

Editorial Style Guide

Marketing and University Communications

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## EDITORIAL STYLE GUIDE



Whether writing a thank you letter or a multi-page grant proposal, an institutional editorial style guide is an important and invaluable tool. A style guide is a set of rules or guidelines for word usage, punctuation, grammar and formatting that govern written materials.

With the many documents that are generated each day at SU, a style guide is an effective tool for communicating, in a professional and consistent manner, key messages to a variety of audiences.

Style guidelines, as established by the Associated Press, prevail in most journalistic and marketing writing. The *Associated Press Stylebook* is also widely used—in conjunction with other style manuals—by universities including Seattle University.

The Seattle University Editorial Style Guide is a revision of existing editorial style guides developed by the university, and draws from rules of the Associated Press, as well as the Catholic News Service Stylebook on Religion, among other sources. Additionally, this style guide adheres to preexisting rules distinctive to the university and its culture.

This style guide offers intended and preferred usage guidelines for most documents and Web materials. But there are exceptions to the rules, and the writer of any document—from letters to academic papers to donor recognition lists—should use this and other style guides as resources to strike the appropriate tone and balance.

#### A/an

Use a before a word beginning with a consonant sound; use an before a word beginning with a vowel (A, E, I, O, U) sound. *Examples: an owl; an hour-long program; a one-week European vacation.* 

#### **Abbreviations**

When and how to abbreviate state names depends on the format of the printed or Web materials and the overall tone (such as an official document vs. a personal letter.) Most states and months are abbreviated when used as part of a postal address or when paired with a city or town. This is the predominant style used by higher education institutions and the media, and applicable to this editorial style guide.

States to abbreviate (when used with a city or town): Alabama (Ala.), Arizona (Ariz.), Arkansas (Ark.), California (Calif.), Colorado (Colo.), Connecticut (Conn.), Delaware (Del.), Florida (Fla.), Georgia (Ga.), Illinois (III.), Indiana (Ind.), Kansas (Kan.), Kentucky (Ky.), Louisiana (La.), Maryland (Md.), Massachusetts (Mass.), Michigan (Mich.), Minnesota (Minn.), Mississippi (Miss.), Missouri (Mo.), Montana (Mont.), Nebraska (Neb.), Nevada (Nev.), New Hampshire (N.H.), New Jersey (N.J.), New Mexico (N.M.), New York (N.Y.), North Carolina (N.C.), North Dakota (N.D.), Oklahoma (Okla.), Oregon (Ore.), Pennsylvania (Pa.), Rhode Island (R.I.), South Carolina (S.C.), South Dakota (S.D.), Tennessee (Tenn.), Vermont (Vt.), Washington (Wash.), West Virginia (W. Va.), Wisconsin (Wis.) and Wyoming (Wyo.)

**States to spell out in all cases except postal zip codes:** Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

**Postal zip codes:** Use two-letter abbreviations, all-caps and no periods.

Alabama (AL), Alaska (AK), Arizona (AZ), Arkansas (AR), California (CA), Colorado (CO), Connecticut (CT), Delaware (DE), Florida (FL), Georgia (GA), Hawaii (HI), Idaho (ID), Iowa (IA), Illinois (IL), Indiana (IN), Kansas (KS), Kentucky (KY), Louisiana (LA), Maine (ME), Maryland (MD), Massachusetts (MA), Michigan (MI), Minnesota (MN), Mississippi (MS), Missouri (MO), Montana (MT), Nebraska (NE), Nevada (NV), New Hampshire (NH), New Jersey (NJ), New Mexico (NM), New York (NY), North Carolina (NC), North Dakota (ND), Ohio (OH), Oklahoma (OK), Oregon (OR), Pennsylvania (PA), Rhode Island (RI), South Carolina (SC), South Dakota (SD), Tennessee (TN), Texas (TX), Utah (UT), Vermont (VT), Virginia (VA), Washington (WA), West Virginia (WV), Wisconsin (WI) and Wyoming (WY).

**Spell out months** when used alone (i.e., December, June, October) or with a year only (i.e., June 2005; no need to separate month and year with a comma, only if specific date is used, such as June 24, 2005.)

**Months to abbreviate** (when used with a specific date): Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out the remaining months in *all* cases (March, April, May, June, July).

**Washington State and New York State:** When using state with Washington and New York, capitalize state to differentiate from New York City and Washington, D.C. Also capitalize state if part of a formal name or official title.

# Academic degrees

Do not capitalize names of degrees in narrative text unless the degree is a proper name. Examples: bachelor's degree in psychology; Bachelor of Arts in Journalism; a master's in sociology; Executive Leadership Program Certificate; Master of Fine Arts; Master in Teaching (MIT).

When not referencing a specific degree use (apostrophe) 's.

Bachelor and master become possessive when used as an adjective for degree, unless the words "of arts" or similar specification are included, such as bachelor's degree or master's degree. Examples: Sheila earned a bachelor's degree in English from Seattle University. John received his master's in elementary education from SU's College of Education.

For a complete list of certifications and minors in academic programs, visit www.seattleu. edu/home/learning\_teaching/academic\_programs/.

# Academic departments

Lowercase academic departments except for words that are proper nouns or adjectives, or in formal references. *Examples: the department of history; Fine Arts Department; English Department.* 

An exception to the lowercase rule: when the department is part of an official and formal name, such as the naming of a hospital or a building.

See Colleges and schools

# Academic quarters

Lowercase spring, summer, fall and winter quarters.

#### Academic titles

When referencing a professor, capitalize and spell out Adjunct Professor, Assistant Professor, Associate Professor, Professor or Visiting Professor when used before a name. If after a name, do not capitalize.

(correct): Professor John Doe teaches philosophy. (incorrect): Sue Doe, Associate Professor of Fine Arts, is a 1976 graduate of Seattle University.

When including educational rank or professional achievements, such as Ph.D. or J.D., it should be written as noted above—with periods and no spaces.

When using Dr., abbreviate "Dr." rather than spelling it out, except when it is part of a degree, such as Doctor of Philosophy.

See Faculty

# Academic year

Do not capitalize freshman/freshmen, sophomore, junior or senior. For gender-neutral reference, or for students attending SU for the first time, use "first-year." Be consistent. When referencing alumni, graduation year/class should be written as such: *Jane Doe, '73; John Doe, '99, joined Seattle University's Student Development Office.* 

Put a space between the person's last name and the year; do not spell out full year unless written, for example, as: John Doe, a 1999 graduate of Seattle University, works in finance.

## Accendo

The name of the glass sculpture, created by artist Dale Chihuly, located in the Paccar Atrium in the Pigott Building. Accendo (pronounced ah-chen-doe) is Italian for "rekindle, ignite or inflame."

# Adapt/adopt

Adapt: to alter or change so as to fit.

Adopt: to take by choice into a relationship.

#### Addresses

The official address for Seattle University is 901 12th Ave., Seattle, Wash. 98122-1090; phone: (206) 296-6000; postal address: Seattle University, 901 12th Ave., P.O. Box 222000, Seattle, WA 98122-1090.

Use numerals to denote house numbers and street numbers. Unless used with a specific address, do not spell out avenue, drive, street, boulevard, etc. *Examples: 900 12th Ave.;* the store is located on the corner of Essex and Union streets; the last stop of the bus is at 1502 E. Sussex St. in downtown Seattle.

Spell out cities but abbreviate states, as per style guide rules.

In narrative text, follow format: The culprit lives at 1234 Sesame St., in Moscow, Idaho.

See States to Abbreviate/States to Spell Out in Abbreviations

# Admissions (Office of)/admission

Seattle University's Office of Admissions is for undergraduate admissions. Can refer to as admissions office (lowercase) in general reference. Use admission (singular) in general

reference. Examples: John Doe aced a rigorous and complex set of interviews to gain admission to the university. The university's Office of Admissions reports a spike in this year's applicants.

Refer to the office that handles graduate admissions as the Graduate Admission Office.

#### Advice/advise

Advice: (noun) to help.

Advise: (verb) to offer council.

## Adviser/advisor

Although both adviser and advisor are interchangeable, the predominant style of universities and the *AP Stylebook* is adviser.

#### Affect/effect

Affect: to have an influence on.

Effect (noun): power to bring about a result; (verb): to create.

#### Affirmative Action

There are rules for when the university's affirmative action statement must be included in documents. See non-discrimination policy, www.seattleu.edu/home/about\_seattle\_university/statement\_on\_diversity/ for complete statement.

## African American/African-American

The term African American or African-American (when used as a modifier) is by many organizations the preference over black, and is the usage dictated by the Associated Press style guidelines. African-American students calls for a hyphen as it modifies students, while African American as a noun is not hyphenated. However, black and African American is often interchangeable and black can be used but must be done consistently. Do not waver from African American to black. Examples: There is a large contingency of African-American students at the university. The diversity reflects the trend of increased enrollment among African Americans. The Black Student Union will sponsor this year's cultural arts event.

*Note:* Some methods of reporting data and some formal documents at Seattle University do use black, rather than African American.

# All right/alright

All right is two words; not alright.

#### All-American

Hyphenate, two words.

#### All-District

Hyphenate, two words.

## Alumni/Alums

Alums (plural) is acceptable and a gender-neutral reference to alumni of Seattle University. Alum is singular; alums or alumni plural. Be consistent; do not vacillate from alums to alumni. Here are gender-specific, and also correct, examples:

Alumnus: singular, male. Alumni: plural, male/female. Alumna: singular, female. Alumnae: plural, female.

## **Alumni Board of Governors**

Capitalize only when full name of board is used as it appears above. When full name is not used, such as informal or casual use, it should be written as alumni board.

## a.m./p.m.

When denoting a time, it should be a.m. (lowercase) and p.m. (lowercase), with no spaces between periods. *Examples: (correct): 3 a.m., 6 p.m. (incorrect): 3:00 p.m. or 3 o'clock.* 

# Ampersand (&)

Avoid using the ampersand (&) in narrative copy. Instead, use and. It is okay to use the ampersand if it is part of an official name.

# Appraise/apprise

Appraise: to set a price or value.

Apprise: to notify, inform.

# **Albers School of Business and Economics**

Spell out full name on first reference and in subsequent references can refer to as Albers, but never ASBE.

## Asian/Asian American/Pacific Islander

Asian/Asian American are interchangeable, although when referring to Asians living in the U.S., use Asian American (as per U.S. Census definition). By definition, according to

the U.S. Census Bureau, "Asian" refers to "those having origins in any of the original peoples of the Far East, Southeast Asia or the Indian subcontinent." This includes China, India, Cambodia, Japan, Korea, Philippine Islands, Pakistan, Vietnam and Thailand.

Pacific Islander refers to "those having origins in any of the original peoples of Hawaii, Guam, Samoa and other Pacific Islands."

#### **ASSU**

Associated Students of Seattle University.

## **Athletics**

Seattle University's Athletics is no longer University Sports or University Athletics. Instead, refer to athletic programs and departments as the Department of Athletics and/or Department of Recreational Sports.

See Department of Athletics/Department of Recreational Sports

#### Atriums/atria

Refer to a specific atrium by its full name, which is often given to honor benefactors of the university. Please note the correct spelling:

Paccar Atrium (Pigott building)
Casey Atrium (Casey building)
Biology Atrium (Bannan building)

When referring to more than one atrium, without specific name, use atria.

## Attain/obtain

Attain: to achieve, such as an award; something to strive for.

Obtain: to gain possession of; to receive.

#### **Auditoriums**

Refer to auditoriums by their full names, in honor of benefactors of the university. Please note the correct spelling:

Bannan Auditorium (Bannan Building, first floor)
Pigott Auditorium (Pigott Building, first floor)
Schafer Auditorium (Lemieux Library, first floor)
Wyckoff Auditorium (Engineering Building, second floor)

#### **Awards**

Capitalize official names of awards, but do not capitalize generic references. Example: John Jones is the 2005 recipient of the Nobel Peace Prize. Jones was humbled when he received the award.

#### **Baccalaureate**

Baccalaureate is an undergraduate degree given to a student upon successful completion of four years of college (also known as a bachelor's degree.)

# Bannan/Engineering Building

The Thomas J. Bannan Center for Science and Engineering is home to the College of Science and Engineering, and consists of the Engineering Building (south end), the Bannan Building (east end) and the underground Biology Atrium.

Refer to building as the Engineering Building or Bannan, in most cases.

## Bible/biblical

Capitalize and italicize Bible when referring to the books of the Bible. Lowercase biblical.

# **Board of Trustees/Board of Regents**

Capitalize Board of Trustees and Board of Regents when referring to Seattle University's boards. Lowercase when used independent of a formal reference. *Example: The Board of Regents meets Tuesday. The board will have a full agenda.* 

# Bookstore/book store

When referring to the Seattle University Bookstore, bookstore is one word and uppercase. Otherwise book store is two words, no hyphen. Example: The Seattle University Bookstore offers a discount to faculty and staff. The book store is a great resource for new releases and bestsellers.

# Buildings/places on and around campus

Capitalize the names of buildings and use full names (except when noted otherwise):

Atriums (See Atriums)

Administration Building

Archbishop Murphy Apartments

Arrupe Jesuit Residence

Bannan Building

Bannan Center for Science and Engineering

Bellarmine Residence Hall

Biology Atrium

Campion Ecumenical Chapel

Campion Residence Hall

Chapel of St. Ignatius

Collegiums (See Collegiums)

Connolly Center

Campus Services Building

Casey Atrium

Championship Field

College of Nursing Clinical Performance Laboratory

(James Tower Life Sciences Building)

1218 E. Cherry St. (Facilities-Operations)

Garrand Building

Hunthausen Hall

International Student Center

James Street Center (known as "the little blue house")

Lee Center for the Arts (on first reference, write out official name:

Jeanne Marie and Rhoady Lee, Jr. Center for the Arts)

Lemieux Library

Logan Field

Loyola Hall

Lynn Building

Maguire Center (Hunthausen Hall)

McGoldrick Center (Hunthausen Hall)

Multifaith Prayer Room (Campion Hall)

Paccar Atrium

**Pigott Building** 

Quad (quadrangle)

Schafer Auditorium (Lemieux Library)

Seattle University (location: Capitol Hill and First Hill, depending on campus entry point)

School of Law

Student Center

Student Center Pavilion

Sullivan Hall

Union Green

University Services Building

For a complete list of SU facilities, visit www.seattleu.edu/home/campus\_community/.

# Capitalization

In general, uppercase schools and colleges (i.e., School of Law, College of Education) and some departments if part of official document or in formal use (i.e., English department, Asian American Studies).

# Capitalize the following:

**Baccalaureate Mass** 

Bible

Board of Regents and Board of Trustees

Centennial Fountain (in the Quad)

Convocation

Gospel

Holy Spirit

Mass (lowercase when used as an adjective)

Quad (refer to as the Quad—"the" is lowercase)

# Lowercase the following:

bachelor's degree or master's degree (when not formal or official name)

biblical church (capitalize Church when part of name or formal use, i.e., Catholic Church; it

is also permissible to refer to the Catholic Church as the Church, and in such cases capitalize Church.)

# Capital/capitol

Capital: Assets, wealth (monetary); a government seat.

Capitol: A building or place where a state legislature or other government body meets; also the proper spelling of Seattle's Capitol Hill neighborhood.

#### Centers

Unless it is used as part of a formal name—such as LeRoux Conference Center, Student Center, Center for Service and Community Engagement—do not capitalize center in reference to a center on campus. Example: The LeRoux Conference Center is the site of this year's fete. The center can hold a significant number of attendees.

### Centers on campus:

Access to Justice Institute

Bellarmine Advising Center

Center for Change in Transition Services

Center on Corporations, Law & Society (School of Law)

Center for Excellence in Teaching and Learning

Center for Nonprofit and Social Enterprise Management

Center for Service and Community Engagement

Center for Student Involvement

Center for the Study of Justice

Entrepreneurship Center

Loyola Learning Center/Disabilities Services

Math Center

Project Center (Science and Engineering)

Small Business Institute Placement Center

Wismer Center

Writing Center

# Center for Service and Community Engagement

Formerly the Center for Service. Information: www.seattleu.edu/csce/.

#### Chair/chairman/chairwoman

Use chair to describe a head of a department, board or organization, or a faculty chair, regardless of gender. Can also be gender-specific to describe male chair (chairman) or female chair (chairwoman), but only in very formal or official references.

#### Class/course

Titles of classes/courses may be capitalized in formal use; otherwise generally lowercase. *Exceptions:* English, Spanish, American Society and Culture, and majors that are part of a formal degree title (Master of English; Master of Teaching). For a complete list of courses, visit www.seattleu.edu/home/learning\_teaching/bulletins\_of\_information/graduate/.

# Colleges and schools

There are eight academic divisions within the university:

Albers School of Business and Economics

College of Arts and Sciences

College of Education

College of Nursing

College of Science and Engineering

Matteo Ricci College

School of Law

School of Theology and Ministry

For more information, follow the links to the individual colleges/schools from the SU website: www.seattleu.edu.

# Collegia/collegium

A collegium is a gathering place for commuter students primarily, but the rooms are also used for conference gatherings or special events. The collegia are:

Chardin Collegium

Lynn Collegium

McNulty Collegium

Reidy Collegium

Tekakwitha Collegium

When used as proper names and in formal references, capitalize. In general terms or when referencing more than one collegium, use collegia (lowercase).

# Complement/compliment

Complement: something that completes or perfects; enhances.

Compliment: to praise or congratulate.

# Compositions

Italicize books, plays, magazines, albums, television shows and movies.

Examples: She's Come Undone

The New York Times

Use quotes to denote a book chapter, lyrics to a song, a title of a magazine article or any portion of a composition.

#### Core Curriculum

A mandatory curriculum for all students. Described in the undergraduate *Bulletin of Information*. Capitalize Core Curriculum.

#### **CORPUS**

CORPUS is a learning community in the Institute for Catholic Theological Studies. Always appears in all caps and is not an acronym.

### Course work

Course work is two words.

#### Dashes

There are two types of dashes: an em dash (—) is used to create a strong break in the structure of the sentence. This dash can be created on the keyboard with Control+Alt+ on the keyboard numbers pad. There is no space between the word(s) and the em dash. Example: John likes a good book and a good meal—and the companionship of good friends.

If you type two hyphens and don't include a space before the hyphens, Word automatically creates an em dash (or you can use the shortcut above.)

The en dash is used to denote through, and is used mostly with dates and pages. Examples: Aug. 18–Sept. 5, 2005; today's homework is to read pages 15–30. An en dash is created (in Microsoft Word) when you type a space and one or two hyphens between text. Example: The conference is tomorrow–Sunday. (Word automatically inserts an en dash.)

The hyphen is used to combine or connect words (i.e., well-being, hard-knocks) or to separate numbers such as a phone number or Social Security number.

#### **Dates**

When indicating date, month and year place a comma after the date, before the year. If indicating a month and year only (September 2005) spell out the month and there is no comma. Spell out days of the week.

# Department of Athletics/Department of Recreational Sports

Department of Athletics: Official name for athletics programs at Seattle University—principally student-athletes and sports teams. See <a href="http://seattleredhawks.cstv.com/">http://seattleredhawks.cstv.com/</a> for more information.

Department of Recreational Sports: Includes sports clubs, outdoor sporting programs and intramurals. See <a href="https://www.seattleu.edu/student/recsports/clubsports/index.asp">www.seattleu.edu/student/recsports/clubsports/index.asp</a> for more information.

# Division/department

Division: a specific class or part of something.

Department: a specialized division.

## e.g./i.e.

The abbreviation e.g. means "for example." The abbreviation i.e. means "that is to say" or "in other words." Both are parenthetical and are lowercase. While they often are written inside parenthesis, it is unnecessary as long as the e.g. or i.e. are separated by commas. Both are correct, however, just be consistent (i.e., don't switch within one document from parenthesis to no parenthesis). Examples: The city banned excessive use of water (e.g., watering lawns or washing your car). Wasting water, i.e., using water carelessly, is forbidden.

# **Ellipsis**

The ellipsis is the three dots ... (Control + Alt + .) used to show a pause in thought, an omission or a truncated quote. Type a space before and after the ellipsis. Example: To borrow a quote from the author, "Celebrity ... is something so sought after yet once achieved it fails to live up to lofty expectations."

If the ellipsis is at the end of a sentence, no space is needed at the end of the ellipsis, except with punctuation such as a ? or ! Example: I was thinking so hard I lost my train of thought .... If you start a new sentence after this, you would capitalize the first word as usual: Do you know what it's like ...?

## E-mail

Electronic mail; use hyphen and spell out as e-mail or E-mail (if at the start of a sentence.) Do not spell out electronic mail.

#### Ensure/insure

Ensure: to guarantee.

Insure: to protect with an insurance policy, to cover.

#### Entitle/title

Entitle: a right to do something.

Title: to name or a name.

Use title, not entitle, to denote the name of a composition, such as a book, or a presentation. Example: The play, titled The Last Supper Club, got mostly mixed reviews by local critics. The playwright is entitled to a large portion of the proceeds even if the play flops.

# Ethnic groups/nationalities

The preferred usage is African American rather than black (exception being an official or formal organization, group, etc. with black in the title). Although black and African American are often interchangeable, do not waver between the two. Examples: There is a large contingency of African-American students at the university. The diversity reflects the trend of increased enrollment among African Americans.

#### See African American/African-American

The preferred usage for Caucasians is white; for Asians (general) it's Asian or Asian American; otherwise specifically identify origin, such as Japanese, Filipino, Vietnamese, Chinese, etc.

For Spanish-speaking, use Latino (for men) and Latina (women), which are gender specific and preferred over Hispanic.

Although *AP Style* dictates American Indian over Native American,\* the common usage for this part of the country—and prevailing SU style—is Native American and thus should be used. Capitalize proper names of nationalities, peoples, races and tribes (according to the *Associated Press*). These include: Arab, American, Chinese, Eskimo, Jewish, Sioux. It is important to consider relevance of using specific race in an article or document before use, and know the intended audience. Racial identification, in many instances, is not necessary.

# Faculty

The word faculty refers to a group of people who are educators—plural, collective noun. Use with member (i.e., faculty member) when referring to an individual teacher or professor.

Examples: (correct): Faculty received the memo. (incorrect) Each faculty received the memo.

"Faculty is" refers to all faculty. "Faculty are" refers to one or more faculty.

#### Farther/further

Farther: refers to physical distance.

Further: refers to an extension of time or degree.

#### Father/Reverend

On first reference, spell out and capitalize Father. Examples: Seattle University President Father Stephen Sundborg; Father Stephen Sundborg, president of Seattle University.

SU style is to use S.J. for Jesuits on first reference, then Father on second reference. Put a comma after S.J. unless it's at the end of a sentence, and include periods between S and J (no spaces.)

In the case of Father Stephen Sundborg, and in less formal instances, Father Sundborg is permissible.

On second reference the abbreviation for Father, Fr., is correct; per AP Style, can also drop the religious title and refer to by surname only after first reference. This is the preferred method, save for personal letters or documents when surname only seems too informal.

For priests who are not Jesuit, spell out Reverend; abbreviate Rev. on second reference.

Editor's note: This is a style that deviates from the Associated Press, which recommends using Rev. (abbreviated) on first reference and then last name only in subsequent references. Additionally, AP states to avoid using pastor, father and similar words before a person's name.

# Fewer/less

Fewer is generally used in reference to individual items of less than 10; less for reduction. With fewer, think in terms of numbers; with less, think in terms of subtraction.

# **Forms**

Spell out but do not capitalize the names of forms, such as registration form; admissions form; registration form.

#### Fundraiser/fund-raiser

Fundraiser, as a noun, is one word.

Fund-raiser, as a verb, is hyphenated.

## Gender

In most cases—and most print and Web communications—avoid gender-specific language such as she, he, her or him, woman or man. Strive to write in a gender-neutral way. Use chair or chairperson, rather than chairman or chairwoman. Use they, instead

of he/she or him/her. *Exceptions*: Specific titles that require or emphasize a person's achievement, such as a "Chairman of the Year," for example.

## God

Capitalize God in all references.

# Gospel/gospel

Capitalize Gospel when referring to books of the Bible. Lowercase for other uses.

## **Graduation** year

When including the name of a current student and/or graduate or alumni of Seattle University, include expected/actual graduation year in this format: *John Smith, '85, is a Seattle teacher.* Put a comma after grad year, unless at the end of the sentence.

## Health care

Health care is two words, no hyphen.

# Homepage

The first page of a site on the Web; one word.

# Honors program

Capitalize Honors, lowercase program.

## Ignatian

Ignatian is always capitalized.

# Imply/infer

Imply: to suggest.

Infer: to arrive at a conclusion.

## Initials

Do not put spaces between initials. *Examples: (correct): J.D. Jones is a new student at Seattle University; (incorrect): Not to be confused with freshman J. B. Jones.* 

## Institutes

The university has several institutes that should appear as follows:

Institute for Catholic Theological Studies

Institute for Citizen Education and the Law

Institute for Ecumenical Theological Studies Institute of Public Service Small Business Institute (Albers)

## Internet/e-mail

When citing SU's public website and other websites, it is not necessary to add the http://to the front of the Web address (www.seattleu.edu will suffice). While not incorrect—and some Web pages require http:// or are without the www at the beginning—it can be left off in most cases.

The word e-mail should be hyphenated. Don't spell out electronic mail. *Example: Students can reach John Smith via e-mail: jsmith@seattleu.edu.* 

#### Its/it's

Its: possessive form.

It's: contraction of it is.

# Jeanne Marie and Rhoady Lee, Jr. Center for the Arts

Seattle University's performing arts center on the corner of 12th Avenue and East Marion Street.

Refer to the arts center in its formal/official name on first use; thereafter can refer to as Lee Center for the Arts (not Lee Center).

## Jesuit

A member of the Society of Jesus (S.J.); always capitalize Jesuit. *Example: Seattle University is proud of its strong Jesuit ethos.* In naming a Jesuit, write as such: *Stephen Sundborg, S.J.* There are no spaces between S and J. In sentence form, put a comma after S.J. *Example: Stephen Sundborg, S.J., is the 21st president of SU.* Do not add on an extra period after S.J. if at the end of a sentence.

Well-known Jesuits should be written as such (on first reference):

Albert Lemieux, S.J.

William LeRoux, S.J.

Francis Logan, S.J.

William Sullivan, S.J.

Stephen Sundborg, S.J.

# Jesuit/Jesuit-Catholic

Jesuit Catholic are separate words, no hyphen, when used as a noun, verb or adverb. Hyphenate Jesuit-Catholic when used as an adjective. *Examples: Seattle University is a Jesuit-Catholic institution in the Northwest; the university is Jesuit Catholic.* 

#### Job titles

Capitalize job titles before a name as a proper title. Do not capitalize if after a name. Typically use full job title on first reference only. Examples: Chief Executive Officer of Global Markets John Doe is retiring at the end of the year; Jane Doe, marketing manager at USA University, is a new transplant from the East Coast.

## **KSUB**

The call-letters of the student radio station, which began operation in fall 1995.

## Lay/lie

Lay: to put or set down.

Lie: to be in a reclining position.

Lay is something you do to something else; lie is what you do yourself.

# **Lemieux Library**

Named after Albert A. Lemieux, S.J., 15th president of Seattle University (1948–1965). Unless specified for a formal document or referencing Albert Lemieux, references to library should be Lemieux Library, as it is commonly known. Do not capitalize library when used alone.

## LeRoux Conference Center

Conference room (160) in the Student Center. Spell out and capitalize LeRoux Conference Center when used formally. The center is named in honor of Father William LeRoux.

# Logo

See the **Seattle University Visual Identity and Graphic Standards** website: www. seattleu.edu/ucomm/logos/logo\_login.asp for the official SU logo, branding information and links.

# Logan Field

Formerly West Field; named in honor of Father Francis Logan.

## Loose/lose

Loose: not tight or constrictive.

Lose: unable to find; defeated.

# -ly words

Adverbs that end in –ly are not hyphenated. *Examples: (correct): Tuesday is going to be unseasonably warm; (incorrect): We cannot radically-change the Web page.* 

# Magis: Alumni Committed for Mission

An office that combines spirituality, service and leadership with continued mission formation. Pronounced màh-gis. For more information, visit <a href="https://www.seattleu.edu/magis">www.seattleu.edu/magis</a>.

# **Marketing and University Communications**

Marketing and University Communications encompasses Print Communications, Web Communications, Media Relations and Internal Communications (*Broadway & Madison.*)

## See University Communications

# Matteo Ricci College

Named after Matteo Ricci, S.J., the college was developed in the mid-1970s to allow students in participating Catholic high schools to complete high school and college in six to seven years.

#### Midterm

One word; do not hyphenate.

# Mission and Ministry

Capitalize Mission and Ministry in all references. Encompasses offices including Jesuit Identity, Chaplain/Pastoral Care, Chapel of St. Ignatius and the Office of the Vice President of Mission and Ministry.

#### Mission statement

The university adopted its formal mission statement in fall 1988. The statement was first created under the leadership of then-President William Sullivan, S.J., then reworked by President Stephen Sundborg, S.J., in 2003. The mission reads: Seattle University is dedicated to educating the whole person, to professional formation, and to empowering leaders for a just and humane world. For more information, visit www.seattleu.edu/home/about\_seattle\_university/mission/.

# Money

Omit unnecessary zeros. Use the dollar sign and numerals if less than \$1 million. Example: The purchase price jumped by \$125,000, bringing the total price to \$1.5 million.

For round amounts more than \$1 million, use the dollar sign and spell out million, billion, etc. *Examples: \$1 million; \$3 billion*. Do not include the word dollars. Lowercase the words dollar and cents when they are spelled out. For amounts less than \$1, use numerals (if more than 10; spell out if less than 10) and spell out cents, such as "one penny," "50 cents." *Examples: (correct): \$5; (incorrect): \$5.00; (correct): For what it's worth, here's my two cents.*"

#### More than/over

More than: refers to numerical relationships.

Over: refers to spatial relationships, above.

#### Mr./Mrs./Miss/Ms.

In most cases—save for personal letters and the most formal references—do not use Mr., Mrs., Miss or Ms. before a name. However, if the case dictates such usage (such as a personal letter), use Mrs. when referring to a married woman or the preferred Ms., which does not bear any reference to a woman's marital status and is preferred over Miss.

#### Names

For names sans religious titles, spell out full name on first reference, then refer to by last name only in subsequent references. The exception to this, however, is when writing a personal letter and it may seem impersonal or awkward to refer to someone by last name only. In this case, refer to the person on a first-name basis, but avoid overuse.

#### Native American/American Indian

Native American is commonly used in reference to indigenous people of the United States; *AP Style* suggests using American Indian. While both are correct, the university style template recommends using Native American.

# See Ethnic groups/nationalities

## Non

Generally, do not hyphenate the prefix non, such as when forming compound words. Use a hyphen before proper nouns.

# Northwest Conference of Independent Colleges

Spell out on first reference; on second reference can refer to by acronym: NCIC.

## Novice/novitiate

Novice: in religious context, refers to a person who has entered the religious order; a beginner.

Novitiate: the period of being a novice, or the place where novices live. *Note:* This is very stilted; for the average reader, novice takes on original meaning.

## **Numbers**

Spell out numbers from zero to nine, and use figures for 10 and above. When a number begins a sentence, spell it out; however, try to avoid starting a sentence with a number.

Spell out very large figures, rounding up, such as "a million" and use numerals when specific (i.e., \$1 million.)

*Exceptions:* For percentages, use numerals (10 percent, 25 percent, etc.; for amounts less than 1 percent, spell out); ages: use figures/numerals..

Do not use unnecessary zeros in money figures and times. *Examples: (correct): The concert begins at 8 p.m. Tickets are \$5; (incorrect): The concert begins at 8:00 p.m. Tickets are \$5,00.* 

# See Money

In ordinal numbers, spell out first through ninth, and use numerals for 10th and above. When used in sequence or as a military or political designation, use numerals to designate 1st, 2nd, 3rd and so on. In dates, do not use ordinal numbers: (correct): June 10: (incorrect): June 10th.

#### See Abbreviations/months to abbreviate

# Office of Jesuit Identity

Capitalize Office of Jesuit Identity in all formal references. The Office of Jesuit Identity offers programs and services designed to foster a deeper understanding of the Jesuit and Catholic mission of Seattle University.

### Online

Online is one word.

# **Paccar Atrium**

Atrium in Pigott Building, home to the Albers School of Business and Economics. When referring to company the atrium is named for write as: PACCAR, Inc.

#### **Percent**

Percent is one word; spell out. Do not use % symbol in text documents.

## Phone numbers

With internal telecommunications, typically the area code can be left off (i.e., 296-6135, rather than (206) 296-6135.) When writing externally or if there is the potential for confusion or different area codes, include the area code: (206) 296-6135. Write out the word extension when referring to an extension solely. Do not use X or ext. in place of extension. The prefix for the School of Law is 398, not 296.

# Pigott Auditorium/Pigott Building

Named after William Pigott, founder of PACCAR, Inc. The Pigott Auditorium is located in the Pigott Building.

#### Post-

Use a hyphen to join post to a noun. Examples: post-graduate; post-doctorate.

#### Pre-

According to the *Associated Press* and *Webster's*, hyphenate the prefix pre if the root word begins with an e.

#### **President**

In reference to SU President Stephen Sundborg, S.J., or as part of formal title prior to the name, capitalize president. In second references or if used after the name in less formal context, lowercase president.

# Principle/principal

Principal: chief or most important.

Principle: a rule, code or law.

#### **Print Communications**

The official name of the office that produces university-wide publications such as the *President's Report*, the *Bulletin of Information* and the alumni magazine, *Seattle University Magazine*.

# **Professors**

Capitalize when used before a person's name; in second reference, and when following name, lowercase. Example: Associate Professor of English John Doe is known for his insightful lectures. Doe, associate professor at the university for nearly a decade, is an eloquent speaker.

Adjunct professor: Instructor who doesn't have a permanent position at the university.

Assistant professor: A first-level professor at a college or university. Position may or may not be tenure track.

Associate professor: A mid-level, typically tenure-track professor. Position may or may not be tenure-track.

Professor: Senior-level, typically tenured. Not all professors are tenure-track.

Professor emeritus: A professor who is retired.

Visiting professor: A professor teaching at the university as a visitor from another college or university and typically for a limited time.

# Quad

Capitalize Quad in all uses. The Quad and Centennial Fountain, situated in the middle of campus, are bordered by the Pigott Building to the north, Casey Building and Loyola to the west and the Engineering Building to the southeast.

# Quotations (punctuation)

In a quotation, punctuation should be inside the quote marks. Example: "This is going to be a great year for baseball," Jim told his buddies.

A comma typically precedes the quote marks. A comma is unnecessary when using a semicolon, exclamation point or question mark.

#### Re-

Use a hyphen to join the prefix re to a word when the root word begins with an e. *Examples: re-examine, re-emerge.* 

Exceptions: In some cases, a hyphen is necessary to retain the sense of the word. Examples: recover (regain) vs. re-cover (to cover again); resign (quit) vs. re-sign (to sign again.)

## Redhawks/Redhawk

When referring to the sports teams at SU, and not identifying or modifying an actual sport, use Redhawks. *Example: The Redhawks logo is very distinctive.* 

When referring to a specific team, such as men's soccer or basketball, use Redhawk. Example: The Redhawk Men's Soccer program is among the best in the nation.

# Regard/regards

Regard: refers to respect, attentiveness or to draw attention to a fact or notion.

Regards: conveys "best wishes."

## Regions

Capitalize geographic regions, such as Northwest, South, East Coast and West Coast. Lowercase directions: north, south, east, west.

# Regrettably/regretfully

Regrettably: unfortunately, unfortunate circumstances.

Regretfully: with regret, as in to politely decline an invitation.

# Religious order/titles

On first reference to a priest or nun, use his or her name, preceded by Father (spell out) or Sister (spell out). Use periods in abbreviations of religious orders, such as Society of Jesus (S.J.) and a comma after the S.J. (unless end of a sentence). S.J. is preferred over Father. Do not use both Father and S.J. If using S.J. on first reference, spell out Father on second. Sr. is the abbreviation for sister. *Example: Robert Grimm, S.J., is a new faculty member at the university. At SU, Father Grimm will teach philosophy.* 

#### See Father/Reverend

## Residence halls

Refers to on-campus living. Lowercase when referring to generally; in formal instances, spell out residence hall, such as Bellarmine Residence Hall, Campion Residence Hall, etc.

# See **Buildings**

#### Room

Lowercase, unless the room is part of an official name, such as the Stimson Room. Examples: The Stimson Room is in the Lemieux Library; the Lucey Conference Room is located in the Casey Building.

## **ROTC**

The Army ROTC program offers courses and training for students who want to serve in the U.S. Army. It can be taken as an elective for up to two years. Information: www.seattleu.edu/rotc/.

# R.S.V.P.

Include periods and write in all caps the abbreviation for "please respond." Do not preface R.S.V.P. with the word please and do not add spaces between periods.

#### Schafer Auditorium

Located on the first floor of Lemieux Library.

#### Schools

See Colleges and schools

## School of Law/law school

Capitalize School of Law in official use and on first reference. Lowercase in general use, as in law school.

Include Sullivan Hall, the building where the School of Law is located, in most formal references and when referring to a specific room within the hall.

# School of Theology and Ministry

Based in Hunthausen Hall, the School of Theology and Ministry fosters learning that roots students in their Christian-faith traditions.

# Scripture

As per the *Catholic News Service Stylebook on Religion*, "Capitalize Scripture in reference to the Hebrew or Christian *Bible* and when used as names of the *Bible*." Lowercase when referring to individual sections or verses of the *Bible*.

#### Seasons

Lowercase spring, summer, fall and winter. Not necessary to use a comma between the season and year. *Examples: spring 2005; winter quarter 2006.* 

# **Seattle University**

Spell out complete name, Seattle University, in formal narrative text. In less formal uses, spell out complete name on first reference and use SU (sans periods) in subsequent references. Do not use Seattle U, do not put periods between S and U, and do not capitalize University when used alone except in legal documents.

See University

# Seattle University Magazine

Spell out the name and italicize *Seattle University Magazine*, the alumni magazine that publishes quarterly and is produced by Print Communications. *SU Magazine* is acceptable on second reference. Do not use *SUN* and do not put periods between S and U.

## **SEEL**

Spiritual Exercises in Everyday Life, often abbreviated as SEEL.

# Society of Jesus (S.J.)

The name of the religious order to which Jesuits belong is typically written in abbreviated form as S.J. (with periods—not SJ). It is always capitalized. When speaking of the Society of Jesus, spell out and capitalize. There should be a comma after the name that precedes S.J. Always use periods to separate S.J.

## Spaces (after punctuation)

Use one space—not two—following punctuation marks, including sentence-closing punctuation. Be consistent. Do not go from one to two spaces in a document.

#### State

Spell out the names of states when used alone; abbreviate when paired with a city or location (i.e., Seattle, Wash.; New York City, NY). From the *Associated Press:* lowercase state in all "state of" constructions, such as "state of Washington business leaders," "the states of Maine and Vermont," unless the start of a sentence. Capitalize State only with New York State and Washington State (to avoid confusion with New York City and Washington, D.C.) Also, capitalize State when part of a formal title. *Examples: State of Washington Department of Licensing; New York State Transportation Commission*.

Use postal abbreviations in mailing addresses. *Example: Seattle University, 901 12th Ave., Seattle, WA 98122-1090.* 

See **Abbreviations** 

# Stationary/stationery

Stationary: in a fixed position.

Stationery: refers to writing paper.

*Note:* The university has official stationery that includes letterhead, envelopes and address labels, with consistent logo and type use. Contact Reprographic Services to order. See Marketing and University Communications website at <a href="http://www.seattleu.edu/ucomm/logo\_login.asp">http://www.seattleu.edu/ucomm/logo\_login.asp</a> for templates.

## St. Ignatius

Born in 1491, St. Ignatius of Loyola founded the Society of Jesus in 1540. Capitalize St. Ignatius in all instances.

### Student Center/Student Center Pavilion

Capitalize Student Center and Student Center Pavilion in all references.

## **Student Development**

The correct name of the division is Student Development, or the Office of Student Development, not Student Life.

## Sullivan Hall

Sullivan Hall is the building that houses the School of Law and Law Library. Named in honor of former SU President Father William Sullivan.

# Sullivan Leadership Scholarship/Sullivan Scholars

A group of students who receive the university's most distinguished scholarship, the Sullivan Leadership Scholarship (capitalize in formal use); refer to as Sullivan Scholars in second reference.

The scholarship is named for Father William Sullivan.

# Technology terminology

Associated Press Stylebook standards apply to uses of technological terms and should be written as follows: cyberspace; database; dot-com; e-mail; home page; hypertext; Internet; intranet; login; logoff; logon; online; website; webmaster; Web; and World Wide Web (www).

## That/which

Use that to introduce essential clauses not set off by commas. Use which to introduce non-essential clauses set off by commas. Do not use commas to separate clauses when using that. Examples: She closed the door, which was made of steel; she closed the door that led to her office.

#### That/who

Use that when referring to a thing; use who when referring to people. There are exceptions when who and that can both be used when referring to persons. While who is used to refer to an individual, that can be used to refer to a group of people.

#### Theater/theatre

While both are interchangeable, it is predominant (and correct) in the English language to refer to theater as theater rather than theatre, which is the European style.

### Till/until/'til

Until is the preferred word choice—especially in formal writing—but till is acceptable. Till is an older word and not derived from until. 'Til is used often in creative writing, such as poetry, and can be used in place of until.

#### Time

Do not include zeros when writing out time. Lowercase a.m. and p.m. *Examples:* (correct): The meeting is at 8 a.m. in Jim's office. The conference is from 8 a.m. to noon; (incorrect): Everyone will gather at the conference room at 3:00 p.m. for cake.

#### Toward/towards

While both are interchangeable, it is predominant in the United States to use toward, rather than towards (more common in the United Kingdom). Toward is also the correct usage as noted by the *AP Stylebook* and the preferred style of Seattle University.

#### United States/U.S.

Spell out United States if used as a noun. Use the abbreviation U.S. as an adjective. Do not use U.S. without the periods.

## University

Lowercase university (as per *Webster's* and prevailing style book standards) when it stands alone. Capitalize when used with official name, such as Seattle University, or in legal documents.

# **University Communications**

University Communications serves as the official voice of the university. The office produces the faculty and staff newsletter, *Broadway & Madison*, develops communication strategies and handles media relations.

## See Marketing and Communications

# URL

Universal Resource Locator, the address of a website. The Seattle University URL is: www. seattleu.edu.

#### Use/utilize

Utilize sounds stilted when use generally will suffice. Utilize means to find a special, unusual purpose for something.

## **Veterans Day**

Veterans Day is an observed holiday, Nov. 11. *AP Style* is to drop the apostrophe, however some sources do use Veterans' Day with the apostrophe. Should follow *AP Style* and be consistent.

# Web/World Wide Web (www)/website

When referring to the Internet in general, use either Internet or Web. Capitalize Web to avoid confusion with other use of web. Website is one word; do not capitalize unless at the start of a sentence.

In writing a Web link or address, there is no need to include the http://, unless there are specific sites where http:// is necessary, such as when entering an item into the online calendar, must include http:// before the address or the transmission doesn't work.

## Who/whom

Who and whoever are subjective pronouns. *Example: Tom is the man who writes thrillers at an alarming rate.* 

A tip: Try replacing the who/whom with he/him or she/her. If it's either he or she, then it's who; if it's him or her, then it's whom. Example: He (who) writes thrillers at an alarming rate.

Whom and whomever are objective, meaning the object of a verb. Example: Sue is the woman whom I went shopping with last night; I went shopping with her last night.

# Whose/who's

Whose: the possessive form of who. Example: Whose books are on the table?

Who's: the contraction for who is or who has. Example: Who's the author of that book?

# Work place

Two words, no hyphen.

# Work study

Two words, no hyphen, unless modifying a noun.

# Wyckoff Auditorium

Located in the Engineering Building and a frequent site of on-campus events and programs.

See **Auditoriums** 

#### **Editor's Note**

The Seattle University Editorial Style Guide addresses many of the most common language, word usage, grammar and punctuation issues and challenges that arise in various documents created at Seattle University.

These usage guidelines are intended for accuracy and consistency, but may differ from rules that govern other styles of writing, such as creative writing, letter writing or styles dominant in academic papers.

There are additional sources that may be useful and complement this style guide.

In addition to the Associated Press, these include:

Chicago Manual of Style

Catholic News Services Stylebook on Religion

New York Times Manual of Style and Usage

New York Public Library Writer's Guide to Style and Usage

Seattle University Writing Center: www.seattleu.edu/writingcenter.

This style guide is managed by Tina Potterf, senior editor in Print Communications. For more information or questions regarding this editorial style guide, e-mail: tinap@seattleu.edu.