William & Mary Preference Checklist

This document should serve as a guide and checklist when reviewing and creating William & Mary marketing assets.

W&M Website

Category	Copy Item	Use
Brand Colors	Color Guide	Primary Palette: W&M Green ● Pantone 343 ● RGB 17 87 64 ● CMYK 89 19 72 60 ● #115740 W&M Gold ● Pantone 465 ● METALLIC: Pantone 872 ● RGB 185 151 91 ● CMYK 9 29 66 24 ● #B9975B
General Copy	Program Title	William & Mary Pre-College Online Program
	School Mantra	
	Admitted or Accepted	Accepted
	School References	● **First reference** should always be William & Mary (use ampersand, not "and") ● **Use** W&M as least formal ● **Do not use** WM ● **Do not use** College of William & Mary
	Program Hashtag	#WMPreCollegeOnline
	13 Reference	13 and up
	Student Reference	Student
	Professor Reference	Professor
	Oxford Comma	**No**
	Programs or Courses	Programs
	Final Project or Capstone Project	Final Project
	Formal or Relaxed Style	

	Certificate Reference	Certificate of Completion
	Program is Designed or Taught	
	Learn From or Hear From	
	Spell Out	
	Okay to Abbreviate	
	Words/Phrases They Like/Don't Like	• They prefer "at a preeminent university in the U.S." vs. "second oldest institution in the U.S." ○ Other option: "preeminent teaching, learning and research university in the U.S." • **Don't like "colonial"** or similar "older" references; prefer to be branded separate from Colonial Williamsburg. • **Do like** the use of **"pathways"** as it aligns with their brand messaging
	Direct Mail Signature	President Katherine A. Rowe
	Miscellaneous	• Spaces before/after em dash • AP Style dictates that all titles after names should be lowercase (for bios)
Ads	Digital Ads	
	Copy guidelines for all ads	
Email	Period in Subject Line	No
	Period in Preview Text	Yes
	Period in eHeader/Subhead	No
	Period in Bullets	Yes
	Header Title Case	Yes
	CTA Nuances	ALL CAPS
	Signature	William & Mary Pre-College Online Program
Professor	- Academic degrees should have periods	

References	- There should be no comma between the name and the academic degree (ex. Christine Namacheck Ph.D.) - **EXCEPTION:** Ashleigh Everhardt Queen, M.Sc., Ed.D.

Guidelines to Follow	[Branding Guidelines](#)
	Examples provided by partner:
	● [For the Bold](#)
	● [Alumni Magazine](#)
	● Web & email design:
	  ○ "ADA visibility info for hyperlinks: On a white background hyperlink text is essentially Metallic W&M Gold: #866F45, the soft silver we use is a tint of W&M Silver: #EFEFEF, and the hyperlink text needs to be slightly darker on that: #87673D. On a green background the hyper link text can be regular W&M Gold: #B9975B. For hover & focus states we just add an underline.
	  ○ Use W&M gold (#B9975B) unless a graduation or sporting event, then can use spirit gold"

Accessibility	● CTAs should be different for accessibility (instead of "Learn More" say, "Learn More about X".) ● CTAs should open in the same window
Approvals	● Leslie McCullough lmccullough@wm.edu, Director of Marketing Communications and CC: ● Heather Golden, hegolden@wm.edu ● **Jennifer Wall, jpwall@wm.edu** ● Pamela Suzadail, psuzadail@wm.edu ● Iain Morton, iain.morton@kaplan.com ● Jen Cha, jen.cha@kaplan.com ● Ashley Simmons, ashley.simmons@kaplan.com ● Savitri Tu, savitri.tu@kaplan.com