



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](#) for the **Visual Identity Style Guide**

[Click here](#) 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
field hockey
gymnastics
volleyball

baseball
football
wrestling

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

women's basketball
women's cross country
women's golf
women's lacrosse
women's soccer
women's swimming
women's tennis
women's track and field

men's basketball
men's cross country
men's golf
men's lacrosse
men's soccer
men's swimming
men's tennis
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