

**Ursinus College Communications and Web**

**Editorial Style Guide**

Last Updated: July 2019

**This style guide is a work in progress. Please contact College Communications with questions or suggested edits. *Generally* speaking, we follow the AP Stylebook, but there are exceptions. Copies of the AP Stylebook are available in the admission, advancement and communications offices. A dictionary is often a helpful resource as well.**

**Tip: Use Ctrl + F to search this guide quickly.**

**Font**

**Body Copy**

Garamond, Helvetica or Arial

**Headlines, Call-outs and Highlights**

Fanwood or Gotham Book

[**Click here**](https://www.ursinus.edu/live/files/591-visual-identity-style-guide)for the **Visual Identity Style Guide**

[**Click here**](https://www.ursinus.edu/offices/college-communications/college-visual-identity/)for the **College Visual Identity Web Page** (which includes logo files, templates, etc.)

**Spacing**

Use a single space…

 After a period (between two sentences)

 After a colon

Use two spaces…

 Before a zip code

**Offices, Departments and Centers**

Names of offices and departments should NOT be capitalized.

She works in the department of biology. She works in the advancement office, too.

Names of centers ARE capitalized.

Here is a complete list of names for offices, departments and centers:

**ADMINISTRATIVE OFFICES**

academic affairs

office of admission

advancement office

business office

campus safety\*

career and professional development

center for international programs

center for writing and speaking

college bookstore

college communications

dining services

environmental health and safety

finance and administration

facilities services

human resources

institutional research

library and information technology

office of the chaplain

office of the president

registrar

residence life\*

scholarships and financial aid

staff assembly

student activities\*

student affairs \**NOTE: There are 10 offices that fall under student affairs. They are:*

campus safety

Institute for Inclusion and Equity

religious life

residence life

student activities

Title IX

UCARE

Ursinus College Student Government (UCSG)

Institute for Student Success

NOTE: The name “Ursinus” should never be included as part of the Institute for Student Success, nor should it be referred to as the “Ursinus Institute.”

wellness and counseling

student billing

student life office

sustainability

teaching and learning institute

UCARE\*

Ursinus College student government\*

wellness and counseling\*

**ACADEMIC DEPARTMENTS**

**Please note that not all department names exactly match the titles of majors offered to students. For instance, the department is Theater and Dance, but there is no combined theater and dance major (but one could double-major in theater and also in dance). Other examples include, but are not limited to, the departments of mathematics and computer science (again, one can double-major in those disciplines) and business and economics (the related major is applied economics). See the complete list of majors and minors below.**

African American and Africana studies

American studies

anthropology and sociology

applied ethics

art and art history

art history

biochemistry and molecular biology

biology

Business and Economics

chemistry

East Asian studies

education

English

environmental studies

film studies

gender, women’s, and sexuality studies

health and exercise physiology

history

Latin American studies

mathematics and computer science

media and communication studies

modern languages

music

neuroscience

peace and social justice

philosophy and religious studies

physics and astronomy

politics and international relations

pre-Engineering

pre-health professions

pre-law

psychology

social sciences

theater and dance

**CENTERS**

Titles should be capitalized.

Parlee Center for Science and the Common Good

U-Imagine Center for Integrative and Entrepreneurial Studies

Institute for Inclusion and Equity

**Majors and Minors**

**Majors indicated in bold**

African American and Africana studies

**American studies**

**anthropology**

**applied economics**

applied ethics

art

**art and art history**

art history

astronomy

**biochemistry and molecular biology**

**biology**

biostatistics

**chemistry**

classical studies

coaching

**computer science**

creative writing

**dance**

**East Asian studies**

economics

education

**English**

entrepreneurship

**environmental studies**

film studies

finance and accounting

food studies

**French**

gender, women’s, and sexuality studies

**German**

German studies

Greek

**health and exercise physiology**

**history**

human behavioral development

human performance assessment

**international relations**

international studies certificate

Japanese

Latin

Latin American studies

management studies

**mathematics**

**media and communication studies**

museum studies

**music**

**neuroscience**

peace and social justice studies

philosophy

physics

politics

pre-engineering

pre-health professions

pre-law

**psychology**

**religious studies**

**sociology**

**Spanish**

statistics

**student-initiated majors**

teaching certification

**theater**

wellness/fitness

**Degrees**

**DEGREES OFFERED AT URSINUS**

bachelor of arts

bachelor of science

Chuck F. Kane graduated from Ursinus College with a bachelor of arts degree in media and communication studies.

More than 350 students received bachelor’s degrees.

**OTHER DEGREES**

master of arts

master of science

master of business administration

M.A.

M.S.

MBA (note that there are no periods)

Ph.D.

Art Vandelay has been accepted to St. Joseph’s University, where he will pursue a master’s degree in importing and exporting.

After earning his master’s, Lloyd Dobler launched a business to sell, buy and process a variety of goods.

When used after a name, an academic abbreviation is set off by commas. (If the person is an alum or a parent, the class/parent year should follow the academic abbreviation.)

 Emmett Brown, Ph.D., was granted a patent for the flux capacitor in 1985.

Kerry Weaver, M.D., ’89 has accepted a position at Chicago’s County General Hospital.

Erin (Burke) Hovey, Ph.D., ’96 P’25 P’28 has been named commencement speaker.

Inigo “Innie” F. Montoya Jr., M.D., ’87 says he was inspired to become a doctor by his father’s dear friend, Miracle Max.

Rick Blaine, D.O., ’46 (V-12 Program) is the great-grandfather of incoming Ursinus student Lundy Blaine ’22.

When space allows, avoid abbreviations and use instead a phrase such as:

Doogie Howser, who has a doctorate in neuroscience, was the keynote speaker at the Parlee Center for Science and the Common Good’s fall symposium.

**Buildings and Campus Locations**

Bomberger Memorial Hall

Bomberger Auditorium
Corson Hall

The Floy Lewis Bakes Center

Hillel House

Innovation and Discovery Center

The Kaleidoscope Performing Arts Center

 Blackbox Theater

Lenfest Theater

Myrin Library

Olin Hall

 Olin Auditorium

Pfahler Hall

 Musser Auditorium

The Philip and Muriel Berman Museum of Art OR The Berman Museum of Art

The Philip and Muriel Berman Foundation Sculpture Terrace

Ritter Center

Thomas Hall

Wismer Center

 Bears’ Den

List the address of the West Lot as follows:

 The entrance is located at Ninth and College Avenues.

**Sports Locations**

Baseball: Thomas Field

Softball: Eleanor Frost Snell Field

Field Hockey: Eleanor Frost Snell Alumnae Field

Football and Soccer: Patterson Field

Soccer (practice): Wilkes Field

Basketball and Volleyball: Helfferich Gymnasium

Swimming: Elliott Pool

Tennis: Ace Bailey Courts

Cross Country: Hunsberger Woods

Track and Field: Lower Lighted OR Event Field

Facilities Field

The Floy Lewis Bakes Center

The Floy Lewis Bakes Center Field House

**Sports**

Sports that are not played by both genders (at Ursinus) do not need to be preceded by the word women’s or men’s:

 softball baseball

 field hockey football

 gymnastics wrestling

 volleyball

Sports that are played by both men and women should be preceded by the word women’s or men’s:

 women’s basketball men’s basketball

 women’s cross country men’s cross country

women’s golf men’s golf

 women’s lacrosse men’s lacrosse

women’s soccer men’s soccer

women’s swimming men’s swimming

women’s tennis men’s tennis

women’s track and field men’s track and field

**Punctuation**

**COMMAS**

Go, Bears! (comma preferred here)

Use a comma with too.

Avoid the use of commas before the conjunction in a simple series.

The flag is red, black and old gold.

However, when a conjunction joins the last two elements in a series, a comma—known as the serial or series comma or the Oxford comma—should appear before the conjunction.

The quarterback had orange juice, toast, and ham and eggs for breakfast.

A comma should also be used before the conjunction if it’s needed to prevent ambiguity. Compare the following. The comma before the conjunction (or lack thereof) helps determine if the women photographed two people or four people.

She took a photograph of her parents, the president and the vice president.

She took a photograph of her parents, the president, and the vice president.

Do not use a comma before Jr. or Sr.

Benjamin Franklin Rodriguez Jr. studied in the library.

Jack Black Jr., who is a comedian, visited the campus.

When following the name of a city, the names of states, provinces, and territories are enclosed in commas, whether they are spelled out (as in running text) or abbreviated (as in tabular matter or lists).

 Bedford, Pa., and Jamestown, N.Y.

In an exception to the rule, no comma appears between the postal code and a zip code.

Send the package to Ursinus College, 601 E. Main St., Collegeville, Pa. 19426.

When including an academic degree abbreviation after a name, it should be set off by commas. (If the person is an alum or a parent, the class/parent year should follow the academic abbreviation.)

 Emmett Brown, Ph.D., was granted a patent for the flux capacitor in 1985.

Kerry Weaver, M.D., ’89 has accepted a position at Chicago’s County General Hospital.

**DASHES**

A pair of dashes can be used in place of commas to enhance readability. Note, however, that dashes are always more emphatic than commas and should not be overused.

*Tips*

To create a dash, use two hyphens with no space in between—and no spaces before or after the dash. Be sure you are not using a hyphen (a single - ) when a dash is what’s intended.

The event committee met to determine if the Inauguration theme—Inquiry and

Innovation—should be embossed on the napkins for the gala.

**ELLIPSES**Treat an ellipsis as a three-letter word, constructed with three periods and two spaces

[space] [three dots] [space]

Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts and documents.

“Back where I come from, we have universities … where men go to become great thinkers.”

If the words that precede an ellipsis constitute a grammatically complete sentence—either in the original or in the condensation—place a period at the end of the last word before the ellipsis.

 “I don't want to sell anything, buy anything, or process anything as a career. …”

An ellipsis is normally **not** used:

* Before the first word of a quotation, even if the beginning of the original sentence has been omitted.
* After the last word of a quotation, even if the end of the original sentence has been omitted, *unless* the sentence as quoted is deliberately incomplete, as shown in this example:

Everyone knows that the Declaration of Independence begins with the sentence “When, in the course of human events ...” But how many people can recite more than the first few lines of the document?

**EXCLAMATION POINTS**

In general, avoid the use of exclamation points.

If necessary, use no more than one exclamation point.

 Go, Bears!

**Hyphens (or lack thereof) and Other Tricky Words**

Academy Award-winning director

adviser (preferred spelling)

after-school

tour guide

viewbook

campuswide

child care

coed (prefer we DON’T use this word)

coeducational

company-wide

coursework

coworker

day care

decision maker

e-mail

extracurricular

first-come, first-served basis

firsthand

full-time position; BUT she works full time as an editor

grade-schoolers

handheld

hands-on (a hands-on manager; he was hands-on in developing the curriculum)

health care

a homage (not an)

hour-long

liberal arts education; liberal arts graduate (do not hyphenate)

lifelong

life-care community

life-size

long-standing

longtime

multifaceted

nationwide

nighttime

nonfiction

nonprofit

ongoing

part-time

premed (do not use “premedical”)

semiformal

student-athlete

theater

titled (not entitled)

too (takes a comma)

underserved

up-to-date (when used as an adj., as in “up-to-date maps”)

up to date (“keep me up to date”)

web page (note: lowercase)

website (note: lowercase; however, World Wide Web and the Web have caps)

weeklong

workforce

yearlong

year-round

**Possessives**

a bass’s stripes

puppies’ paws

**Proper nouns**

Ursinus’s professors

Kansas’s legislature

Strauss’s Vienna

the Lincolns’ marriage

the Williamses’ new house

the Martinezes’ daughter

**Special Days**

Admitted Students Day

Founders Day

Presidents Day

Scholars Day

Veterans Day

**Italics vs. Quotes**

Titles of movies, television programs, plays (regardless of length) and radio programs are italicized. A single episode of a television series is not italicized; it is enclosed in quotes.

Books, pamphlets, periodicals, newspapers are italicized.

Titles of operas, oratorios, tone poems, and other long musical compositions are italicized and given standard title capitalization. Titles of songs and other shorter musical compositions are set in roman and enclosed in quotation marks, capitalized in the same way as poems.

“La vendetta, oh, la vendetta” from *The Marriage of Figaro*

the “Anvil Chorus” from Verdi’s *Il Trovatore*

Handel’s *Messiah*

*Rhapsody in Blue*

*Finlandia*

“All You Need Is Love” (a song by the Beatles)

“So What” (a composition by Miles Davis)

“The Star-Spangled Banner”

“Oh, What a Beautiful Mornin’ ” from *Oklahoma!*

“Wohin?” from *Die schöne Müllerin*

Titles of most poems are set in roman type and enclosed in quotation marks. A very long poetic work, especially one constituting a book, is italicized and not enclosed in quotation marks.

Robert Frost’s poem “The Housekeeper” in his collection *North of Boston*

Dante’s *Inferno*

In a stand-alone literary study where many poems, short and long, are mentioned, it may be better to set all their titles in italics.

For periodicals and newspapers, the initial “the”---even if it is part of the official title---is lowercased (unless it begins a sentence) and not italicized.

 She reads the *Grizzly* in Wismer every morning.

 Did you see the review of the art exhibition in the *Philadelphia Inquirer*?

Only the official name of a periodical should be italicized.

 She read it in *Time* magazine and in the *Washington Post*.

 His article was printed in the *New York Times Magazine*.

Do not italicize the name of a periodical or newspaper when it is part of the name of a building, organization, prize, or the like.

 Los Angeles Times Book Award

 Chicago Defender Charities

 Tribune Tower

**Numerals**

**CLASS YEARS**

**Students and Alumni**

Use two digits to identify a class year following a person’s name. Note that the apostrophe should always face toward the name in front of it. You will often need to add a space (or comma or period) after the two-digit year to achieve this. The apostrophe should automatically flip to opposite direction if you do so. Depending on the font you’re using, the difference is subtle:

Calibri
Incorrect: Wendy Peffercorn ‘14

Correct: Wendy Peffercorn ’14

Arial

Incorrect: Wendy Peffercorn ‘14

Correct: Wendy Peffercorn ’14

Times New Roman

Incorrect: Wendy Peffercorn ‘14

Correct: Wendy Peffercorn ’14

EXCEPTION

Use four digits for the class year if…

You are including the words “class of” in your sentence.

Buffy Summers, valedictorian of the class of 1997, is CEO of the American Red Cross.

You need to clarify the century.

Glen Phillips ’08 was the recipient of the Kenneth Grahame 1908 Memorial Prize.

**Parents**

Use a P and two digits for the class year of the student (no space in between) to identify parents. Note that the apostrophe should always face toward the P.

 Maureen Cawley P’18

**PHONE NUMBERS**

Hyphens are preferred over periods in phone numbers.

610-409-3000

**AGES**

Use numerals only for ages.

She has a 1-year-old sister. Her brothers are ages 5 and 9.

He has one son, age 3.

They have two daughters: Jennifer, 7, and Erin, 10.

He is 38; soon he will be in his 40s.

**YEARS**

Use four-digit years when noting a person’s life span.

John Updike (1932-2009)

Linda Grace Hoyer (1904-1989)

When listing a date, it is not necessary to include the year if the event takes places in the current year.

The college is closed for Thanksgiving on November 26.

Cameron Zebrun’s exhibition will begin on Tuesday, September 13, 2016, in The Philip and Muriel Berman Museum of Art at Ursinus College.

**TIMES**

Avoid using :00 when possible.

Use figures, except for noon and midnight

11 a.m.

3 p.m.

9-10:30 a.m. (note that there are no spaces surrounding hyphen)

8 a.m. to 4 p.m.

**MONTHS**

Do not abbreviate March, April, May, June or July. (note exception for April below)

Where space restrictions *require* that the names of months be abbreviated, use the following:

Jan. May Sept.

Feb. June Oct.

Mar. July Nov.

Apr. Aug. Dec.

**DATES**

Use only a numeral for a date. Do not use *th* or *nd* or *st* (as in 5th, 2nd or 1st).

The deadline to apply for an externship is October 23.

**Abbreviations**

**DAYS OF THE WEEK**

Capitalize and, in general, do not abbreviate.

Performances of Shakespeare’s *Much Ado About Nothing* will be held Wednesday, October 2, through Saturday, October 5, at 7:30 p.m.

When it is necessary to abbreviate days of the week, use the following:

Mon., Tues., Wed., Thurs., Fri., Sat., Sun.

**Capitalization**

Do NOT capitalize the following:

The phrase “Ursinus College faculty and staff”

Ursinus majors (biology, chemistry, environmental studies, etc.)

EXCEPTION: English, Spanish, French, etc. See list of **Majors and Minors**.

J.D. Salinger majored in psychology, neuroscience and English.

board of trustees

college

website (however “World Wide Web” and “the Web”)

web page

**Addresses**

The entrance is located at Ninth and College Avenues.

**Committees**

Capitalize when part of a formal name: *the House Appropriations Committee.* But do not capitalize in shortened versions, such as the *Senate banking committee (long name: The Senate Banking, Housing and Urban Affairs Committee).*

Academic Affairs Committee

**Deity (Helpful for baccalaureate program)**

Most pronouns (He/Him/His, Thee/Thou/Thine/Thy, You/Your/Yours) are capitalized when referring to God (or any of the three persons of the Trinity). Who/whom/whose are not capitalized when referring to God.

**Titles**

For Class Notes, these are the titles we include after a person’s name (please note that titles/degrees such as these should precede class and/or parent years and be set off by commas):

Ph.D., M.D., D.O., D.D.S.

*SEE ALSO:* ***DEGREES***

Erin (Burke) Hovey, Ph.D., ’96 P’25 P’28 has been named commencement speaker.

Inigo “Innie” F. Montoya Jr., M.D., ’87 says he was inspired to become a doctor by his father’s dear friend, Miracle Max.

Rick Blaine, D.O., ’46 (V-12 Program) is the great-grandfather of incoming Ursinus student Lundy Blaine ’22.

Capitalize titles when they precede a name:

President Brock Blomberg was inaugurated in October 2015.

Professor of Biology and Associate Dean of the College Rebecca Kohn was interviewed for a story in *Ursinus* *Magazine*.

On Tuesday, Chair Alan Novak delivered a speech.

Lowercase titles when they follow a name:

Brock Blomberg, president of Ursinus, was inaugurated in October 2015.

The work of Rebecca Kohn, professor of biology and associate dean of the college, was featured in *Ursinus* *Magazine*.

Alan Novak, chair of the board of trustees, delivered a speech.

Alan Novak, chair, said he would deliver a speech on Tuesday.

Capitalize titles of endowed chairs:

John French, William F. Heefner Chair of Music

Avoid using Dr. in front of a name.

**Rev. (Reverend)**

When this description is used before a clergyman or clergywoman’s name, precede it with ***the*** on the first reference. On the second reference to members of the clergy, use only the person’s last name.

The guest list includes the Rev. Robert Alden. Before the meal, Alden will lead a prayer.

Use the Rev. Dr. only if the individual has an earned doctoral degree (doctor of divinity degrees frequently are honorary) and reference to the degree is relevant.

**Geographical Terms**

**STATES**

When the name of a state stands alone in a sentence, it should be spelled out.

 Daniel “Rudy” Ruettiger attended the University of Notre Dame in Indiana.

Names of states are not required to follow these well-known cities:

Atlanta Houston Philadelphia

Baltimore Indianapolis Phoenix
Boston Las Vegas Pittsburgh
Chicago Los Angeles St. Louis
Cincinnati Miami Salt Lake City
Cleveland Milwaukee San Antonio

Dallas Minneapolis San Diego

Denver New Orleans San Francisco
Detroit New York Seattle
Honolulu Oklahoma City Washington

When the name of a city is followed by its state, the state should be abbreviated as follows:

Alaska or Alas. Ind. N.H. Va.

Ala. Kans. N.J. Vt.

Ark. Ky. N.Mex. Wash.

Ariz. La. Nev. Wis. or Wisc.

Calif. Mass. N.Y. W.Va.

Colo. Md. Ohio Wyo.

Conn. Maine Okla.

D.C. Mich. Ore.

Del. Minn. Pa.

Fla. Mo. R.I.

Ga. Miss. S.C.

Hawaii Mont. S.Dak.

Iowa N.C. Tenn.

Idaho N.Dak. Tex.

Ill. Neb. or Nebr. Utah

Fred Rogers is from Latrobe, Pa.

Kevin Bacon is from Philadelphia.

Geno Auriemma, who is from Norristown, Pa., now coaches in Hartford, Conn.

Born in Upper Darby, Pa., Tina Fey now maintains a residence in New York.

Capitalize **city** when it is part of a proper name, such as Carson City. But lowercase “city of” phrases, such as city of Philadelphia.

**ADDRESSES**

When listing a full address (such as on the back of a brochure or on an envelope), either the style **Pa.** or the style **PA** is acceptable.

No comma should appear between the postal code and a zip code.

There should be two spaces before the zip code.

**West Lot**

The entrance is located at Ninth and College Avenues.

**Tricky/Preferred Words**

Adviser is preferred (not advisor).

Anyway is one word when used to mean “anyhow.” Otherwise it is two words.

**Nicknames**

When including a nickname, the nickname should be listed within quotes before a middle initial/name.

Michael "Squints" J. Palledorous threw out the opening pitch at the baseball game.

**Death**

Passing OR death of…

**Words to Avoid. STAY AWAY FROM BUZZWORDS.**

**Be sure not to overuse**

integrative

innovative

transformative

entrepreneurial

impactful

unique