



# **St. Edward's University Communications Style Guide**

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# Why Standardize?

As St. Edward's strives to meet its strategic priorities, one crucial goal is to increase awareness of and enhance the university's image. The foundation of this effort is a unified and consistent graphic identity.

Any graphic identity program is only as effective as its application. To provide the guidance necessary to ensure the immediate recognition and appreciation of the St. Edward's University image, the Marketing staff has created this *Communications Style Guide* for use by all members of the St. Edward's University community.

This guide answers questions about the usage of the St. Edward's graphic identity. It also provides helpful information for anyone preparing university communications — especially those intended for prospective students, donors, alumni, parents, or other constituencies outside the immediate university community of faculty, staff and current students. These standards also may be used for memos, flyers, invitations and student publications intended solely for an internal audience of faculty, staff and current students.

The university's Marketing staff provides professional services in design, editing, event coordination, marketing, public relations and writing. In addition to producing official university publications and communications for Admission, the Center for Professional and Graduate Studies and University Advancement, the services of the Marketing staff are available free of charge as a resource for on-campus clients. Please call ext. 1337 to schedule a consultation or to submit a project.

# Brand Personality

During the development of the current integrated marketing campaign, the university commissioned research to assess the St. Edward's brand personality. We learned:

- The university's small size is an advantage.
- The campus has a good energy about it.
- The discovery inherent in learning is exciting to students.
- We take education seriously, but not to the point of being dull.
- Our mission motivates people.
- Pride in St. Edward's University is contagious.

And four words were consistently used by students, faculty and staff to describe the brand personality of St. Edward's University: respectful, ethical, nurturing and personalized. The university's mission is to prepare students for the pursuit of an honorable life. That manifests itself in our tagline: St. Edward's University. Learn to think.

## Institutional Key Messages

### Overall Marketing Messages

- Small, personalized environment
- Diverse, fostering a global perspective
- Experiential, real-world education
- Critical and creative thinking
- Preparing students to give back to the world

### Public Relations Key Messages

- Personalized education
- Diverse community of learners
- Ethics across the curriculum
- Academic quality
- Momentum
- Responsive to the community

### Center for Professional and Graduate Studies Key Messages

- Education for working adults
- Flexible class schedules
- Convenient locations
- Small classes, personalized attention
- Critical and creative thinking

# Graphic Standards

## LOGO

Symbols and logos are expressions of the individuality of the organizations that use them.

Because logos are central to the brand image of an organization, they must be designed to withstand the test of time. And they must be designed for reproduction in many ways. These symbols also should be visually impressive to make a mark on the memories of people who view them.

For the university's logo to maintain its exclusive relationship to St. Edward's, it must be presented in a consistent way each time it appears.

The St. Edward's logo has been meticulously designed to reflect the institution, but also to be usable for many different applications. It is important that the proportions and relationships between elements of the logo be maintained at all times to ensure high-quality reproduction.

Because the logo identifies St. Edward's in the minds of its key audiences, any alteration in the appearance of the logo or change of colors will diminish the goal of gaining awareness.

### General Guidelines

- The logo must appear on the front, back or title page of all university publications intended for external audiences, unless the publications are of an official nature calling for use of the seal.
- The logo must not be redrawn, repositioned or modified in form from the examples shown.
- No other logo should be used to represent the university or any of its schools, offices or programs.
- The logo should serve to uniformly and graphically identify the university as the source of the publication. The logo is not appropriate as a publication's dominant cover design element.

### Logo Colors

The official colors in the St. Edward's University visual identity program are Pantone 281 (blue) and Pantone 8640 (gold). The logo also may be printed in all Pantone 281 or all black.



## LOGO & TAGLINE USAGE

The logo may reverse, meaning the logo may be in white on a colored or black background. The logo may be reduced or enlarged proportionally to fit specialized purposes.

It is important that the area surrounding the logo remain free of type or imagery so that nothing competes with the logo for the viewer's attention. To ensure this, maintain a clear margin around the logo of at least one quarter the height of the logo.

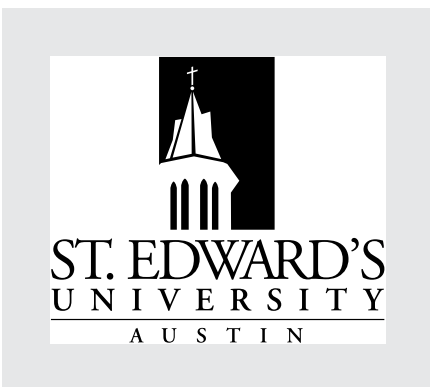
The tagline serves as punctuation to the marketing messages. It doesn't stand alone; it relies on the marketing communication to define all the ways we help students learn to think ... ethically, critically, globally, etc.

Special circumstances may require the logo to be printed smaller or closer to other elements of the design. Consult with the Marketing staff by calling ext. 1337.

### Correct Logo Usage

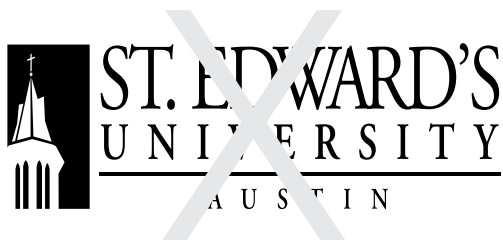
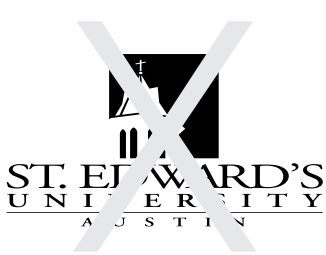
The symbol and type that together make up the logo were developed within a grid system to form a well-designed composition. The proportions are set within a ratio that must remain consistent.

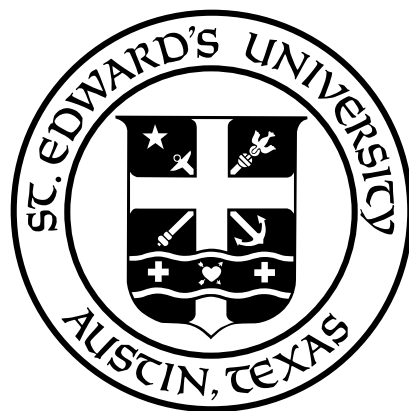
- Use only the official reproduction-quality file available from Marketing, ext. 1337.
- Always maintain the designed proportions of the logo.



## Incorrect Logo Usage

- Never change the size relationship among the various elements in the logo.
- Never change the position of the elements in the logo.
- Never distort the elements of the logo.
- Never use a shadow on the elements of the logo.
- Never combine the logo with another graphic or symbol.





## OFFICIAL SEAL

The official seal of the university is reserved for diplomas and commencement-related materials, presidential letters, and other official documents.

- Use the seal alone in its entirety.
- Never change the size relationship among the various elements in the seal.
- Never change the position of the elements in the seal.
- Never distort the elements of the seal.
- Like the logo, the seal should not be cut apart, added to, stretched or otherwise compromised.
- Never use a shadow on the elements of the seal.
- Never use the elements of the seal with type inside of it.
- Never combine the seal with another graphic, emblem or symbol.
- Never use the seal on administrative forms, flyers, newsletters or general correspondence.
- For notecard usage, the seal may be gold-foil stamped or blind embossed but should not be printed in another color. Areas to be printed in gold are both outer and inner circles, perimeter of shield, perimeter of cross and border of ribbon that contains crosses and heart.
- Colors are St. Edward's blue (PMS 281), metallic gold (PMS 8640) and metallic silver (PMS 877), or all St. Edward's blue (PMS 281), all black, or all metallic gold (PMS 8640).

## Seal Usage in Merchandise

All requests to use the seal on merchandise or other items should be approved prior to placing the order. In all cases, seek written approval from Marketing to use the seal on anything other than the official publications noted in the previous section.

Usage of the seal on merchandise will be permitted, but only on items that are pre-approved and have a traditional use or keepsake quality that reflect the dignity of the seal. The seal may only be used with written permission in each instance.



## HILLTOPPER MASCOT

The four versions of the Hilltopper mascot are shown at right. To request variations of the mascot, contact the Marketing staff at ext. 1337.

- The mascot must not be redrawn, reproporioned or modified in form from the examples shown.
- Colors are St. Edward's blue (PMS 281) and gold (PMS 124), or all St. Edward's blue (PMS 281), all black or all metallic gold (PMS 8640).
- The mascot may be reduced or enlarged proportionally to fit specialized purposes.
- Use only the official reproduction-quality file available from Marketing, ext. 1337.
- Always maintain the designed proportions of the mascot.
- Never change the position of the elements in the mascot.
- Never distort the elements of the mascot.



## **TYPEFACES**

For consistency in style, all printed materials from St. Edward's that are designed for external audiences should use two complementary typefaces. University communications use a serif font for body copy (usually Adobe Garamond) and a sans serif font (usually Helvetica) for headlines.

### **Headline**

As a general rule, the headline should be bold and twice the point size as the body copy.

### **Subhead**

Generally, subheads should be the same size as the body copy but in boldface.

### **Body Copy**

Body copy should be no smaller than 10 points: 12 point is preferable.

### **Caption**

Captions should be no smaller than eight points and no larger than the body copy. Italics help to distinguish captions from body copy.

# University Publications

## STATIONERY SYSTEM

The stationery system is an important part of the St. Edward's graphic identity program. Letters are one of the university's primary vehicles for communicating with the public. The design system presented here addresses both the overall needs of St. Edward's as well as its program needs.

Letterhead, business cards and envelopes must be ordered through the St. Edward's University Bookstore (448-8575), and paper stock is pre-selected and standardized. This is the only stationery system acceptable for use by faculty and staff.

### Letterhead

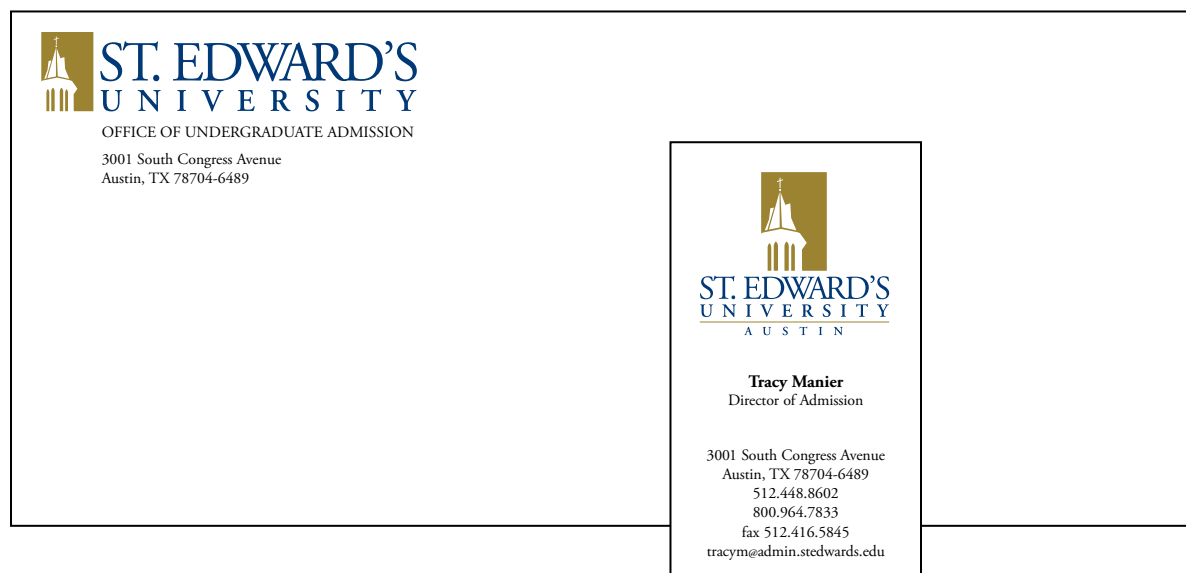
The letterhead includes only the St. Edward's University logo, office name, address, phone, fax and web site address. No other symbol may be used.

### Envelopes

The envelopes include only the St. Edward's University logo, office name and address. No other symbol may be used.


### Business Cards

The business cards include only the St. Edward's University logo, name and title of the bearer, address, phone, fax, e-mail address and web site address. No other symbol may be used.



1 1/4"

2 1/4"



**ST. EDWARD'S**  
**UNIVERSITY**

OFFICE OF UNDERGRADUATE ADMISSION

3001 South Congress Avenue  
Austin, TX 78704-6489  
512.448.8500  
fax 512.555.0164  
[www.stedwards.edu](http://www.stedwards.edu)

65% of original size

## Letter Setup

Correct positioning of a letter is important to the overall appearance of the design. Standard style guidelines should be used.

In general, set margins for the first page of a letter at 2.25" from the top, 1.25" from the left, and 1" from the right and bottom.

Position letter elements as follows:

- date
- name and address — three lines below the date; identical to name and address on envelope
- salutation — one line below address, followed by a colon
- body — one line below the salutation, flush left with one line between paragraphs; no abbreviations or hyphenations
- closing — one line below body
- signature — three lines of space below closing reserved for signature
- typed name, title
- enclosure — two lines below title, if applicable; typed in uppercase

If the letter runs longer than 1" from the bottom edge, a second sheet is used. At least three lines, excluding the closing and signature block, should be continued on the second sheet. Generally, margins may be set at 1" from all sides of the second sheet.

# Style Guide

## Clear, Accurate and Consistent Communications

Whether you're composing copy for a letter, a brochure, a flier or a web page, the writing comes first. The purpose and audience of the communication will guide your tone and content. Keep it simple and get to the point. Then, proofread. Don't allow your message to be lost or your reputation harmed by misspellings or bad grammar. Ask a colleague or two to edit or proofread the publication. Also, there's an old *Life* proofreading trick: Read all copy backward; it's easier to spot misspellings that way. Remember, the Marketing staff is a resource for writing, editing and proofreading and for questions on these topics.

The Marketing staff developed the following guidelines for university communications by consulting a range of respected guide books, university staff and faculty, and style guides at other educational institutions.

St. Edward's University communications use the *Associated Press Stylebook and Briefing on Media Law* (2002) as the primary reference for style, usage, spelling and punctuation. The *AP Stylebook* is available in the St. Edward's University Bookstore and directly from the Associated Press online at [www.apbookstore.com](http://www.apbookstore.com). *Webster's New World College Dictionary*, fourth edition (2001), is our primary dictionary. Use the first entry as the rule.

Some style guidelines are specific to St. Edward's University. When there is a discrepancy, the university's style guide takes precedence over any entries in the *AP Stylebook* or other references.

News releases should be coordinated through the Marketing Office. Copy for news releases also should adhere to guidelines specified in the *AP Stylebook*.

## **This guide is not exhaustive.**

For issues not covered by this guide or the *AP Stylebook*, the Marketing staff recommends these additional references.

- *The Elements of Style*, fourth edition (2000). Written in the early 1900s by William Strunk Jr. as a textbook for courses he taught at Cornell University, this classic work was revised and expanded in the 1950s by Strunk's former student, writer E.B. White. Topics include elements of usage, composition, form and style, as well as a glossary and a guide to misused words and expressions.
- *Stylebook on Religion* (2000) from the Catholic News Service. "From abbey to Zionism," it provides style guidelines and reference material for communications about religious subjects. Available directly from CNS online at [www.catholicnews.com/stylebk.htm](http://www.catholicnews.com/stylebk.htm), via e-mail at [cns@catholicnews.com](mailto:cns@catholicnews.com), or via phone at 202-541-3289.
- *The Chicago Manual of Style*, 15th edition (200X). Primarily geared toward the publishing industry, it addresses many issues not covered by the *AP Stylebook* or this style guide.
- *The Oxford Dictionary of American Usage and Style* (2000). An abridgement of the *Dictionary of Modern American Usage* (1998), it helps readers "use language deftly."
- *Words into Type*, third edition (1974). Primarily for writers, copy editors and editors of books, it answers questions of grammar, usage and style and is a primer on manuscript production.
- *Wired Style: Principles of English Usage in the Digital Age* (1996). Guidelines for writing about technology and deciphering jargon, acronyms and newly coined terms for our digital age.

## ST. EDWARD'S UNIVERSITY

### When referring to the university:

- Always spell out **St. Edward's University** on first reference.
- For official university communications — including those targeted for admission, alumni, community partnerships, fund raising, media and university events — the acronym **SEU** should be avoided, except when used sparingly in headline text.
- For materials directed at current students, staff and faculty, the acronym SEU is acceptable when space is limited.
- **Do not use St. Ed's** — ever. It demeans our founders.
- **St.** is never spelled out in the university's name.
- Capitalize **university** only when included in the institution's full name, St. Edward's University. Elsewhere, university should be lowercase.
- Whenever possible, keep "St. Edward's" together in a line of copy.
- In the **university's address**, spell out all words except "St." and the postal abbreviation for Texas.

St. Edward's University  
3001 South Congress Avenue  
Austin, TX 78704-6489
- Use hyphens when listing **phone numbers**. (The exception to this rule appears on university business cards, where dots are used instead of hyphens as a design element.)

512-448-8435



## Possessive problems:

- Be careful when omitting “university” from St. Edward’s University. It often causes possessive problems since part of our name is possessive.

### *Wrong*

St. Edward’s students are challenged in the classroom.

St. Edward’s’ students are challenged in the classroom.

### *Better*

Students at St. Edward’s are challenged in the classroom.

St. Edward’s University students are challenged in the classroom.

The St. Edward’s student is challenged in the classroom.

- Avoid using a double possessive, which looks awkward and may confuse the reader.

### *Wrong*

St. Edward’s University’s MBA program ...

### *Better*

The St. Edward’s University MBA program ...

The MBA program at St. Edward’s University ...

## About St. Edward

- St. Edward was king of England from 1046 to 1066. Known for his compassion and piety, he was canonized by Pope Alexander III in 1161. His feast day is Oct. 13, around which the university celebrates Founder’s Week.
- The university’s name honors St. Edward because Father Edward Sorin, CSC, who established the university in 1885, was St. Edward’s namesake.
- St. Edward is referred to in two primary ways:
  - St. Edward, the Confessor, ...
  - St. Edward, the Confessor and King, ...

## ACADEMICS

- Use lowercase when referring to **academic disciplines/majors**, except for proper nouns or adjectives.
  - The philosophy professors are traveling to a conference next week.
  - Carlos Truan, a biology major ...
  - The English program...
- St. Edward's University does not utilize departments in its organizational structure. Academic subjects are organized by schools (School of Humanities, New College), which are made up of areas and programs.
  - Wrong*
    - The department of biology ...
  - Right*
    - The biology major ...
    - The public safety management program ...
    - The art area coordinator ...
- When referring to a **school**, capitalize the discipline.
  - The School of Humanities ...
- When referring to a **graduate program**, capitalize the words that form the program acronym.
  - the Master of Liberal Arts program ...
  - the Master of Arts in Human Services program ...
- Capitalize **course titles**.
  - Business Communication is taken in the first semester of ...
- The **formal names of degrees** offered by St. Edward's are:
  - Bachelor of Arts, Bachelor of Business Administration, Bachelor of Liberal Arts, Bachelor of Science, Master of Arts in Counseling, Master of Arts in Human Services, Master of Business Administration, Master of Liberal Arts, Master of Science in Computer Information Systems, Master of Science in Organizational Leadership and Ethics

- In **informal references to degrees**, use an apostrophe in bachelor's and master's.

She earned a bachelor's degree in mathematics.

His master's degree provided entrée to ...

Their master's degrees proved beneficial ...

- Spell out the **first reference to a degree**.

Jasmine Taylor, '04, is pursuing a master of science in organizational leadership and ethics ...

- For subsequent references to the degree, use an abbreviation or specify the type of degree.

Taylor's MSOLE will enable her ...

Taylor's master's degree ...

- When **abbreviating degrees** offered by St. Edward's, omit periods between the letters:

BA, BBA, BLA, BS, MAC, MAHS, MBA, MLA,  
MSCIS, MSOLE

- When abbreviating other academic degrees, you may either omit or use periods, as long as you are consistent:

PhD or Ph.D., LLD or LL.D., etc.

- To form the **plural of a degree abbreviation**, add *s* if no periods are used. Add *'s* if periods are used.

BAs, MLAs, PhDs or Ph.D.'s, LLDs or LL.D.'s, etc.

- To avoid odd-looking plural constructions, rewrite or add the word "degrees" after the abbreviation.

MSCIS degrees, MAHS degrees

They earned BS degrees in biology ...

- **Faculty** refers to an institution's or academic unit's entire instructional staff. It takes a singular verb. Its plural is **faculties**. When referring to an individual, use the phrase **faculty member**. When referring to a group of individuals numbering less than the entire faculty, use the phrase **faculty members**.

- Capitalize and spell out **titles or rank** when they precede a name. Use lowercase when titles follow a name or stand alone.

Professor Maria Robles ...

Isaiah Parker, professor of history, ...

Contact the academic advisor for assistance ...

Submit inquiries to the dean of humanities ...

- In certain cases, such as lists and quote attribution lines, it is acceptable to capitalize academic areas and titles following a name.

“We have a strong legacy of undergraduate accomplishment in both research and preparation for education in the medical professions.”

—William J. Quinn, Ph.D.

Professor of Biology and Computer Science

- **Do not use courtesy titles** (Dr., Mr., Ms., etc.), except when addressing correspondence.
- Capitalize **semester** designations when referring to a specific year; lowercase elsewhere.

The Spring 2003 semester begins ...

Classes for Spring 2003 begin ...

During the spring semester, we offer ...

## STUDENTS/ALUMNI

- Apply the correct Latin terminology.

**alumnus:** singular, male

**alumni:** plural, male or male and female

**alumna:** singular, female

**alumnae:** plural, female

NOTE: “alum” refers to a double sulfate of a trivalent metal

- When **referring to alumni**, include the years they graduated or would have graduated. Set the year off with commas. Include a designation for alumni from the high school or graduate programs.

June Chen, '95, (bachelor's degree)

Percy James, hs '67, (high school)

Laura Prasifka, MBA '98, (graduate degree)

Cullen Mitchell, '78, MAHS '99, (bachelor's and graduate degree)

- When **referring to a married couple with the same last name who are both alumni**, list their names/class years separately to avoid confusion. If the woman has taken her husband's name, include her former name in parentheses since that is how she was known as a student.

David Smith, '89, and Cindy (Calhoun) Smith, '90, of Austin, ...

NOTE: The apostrophe [ ' ] — not the open, single quotation mark [ ‘ ] — is used before the year to indicate that numbers have been omitted. (It is used similarly in a contraction, such as can't, to indicate omitted letters.) Most word processing software places an open, single quotation mark when a space precedes the apostrophe. To permanently place the apostrophe before the year, you must type a combination of key strokes.

***On a Macintosh:***

hold down three keys simultaneously: option + shift + }

***On a PC:***

hold down the Alt key and — on the number pad — type 0147

- When listing hometowns of alumni, include the state unless they reside in Texas. When addressing letters, use the U.S. Postal Service’s two-letter abbreviations (listed in parentheses below). In all other writing, abbreviate the state, using the following AP guidelines:

Alabama:	Ala. (AL)	Nebraska:	Neb. (NE)
Arizona:	Ariz. (AZ)	Nevada:	Nev. (NV)
Arkansas:	Ark. (AR)	New Hampshire:	N.H. (NH)
California:	Calif. (CA)	New Jersey:	N.J. (NJ)
Colorado:	Colo. (CO)	New Mexico:	N.M. (NM)
Connecticut:	Conn. (CT)	New York:	N.Y. (NY)
Delaware:	Del. (DE)	North Carolina:	N.C. (NC)
Florida:	Fla. (FL)	North Dakota:	N.D. (ND)
Georgia:	Ga. (GA)	Oklahoma:	Okla. (OK)
Illinois:	Ill. (IL)	Oregon:	Ore. (OR)
Indiana:	Ind. (IN)	Pennsylvania:	Pa. (PA)
Kansas:	Kan. (KS)	Rhode Island:	R.I. (RI)
Kentucky:	Ky. (KY)	South Carolina:	S.C. (SC)
Louisiana:	La. (LA)	South Dakota:	S.D. (SD)
Maryland:	Md. (MD)	Tennessee:	Tenn. (TN)
Massachusetts:	Mass. (MA)	Vermont:	Vt. (VT)
Michigan:	Mich. (MI)	Virginia:	Va. (VA)
Minnesota:	Minn. (MN)	Washington:	Wash. (WA)
Mississippi:	Miss. (MS)	West Virginia:	W.V. (WV)
Missouri:	Mo. (MO)	Wisconsin:	Wis. (WI)
Montana:	Mt. (MT)	Wyoming:	Wyo. (WY)

- Eight state names — Alaska (AK), Hawaii (HI), Idaho (ID), Iowa (IA), Maine (ME), Ohio (OH), Texas (TX) and Utah (UT) — are not abbreviated. (The postal abbreviations are listed in parentheses.)
- Use a comma after the city and after the state.

She moved from Portland, Maine, where she served ...

The program began in Las Cruces, N.M., where it caught the attention ...

## CATHOLIC CHURCH

- Abbreviate the word “**saint**” in proper names of saints and the places and institutions named for them: St. Edward.
- Always capitalize and spell out the title **Brother, Sister, Father**, etc.; do not abbreviate (no Br., Bro., Sr., Fr.).
- **Priests** may be referred to as Reverend or Father. Reverend is usually reserved for formal uses in letters and introductions. Father, the more common and informal term, is used in most instances at St. Edward’s University.
- **Bishops** also may be referred to formally as Most Reverend.
- Abbreviations for religious orders have no periods between letters.  
CSC, IHM
- When referring to a **member of a religious order**, use the person’s full name in the first reference.  
Brother John Paige, CSC, ...  
Holy Cross Father Rick Wilkinson ...  
Father Rick Wilkinson, CSC, ...  
Sister Donna Jurick, IHM, ...
- Use the person’s last name on second reference in formal communications.  
Brother Paige  
Father Wilkinson  
Sister Jurick
- For communications to constituents familiar with the university, it is acceptable to use the person’s first name on second reference, if he or she is commonly known by that name.  
Brother John  
Father Rick  
Sister Donna
- It is not necessary to capitalize “priest” or “brothers” in the phrase: The priests and brothers of the Congregation of Holy Cross.
- But, do capitalize “priest” and “brothers” in the phrases: Holy Cross Brothers, Holy Cross Priests.

- St. Edward's University is part of the **South-West Province** of the Congregation of Holy Cross. Note: The capitalization and hyphenation of "South-West" is the preferred and the correct way to list this province's name.
- Capitalize "**church**" when used in the formal name of a building, a congregation or a denomination.
  - St. Ignatius Martyr Church
  - Roman Catholic Church
- Lowercase "church" when used in the institutional sense or in plural uses where two formal names are combined.
  - The church teaches that ...
  - The event, sponsored by Trinity and St. Mary's churches, offers ...
  - The Lutheran and Episcopal churches ...
- The word **catholic** is lowercase when it means "general" or "universal" and uppercase when used in the denominational sense.

**Guidelines for other Christian denominations and other religions are included in the *AP Stylebook* and the *CNS Stylebook*.**

## TIME/DATES

- Use numerals (without zeros for even hours) when listing a **time**.
  - The program begins at 3 p.m. (not 3:00 p.m.).
  - The play runs from 5–6:30 p.m. on Thursday.
- Spell out **noon and midnight** (but do not capitalize). It is not necessary to say or write "12 noon" or "12 midnight."
  - The office is closed from noon to 1 p.m.
  - 10:30 a.m.–noon
  - noon–3 p.m.
- **Months** are spelled out when they stand alone or are listed with only a year. When used with a specific date, abbreviate January, February and August through December.
  - The event takes place in February.
  - The event takes place in February 2004.
  - The event takes place Feb. 15, 2004.



## TECHNOLOGY

- **Internet** is capitalized.
- These terms are not capitalized: **e-mail** (which is hyphenated), **online** (not hyphenated).
- The proper term **World Wide Web** may be spelled out on first reference; however, its use is so common that it is acceptable to use “web” in all instances. Note that some terms are paired with web while others may be joined to it to form one word.

web site, web page

### *But*

webcast, webmaster

- **When listing a specific web site** — sometimes referred to more precisely as a URL (uniform resource locator) — omit the “http://” which generally precedes all web site address.  
Information is available at [www.stedwards.edu](http://www.stedwards.edu).  
Visit [libr.stedwards.edu](http://libr.stedwards.edu) for access to our online catalog.
- **When listing a secure server**, such as those used for online payments, list “https://” as part of the URL because the “s” after “http” indicates the site’s secure nature.

## BUILDINGS

- Use proper **building names** in all formal university communications. It is respectful of the heritage for which or the individuals for whom buildings are named.
- The term **residence hall** is preferred over dorm.
- Use **Recreation and Convocation Center** on first reference; **RCC** on second reference.
- Use **Main Building**, not the Main Building. Use **Trustee Hall**, not the Trustee Hall.
- The **Robert and Pearle Ragsdale Center** may be shortened on second

reference to Ragsdale Center, never RC. It should never be referred to as the Ragsdale Student Center or the Ragsdale Campus Center.

- St. Edward's University uses theatre when referring to the facility **Mary Moody Northen Theatre** and **theater** for all other instances.

John is majoring in theater arts.

The theater is near Sorin Hall.

The Mary Moody Northen Theatre is near Sorin Hall.

## ETC.

- **capitol:** a building, **capital:** a city
- **fundraising:** use one word when it's a noun or an adjective (an exception to AP)
- **United States** is spelled out as noun and abbreviated as a modifier:
  - At colleges located outside the United States ...
  - At U.S. colleges ...
- Spell out **numbers** one through nine. Use numerals for 10 through 999,999. It is preferable to use rounded numbers above 999,999 and express them with a combination of numerals and words: \$3.5 million. Use a comma in numbers above 999: 1,000.
- **Titles** of books, magazines, films, and TV or radio programs are italicized. Titles of individual TV and radio episodes are placed in quotation marks.
- **T-shirt** (not t-shirt).
- **RSVP** abbreviates the French phrase *répondez s'il vous plaît* (please reply). It is redundant to say "Please RSVP." Therefore, the following uses are acceptable.
  - RSVP by Feb. 15 to {name/phone/e-mail/address}.
  - Please reply by Feb. 15 to {name/phone/e-mail/address}.

## PUNCTUATION

Only the most common punctuation issues are covered below. *Webster's New World Dictionary* includes a helpful punctuation section, and many of the guidebooks listed above offer grammar usage rules.

### Colon [:]

- Used to introduce a list or for emphasis. When a complete sentence follows the colon, capitalize the first word.

The Marketing Office offers expertise in six areas: design, editing, event coordination, marketing, public relations and writing.

The university's goal: recognition among the best small universities in the nation.

The result: Students develop critical skills that distinguish them among candidates for admission to graduate schools or for professional employment.

### Commas

- Used to separate items in a series. A comma is not necessary in a simple series. Do use a comma to set off the concluding element of a series where one or more of the items in the series contains a conjunction.

The U.S. flag is red, white and blue.

The Graduate School of Management offers master's degrees in business administration, organizational leadership and ethics, and human services.

- Used when multiple modifiers precede a noun, to indicate attribution and to distinguish ancillary information.

A small, private university ...

"We will achieve this goal," he said.

Mary Rogers, at 42 years old, was nervous the first time she visited the professor's office.

- Used with a conjunction to join two separate sentences that are closely linked.

The president announced the plan in mid-December, and it was fully implemented by Feb. 3.

### Ellipsis [...]

- Indicates omission of words, a pause or continuation.
- In copy, place a space on either side of the ellipsis.  
Apply these guidelines ... to all campus communications.
- To type the ellipsis, use a combination of key strokes.

***On a Macintosh:***

hold down two keys simultaneously: option + ;

***On a PC:***

hold down the Alt key and — on the number pad — type 0188

### Em Dash [—]

- Used for emphasis or to signal an abrupt change.  
Our program — one of the top five in the nation — was chosen for the award.
- Used to avoid confusing comma punctuation. The *AP Stylebook* explains, “When a phrase that otherwise would be set off by commas contains a series of words that must be separated by commas, use dashes to set off the full phrase.” *AP* lists the following example.  
He listed the qualities — intelligence, humor, conservatism, independence — that he liked in an executive.
- Used to identify the source of a quote:  
“Life’s most persistent and urgent question is, what are you doing for others?” — Martin Luther King Jr.
- In copy, place a space on either side of the em dash.
- To type the em dash, use a combination of key strokes.

***On a Macintosh:***

hold down three keys simultaneously: option + shift + -

***On a PC:***

hold down the Alt key and — on the number pad — type 0151

## En Dash [–]

- Used to signal inclusive numbers, dates and times.

Jan. 1–10, 2003

May–July 1987

April 1, 1965–June 15, 1967

pp. 11–24

7–9 p.m.

John 4:7–6:1

- According to the *Chicago Manual*, “Used in place of a hyphen in a compound adjective when one of the elements of the adjective is an open compound (such as “New York”) or when two or more of the elements are hyphenated compounds.” *Chicago* lists the following examples.

New York–London flight

post–Civil War period

quasi-public–quasi-judicial body

- No spaces are used on either side of an en dash.
- To type the en dash, use a combination of key strokes.

### *On a Macintosh:*

hold down two keys simultaneously: option + -

### *On a PC:*

hold down the Alt key and — on the number pad — type 0150

## Exclamation Point

- Indicates extreme emphasis or excitement.
- Use sparingly and singly (double and triple exclamation points are redundant).

## Hyphen [-]

- Used to link proper nouns and adjectives.

African-American student

quasi-legal operation

- Used to aid clear communication when compound modifiers precede a noun, except — according to the *AP Stylebook* — for “the adverb ‘very’ and all adverbs that end in ‘-ly.’” See the *AP Stylebook* for additional guidelines and examples.

student-centered curriculum

individually designed projects

very special event

- Used to eliminate duplicated vowels or tripled consonants.

### **Semicolon [;]**

- Used when the comma does not provide the required separation of information.

The siblings Margo (Reese) Griffin, '71, of Plano; Thomas Griffin, '76, of Austin; and Alex Griffin, '77, of San Francisco, Calif., established the trust.

- Used to link independent clauses when a conjunction is not used.

The president announced the plan in mid-December; it was fully implemented by Feb. 3.

# Sources of Assistance

## **Marketing Office, ext. 1337**

The Marketing staff provides **design, editing, event coordination, marketing, public relations and writing services** free of charge as a resource for on-campus clients. Please call to schedule a consultation, request assistance or submit a project.

## **Bookstore, ext. 8576**

The Bookstore handles orders for letterhead, envelopes or business cards.

## **Instructional Technology, ext. 8664**

The Instructional Technology staff provide media production services, including World Wide Web pages and presentation materials.