.0
0.129.135
#008187
PMS 7713

100.40.50.40
0.83.89
#005359
PMS 7470

40.4.13.0
149.206.216
#95ced8
PMS 2204

90.30.20.0
0.140.179
#008cb3
PMS 640

100.40.20.40
0.83.116
#005374
PMS 302

60.10.0.0
122.182.223
#7ab6df
PMS 298

85.35.0.0
44.111.176
#2c6fb0
PMS 2925

100.60.5.25
0.62.114
#003e72
PMS 301

45.40.0.0
144.147.200
#9093c8
PMS 2114

80.75.15.0
82.87.148
#525794
PMS 2117

80.80.20.40
56.49.94
#38315e
PMS 2765

13.40.5.0
216.164.194
#d8a4c2
PMS 7437

50.80.35.0
146.84.123
#92547b
PMS 7656

55.90.35.40
92.37.77
#5c254d
PMS 525

5.70.55.0
231.111.103
#e76f67
PMS 7625

35.95.95.0
176.55.52
#b03734
PMS 1805

40.100.100.40
110.21.23
#6e1517
PMS 1817

0.45.75.0
248.158.83
#f89e53
PMS 2009

20.75.85.0
203.97.63
#cb613f
PMS 173

20.80.85.40
134.55.35
#863723
PMS 7624

0.35.100.0
252.175.23
#fcaf17
PMS 129

10.65.100.0
223.118.39
#df7627
PMS 717

10.80.100.40
146.56.17
#923811
PMS 174

SARAH LAWRENCE COLLEGE
END-of-LIFE CARE

SARAH LAWRENCE COLLEGE
CHILD DEVELOPMENT

SARAH LAWRENCE COLLEGE
DANCE/MOVEMENT THERAPY

SARAH LAWRENCE COLLEGE
THEATRE

SARAH LAWRENCE COLLEGE
GENETIC COUNSELING

TYPOGRAPHY

The Sarah Lawrence type families have been carefully selected to provide the widest possible range of typographic expression and the greatest possible flexibility for both print and screen applications, while simultaneously working to establish the College's distinctive visual identity.

The Otama and Marianina type families include a wide range of styles and widths that, when used skillfully and with intent, can help inflect and add nuance to communications.

Marianina Family

Thin & *Thin Italic*

Light & *Light Italic*

Regular & *Regular Italic*

Medium & *Medium Italic*

Bold & *Bold Italic*

Black & *Black Italic*

Otama Family

Regular & *Regular Italic*

Semibold & *Semibold Italic*

Bold & *Bold Italic*

Black & *Black Italic*

UltraBlack & *UltraBlack Italic*

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HIERARCHY

CABEZA IPSUM AUT
LOREM ESTRUM
SEQUAT DOLOR AMET.

Dramatic shifts in size signal dramatic shifts in hierarchy.

Type styles (all caps) or elements (underline) that add emphasis provide additional flexibility when structuring text.

Mauris ante aliquet sem

Lorem untio ium quidem inctur aut volorem postis si ut porae. Neque laut vel mod quo omniaes sequasseque eum quiscit eostent restis magnist od quis de plabo.

LOREM IPSUM DOLOR

Donec porttitor, eros sed tempor dictum, mauris ante aliquet sem, id varius libero mi eu risus. Aliquam massa. Is alit lici conecto tatium hilla aliquiam faccaep udaest voluptaque volum fuga. Orum volupiciduci ipsa vel mintium facerio consequae eatem autatent qui blauten ditibu.

Shifts in color or value create subtle shifts in hierarchy within headlines or dense blocks of information. When crafting typographic hierarchies, make sure that any shift in size, weight, value, or color looks intentional—and is easily scannable.

To reduce complexity, use the fewest possible typographic changes necessary to establish clear hierarchy while maintaining a pleasing visual experience. When designing a page (or screen), remember that type is image. Single words and large blocks of type both act like shapes on a surface.

ALTERNATE FONTS

While every effort should be made to use Marianina and Otama fonts, commonly used fonts will occasionally be required or recommended. When creating e-mails or documents to be shared with editors outside the College, for example, the best practice is to use the alternate fonts Arial Narrow and Georgia, respectively.

Marianina

Thin & *Thin Italic*

Light & *Light Italic*

Regular & *Regular Italic*

Medium & *Medium Italic*

Bold & *Bold Italic*

Black & *Black Italic*

Arial Narrow

Regular & *Regular Italic*

Bold & *Bold Italic*

Otama

Regular & *Regular Italic*

Semibold & *Semibold Italic*

Bold & *Bold Italic*

Black & *Black Italic*

Georgia

Regular & *Regular Italic*

Bold & *Bold Italic*

PLEASE DON'T ...

Don't use forced justification for body copy.

Don't obscure our words with our visual gestures.

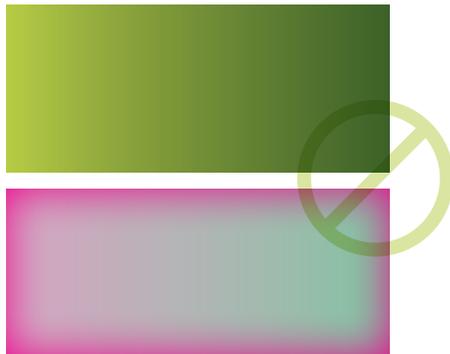
Don't set type that is too light or too small to read.

Don't set type using multiple colors.

Don't use ALL CAPS for EMPHASIS in body copy.

Don't use *an* excessive VARIETY OF *our* fonts together.

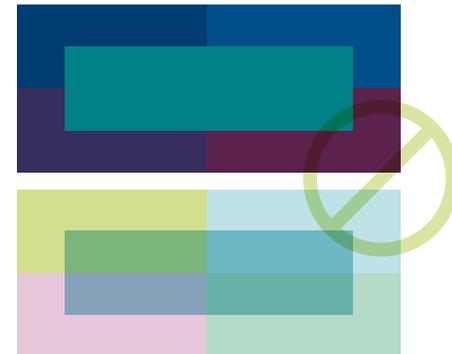
Don't use gradients and effects.
 Bold fields of color communicate the expansiveness of our vision. Gradients and effects undermine clarity.



Don't use conflicting color combinations.
 Colors that are similar in value create "vibrations" that impede legibility and are not enjoyable.



Don't build unnecessary complexity.
 Overly complex color combinations and transparencies will undermine your message and create visual cacophony.



IMAGERY PEOPLE AND PLACES

Photography plays a critical role in the Sarah Lawrence story. It establishes a sense of place and imbues communications with the warmth and dynamism that characterize the College. The goal is to invite people into our community, to welcome them into the vibrant, inclusive discourse that characterizes our interactions.

There are two broad categories of imagery to be mindful of when communicating Sarah Lawrence through photography: students engaging with their peers, faculty, and their work—and our campus environment. The first category emphasizes shots of students interacting with each other and with faculty; the second brings our traditional, intimate campus to the fore.



TALKING ABOUT SARAH LAWRENCE



DESCRIBING THE COLLEGE

The following serve as the official descriptions of Sarah Lawrence College. This language should be used whenever a description of the College is needed.

BRIEF DESCRIPTION

Sarah Lawrence is a prestigious, coeducational college that consistently ranks among the leading liberal arts colleges in the country. Known for its pioneering approach to education, its undergraduate and graduate programs combine a rich integration of writing and the arts with a history of impassioned intellectual and civic engagement. Founded in 1926, the historic campus is home to an intellectually curious and diverse community in close proximity to the unparalleled offerings of New York City.

FULL DESCRIPTION

Sarah Lawrence is a prestigious, residential, coeducational liberal arts college. Founded in 1926 and consistently ranked among the leading liberal arts colleges in the country, Sarah Lawrence is known for its pioneering approach to education, rich history of impassioned intellectual and civic engagement, and vibrant, successful alumni. In close proximity to the unparalleled offerings of New York City, our historic campus is home to an inclusive, intellectually curious, and diverse community.

Talented, creative students choose undergraduate and graduate programs at Sarah Lawrence for the opportunity to take charge of their education. In close collaboration with dedicated, distinguished faculty, students create a rigorous, personalized course of study integrating writing, the arts, independent research, and inquiry into a wide array of disciplines. They graduate knowing how to apply the knowledge, skills, and critical thinking necessary for success.

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KEY MESSAGES

The essential liberal arts experience—and the best preparation for whatever comes next

SARAH LAWRENCE IS A PLACE WHERE ...

- Curious students pursue ideas and interests in deep and meaningful ways—both inside and outside the classroom
- Learning is rigorous and personally significant
- Extraordinary alumni—intellectually and creatively adept—succeed in traditional careers, pursue graduate and professional studies, or launch their own ventures
- Nationally recognized faculty put teaching first—and set the tone for genuine intellectual engagement
- Conference work—student-driven exploration through one-on-one collaboration with faculty—encourages student research and exploration, provides opportunities for students to connect disciplines, and affords a framework for students to acquire essential critical and creative skills
- Small classes and round-table seminars demand active participation
- Distinguished graduate programs enhance educational opportunities
- All students can become the best versions of themselves—in a diverse college community
- Students enjoy the intimacy of a small traditional liberal arts campus while having access to all that New York City has to offer

KEY MESSAGES

Key messages inform how we communicate, whether in long form, in blog posts and tweets, or visually, on behalf of Sarah Lawrence.

Each key message is a main idea under which more specific stories can be organized. They can be used individually or in combination with each other. They help us find and develop real anecdotes that tell the Sarah Lawrence story—and they make our messages human and relevant.

***Smart, curious,
self-motivated
students***

SARAH LAWRENCE STUDENTS ARE ...

- Curious
- Overflowing with ideas and interests
- Eager for intellectual challenge
- Self-motivated, self-directed
- Socially conscious
- Excited about the journey of knowledge-seeking
- Eager to connect disparate areas of interest

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Extraordinary alumni

SARAH LAWRENCE GRADUATES ...

- Are exceptionally well prepared for the future
 - Can take on any project and produce creative solutions
 - Are poised for success in graduate school or any career
 - Are considered by peers to be leaders in their fields
 - Are intellectually rich for a lifetime
 - Remain connected with the Sarah Lawrence community long after graduating
-

Celebrated faculty

SARAH LAWRENCE FACULTY ...

- Are nationally recognized scholars, teachers, and artists
- Put students at the center of their work: they provide more one-on-one time than any other school in the country
- Forge relationships with students that endure for life
- Bring their individual passions to the classroom and encourage their students to do the same
- Facilitate conversations in class that encourage rigorous thinking and genuine participation
- At the undergraduate level, hold their students to a standard of academic excellence and engagement that parallels the graduate school experience

KEY MESSAGES

Historic and distinctive pedagogy

- Drawing from the progressive education ideas of John Dewey, the freedom to design one's own curriculum has been the hallmark of a Sarah Lawrence education from the beginning
 - Students design their course of study in close collaboration with their don, creating an individualized curriculum
 - Prior to selecting their courses, students interview faculty members teaching courses that pique their interest—enabling students to construct the most fulfilling and relevant course of study for them
 - Students connect their fields of interest, acquiring both the skills to solve complex problems and the intellectual agility that is essential to post-college success
 - A variety of evaluative methods, including individualized narrative evaluations, provide multi-faceted, meaningful feedback
-

Immersive, academically rigorous learning

- The Sarah Lawrence academic model encourages rigorously independent thought and expression, collaboration, and interdisciplinary exploration
- The Sarah Lawrence model immerses students in research—in any discipline—beginning in their first year
- Small classes and round-table seminars encourage (and require) active, focused participation
- With its demanding and intellectually stimulating curriculum, Sarah Lawrence prepares students to delve deeply into their academic and creative interests and to engage in new ideas, perspectives, and possibilities
- Distinguished graduate programs and five-year programs enhance the intellectual reputation and rigor of the College as a whole

Donning: individual intellectual and creative guidance

Conference work: independent exploration through one-on-one collaboration with faculty

FACULTY ADVISERS WORK WITH STUDENTS ACROSS ALL FOUR YEARS

- Dons consult and advise their students to craft a curriculum based on a student's passions and interests, helping them to build a multidisciplinary academic program
 - They provide a level of individual intellectual and creative guidance that exists nowhere else in undergraduate education
 - Listening and guiding, faculty are stewards of transformation
 - Faculty have the knowledge of students' growth throughout their four years and are uniquely positioned to help students realize their ultimate goals
-

CONFERENCE WORK ...

- Is at the heart of the intellectual work carried out by students together with their faculty
- Provides opportunities for students to investigate diverse areas of interest in ways that would not be possible with a more conventional curriculum
- Requires students to progressively explore deeper and broader areas of intellectual inquiry over four years of undergraduate study
- Develops in students the analytical skills, the writing skills, and the confidence that position them for success in whatever they choose to do

KEY MESSAGES

Graduate Studies: a legacy of excellence

- Sarah Lawrence College offers distinguished master's, certificate, and noncredit programs giving students of all ages and backgrounds the ability to pursue their personal and professional interests
 - A Sarah Lawrence graduate education bears prestige in the wider world
-

Community

- Sarah Lawrence is a welcoming, inclusive community
 - A wide range of clubs and extracurricular activities provide connections to what students care about
 - Division III athletics offer opportunities for athlete-scholars to excel
 - Students lead the Sarah Lawrence Activities Council and Student Senate, both of which seek to develop a robust student community and to foster student involvement
-

Distinctive campus with access to NYC and beyond

- The charm and intimacy of a traditional liberal arts campus with access to the unparalleled research, cultural, and social resources of New York City
 - Study abroad options expand the campus to the world
-

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RESOURCES



ONLINE TOOLKIT

The Office of Marketing & Communications provides resources online—your custom toolkit—to help you create documents, presentations, fliers, e-mails, and other communications that look and feel professional and authentically Sarah Lawrence.

Find resources and templates online:
sarahlawrence.edu/toolkit

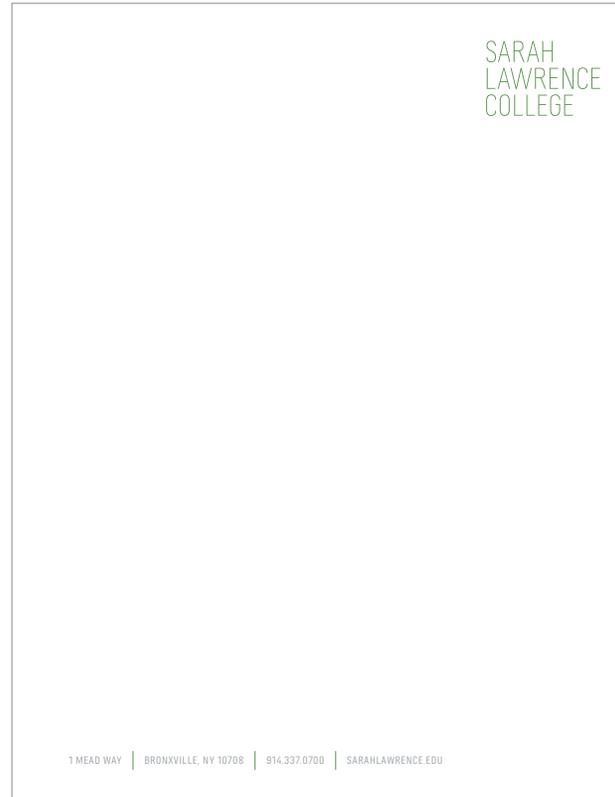
TEMPLATES AND TUTORIALS

The Online Toolkit includes:

- Official wordmarks and fonts
- A curated selection of photography and information on scheduling photo shoots
- Official College letterhead
- Forms to request business cards and name tags
- The full Editorial Style Guide
- Templates for Microsoft Word and PowerPoint
- More resources developed all the time

DON'T SEE SOMETHING YOU NEED IN THE TOOLKIT?

Contact the Office of Marketing & Communications to discuss how we can support your efforts.



LETTERHEAD



BUSINESS CARD

EDITORIAL STYLE GUIDE

The Editorial Style Guide serves as a tool for writing and editing content, whether for publication or presentation. It is especially useful as a reference for common questions such as how to cite titles, building names, and academic programs.

Correct spelling, grammar, and punctuation are essential to upholding Sarah Lawrence's reputation, but so are tone, structure, and content. These editorial guidelines are intended to ensure the consistency and appropriateness of Sarah Lawrence's written voice.

Although these guidelines are designed to address most style and usage issues, we understand you may have further questions. Contact the Office of Marketing & Communications for clarification, feedback, and assistance.

VIEW THE EDITORIAL STYLE GUIDE ONLINE:

www.sarahlawrence.edu/style-guide

THE COLLEGE NAME

We discourage the use, either verbal or written, of the acronym "SLC." In the first citation, use "Sarah Lawrence College." In subsequent citations, use "Sarah Lawrence" or "the College." In the final citation, use "Sarah Lawrence College."

OUR PRIMARY ARBITERS FOR MATTERS OF STYLE INCLUDE:

- Chicago Manual of Style Online
www.chicagomanualofstyle.org
- Merriam-Webster Online Dictionary
www.merriam-webster.com
- *The Elements of Style* by William Strunk Jr., E.B. White, Roger Angell, 4th edition
- *The New Fowler's Modern English Usage* (revised 3rd edition, 2004, Oxford University Press)

THE OFFICE OF MARKETING & COMMUNICATIONS

The Sarah Lawrence Office of Marketing & Communications is responsible for overseeing the College's editorial style and graphic identity system. Consistency and accuracy in our communications influence how Sarah Lawrence is perceived by its various external audiences. In other words, *what we say* is as important as *how we say it* and how we present it.

CONTACT THE OFFICE OF MARKETING & COMMUNICATIONS:

communications@sarahlawrence.edu

914.395.2220

ONLINE:

sarahlawrence.edu/marketing-communications

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SARAH
LAWRENCE
COLLEGE

1 Mead Way
Bronxville, NY 10708

SARHLAWRENCE.EDU