



**Quincy
University**

Editorial Style Guide

FY 2021/2022

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Overview

The Quincy University Editorial Style Guide, a guide for consistency in punctuation and grammar, sets parameters for copy editing and writing university print publications, website, news releases, and other non-academic materials.

Although the guide is not comprehensive, it does provide answers to questions and directives for use, particularly of terms unique to Quincy University. With intentional use, these guidelines will help tell the QU story in a consistent way.

Please note that these guidelines are specific to Quincy University and may vary from other recommended writing styles. Moreover, these guidelines are intended for use with external communication, marketing, news, and promotional materials only; they should not be referred to when writing academic or scholarly essays.

Please refer to the Chicago Manual of Style and/or Webster's Collegiate Dictionary for further guidance on more specific issues. For press releases, please refer to the Associated Press Stylebook.

The Office of Community Relations staff is happy to answer questions related to the style guide and provide art and production assistance when needed.

The Office of Community Relations oversees Quincy University's brand management, marketing, communication, and public relations. The office provides a range of creative services, including copywriting, editing, graphic design, media relations, social media, and photography.

Crisis Communication: The office oversees external and internal communication during critical situations and supports the university's emergency response plan and procedures.

Graphic Identity: The office oversees the university's graphic and visual identity through consistent application of standards for the use of the university's logos and imagery including consistency in content, design, and photography.

QUniverse: The alumni magazine is produced by the office and features campus news, faculty/ staff/student achievements, alumni updates, and feature stories on alumni, current students, and faculty.

Media Relations: The office distributes university news and information to local, state, and national media and manages the university's relationship with media by assisting reporters with inquiries. The office staff is available to help faculty and staff manage media requests and prepare for interviews. If a reporter contacts you directly, please notify the office prior to the interview. If you have a story that may be of interest to the media, contact the office.

Photography: The office coordinates new faculty and staff portrait photography for the QU website and can assist with photography for university events and programs.

Permission to use photos: In order to use a photo of an individual or a group of people on the web or in print, you must have a signed release form for each individual who appears in the picture. Release forms are available in the office.

Any picture not taken by the university must include photo citation including the name of the photographer and, if possible, the date the photo was taken.

- From a website: List the author's name, photograph's title (if applicable), date of creation, access date, and the website. Example: Burns, Cornelius F. Tribal Weaving. August 1967. December 5, 2012. www.historicphotos.com
- Database photo: Generally, you should use a specific URL when citing a database photo. If the link seems unstable, just cite the database name instead.

Print publications: The office can assist with creative design, development, and printing of university-related materials such as program brochures, event publicity, etc.

Publicity: Please contact the office to discuss ways to publicize QU events or news.

Social Media: The office oversees the official university Facebook, Instagram, YouTube, LinkedIn, Snapchat, and Twitter accounts. Check the university's social media guidelines for more information. Contact: social@quincy.edu

Website: The office updates and creates web pages for the website. Please contact the office with website needs. Contact: website@quincy.edu

Styles

A

academic degrees

Do not capitalize formal names of academic degrees in general text: bachelor of science, bachelor of arts, masters of business administration, etc.

Casual reference to degrees requires an apostrophe. Example: He has a bachelor's degree, but his sister has a master's degree.

When referring to specific degrees, use formal titles. Example: She earned a Bachelor of Arts degree in communication from Quincy University.

Degrees abbreviated do not need periods unless they are required for consistency or where uncertainty might arise. Example: BA, BS, MBA, JD, PhD, M.Ed., D.M.A.

*Note: periods are used in abbreviations in press releases.

When referring to someone who has earned a medical, doctoral, or other advanced degree, instead of using the title "doctor" or "Dr." preceding the name, place the degree designation after the name. Example: Julie Miller, PhD, is a specialist in biochemistry. Frank J. Smith, M.D. is planning to attend the banquet.

When a degree is used as part of a person's descriptive identity, it should follow their full name and be offset by commas. Example: Sally Smith, PhD, addressed the class on Tuesday.

When writing about a Quincy University alumnus/a, at first reference list the name, maiden name in parenthesis followed by the class year and degree earned. Example: Sally (Jones) Smith '84, BA,. If writing about a person who did not earn a degree, list the years of attendance only. Example: John Smith (attd. '72— '73)

academic programs

Capitalize academic programs when used with "Program." Example: Environmental Studies Program, Teacher Education Program, Business Analytics Program. Lowercase when used alone. Example: She is taking business analytics in the fall. He is developing the curriculum for the new Business Analytics Program.

academic subjects

Academic subjects are not capitalized unless they form part of a department name or an official course name or our themselves proper nouns.

addresses

Put the address in parentheses after building/ room name. Example: Connie Niemann Center for Music (17th & Seminary Road)

advisor

not adviser

ages

Use numeric figures for people and animals.

- The girl is 15.
- The law is eight years old.
- Use hyphens for ages only when used as adjectives.
- A 21-year-old junior.

alma mater

alumnus, alumni, alumna, alumnae

Use these terms to refer to former students of the university.

alumnus: man (singular)

alumna: woman (singular)

alumni: men; and a group of men and women

ampersand (&)

Use the ampersand when it is a part of a company's formal name only or part of an address.

Do not use in place of "and."

- Accounting students interview with several accounting firms, including Katz, Sapper & Miller, and Ernst & Young.

a.m., p.m.

Lowercase with periods.

annual

An event can be described as annual only after the first event.

annual fund

Capitalize references to QU Fund; lowercase annual fund when used without the official title designation.

awards

B

baccalaureate

Capitalize when referring to Quincy University's Baccalaureate ceremony.

Bible

Do not italicize. Capitalize when referring to the Scriptures in the Old or New Testament. Lowercase biblical in all cases. Lowercase bible as a nonreligious term. Example: His daily planner is his bible.

Board of Trustees

Capitalize Board of Trustees when it refers to the QU governing organization, but lowercase board when it stands alone. Capitalize trustee as a title before a name: Trustee John Smith. But: as a trustee, John Smith served the University Board of Trustees.

Bonaventure

Buildings, facilities, fields

Capitalize the full formal name of campus buildings and facilities on the first reference in all documents. On subsequent references, some building names may be shortened, but when used in conjunction with a proper noun, capitalization should be retained. Do not capitalize hall, building, center, house, tower or auditorium when used without a proper noun. See the listing below for formal names and acceptable second references incorporating proper nouns. Building names can be shortened when the publication audience is familiar with the QU campus.

- Brenner Library (1800 College)
 - Gray Gallery
 - J. Kenneth Nesbit Student Success Center, SSC
 - Rare Book Archive
- Campus Ministry House
- Center for Science (North Campus Bldg A – 18th & Seminary Road)
- Connie Niemann Center for Music Performance Hall and Chapel (17th & Seminary Road)
- Cupertino Hall
- Facilities Management
- Francis Hall (1800 College)
 - MacHugh Theatre
 - St. Francis Solanus Chapel
- Franciscan Retreat Center (North Campus Bldg D – 18th & Seminary Road)

- Friars' Field
- Friars' Hall
 - John 'Pete' Brown Mock Trial Courtroom
- Fr. Lucien Trouy Garden (located between Francis Hall and Friars Hall on the east side of campus)
- Garner Hall
- Health and Fitness Center (20th & Oak St.)
- Helein Hall
- Holy Cross Friary (724 North 20th St.)
- Legends Stadium -soccer field (17th & Seminary Road)
- Mart Heinen Softball Complex (17th & Seminary Road)
- Memorial Gymnasium (20th & Oak St.)
 - Hall of Fame Room
 - Pepsi Arena
- North Campus (18th & Seminary Road)
- Padua Hall
- Prairie Rain Garden (located in the North Campus courtyard)
- President's House (1810 Chestnut)
- QU Stadium- Baseball (18th and Sycamore)
- QU Stadium – Football (20th and Sycamore)
- Quincy Media Inc. Broadcast Studio (North Campus Bldg B– 17th & Seminary Road)
- University Center, Hawks Hangout (18th & Lind)
- Stations of the Cross Garden (located in the North Campus courtyard)
- Student Union (18th & Lind)
 - Cafeteria
 - Book Store
 - Hawk's Nest
- Student Living Center
- Willer Hall
- Woods Hall

C

cabinet

Capitalize when using a complete title. Example: The President's Cabinet makes important administrative decisions.

Lowercase cabinet when used alone. Example: Adam Smith is attending a cabinet meeting

Catalog

Capitalize and italicize when referring to the Quincy University Catalog.

chapel

St. Francis Solanus Chapel

Chartwells

Not Chartwell's

century

Lowercase and spell out the numbers less than 10. Example: The first century, the 20th century.

chair and vice-chair

Use chair and vice-chair instead of chairman, chairperson, chairwoman.

Make an exception for references to the Board of Trustees, which is directed by a chairman, regardless of the sex of the position.

class

Capitalize when referring to a particular graduating class. Example: He is a graduate of the Class of 1990. Class of '99, but the classes of '90 –'99

class rank

Use the terms first-year student, sophomore, junior, and senior for undergraduates.

commencement

Capitalize when referring to QU's ceremonies. Lowercase when referring to ceremonies at other universities.

composition titles

Italicize titles of books, magazines, periodicals, newspapers, movies, television shows, plays, works of art, and comprehensive musical works, such as operas and albums.

Do not italicize the Bible and books that are primarily reference materials, such as dictionaries, encyclopedias, handbooks, etc.

Place quotation marks around chapter titles, articles, speeches, and songs.

Capitalize the following but do not italicize or place within quotation marks:

- Blog titles
- Course titles
- Software
- TV and radio stations
- Websites

Note: for press releases follow the Associated Press Stylebook

course numbers

use numerals

course titles

Capitalize the full, formal title of a course. Do not place titles in quotation marks. Lowercase casual references to classes.

cum laude, magna cum laude, summa cum laude

Always lowercase.

curriculum, curricula

Not curriculums.

D**dates**

Do not use st, nd, or th with dates. For formal use, spell out months.

days of the week

Capitalize and do not abbreviate days of the week, except in table formats.

dean's list

lowercase in all uses

departments and offices

Capitalize the department or office when used as a formal name: Department of Biological Sciences, Office of Advancement. Lowercase informal reference: history department, advancement office. Note: an exception is made for proper nouns. For example, the English department met to discuss the curriculum.

When referring to centers and institutes, use the full name on the first reference and a lowercase "center" or "institute" as appropriate. For example, the Franciscan Environmental Institute becomes the institute on the second reference.

For formal names of departments and offices, please note the following usages:

- Department of Art, Department of Communication, Department of Music etc.
- Office of the President
- Office for Academic Affairs
- Office of Admissions
- Office of Business and Finance
- Office of Financial Services
- Office for Intercollegiate Athletics
- Office for Mission and Ministry
- Office of the Registrar
- Office of University Advancement
- School of Fine Arts and Communication
- School of Science and Technology
- School of Humanities
- The Oakley School of Business
- School of Education and Human Services

dimensions

Use numeric figures and spell out inches, feet, and yards.

directions

Lowercase north, south, east, and west when referring to direction; capitalize when referring to regions such as the Midwest, the Northeast, and the South.

disabled, disability

In general, refer to the person first and the disability second. For example, “a student who has epilepsy” NOT “a student who’s an epileptic” or “people with disabilities” rather than “handicapped people.” If the disability is not part of the story and there is not a need to include it, do not.

Avoid using:

- Able-bodied or normal when referring to a person who does not have a disability
- Afflicted with
- Confined to a wheelchair: Describes a person only in relation to a piece of equipment designed to liberate rather than confine
- Crazy, insane, nuts, psycho
- Deaf and dumb/deaf-mute
- Defect, birth defect, defective
- Demented, senile
- Disabled (preferred: people with disabilities or disabled people)
- Epileptic fit: The term seizure is preferred when referring to the brief manifestation of symptoms common among those with epilepsy.
- Loony, loony bin, lunatic
- Mentally retarded: Always try to specify the type of disability being referenced. Otherwise, the terms mental disability, intellectual disability, and developmental disability are acceptable.
- Midget
- Paraplegic: Avoid referring to an individual as a paraplegic. Instead, say the person has paraplegia.
- Psychotic: Avoid using psychotic to describe a person; instead refer to a person as having a psychotic condition or psychosis.
- Quadriplegic: Use people-first language, such as “a person with quadriplegia”
- Schizophrenic: Use people-first language, stating that someone is “a person with schizophrenia” or “a person diagnosed with schizophrenia” rather than a schizophrenic or a schizophrenic person

- Spastic, a spaz
- Stricken with, suffers from, victim of
- Vegetable
- Wheelchair-bound (preferred: person who uses a wheelchair, wheelchair user)

Source: National Center on Disability and Journalism

dollars

For amounts less than one million dollars, use figures. Example: the building cost \$950,000.

For amounts of \$1 million or more, use numerals up to two decimal places. Example: The new building cost \$2.54 million.

For even dollar amounts, do not show the decimal. Example: The tickets are \$6 each.

dorm, dormitory

Use residence hall. Do not use dorm, dorms, or dormitory.

doctor

Use Dr. for medical doctors only. For a person who holds a doctorate degree use PhD. Example: Jonathan Watson, PhD, associate professor of English

Email, email

Uppercase email when it begins a sentence or stands alone on stationery, business cards, and forms. Lowercase otherwise.

emerita

The singular, feminine form

emeritae

The plural, feminine form

emeritus

The singular, masculine form

emeriti

The plural form can be used for a group composed of men only or both men and women.

endowed chairs and professorship

Capitalize the full name of the chair or professorship. Modified usages incorporating a lowercase chair or professorship are acceptable on second references.

extracurricular

Not extra-curricular.

F

facilities

See buildings and facilities for guidance.

faculty

When faculty refers to a group acting as a whole, a collective noun takes a singular verb and pronoun.

Exception: If the members of the group are not acting as one unit, use plural form. Example: The jury is in agreement regarding the verdict. The jury are disagreeing regarding the verdict.

If faculty refers to individuals within the group, use a plural verb and plural pronoun. Example: The faculty returned to their offices.

fraternities and sororities

Use full formal names of fraternities and sororities. On the second reference, use the fraternity or the sorority. Avoid casual reference, unless it appears in quotations.

fall semester

Lowercase except when used as a proper noun designating a specific semester. Example: Introduction to Computers is offered fall semester only. The Pharmacy Program enrolled its first class in Fall 2012

fewer, less

Use fewer when referring to items that can be counted. Less refers to quantity or general amounts. Example: Fewer students took the offer than we expected. We had less rain this month compared with a year ago at this time.

full time

Do not hyphenate except when used as an adjective modifying a noun. Example: He works full time. She is a full-time student.

G

grades

Capitalize letters used for course grades. Do not add an apostrophe in the plural form.

grade point average

GPA is acceptable on the first reference.

graduate programs

graduation years

In text or class notes, use only the last two digits of the graduation year, preceded by an apostrophe. Do not put the graduation year in parentheses. Example: '86

At the first reference to alumni add degree year was earned.

H

homecoming

Capitalize when referring to QU's fall event. Lowercase references to homecoming ceremonies at other schools and universities.

honors

Capitalize Honors when used to describe students in the University Honors Program.

Capitalize Honors when used to describe projects prepared for the program and classes offered under the program. Lowercase when it refers to departmental achievements.

Examples: Sally, who is an Honors student, takes a demanding course load. Sarah Hamm earned honors in biology.

I

ID

Acceptable on first reference for identification. Example: A student ID is required for admittance.

intercollegiate

international students

Use international students rather than foreign students.

internet

Do not capitalize.

L

lectures

Names of lecture series are capitalized. Titles for individual lectures are capitalized and usually enclosed in quotation marks.

login, log in

If used as an adjective or noun, use as one word. Example: At the prompt, type in your login name. When used as a verb, use two words. Example: When can students log in?

The same rule applies to logout, log out and logoff, log off.

M

major(s), minor(s)

Do not capitalize academic majors or minors unless a proper noun. See academic subject.

married/maiden names

On first reference, include maiden name in parentheses after the first name and before a married name when using in text or class notes. Jennifer '96 (Smith) Wilkes.

months

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate with commas. When a phrase refers to a month, day and year, set off the year with commas. January 1972 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8, 1987.

multicultural

Multicultural Affairs

N

name

First instance use Quincy University in subsequent mention use QU or lowercase university.

Example: The Quincy University campus will come alive on Thursday, August 15 as freshmen and transfer students arrive for their Move-In Weekend and Orientation. Returning QU students will begin checking in on Saturday, August 17, and classes start at 5:00 pm on Monday, August 19. The university has planned several events to help students transition to campus life.

Use an individual's full name on the first reference, and use the last name only for all other references in a single article. If the person is a alumni include class year at first reference.

Spell out acronyms on the first mention. Put acronyms in parentheses after the first reference. On subsequent mentions, use generic terms such as board, the division, etc... or use the acronym.

Corporation is always abbreviated as Corp. Company is always abbreviated as Co., and if a company name ends in Inc., Co. or Corp., do not set it off by a comma.

See academic degree.

nonprofit

numerals

In general, write out when less than 10, use numerals for 10 and above. However, use numerals for money, percentages, course numbers, dimensions, quarter and credit hours, ratios, and ages.

Where many numbers occur within a paragraph or series of paragraphs it is important to maintain consistency in a single article. If you use numerals for one of the numbers in a given category, uses them for all numbers in that category in a single article. When two numbers appear next to each other in a sentence, use a numeral for one but not for both.

Examples: The program will be taught in three 4-week sessions. We have a mixture of buildings – two that have over 100,000 square feet and nine that have over 50,000 square feet.

See the Chicago Manual of Style for specific instances.

O

office names

Typically, office refers to nonacademic areas; department refers to academic areas. Capitalize the names of campus offices: Example: Office of Admissions.

off campus/off-campus on campus/on-campus

Hyphenate only when used as an adjective. Example: The student arranged an off-campus internship. The student arranged an internship off campus.

online

over

Over refers to spatial relationships; more than refers to quantity. Example: He spent more than \$500 on his books.

P

page numbers

Use figures and capitalize the page when used with a figure. Example: Page 7

part time

Hyphenate only when used as an adjective: Example: Students are permitted to work part time. He is a part-time student employee.

people, persons

People is preferred to persons in all plural uses. People is a collective noun that takes a plural verb when referring to a single race or nation. Example: The American people are ...

Persons only should be used when it is in a direct quote or part of a title.

percent

In sentence format, use figures and spell out percent. Example: Enrollment rose 7 percent.

Repeat percent with each individual figure. Example: Projected enrollment indicates a 7 percent to 10 percent increase.

Use symbol % in charts.

phonathon

Capitalize when using complete title, lowercase when using alone. Example: The Quincy University Phonathon is scheduled for spring this year. The phonathon raises funds for university operating costs.

professor

Do not abbreviate professor. Capitalize only when preceding a person's name. Do not abbreviate assistant or associate. Use professor only for those individuals who have earned a full professorship. When in doubt, check with the Office of Academic Affairs.

R

race and ethnicity

Race and ethnicity are not the same. The U.S. Census Bureau defines race as a person's self-identification with one or more social groups, which can include white, black or African American, Asian, American Indian, Alaska Native, Native Hawaiian, and/or Other Pacific Islander.

Federal statistical standards used by the Census and the National Center for Education Statistics conceptualize a person's ethnicity into one of two categories: Hispanic(or Latino/a/x) or Not Hispanic (Latino/a/x). If a person is Hispanic/Latino, they can self-report/identify as any race.

Whenever possible, ask the individual their preferred term and be sure it is necessary to mention it.

African American, black

- African American (not hyphenated) and black are not synonymous. In the body of a piece, it is preferred to use black people and not blacks to refer to a group. Ask the person how they prefer to be identified, for instance, they may prefer Haitian American or Jamaican American.

Asian, Asian American

- When writing about someone or a group of this background, ask the person how they prefer to be referred to. Specifically, if it makes more sense to refer to a specific background—e.g., Japanese, Korean, Thai, Chinese, Indonesian, Filipino—use that term rather than a collective noun.
- Asian and Pacific Islander American (APIA): This is the preferred term to use, versus Asian American and Pacific Islander (AAPI), or Asian American Pacific Americans.
- South Asian: This collective term refers to people from Pakistan, India, Bangladesh, Afghanistan, Bhutan, Maldives, Nepal, and Sri Lanka. Desi American is a term commonly used by people from India, but not by all South Asians. Check with the source/individual to confirm how they prefer to be identified and ensure that identifying their race/ethnicity is essential to the content you're creating.

- American Indian, Alaska Native, Hawaiian Native, Native American, Native People, Indigenous People
- The most inclusive and accurate term to use to refer to those who inhabited land that became the United States (or, previously, territories) is: American Indian and Alaska Native (AIAN). Always ask someone how they prefer to be identified, including Hawaiian Natives. The person may prefer that you refer to them by their tribally specific nation. If a tribal name is used, ask for phonetic spelling of the name.

American Indians and Alaska Natives/Hawaiian Natives have a distinct political and cultural identification constructed in and through treaties, executive orders, and the Constitution. American Indian and Alaska Native/Hawaiian Natives' cultural identification is place-based, diverse, and informed by the practices of their culture (e.g., language, singing, dancing, ceremonies).

Hispanic, Latino/a, Latinx, Latin@, Chicano/a

- The federal policy defines Hispanic as an ethnicity, not a race. Hispanics/Latinos can be of any race.
- While it is common to see Hispanic and Latinx/Latino/a used interchangeably, they are not synonymous. Hispanic generally refers to people with origins in Spanish-speaking countries. Latinx/Latino/a generally refer to people with origins in Latin America and the Caribbean.
- Most Hispanics also identify as Latinx/Latino/a and vice versa. Generally, people from Brazil or Haiti do not identify as Hispanic but may identify as Latinx/Latino/a.
- Chicano/a is a term that refers to Americans of Mexican ancestry.
- Again, be sure to ask the individual/group how they prefer to be identified.
- Also, be aware of gender when using Latino and Chicano in your writing.

Terms to Avoid

Do not use the terms Oriental, Negro, Afro American, mixed, half-breed, or Caucasian. Use a broader term, like "people of color," which refers to any person who is not white, especially in the U.S.

For complete U.S. Census Bureau guides, visit [census.gov/topics/population/race/about.html](https://www.census.gov/topics/population/race/about.html).

registrar

Lowercase title when used alone or following a name. Example: She asked the registrar for the class schedule.

Capitalize titles when preceding a name. Registrar Audrey Hampshire reviewed graduation requirements.

resident assistant

RA is acceptable as a second reference. Lowercase as title except when preceding a person's name; spell out and capitalize.

residence hall(s)

Use residence hall(s) in place of dorm, dorms, dormitory or dormitories.

resident director

RD is acceptable on second reference. Lowercase as title except when preceding a person's name; spell out and capitalize.

room

Use figures and capitalize when used with a number. Capitalize when referring to a designated room. Example: Biology 101 meets in Room 3. Check the room down the hall.

Always list the room first, building second.

R.S.V.P.**S****scores**

Always use figures, placing a hyphen between the totals. Quincy defeated Culver 7-3.

spring break**spring semester**

Lowercase except when used as a proper noun. Example: Conference Services is scheduling use of space for Spring 2017.

staff

When staff refers to a group acting as a whole, a collective noun takes a singular verb and pronoun. Example: The staff meets its expectations.

If staff refers to individuals within the group, use a plural verb and plural pronoun. Example: The staff returned to their offices.

state names

Spell out the names of U.S. states when they stand alone. When listed with a town, abbreviate states in datelines or text. Use postal abbreviations when used with the full address, including ZIP code.

Used in text are as follows with postal abbreviations in parentheses

Alaska (AK)

Ala. (AL)

Ariz. (AZ)

Ark. (AR)

Calif. (CA)

Colo. (CO)

Conn. (CT)

D.C. (DC)

Del. (DE)

Fla. (FL)

Ga. (GA)

Hawaii (HI)

Iowa (IA)

Idaho (ID)

Ill. (IL)

Ind. (IN)

Kan. (KS)

Ky. (KY)

La. (LA)

Mass. (MA)

Md. (MD)

Maine (ME)

Mich.(MI)

Minn. (MN)

Miss. (MS)

Mo. (MO)

Mont. (MT)

N.C. (NC)

N.Dak. (ND)

Neb. (NE)

Nev. (NV)

N.H. (NH)

N.J. (NJ)

N.Mex. (NM)

N.Y. (NY)

Ohio (OH)

Okla. (OK)

Ore. (OR)

Pa.(PA)

R.I. (RI)

S.C. (SC)

S.Dak. (SD)

Tenn. (TN)

Texas (TX)

Utah (UT)

Vt. (VT)

Va. (VA)

Wash. (WA)

W.Va. (WV)

Wis. (WI)

Wyo. (WY)

student-athlete

Hyphenate.

Student Government Association (SGA)**summer session**

Lowercase except when a specific summer session is a proper noun. Example: She is taking a computer class in Summer Session I. The first summer session begins the week following commencement.

T

telephone numbers

Use hyphens rather than parentheses or other formats. The figure 1 is not needed.

theater

Use this spelling unless the proper name is Theatre.

times

Use figures except for noon and midnight; use a colon to separate hours from minutes; do not use zeros for times at the top of the hour. Lowercase a.m. and p.m. and use periods after each letter with a space separating the numbers from the letters, but no spaces between letters or periods. Example: 1 a.m., 1:15 p.m., noon, midnight

time spans

Separate a time span with a hyphen, not a dash, with a space on either side. Do not add a.m. or p.m. to the start time when time span both begins and ends in either a.m. or p.m. Example: 2 - 4 p.m., 3:30 - 5:30 p.m., 6 p.m. – midnight

Include a.m. or p.m. in the start time when the span begins and ends in different halves of the day. Example: 8 a.m. - 5 p.m., 10 p.m. - 2 a.m.

titles

Lowercase and spell out titles when they are not used with an individual's name. The president issued a statement. Capitalize when a formal title is used directly before an individual's name. President Trachte issued a statement. Use "of" if the person is part of a whole. Use "for" if the person represents, acts for or advocates for something.

Never abbreviate assistant or associate.

See Chicago Manual of Style for specific instances.

W

web

Do not capitalize.

web addresses

Web addresses appearing at the end of a sentence should be punctuated with a period.

website

All one word. Do not capitalize.

Y

years

Let context dictate usage. Either 1946 or '46 may be appropriate. When discussing a span of years, it is acceptable to use the shortened version for years in the same century; 1946-52; 1998-2003.

Formatting

Bulleting

For lists that follow a colon use bullets.

When bulleted lists contain full sentences, capitalize the first word, and add a period at the end of each sentence.

When bulleted lists contain single words or short phrases, do not capitalize the first word and use no punctuation at the end of bullet points.

Captions

Use captions to reiterate a marketing message or interest readers in the text of an accompanying article. Avoid simply labeling photos.

Whenever possible, use present tense and active constructions: In this photo from 2019, President Brian McGee addresses faculty and staff at Convocation.

Be consistent in caption style throughout a document or publication. Use either full sentences with punctuation or phrases without punctuation, but do not mix the two.

In group shots, identify people from left to right and according to rows.

Column and line breaks

Do not break a word that appears in a hyphenated phrase. For instance, in the phrase concentration-year, concentration should not be hyphenated to accommodate a line break. Break the line after the hyphen or before concentration.

Avoid ending two or more lines with hyphenated words.

Do not end a column or a paragraph with a hyphenated word. Do not hyphenate the last word in a bulleted list.

Hyphenated words should have no fewer than four letters before or after the hyphen.

Headlines and subheads

Headline styles in marketing publications vary with the tone of the piece. Regardless of whether the publication capitalizes headlines or adopts a sentence style, it is important to maintain consistency throughout the publication.

Capitalize all nouns, pronouns, verbs, adjectives, adverbs, and subordinating conjunctions (if, because, as that, etc...), as well as prepositions of four or more words. Capitalize any word that follows a colon, dash, or beginning quotation mark.

Do not capitalize the following unless they are the first or last words of the headline:

- Articles (a, an, the)
- Coordinating conjunctions and prepositions of fewer than four letters
- The infinitive marker (to)
- Lowercase type is preferred in headlines because it is easier to read.

Uppercase can be used if it is appropriate to the design of a piece. However, lowercase should be used in headlines with four or more decks.

Note: In Press Releases, use all capital type for headline.

Punctuation, Grammar and Usage

Apostrophe

For plural nouns ending in s, add only an apostrophe.

For singular common nouns ending in s, add 's

For singular proper names ending in s sounds as x, ce, and z, use 's.

For plurals of a single letter, add 's

Do not use 's for plurals of numbers or multiple letter combinations. (the 1960s)

Capitalization

In general, avoid unnecessary capitalization.

Capitalize:

- Geographical areas and localities (Midwest, the South Side of Chicago)
- Government bodies (U.S. Congress, The Quincy City Council)
- Sacred books
- Names referring to a deity
- Registered trademarks

In general, formal titles are capitalized only when they precede a name, not after. Example: Barack Obama, president of the United States.

Capitalize full, formal department names (Department of Economics) and lowercase shortened or informal titles (economics department).

Do not capitalize the word city in “city of” phrases such as “city of Quincy.”

The word “university” is not capitalized when used by itself.

When introducing multiple professors, make “professors” lowercase, as in “professors John Smith, John Jones, and Jim Johnson.”

Colon

A colon is frequently used to introduce lists, tabulations, etc. Capitalize the first word after the colon only if it is a proper noun or the beginning of a complete sentence.

Comma

In a simple series of items, use a comma before a conjunction- known as a serial, series comma, or the Oxford comma. If the last element consists of a pair joined by and, the pair should still be preceded by a serial comma and the first and.

Examples: She took pictures with her parents, the president, and the vice president. Julie bought the sandwiches, Sam bought the chips, and Ryan bought the plates and napkins.

In complex and compound sentences use a comma before a conjunction, that introduces an independent clause. If what follows the conjunction is not a complete clause, you do not need a comma. A comma may occasionally be needed, however, to prevent a misreading.

Use commas with appositives that are nonrestrictive (not essential to the meaning of the sentence). Do not use a comma with appositives that are restrictive (essential to the noun it belongs to).

Place commas after day, date, and year in a sentence:

- A. It was on Tuesday that we held our first meeting.
- B. It was on Tuesday, December 11, that we held our first meeting.
- C. It was on Tuesday, December 11, 2012, that we held our first meeting.

No comma is needed between a month and a year.

The preferred format is to place the time before the date; do not use a comma to separate the time from the date.

Separate cities and states with a comma. Place a comma after the abbreviated state name if the sentence continues.

Dashes

Observe the distinction between hyphens (-), en dashes (–), and em dashes (—). None should be set off with spaces.

A hyphen is used to separate numbers that are not inclusive (telephone numbers, social security numbers).

Use hyphens sparingly. Use the dictionary or the hyphenation guide in the Chicago Manual of Style for the treatment of compound words.

Use en dashes between continuing numbers (dates, times, and page numbers). The word to or through should be used if the word from precedes the first number in the continuing pair; similarly, use the word and if the word between precedes the first number in the continuing pair.

Examples: Join us on Thursday, 11:30 a.m.–4:00 p.m., for a meet and greet with the president.

Join us on Thursday, between 11:30 a.m. and 4:00 p.m., for a meet and greet with the president.

Short cut for en dash: Alt 0150

Em dashes are used instead of commas, parentheses, or colons to set off an amplifying or explanatory element. The em dash should not follow another element set off by an em dash.

Em dashes are used to denote a sudden break in thought that causes an abrupt change in sentence structure.

Do not overuse em dashes; they can interfere with the continuity of the look and the readability of your publication and can sometimes cause display issues online, especially in email.

Short cut for em dash: Alt 0151

Ellipses

Use ellipses to indicate that material has been omitted from the middle of a quotation. Do not use ellipses at the beginning or end of a quotation even if you start or stop in the middle of the quoted sentence. Ellipses are created with three-period characters, with one space on either side of each character: (. . .) not (...)

When the omitted material includes a period, use a period plus ellipses.

Avoid using the ellipsis in headlines.

Hyphens

Use hyphens to avoid ambiguity or to form a single idea from two words.

Hyphenate compound modifiers that precede a noun so readers clearly understand that the modifier is a unit. If the compound modifier appears after the noun, it

generally is not hyphenated. (if the modifier that would be hyphenated before a noun occurs after a form of the verb to be, the hyphen is usually retained. Example: The student is quick-witted)

Do not hyphenate a compound modifier comprised of an adverb ending in -ly and another word.

Do not hyphenate a compound modifier when the words are obviously one unit: Red Cross office.

Use a hyphen for both first-grader and first-grade student.

When in doubt, consult a dictionary.

Periods

Use periods when you come to the end of a declarative sentence and with some abbreviations (do not add an extra period if the abbreviation ends the sentence).

Quotation Marks

Commas and periods always go inside quotation marks. Colons and semicolons always go outside quotation marks. With question marks and exclamation points, it depends: If the punctuation is part of the quotation, put it inside the quotation marks; if it is not part of the quotation, put it outside.

Use quotation marks to indicate: the exact words that someone spoke or published, the first time you refer to a nickname, and when introducing an unfamiliar term.

Semicolons

Use semicolons to indicate a greater separation of thought and information than a comma can convey. Use a semicolon to clarify a series that includes several commas. Include a semicolon before the conjunction.

Audience, Voice and Tone

Audience

Quincy University has many audiences —prospective students and families, current students and families, alumni, faculty, donors, peer institutions, and the general public. No matter whom we are talking to, the university needs to maintain a uniform voice. Naturally, that voice is nuanced and can adjust. That said there should be a common spirit and consistent message that connects all of the Quincy University communications.

Brand Position

Partners for Life. Quincy University is committed to nurturing our students' intellectual and personal ambitions, preparing them for a prestigious professional life.

This statement is an internal guide for marketing communications and should never appear on outward-facing materials. Communicators should strive to convey this key message, without ever explicitly using the phrase, by promoting content that showcases student and university accomplishments and alumni success stories.

Success By Design. At Quincy University, we take your college experience seriously. We work with you to design a customized success plan, so you will graduate on time, find your passion, and be prepared for life. It's

your journey. It's your success. There are no limits. The faculty and staff at Quincy University are with you every step along the way.

This statement is our forward-facing slogan. The slogan and the messaging should be incorporated into social media posts when possible.

Brand Tone

To create a unified brand voice, Quincy University should use the following tone words as a guide when creating copy and choosing assets:

- Prestigious
- Passionate
- Supportive
- Inclusive
- Genuine
- Purposeful
- Dedicated



**Quincy
University**