Visual Identity Guide

Editorial Style Guide
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INTRODUCTION

I am pleased to introduce Morehouse College’s official visual identity program and editorial style guide. As Morehouse competes for students, funding and donations, the strength of our marketing communications is increasingly important as the College aggressively pursues President Walter E. Massey’s vision: to be among the finest liberal arts colleges in the nation—period.

One of the basic components of a strong institutional marketing communications effort is a unified graphic identity. The Morehouse College logo carries dual responsibilities: It must stand as the sum of the institution’s many parts— the authentic, recognizable essence of the College—while simultaneously symbolizing our potential. For the many people who already know and love Morehouse College, the logo must ring true. For the audiences now in cultivation to be approached in the future, the logo must spark interest and remain in each viewer’s awareness as a unique and accurate symbol of Morehouse.

The visual identity program was developed to assist individual units of the College in using the Morehouse logo, typestyles and colors in their communications materials in print, web and electronic media. This guide contains strict standards designed to reflect a clear and consistent image of the College, but it also allows individual departments and offices to adopt different, more individualized looks when they are communicating with their own internal audiences. By complying with its specifications, you help project a clear, unifying image for the College as a whole.

Remember, however, that the College’s image is not a matter of imagery alone. How well we communicate—accurate spelling and word choice, flawless grammar and punctuation—is just as important to presenting Morehouse in the best possible light to all our various audiences. The editorial style guide is a compilation of rules and standards that ensures that all written communication from the College is professional, accurate and consistently excellent.

The implementation of both of these standards into every instance of communications emanating from the College is essential to maintaining the level of excellence for which Morehouse is renowned. We all play a vital role in continuing to build the College’s considerable strengths, which include proud traditions, promising students, dedicated faculty and staff and an international reputation for academic excellence for producing exceptional men with a steadfast commitment to scholarship, leadership and service.

We encourage all offices to recycle any old stationery, publications and other print collaterals that contain outdated messages and feature the old College logo. Our office and the Printing Services Office will work with you to reprint your materials using these guidelines and policies. The Communications staff will be available to respond to your questions.

Thank you for working with the Office of Communications to further the mission of Morehouse by safeguarding the College’s reputation and public image.

Toni O’Neal Mosley
Director of Public Relations
FAQS ABOUT THE VISUAL IDENTITY PROGRAM
AND EDITORIAL STYLE GUIDE

Why does Morehouse need visual identity and editorial style guidelines?
Every day, thousands of people see communication materials from Morehouse College: correspondence, brochures, reports, magazines, books, web sites, slide shows, exhibits, event invitations, posters, forms and applications, building and vehicle signs, apparel, gift items, and other memorabilia. Each and every one of these materials represents the College. The visual identity program and editorial style guidelines unify our communications and help them make a clear and strong impression.

What is your part in preserving the College’s public image?
Communication materials come from many parts and every corner of the College — from the president’s office, the dean’s office, and your office. Each communication, through its content and presentation, provides information about the College and its programs. Direct information is given through what is stated; indirect information is given through the clarity, tone, style, and professionalism with which the information is presented. As a result of how the information is perceived, each communication either strengthens or weakens Morehouse College’s public image. Therefore, it is up to each of us to be conscientious about upholding our high standards of excellence.

Why be concerned about people’s impressions?
Whenever a Morehouse department or office communicates with its many audiences, it’s an opportunity to make a good impression. First impressions often are the basis for people’s long-lasting attitudes and opinions. Those opinions influence actions — whether an excellent high school student chooses Morehouse, whether a world-class scholar decides to join the faculty, whether a foundation awards a major grant, or whether an alumnus endows a scholarship program.

How does adhering to the visual identity program and editorial style guide help each unit?
If everyone at Morehouse does the job of communicating well — with clear, accurate content and consistent visual presentation — the reputation and visibility of the College will be just that much stronger. This positive public image will extend to each of the programs associated with the College. The entire Morehouse Academic Village benefits.

How do I keep up with changes to the visual identity program and editorial style guide?
Updates to the Visual Identity Program and additions to the Editorial Style Guide will be posted online via the Morehouse web site and at TigerNet.
The Morehouse College logo comes in three primary versions, each of which has been created using type kerned to specific proportional measurements. To ensure that all of our uses of the logo will be consistent in quality, do not attempt to recreate them, to use photocopies or scans from this guide, or to manipulate or change the marks in any way. Obtain approval from the Office of Communications before any communications piece is printed and put into circulation. See the back cover for information on obtaining digital or camera-ready copies for your use.

The Morehouse College wordmark is used to encourage instant recognition among our various publics by maintaining a consistent look. The Morehouse logo has two basic elements:

1. **The Tower**
   The tower expresses our love for and pride in Morehouse College. Its structure reflects the high standards of the College as well as its architecture landmark. Do not attempt to recreate this graphic. The tower should always be used with the wordmark “Morehouse College.” It should never stand alone as representative of our identity. It can be used as a discriminative graphic element within a page layout. Note: All uses must be approved by the Morehouse Office of Communications.

2. **Primary Name or Signature (Morehouse College)**
   Our primary wordmark is the primary “identifier” for the College. The wordmark can be used alone or with “the tower.”

Official downloadable College logos and fonts are available in MAC or PC versions on the web at www.morehouse.edu/styleman.html
The Seal
The Morehouse College seal is the official, legally registered symbol of the College and should appear only in formal uses:

- Diplomas
- Certificates
- President’s and board’s stationery
- Formal presidential invitations and initiatives

It is acceptable to emboss and/or foil stamp the seal in silver only. Other acceptable treatments include "blind" embossing, thermography and debossing.

When used in formal stationery, the seal acts as a watermark and is printed in a 15 percent screen of Pantone 428 grey. The seal is never to be placed on top of an image or type at anytime.

The Symbolic Meaning
The words and graphics in the seal are important symbols to Morehouse College. The Latin phrase, “Et Facta Est Lux” is paraphrased to mean “Truth is Light” and is supported by a sun rising over the clouds.
Mark Integrity
The Morehouse College logo and seal should always be used in an approved configuration. They may not be manipulated, distorted, rotated, separated into components or combined with any other elements. They must always appear in their official colors in at least their minimum sizes. Both marks must be reproduced from authorized original or from an electronic file provided by the Office of Communications.

Mark Placement
An approved configuration of the Morehouse College logo and seal should appear prominently on all College-affiliated communications in a size appropriate to the overall piece. Mark placement include prominent positions such as the front or back cover or title page of publications, the beginning of advertisements and web sites, and the opening and closing of videos and films. The full College name must appear at the beginning of a piece when the logo is elsewhere in the material.

All College marks should be placed so that no text or other design element crowds or overprints them.
Stationery System Design
The most widely distributed printed materials representing Morehouse College are the pieces of our stationery system. Letterhead, envelopes and business cards are necessary tools for carrying out daily work, and thus create the College's most cost-effective opportunity to project a distinctive and positive graphic image.

Primary Letterhead
- Size: 8 1/2 x 11
- Type: Minion Roman and Univers Condensed
- Paper: Neenah Classic Linen “White”
- Color: PMS 202 and Black

Department Letterhead
With prior approval, individual departments within the College are allowed a specific designation on the letterhead. The departmental designation must be placed in the position as shown on the next page. All specifications are the same as the primary letterhead.

Presidential Letterhead
The Office of the President has a distinct letterhead that is similar to the primary version. The exception is the placement of the seal and the designation line “Office of the President.” The seal is in silver foil stamp.

Board of Trustees Letterhead

Notepad
- Size: 5 1/2 x 8 1/2
- Type: Minion Roman and Univers Condensed
- Paper: White Bond
- Color: Black only

Number 10 Envelope
- Size: 9 1/2 x 4 1/8
- Type: Minion Roman and Univers Condensed
- Paper: Neenah Classic Linen “White,” #10 Envelopes
- Color: PMS 202 and Black

Business Card
- Size: 3 1/2 x 2
- Type: Minion Roman and Univers Condensed
- Color: PMS 202 and Black

Mailing Label
- Size: 5 x 4
- Type: Minion Roman and Univers Condensed
- Paper: Crack n’ Peel Label Stock, “White,” Matte
- Color: PMS 202 and Black

Fax Transmittal

News Release
The College’s official news release stationery is restricted for use only by the Office of Communications.
Identifiers

Each academic division, administrative area or special program identifier for Morehouse College has been created to represent its respective entity with distinction and clarity using words rather than initials. The combination of the logo and the identifier immediately reinforces association with the College.

The individual logos and identifiers consist of letterforms customized especially for Morehouse College. Do not attempt to typeset or re-create the artwork. Electronic and camera-ready versions of all logos are available through the Office of Communications.

On stationery, “division/department” identifiers are used with a 1pt. rule (PMS 202 or black). If you need an identifier, please submit your request in writing to the Office of Communications.
College Typefaces
The preferred typeface for text is ITC Minion Roman, although use of Univers Condensed is acceptable if used sparingly. The preferred typeface for display is Univers Condensed Bold, although use of ITC Minion Bold is acceptable. These typefaces were chosen for their strength, classical design and readability. Electronic versions of all typefaces (Macintosh and PC) are available online at www.morehouse.edu/styleman.html or through the Office of Communications at 404-215-2680.
Official Colors

The official College visual identity colors are maroon (PMS 202) and white. In addition to our primary palette, we use black and gray (30% black or PMS Cool Gray 6).

Secondary colors are gold (PMS 104), tan (PMS 452), green (PMS 575) and steel gray (no PMS equivalent).

Approved metallic colors are PMS 8840 (maroon) and PMS 8480 (silver). PMS is a abbreviation for the Pantone Matching System, a set of industry-standard ink colors.

The College wordmark may also print in process colors that match PMS equivalents. See chart at right for appropriate percentages of cyan, magenta, yellow and black.

*Note: When producing publications using PMS 202 or its process equivalent, never screen this color less that 80 percent.*
Publications

Rather than specifying exact requirements for the design of all Morehouse College publications and official websites, our graphic standards provide the means to create a unified look for print and online collateral immediately distinguishable as Morehouse. Consistent use of the wordmark, typeface and color palette all reinforce a strong and positive image of our institution.

1.) **Titling:** To preserve the integrity of the College’s name, do not incorporate the name into the title of any publication. Titles and headlines should stand alone, both grammatically and visually.

2.) **Wordmark:** On the cover of each publication and on the introductory page of each website, use a version of the University wordmark introduced on page 3. Remember that the logos are not to be changed or manipulated in anyway other than proportional sizing.

3.) **Typeface:** As described on page 10, use Minion for all inside text. For special emphasis in headlines, subheads, or pull-quotes, use the Univers type styles. Whenever appropriate, use Minion for brochure cover text. Exact specifications for brochures shown here are available from the Office of Communications, the College’s Print Shop, or the graphic standards web site linked from www.morehouse.edu.

4.) **Colors:** The color palette for College publications uses PMS 202 and colors of the same strength of tone as PMS 202. The palette includes, but is not limited to PMS 202, black and 30% black (grey). To discuss optimal color usage, call the Office of Communications or the College Print Shop. Refer to page 11 for specific color palette information.
Assistant Director

Sample: Placement Advertisement

Placement Advertisements
The College’s classified advertisements achieve high visibility and immediate recognition through the use of consistent design elements. The Morehouse wordmark receives the initial focus, immediately identifying the source; the lead-in subhead directs the eye to essential information; and the conclusion highlights the appropriate contact.

In a placement advertisement, use the Morehouse College wordmark in the top of the ad. See example at left.

The advertisement should be written to accommodate a lead-in subhead that immediately identifies what the follow-on text describes. These lead-in subheads should use the Univers or Minion typeface. Be sure to use a point size at least 5 points larger than the descriptive text, but not so large that the subhead competes with the "Morehouse College" in the wordmark. Text for the ad should use the Minion typeface, if possible.

All placement advertisements are coordinated through the Office of Human Resources at 404-215-2656.

Trademark and Licensing Programs
Use of the Morehouse College name (including the names of departments, divisions, centers or other programs), logo and insignia, or other artwork associated with Morehouse College in furtherance of the activities of an independent organization or person is prohibited, unless specifically authorized through the College’s Licensing and Trademark program. For more information, an application and guidelines, contact the Office of Institutional Advancement at (404) 215-3792.

Resources
To receive clarification about the program, help with special problems in implementing the design, or for assistance in making design transitions, please consult the Office of Communications at 404-215-2680.

Official downloadable College logos and fonts are available in MAC or PC versions on the web at www.morehouse.edu/styleman.html
The College Mascot
The Morehouse College mascot is the Maroon Tiger. Mascot symbols are important to the public image and self-esteem of the College. The “tiger” and “M” are the only acceptable athletic symbols. These symbols should not be altered in any way and should be used only for official athletic sponsored programs, events, and activities. When reproduced, the mascot should appear in black or PMS 202. Refer to the back cover for information on obtaining these typefaces through the Office of Communications.
Web Applications

As with printed materials, the graphic standards for official Morehouse College web pages, as well as for TigerNet, the College’s intranet communication portal for faculty, staff and students, provide the means to create visual harmony throughout our web presence while respecting the individuality of divisions and programs.

The College is developing a tier system to help balance the need for individuality and creativity of its web pages with the need for visual consistency throughout its website. Certain areas of the Morehouse College website have a higher profile and attract more visitor “traffic.” By nature these sites are subject to stronger graphic standards and have less design flexibility than sites that are not as frequently visited or that are further removed from the Morehouse front page. The tier system is not to be interpreted as a scale of importance or value of function within the Morehouse College website – but as a means to assess the application of graphic standards to certain key areas of the College’s site.

It is important to note that the established criteria will provide general guidelines. Given the diversity of Morehouse College’s website, it is difficult to develop exact criteria that will neatly define every web page. Instead, the criteria will provide guidelines to help the College’s web staff assess the allocation of resources and application of graphic standards as effectively as possible. The College Web Team, in consult with the Director of Public Relations, will use the established criteria to assess these decisions, providing the clients with as much creativity and flexibility as possible.

The morehouse.edu website is currently under redevelopment. Once the redevelopment is complete, guidelines for the web will be available online.
Morehouse College Editorial Style

The choices we make in capitalizing, spelling arranging and punctuating our text can be as important as graphic standards in creating and maintaining the College’s image. Just as we must use our wordmark consistently and correctly, it’s important that we follow a consistent written style.

The College’s style manual, available online at www.morehouse.edu/styleman.html, presents our editorial style in detail. Contact the publications manager in the Office of Communications at 404-215-2680 with questions.

We also recommend the following resources for questions about grammar, style usage and other editorial standards.

• AP Style Manual
• The Chicago Manual of Style
• www.refdesk.com

abbreviations, acronyms, and initialisms

An abbreviation is a shortened version of a word and is usually pronounced as the entire word. Examples: Mr. for Mister, Gen. for General, Jan. for January. A period is used after an abbreviation.

An acronym is a word created from the first letter of a series of other words. It is spoken as one word. For example, DOS is disk operating system, CORE is Congress for Racial Equality, CASE is Center for Academic Support and Enhancement. No periods are used with acronyms, and some style manuals recommend that for acronyms exceeding five letters upper and lower case be used, i.e., Unicef, Scuba or radar.

An initialism is created from the first letter of a series of other words, but each letter is spoken separately. For example, PC, personal computer; NAACP, National Association for the Advancement of Colored People; TGIF, Thank God, it’s Friday. Periods are not used with initialisms. (Academic degrees, some of which may appear to be initialisms, are considered abbreviations and require periods: B.A., M.B.A., Ph.D.).

academic degrees

When abbreviating academic degrees, use periods, because the short form of an academic degree’s name is considered an abbreviation, not an acronym. Examples: B.A., B.S., M.B.A., M.Bus., J.D. For complete list, see addendum.

after an individual’s name

Always abbreviate and capitalize junior or senior when either appears after an individual’s name. Do not separate from the name with a comma.

academic degrees

Capitalize the names of academic degrees, but do not capitalize the discipline or a major, minor, concentration or field of study (unless it is a proper noun eg, English, Latin). Examples: Bachelor of Science in chemistry. Master of Fine Arts degree with a major in studio. Do not capitalize incomplete names of academic degrees. Examples: He has a master’s degree in business administration. He has a bachelor’s degree in French. (See addendum for list of standard abbreviations.)

academic titles and names

Capitalize formal titles, such as dean, president, chairman, director, vice president, professor or chancellor, only when they precede a name or when the title and name appear in a listing (such as a directory or a program for a meeting). Otherwise, lowercase such titles when they stand alone or when they follow a name. Titles that follow the name and titles in apposition are set off with commas. Examples: Dean A.B. Sea; A.B. Sea, dean of student financial services; the dean. The dean of student financial services addressed the group. Dean of Student Financial Services A.B. Sea addressed the group.

academic programs

Capitalize the names of formal programs of study, lowercase informal and generic references to programs and courses of study. Example: He was enrolled in the geology program (the general course of study offered by the Department of Geology).

academic quarters, semesters, terms

Lowercase these generic terms. Examples: The fall term begins on Monday. He will take classes this summer quarter.

advisor/adviser

Adviser is the preferred spelling; note the e.
affirmative action
The term is a name for a policy for correcting the effects of past discrimination; it is lowercased. Affirmative action statements often appear on publications distributed to the general public.

African American

alumni association
This is a generic term that is lowercase. Capitalize only when part of a complete formal name. Example: He was a member of the Morehouse College Alumni Association. Her husband belonged to another alumni association.

alumnus, alumni, alumna, alumnae, alum
An alumnus (alumni in the plural) is a specific reference to a male who graduated from an all-male school. An alumna (alumnae in the plural) is a specific reference to a female who graduated from an all-female school. Alum is colloquial for either male or female graduate. Use alumni when referring to a group of male and female graduates.

apostrophe
contractions and omitted letters
Avoid the excessive use of contractions; those listed in the dictionary are acceptable in informal contexts. Use an apostrophe to form contractions and for other omitted letters. Examples: I’ve, it’s, don’t, ’tis, ne’er do well.

omitted figures
The apostrophe is often misplaced, particularly in plurals. No apostrophe is needed before an ‘s’ indicating a plural. Examples The Spirit of ’76, the class of 59, the 90s (not 90s).

plurals of a single letter
Don’t use an apostrophe with a single capitalized letter, but do use one with lowercase letters. The misuse of the apostrophe most often is seen with grades. Examples: He earned two Bs and three Cs last semester. (Note that there are no quotation marks around grade letters.) But: Mind your p’s and q’s.

biannual, biennial
Biannual breaks the general rule about words formed with bi in that it is a synonym for semiannual and means twice a year or once every six months. Biennial means every two years.

use of class years
Walter E. Massey ’58

books, titles of
Capitalize and italicize titles and subtitles of books and journals.

book chapters, title of
Chapter, essay and article titles within a book are capitalized and enclosed within quotation marks.

brackets
Do not confuse with parentheses. Brackets are used to set off words inserted into quoted material by someone other than the person quoted or to indicate parenthetical material within parentheses.

campus buildings
See Appendix for complete names and official abbreviations for second and subsequent reference in the same text.
capital and capitol
The seat of government—the city—is the capital. The building in which the government meets is the capitol. Capital also refers to financial assets.

chairman, chairwoman, chairperson
Capitalize as a formal title before a name: Committee Chairwoman Jane Doe. Do not capitalize as a casual, temporary position: Values Project chairman Robert Jones; do not use chairperson unless it is an organization’s formal title for an office.

chapter, organization
Lowercase when the reference is to a chapter of an organization. Example: The Georgia chapter of the Society of Editors met yesterday.

city
Capitalize only when part of a complete formal name. Lowercase otherwise. Examples: New York City, Kansas City, city of Atlanta, the city. Note: A phrase such as City of Atlanta, with a capitalized City, is not a correct reference to a city’s government. When referring to a governmental body, use its correct formal name.

coco-
Hyphenate this prefix when forming nouns, adjectives and verbs that indicate status or occupation. Examples: co-author, co-chair, co-host, co-signer, co-worker. For other words, check your dictionary.

college
Capitalize “College” at each reference only when it refers to Morehouse. Otherwise, capitalize only when used as part of a complete formal name for other institutions. Examples: He attends the College of Business Administration, where he studies in the college’s taxation program.

colon
The first word after a colon is capitalized if the statement following the colon is a complete sentence. Example: Economists know one thing for certain: The stock market goes up, and the stock market goes down.

The colon is used before an extended quotation, explanation, example or series and after the salutation of a formal letter. It is used to introduce lists and tabulations. Often the colon is mistakenly used to introduce a series that immediately follows the verb. That is, writers incorrectly place a colon between a verb and its objects. Example in incorrect usage: Members of the faculty are: Mary Place, James Trance, and Barbara Summer. Example of correct usage: Some members of the faculty are not college graduates: Mary Place, James Trance, and Barbara Summer.

commencement
Capitalize all references to Commencement when it is related to Morehouse. Lowercase all other generic references.

conjunction in a compound sentence
Use a comma when a conjunction such as and, or, but, for or because links two or more clauses that could stand alone as separate sentences. (A semicolon may be more appropriate for complex constructions.) Do not use a comma when the subject of the two clauses is the same and is not repeated in the second. Examples: She attended the conference, and the university president greeted her personally. He goes to school during the day, and he works a full-time job at night. He goes to school during the day and works a full-time job at night.

course titles, academic and nonacademic
Italicize the formal names of course titles, whether academic (for credit) or nonacademic (noncredit professional or personal enrichment). Note: Be certain the the title is course title, not conference, program, seminar or workshop title, which are not italicized.

dashes, capitalization within
Do not capitalize a complete sentence that is enclosed within dashes when it appears as part of another sentence. Example: Mike was not as educated as Bill—he’s the brother who went to Morehouse—but was better educated than his younger sibling, Ted.
dashes, em and en
The en dash (–) is one-half the length of an em dash (—) and is longer than a hyphen (-). When writers refer to a dash they generally mean an em dash, which is used to denote an abrupt change in thought in a sentence, to mark an emphatic pause or to set off a series of words separated by commas. When setting in type, use a space before and after the em dash. The en dash is used principally to indicate continuing, or inclusive numbers such as dates or times. Also, the en dash may be used in place of ‘at’ for joining names of universities or colleges to their locations. Example: University of Tennessee–Chattanooga.

In typewriting, a hyphen is used for an en dash, two hyphens for an em dash; in preparing a manuscript for typesetting, the editor will indicate when en dashes are to be set.

dean
Lowercase this title when standing alone or when following the name. Capitalize only when used before the name. Examples: The dean of men called a meeting at 10 a.m. Dr. Kenneth White, dean of admissions, attended the meeting. At noon, Dean of Women Mary Frost left abruptly. The dean said that she had a prior commitment. Also see “academic titles.”

department of, division of, office of
Capitalize the official names of departments and other divisions of companies, government agencies and similar institutions. Examples: Department of Management, Division of Continuing Education, Office of University Relations. In subsequent references, such names may be shortened (but lowercased); always lowercase informal references. Examples: editorial and design services, continuing education, educational media, math department, media office, publications department. Never abbreviate department or division.

dimensions
Use Arabic figures to indicate depth, height, length and width. Do not abbreviate the words inches, feet, kilometers, years, meters, etc. Do not use an apostrophe and quotation marks for feet and inches, except in tabular material, sports material or technical writing. Hyphenate adjective forms before noun. Examples: It rained two inches yesterday in Atlanta, but Nashville got two feet of snow. The woman is 5 feet 2 inches tall. The 5-foot-2-inch woman bought a new dress. The 12-by-20-foot carpet fills the room.

director
Capitalize the formal title before the name; lowercase the title following the name or when standing alone. Examples: Director of Studies Harvey Smith attended the meeting. The director of studies, Harvey Smith, attended the meeting. Harvey Smith, director of studies, attended the meeting. The director of the Department of Editorial and Design Services also attended. He was a member of the board of directors.

ellipsis (. . .)
Treat an ellipsis (an abridgement of material) as a three-letter word, constructed with three ellipsis points (periods), each separated by a space. Ellipsis points are used primarily to indicate the deletion of one or more words in condensing quotes, texts or documents. They may be used also to indicate a hesitation or pause in speech; or to illustrate that a writer has not completed a thought. Do not use ellipsis points to indicate emphasis. Use a colon or a dash.

emeritus/emeriti (pl.)
Retired but retaining an honorary title corresponding to that held immediately before retirement. Example: professor emeritus.

fund raising (noun), fund-raising (verb), fund-raising (noun)
Note that none of these terms is spelled as one word. Fund raising is hyphenated only as a compound modifier before a noun. Examples: His expertise was in fund raising. He had been a fund-raiser for many years. Fund raising is not easy. His most recent fund-raising campaign began last August.

honorary doctorates
Do not use the title Dr. before the name of a person who has received only an honorary (not academically earned) doctorate. (See Addendum)

Jr., Sr., III, IV, etc.
Do not use a comma to separate a name from Jr., Sr., III, IV, etc.
letters
Capitalize letters that serve as names or that indicate shapes. Examples: *T-shirt*, *I-beam*, *X-ray*, *T-square*, *vitamin C*.

periodicals, titles of
Italicize and set in caps and lowercase the titles of newspapers, newsletters, journals, magazines and similar periodical publications. Capitalize and italicize such words as magazine and journal only if part of the formal name. Be sure to use the official name of the publication on first reference. See “newspaper names” and “titles of compositions, publications, works.” Examples: *The Wall Street Journal*, *Black Enterprise* magazine.

president
Capitalize only when used before the name; lowercase when standing alone or when used following the name. The titles for the leader of the country or of the university are no exception. Examples: *President John Majors, president of the university; President Majors; Morehouse President Massey; President George Bush; George Bush, president of the United States; the president; President Bush.*

professor
Capitalize only before the name; lowercase when standing alone or when following the name. Examples: *Professor Marion Blake; Professor Blake; Marion Blake, professor of geology; the professor; Assistant Professor Phil Spector; Associate Professor Clyde Dunce; Phil Spector, assistant professor of musicology; the assistant professor.*

quotation marks
The period and the comma go *inside* quotation marks; the *colon, dash, exclamation point, question mark* and *semicolon* are set outside the quotation marks *(unless the punctuation is part of the quoted material*, in which case it is not likely to be adjacent to the quotation marks).

If a quotation is longer than a single paragraph, quotation marks are used at the beginning of each paragraph and at the end of the last paragraph only. In other words, quotation marks are not used at the end of any paragraph except the last.

Headlines are set within *implied* double quotation marks. Therefore, quoted words and phrases are set within single quotes in headings and headlines.

Quotations within quotations are set off with single quotes. If two quoted elements end a sentence, use a single quote, a space, then the double quote.

seasons
Lowercase the seasons of the year and the derivatives of the seasons; capitalize only when part of a formal name. Lowercase seasonal references to quarters, semesters and terms. Examples: *He plans to enroll in the fall, but it may be winter quarter before he can actually do so. She hopes that spring quarter 1998 will be her best yet. In the springtime, a young person’s fancy turns toward sports. The college expects Summer Festival to be a big hit.*

   Exception: Capitalize seasons when they are personified. Example: *Like a wealthy woman, Winter arrived in her thick coat of white.*

state abbreviation

   Note: The two-letter U.S.Postal Service code abbreviations for the state (i.e. CA, GA TX, UT) are finding acceptance in some circles as proper abbreviations for the states. However, these codes have not yet found acceptance in the literary, public relations, news or academic publications communities; therefore, these codes are used only in mailing addresses and return mailing addresses. For postal service abbreviations, see “abbreviations and acronyms — state names and U.S. Postal Service codes.”

state names
Use standard state abbreviations in text. Spell out the names of the 50 U.S. states when they stand alone in text. Never abbreviate the name of the nation’s capital.

   These cities can stand alone in text:
   Atlanta    Milwaukee
   Baltimore  Minneapolis
   Boston     New Orleans
   Chicago    New York
   Cincinnati Philadelphia
   Dallas     Phoenix
   Denver     Pittsburgh
   Detroit    St. Louis
   Honolulu   Salt Lake City
Houston | San Antonio
---|---
Indianapolis | San Diego
Las Vegas | San Francisco
Los Angeles | Seattle
Miami | Washington

**student identification**
Always list the students full name, major, class and hometown in first references.

**syllabuses**
The plural of syllabus.

**symposiums, symposia**
Symposiums is the preferred spelling of the plural of symposium. Set the name of the symposium in caps and lowercase; do not italicize; do not use quotation marks.

**summa cum laude, cum laude, magna cum laude**
Do not italicize this phrase denoting academic honor.

**telephone numbers**
Use figures. The preferred form is to separate area and number codes (such as 800 and 900 lines) from the telephone number with a parenthesis. Set off the line access number (the first three digits) from the telephone number with a hyphen. Set off the extension number with a comma. When giving only an extension number, abbreviate and capitalize extension. Examples: (404) 555-1212, Ext. 6; 1 (800) 555-1212; Ext. 1-3712.

**times of the day**
Use figures except for noon and midnight (adding the 12 is redundant). Note: Noon is commonly misrepresented as 12 p.m., which actually is midnight. Lowercase and use periods for a.m. and p.m. except in tabular material, in which the periods may be dropped. Place a space between the figure and a.m. or p.m. If no minutes are represented, drop the unnecessary zeros (except in tabular material, listings, etc., in which the zeros help achieve perfect alignment).

In noting ranges of time, use a.m. or p.m. with each figure if there is any possibility of ambiguity. A hyphenated form may be used but never with the word from (from 6 to 8 p.m.; never from 6-8 p.m.). Examples: Her first class begins at noon. Her second class is from 2 p.m. to 4 p.m. She’ll be asleep by midnight. Her first class tomorrow is from 8:30 a.m. to 10 a.m. She has a 1-2 p.m class each Wednesday. Note: It is not necessary to give times for events that have already happened unless that information is pertinent.

**titles of compositions, publications, works**
Capitalize the principal words. Lowercase articles, prepositions and conjunctions (regardless of length) unless such a word is the first or last word in a title.

Generally, the titles of long works and complete publication are set in caps and lowercase and in italics. These include titles of anthologies, ballets, books, feature-length videos, films, journals, made-for-TV movies, magazines, manuals, movies, music albums, newsletters, newspapers, operas, oratories, periodicals, plays, poetry collections, separately published poems, radio and TV series and ongoing radio and TV shows and TV miniseries.

The titles of short works and works within complete publications are set in caps and lowercase and set within quotation marks (not in italics). These include titles of abstracts, arias, articles, book chapters, dissertations., features, news stories, radio programs (individual programs or programs within a series or ongoing show), short poems, short stories, songs, television programs and shows (individual programs or programs within a series or ongoing show), theses.

**titles of people**
Be careful to differentiate between a formal title and job description or occupational designation. A formal title is specific to professional activity, organizational position, scope of authority, academic accomplishment, rank or office. A job/occupational description is generic. Examples of formal titles: director of publications, vice president for marketing, governor, associate professor, captain, pope. Examples of job/occupational descriptions: publications specialist, conference coordinator, marketing expert, teacher, astronaut, movie star, priest, writer, engineer.

Whether a particular title/description is formal or occupational may depend on the practice of the governmental or private organization that confers it. Such terms as editor or coach, for instance, can be either a generic term or a formal title, depending on the organization. If the status of the title/description isn’t clear or cannot be determined, set off the title/description with commas after the name.

Abbreviate the following titles when used before a name outside direct quotations: Dr., Gov., Lt. Gov., Mr., Mrs., Ms., Rep., Rev., the Rev., Sen. When these titles are used in a direct quotation, spell them out, with the exception of Dr., Mr., Mrs., Ms.
**trademark.**™

A trademark is a brand or symbol protected by law. Generally, avoid using trademarks. If used, capitalize the trademark words and use the superscript ™ or the registered symbol ® in the first reference. Never use a trademark as a verb. Examples: Incorrect — *Xerox this for me, please.* Correct — *Photocopy this for me on the Xerox™ copier, please.* According to the US Trademark Association, trademarks are adjectives that should be followed by a proper noun. As adjectives, trademarks can’t be used in the plural. For example: *I own two Cadillacs is incorrect.* Correct: *I own two Cadillac automobiles.*

Trademarks and trade names are not the same thing, even though many companies use their names as trademarks. Trade names are corporate or business names that, as proper nouns, don’t require generic terms and can be used in the possessive. The two are differentiated by the use of the symbol ™.

**trans-**

Do not hyphenate words formed with this prefix unless the prefix precedes a proper noun. Examples: *transcontinental, trans-Atlantic*

**vice president**

Do not hyphenate. Capitalize before the name; lowercase then standing alone or when following the name. Examples: *He called Vice President Robert Jones for advice. The vice president attended the meeting. Mary Smith, vice president for academic affairs, will address the faculty.*
academic and scholarly degrees, abbreviations

The following list includes most of the frequently used abbreviations. Note: Not all institutions of higher learning use the same abbreviations for the same degree names. Sometimes, too, abbreviations stand for different degrees. Also, in today's specialized world, many schools create very specific degree names that are not used elsewhere.

A.A., Associate of Arts
A.A.A., Associate of Applied Arts
A.A.S., Associate of Applied Science
A.B., Artium Baccalaureus (Bachelor of Arts)
A.B., Associate of Bible
A.C.I.S.T., Associate in Computer Information Systems Technology
A.D., Associate Degree
A.D.N., Associate Degree in Nursing
A.Eng., Associate in Engineering
A.Eng.Tech., Associate in Engineering Technology
A.F.A., Associate in Fine Arts
A.F.S., Associate in Fire Science Technology
A.M., Artium Magister (Master of Arts)
A.M.S., Associate in Medical Science
A.S., Associate of Science
A.S. in S.S., Associate of Science in Secretarial Science
A.S.N., Associate of Science in Nursing
B.A., Bachelor of Arts
B.A.A., Bachelor of Applied Arts
B.A.E., Bachelor of Aerospace Engineering
B.A.J., Bachelor of Arts in Journalism
B.B., Bachelor of Bible
B.B.A., Bachelor of Business Administration
B.B.E., Bachelor of Biblical Education
B.C.E., Bachelor of Civil Engineering
B.Cer.E., Bachelor of Ceramic Engineering
B.Ch.E., Bachelor of Chemical Engineering
B.C.I.S.T., Bachelor of Computer Information Systems Technology
B.C.E., Bachelor of Civil Engineering
B.Com., Bachelor of Commerce
B.C.M., Bachelor of Church Music
B.C.S., Bachelor of Commercial Science
B.Div., Bachelor of Divinity
B.E.E., Bachelor of Electrical Engineering
B.Eng.Tech., Bachelor of Engineering science and Mechanics
B.F.A., Bachelor of Fine Arts
B.I.E., Bachelor of Industrial Engineering
B.I.S., Bachelor of Interdisciplinary Studies
B.I.Tech., Bachelor of Technology
B.Th., Bachelor of Theology
B.V.A., Bachelor of Visual Arts Cert., Certificate or Teacher Certification
<table>
<thead>
<tr>
<th>Degree</th>
<th>Title</th>
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<tbody>
<tr>
<td>C.T.</td>
<td>Chiropractic Technician</td>
</tr>
<tr>
<td>D.A.</td>
<td>Doctor of Arts</td>
</tr>
<tr>
<td>D.A.S.T.</td>
<td>Diploma for Advanced Study in Teaching</td>
</tr>
<tr>
<td>D.B.</td>
<td>Divinitaris Baccalaureus (Bachelor of Divinity)</td>
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<td>D.B.A.</td>
<td>Doctor of Business Administration</td>
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<td>D.C.</td>
<td>Doctor of Chiropractic</td>
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<td>D.D.</td>
<td>Divinitaris Doctor (Doctor of Divinity)</td>
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<td>D.D.S.</td>
<td>Doctor of Dental Surgery</td>
</tr>
<tr>
<td>D.Min.</td>
<td>Doctor of Ministry</td>
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<tr>
<td>D.O.</td>
<td>Doctor of Osteopathy</td>
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<tr>
<td>D.P.A.</td>
<td>Doctor of Public Administration</td>
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<tr>
<td>D.R.E.</td>
<td>Doctor of Religious Education</td>
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<tr>
<td>D.S.T.</td>
<td>Doctor of Sacred Theology</td>
</tr>
<tr>
<td>D.Th.</td>
<td>Doctor of Theology</td>
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<tr>
<td>D.V.M.</td>
<td>Doctor of Veterinary Medicine</td>
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<td>Ed.D.</td>
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<td>Ed.S.</td>
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<tr>
<td>J.C.D.</td>
<td>Junior College Diploma</td>
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<tr>
<td>J.D.</td>
<td>Juris Doctor (Doctor of Law)</td>
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<tr>
<td>L.H.D.</td>
<td>Litterarum Humaniorum Doctor (Doctor of Humanities)</td>
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<td>Litt.D.</td>
<td>Litterarum Doctor (Doctor of Letters)</td>
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<td>LL.B.</td>
<td>Legum Baccalaureus (Bachelor of Laws)</td>
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<td>LL.D.</td>
<td>Doctor of Law (Doctor of Laws)</td>
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<td>LL.M.</td>
<td>Legum Magister (Master of Laws)</td>
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<td>M.A.</td>
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<td>M.Ac.</td>
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<td>M.A.Ed.</td>
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<td>M.A.M.</td>
<td>Master of Avian Medicine</td>
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<tr>
<td>M.A.N.</td>
<td>Master of Arts in Nursing</td>
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<td>M.A.R.</td>
<td>Master of Arts in Religion</td>
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<td>M.Arch.</td>
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<td>M.A.S.</td>
<td>Master of Actuarial Science</td>
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<td>M.A.T.</td>
<td>Master of Arts for Teachers</td>
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<td>M.A.T.S.</td>
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<td>M.A.Y.M.</td>
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<td>M.B.A.</td>
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<td>M.B.I.S.</td>
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<td>Master of Communication</td>
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<td>M.C.E.</td>
<td>Master of Christian Education</td>
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<td>M.C.H.</td>
<td>Master of Community Health</td>
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<td>M.Chem.</td>
<td>Master of Chemistry</td>
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<td>M.Co.</td>
<td>Master of Communication</td>
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<tr>
<td>M.C.P.</td>
<td>Master of City Planning</td>
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<td>M.D.</td>
<td>Medicinae Doctor (Doctor of Medicine)</td>
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<td>Master of Electrical Engineering</td>
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<td>M.Ed.</td>
<td>Master of Education</td>
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<td>M.E.S.</td>
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<td>M.G.A.</td>
<td>Master of Governmental Administration</td>
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<td>M.H.A.</td>
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<td>M.H.P.</td>
<td>Master of Heritage Preservation</td>
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<td>M.H.R.M.</td>
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<td>Master of Insurance</td>
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<td>Master of Landscape Architecture</td>
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<td>Master of Library Media</td>
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<td>Master of Librarianship</td>
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<td>Master of Music</td>
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<td>M.N.</td>
<td>Master of Nursing</td>
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<td>M.P.A.</td>
<td>Master of Professional Accountancy</td>
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<td>M.P.A.</td>
<td>Master of Public Administration</td>
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<td>M.P.Acct.</td>
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<td>M.P.H.</td>
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<td>M.P.T.</td>
<td>Master of Physical Therapy</td>
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<td>M.R.A.</td>
<td>Master of Recreation Administration</td>
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<td>Master of Religious Education</td>
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<td>M.S.M.E.</td>
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M.S.Met., Master of Science in Metallurgy
M.S.Mgt., Master of Science in Management
M.S.N.E., Master of Science in Nuclear Engineering
M.S.O.R., Master of Science in Operations Research
M.S.Phys., Master of Science in Physics
M.S.Psy., Master of Science in Psychology
M.S.R.E., Master of Science in Real Estate
M.S.R.E.U.A., Master of Science in Real Estate and Urban Affairs
M.S.Stat., Master of Science in Statistics
M.S.T., Master of Science for Teachers
M.S.Tex., Master of Science in Textiles
M.S.Tex.Ch., Master of Science in Textile Engineering
M.S.W., Master of Social Work
M.Tax., Master of Taxation
M.V.A., Master of Visual Arts
Pharm.D., Doctor of Pharmacy
Ph.B., Philosophiae Baccalaureus (Bachelor of Philosophy)
Ph.D., Philosophiae Doctor (Doctor of Philosophy)
S.B., Bachelor of Science
S.M., Master of Science
S.T.B., Sacrae Theologiac Baccalaureus (Bachelor of Sacred Theology)
S.T.D., Doctor of Sacred Theology
Th.B., Bachelor of Theology
Th.M., Master of Theology
Campus Buildings
Samuel H. Archer Hall (Archer Hall)
Benjamin G. Brawley Hall (Brawley Hall)
B.R. Brazeal Hall/Ralph B. Ellison College Infirmary
Center for the Arts (projected)
Chivers/Lane Dining Hall
William H. Danforth Chapel (Danforth Chapel)
Claude B. Dansby Hall (Dansby Hall)
Davidson House Center for Excellence (Davidson House)
Frederick Douglass Hall (Douglass Hall)
W.E.B. DuBois Hall (DuBois Hall)
Fair Street Annex
Fair Street Student Housing
Franklin L. Forbes Arena (Forbes Arena)
Hugh M. Gloster Hall (Gloster Hall)
Gloster Hall Annex
Samuel T. Graves Hall
B.T. Harvey Stadium/Edwin Moses Track
John Hope Hall
Charles D. Hubert Hall (Hubert Hall)
Thomas Kilgore Jr. Campus Center (Kilgore Campus Center)
Kilgore Dormitory
The Leadership Center Facility
Martin Luther King Jr. International Chapel (King Chapel)
Joseph E. Lowery (Ashby) Street Guard Booth
Benjamin E. Mays Hall (Mays Hall)
Benjamin E. Mays Memorial
Charles Merrill Hall
Nabrit-Mapp-McBay Hall
Joseph T. Robert Hall/Post Office
R.O.T.C. Headquarters
Sale Hall Annex
Sale Hall
Technology Tower
Howard Thurman National Obelisk
Trio Programs
Triplex
John H. Wheeler Hall (Wheeler Hall)
William Jefferson White Hall (White Hall)
Robert W. Woodruff Library (Woodruff Library)
Prominent alumni

Lerone Bennett Jr. '49
Executive Editor Emeritus, *Ebony* magazine

Sanford D. Bishop Jr. '68
U.S. Congressman (Second District of Georgia)

Nathaniel Hawthorne Bronner '40*
Founder, Bronner Brothers Beauty Cosmetics

Calvin O. Butts III '72
Pastor, Abyssinian Baptist Church, New York, N.Y.; President, State University of New York (SUNY) College at Old Westbury

Herman Cain '67
Founder and CEO, T.H.E. New Voice, Inc.; Morehouse Trustee; former Chairman, Godfather's Pizza, Inc.

Peter Chatard Jr. '56
Plastic Surgeon

Don Clendenon '56 *
Retired Major League Baseball Player; 1969 World Series MVP

Julius E. Coles '64
President, Africare; former Director, Andrew Young Center for International Affairs, Morehouse College; former U.S. Ambassador to Senegal

Samuel Dubois Cook '48
Retired President, Dillard University; former member, National Council on Humanities

Chester A. Davenport '63
Managing Director, Georgetown Partners; Chairman, GTE Consumer Services Corp.

Robert C. Davidson Jr. '67
Chairman and CEO, Surface Protection Industries, Inc.; Morehouse Trustee

Abraham Davis '61
Author and Professor, Political Science, Morehouse College

Henry W. Foster Jr. '54
Professor Emeritus, Obstetrics and Gynecology, Meharry Medical School; U.S. Presidential Advisor

Hugh M. Gloster Sr. '31*
President Emeritus, Morehouse College (1967–1987); seventh president and first alumnus to serve in this position

George W. Haley '49
U.S. Ambassador to Gambia, Africa; former Chairman of the Postal Rate Commission

President, Morehouse College National Alumni Association; former Vice President for Campus Operations, Morehouse College

Donald R. Hopkins '62
Senior Consultant, Carter Presidential Center; Director, Guinea Worm Eradication Program

M. William Howard Jr. '68
Pastor, Bethany Baptist Church; Retired President, New York Theological Seminary

Maynard H. Jackson Jr. '56*
Chairman and CEO, Jackson Securities Inc.; first African American mayor of Atlanta

Samuel L. Jackson '72
Academy Award Nominee, Stage and Film Actor

Howard F. Jeter '70
U.S. Ambassador to Nigeria; former U.S. Ambassador to Botswana

Arthur E. Johnson '68
Senior Vice President for Corporate Strategic Development, Lockheed Martin Corporation

Jeh C. Johnson '79
Partner, Paul, Weiss, Rifkind, Wharton & Garrison LLP; Former General Counsel, U.S. Secretary of the Air Force

Mordecai Johnson '11*
Former President, Howard University (1926-1960) (first African American to serve in this position.)

Robert E. Johnson '48*
Former Executive Editor and Associate Publisher, *JET* magazine

Leroy Keith Jr. '61
Partner, Stonington Partners; Eighth President, Morehouse College (1987-94)
Thomas Kilgore Jr. ’35*
Pastor Emeritus, Second Baptist Church, Los Angeles, Calif.; Chairman of the Morehouse Board of Trustees (1971-81)

Martin Luther King Jr. ’48*
Nobel Peace Prize Laureate and Civil Rights Leader

Shelton “Spike” Lee ’79
Filmmaker and President, 40 Acres & A Mule

Michael L. Lomax ’68
President and CEO, United Negro College Fund; former President, Dillard University; former President, The National Faculty

Walter E. Massey ’58
Ninth President, Morehouse College; former Director, National Science Foundation; former Dean, College at Brown University; former Provost, University of California System

Richard I. McKinney ’31*
Former President, Storer College; Chairman, Professor of Philosophy Emeritus, Morgan State University

Edwin C. Moses ’78
Olympic Gold Medalist

Otis Moss Jr. ’56
Former Pastor, Olivet Institutional Baptist Church, Cleveland, Ohio; former Chairman, Morehouse College Board of Trustees

James M. Nabrit ’23*
Civil Rights Attorney, former U.S. Deputy Ambassador to the United Nations; second African American President, Howard University (1960-65; 1968-69)

Samuel M. Nabrit ’25*
Former Member, Atomic Energy Commission; former President, Texas Southern University, first African American to receive the Ph.D. from Brown University

Bill G. Nunn III ’76
Stage and Film Actor

Major R. Owens ’56
U.S. Congressman (11th District of New York)

Roderic I. Pettigrew ’72
First Director, National Institutes of Health, National Institute of Biomedical Imaging and Bioengineering

David R. Satcher ’63
Interim President, Morehouse School of Medicine; Director, Primary Care Institute, Morehouse School of Medicine; former U.S. Surgeon General; former Director of the Centers for Disease Control and Prevention; former President Meharry Medical School

Maceo K. Sloan ’71
Chairman, CEO, Chief Investment Officer, New Capital Management Group, Inc.

Louis W. Sullivan ’54
President Emeritus, Morehouse School of Medicine; former U.S. Secretary of Health and Human Services

Howard Thurman ’23*
Theologian; Author; Dean of Rankin Chapel, Howard University; first African American Dean of Marsh Chapel at Boston University

Nima A. Warfield ’94
First African American Rhodes Scholar from a Historically Black College or University

Charles Vert Willie ’48
Eliot Professor Emeritus, Harvard Graduate School of Education

* Deceased