



Ursinus College Communications and Web Editorial Style Guide

Last Updated: November 2023

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

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

[Click here](#) for the **College Visual Identity Web Page** (which includes the visual identity style guide, logo files, email signatures, Microsoft Word templates, and PowerPoint templates).

Spacing

Use a single space...

After a period (between two sentences)

After a colon

Use two spaces...

Before a zip code

Divisions, Offices, Departments, Centers, Institutes, and Programs

Names of offices and departments should NOT be capitalized.

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

Names of centers and endowed programs ARE capitalized.

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

ADMINISTRATIVE DIVISIONS AND OFFICES

academic affairs

office of admission

advancement office

Berman Museum of Art

business office

campus safety*

career and post-graduate development

(per the dictionary, postgraduate is one word with no hyphen, but CPD uses a hyphen)

center for international programs

center for writing and speaking

college bookstore

communications and strategic partnerships

dining services

office of disability and access^

environmental health and safety

finance and administration

facilities services

general counsel

health promotion^^

human resources

division of health and wellness

^^NOTE: The division of health and wellness includes the following:

athletics

health promotion

wellness center

division of inclusion and community engagement (DICE)

^NOTE: There are four offices that fall under the division of inclusion and community engagement. They are:

Institute for Inclusion and Equity

office of disability and access

office of religious and spiritual life

Ursinus Center for Advocacy, Responsibility, and Engagement (UCARE)

Institute for Inclusion and Equity^

Institute for Student Success (ISS)*

institutional research and effectiveness

international student services

library and information technology

president's office

prevention and advocacy

office of protocol and special events

office of the registrar

religious and spiritual life^

research and creative projects

residence life*

scholarships and financial aid

staff assembly

student engagement*

student affairs

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

- campus safety
- Institute for Student Success (ISS)
- residence life
- student engagement
- Title IX
- Ursinus College Student Government (UCSG)

- student financial services
- student life office
- study abroad
- sustainability
- Teaching and Learning Institute
- Title IX*
- Ursinus Center for Advocacy, Responsibility, and Engagement (UCARE)^
- Ursinus College Student Government*
- wellness center^^

ACADEMIC DEPARTMENTS

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

- African American and Africana studies
- American studies
- anthropology and sociology
- applied ethics
- art and art history
- art history
- biochemistry and molecular biology
- biology
- business and economics
- chemistry
- East Asian studies
- education
- English
- environmental studies
- film studies

gender, women's, and sexuality studies
health and exercise physiology
history
Latin American studies
mathematics and computer science
media and communication studies
modern languages
music
neuroscience
peace and social justice
philosophy and religious studies
physics and astronomy
politics and international relations
pre-engineering
pre-health professions
pre-law
psychology
social sciences
theater and dance

CENTERS/INSTITUTES

Parlee Center for Science and the Common Good
Melrose Center for Global Civic Engagement
U-Imagine Center for Integrative and Entrepreneurial Studies

Center for International Programs
Center for Writing and Speaking

Institute for Inclusion and Equity
Institute for Student Success
Teaching and Learning Institute

PROGRAMS

Abele Scholars Program
Harold C. Smith Program in Christian Studies
The W.R. Crigler Program for Student Success (fka the Bridge Program)

The Philadelphia Experience (PhillyX)

Majors, Minors, Pre-Professional Programs, and Areas of Specialization

Majors indicated in bold

***Pre-professional programs (never a major or a minor)**

****Areas of Specialization (also a major—but not a minor—if bolded)**

accounting

African American and Africana studies

American studies

anthropology

applied economics

applied ethics

applied physics**

Arabic**

art

art history

astrophysics**

biochemistry and molecular biology

biology

biostatistics

chemistry

Chinese

classical studies

coaching

communication and culture**

communications

computer science

creative writing

dance

digital media studies**

digital studies

East Asian studies

economics

educational studies

education, teaching certification**

English

entrepreneurship*, **

environmental studies

film studies

finance

food studies

French

gender, women's, and sexuality studies

German

German studies

Greek

health and society

health and exercise physiology

health science

history**international relations**

international studies certificate**

Japanese

journalism**

Latin

Latin American studies

legal studies

management studies

marine science

mathematics**media and communication studies**

museum studies

music**neuroscience**

peace and social justice studies

philosophy**physics****politics**

pre-engineering*

pre-health professions*

pre-law*

pre-medical program*

psychology**religious studies**

science and the common good

scientific computing

screen studies**

sociology**Spanish**

statistics

student-initiated majors**theater****Degrees****DEGREES OFFERED AT URSINUS**

bachelor of arts

bachelor of science

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

More than 350 students received bachelor's degrees.

OTHER DEGREES

master of arts

master of science

master of business administration

M.A.

M.S.

MBA (note that there are no periods)

Ph.D.

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

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

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

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

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

Erin (Burke) Hovey, Ph.D., '96, P'26 has been named commencement speaker.

Inigo "Innie" F. Montoya Jr., M.D., '87 said he was inspired to become a doctor by his father's dear friend, Miracle Max.

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

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

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

Buildings and Campus Locations

Bomberger Memorial Hall

Bomberger Auditorium

Campus Drive (the roadway in front of the Commons)

Corson Hall

The Floy Lewis Bakes Center (home of the field house)

Hillel House

Innovation and Discovery Center (IDC)

Foreman Discovery Plaza (lower-level outdoor patio facing BWC and Reimert)

Full name is The Spencer Foreman, M.D., '57 & Sandra L. Foreman Discovery Plaza

Rooftop Terrace

Full name is Professor James L. Boswell Rooftop Terrace

The Kaleidoscope Performing Arts Center

Blackbox Theater

Lenfest Theater

Myrin Library

Olin Hall

Olin Auditorium

Pfahler Hall

Musser Auditorium

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

The Philip and Muriel Berman Foundation Sculpture Terrace

Pfeiffer Wing

Ritter Center

The Schellhase Commons

Café 2020

Pfeiffer Multipurpose Room (aka Commons 105)

Listening Room (part of the remains of Keigwin Hall)

Markman Terrace (second-floor outdoor area facing the Berman Lawn)

Student Interactive Space (second-floor indoor area that connects to the Markman Terrace)

Sprinkle Hall

Thomas Hall

Wisner Center

Bears' Den

Zack's Food Court

Zack's Patio

List the address of the 9th Avenue parking lot (fka West Lot) as:

The entrance is located at Ninth and College avenues.

When listing multiple halls, follow this capitalization format:

The entrances to Olin and Pfahler halls will be decorated with balloons.

Residence Halls

Beardwood, Paisley, Stauffer Halls (aka BPS)

Brodbeck, Wilkinson, Curtis Halls (aka BWC)

New Hall
Reimert Hall
Richter/North Hall

Residential Village:

624 Main St.
732 Main St.
777 Main St.
Clamer Hall
Cloake Hall
Commonwealth Hall
Duryea Hall
Elliott Hall
Fetterolf Hall
Hillel House (aka Yost Hall)
Hobson Hall
Isenberg Hall
Lynnewood Hall
Maples Hall
Musser Hall
Olevian Hall
Omwake Hall
Schaff Hall
Shreiner Hall
Todd Hall
Wicks Hall
Zwingli Hall

Sports Locations

| | |
|----------------------------|-----------------------------------|
| Baseball: | Thomas Field |
| Softball: | Eleanor Frost Snell Field |
| Field Hockey: | Eleanor Frost Snell Alumnae Field |
| Football and Soccer: | Patterson Field |
| Soccer (practice): | Wilkes Field |
| Basketball and Volleyball: | Helfferrich Gymnasium |
| Swimming: | Elliott Pool |
| Tennis: | Ace Bailey Courts |
| Cross Country: | Hunsberger Woods |
| Track and Field: | Lower Lighted OR Event Field |

Facilities Field
The Floy Lewis Bakes Center

The Floy Lewis Bakes Center Field House

Sports

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

| | |
|--------------|------------|
| softball | baseball |
| field hockey | football |
| gymnastics | volleyball |

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

| | |
|-------------------------|-----------------------|
| women's basketball | men's basketball |
| women's cross country | men's cross country |
| women's golf | men's golf |
| women's lacrosse | men's lacrosse |
| women's soccer | men's soccer |
| women's swimming | men's swimming |
| women's tennis | men's tennis |
| women's track and field | men's track and field |
| women's wrestling | men's wrestling |

Endowed Chairs

Joseph T. Beardwood, III, Chair of Mathematics
Nicholas Scoville (through August 2022)

Muriel M. Berman Directorship of the Berman Museum of Art
Charles Stainback (through August 2023)

Brownback-Wagner Chair in Health Sciences
Beth Bailey (through August 2026)

Guilliam H. Clamer Chair of Physics
Lewis Riley (through August 2025)

Helen Rogalinski Clarke Chair in Modern Languages
Juan Ramón de Arana (through August 2025)

The Class of 1954 Endowed Chair in Ethics
Kelly Sorensen (through August 2023)

Davis Visiting Professorship of Judeo-Christian Values

No current holder

Hain Professorship of Chemistry

Mark Ellison (through June 2026)

William F. Heefner Chair of Music

Holly Hubbs (through August 2026)

Samuel H. and Anna M. Hess Professorship of Chemistry

Amanda Reig (through August 2024)

McClure Professorship of English

Carol Dole (through August 2022)

The Rev. Dr. Harold C. Smith Endowed Chair in Christian Studies

Nathan Rein (through August 2024)

Eleanor Frost Snell Chair of Health and Physical Education

Laura Moliken (through August 2023)

Ross F. Wicks Chair of Philosophy and Religion

Stewart Goetz (through August 2023; four-year phased retirement began Sept. 2019)

Walter Livingston Wright III Lectureship

Danielle Widmann Abraham (through 2026)

Chairs Pledged But Not Yet Established:

Betty Dakay Distinguished Teaching Professorship in the Humanities

Charles Mattern Professorship

Henry W. Super Chair of Church History

Punctuation

BULLETED LISTS

Put a space between the bullet and the first word of each item in the list.

Capitalize the first word following the bullet.

Use periods (not semicolons) at the end of each section, whether it is a full sentence or just a phrase.

Introduce the list with a short phrase or sentence.

Use parallel construction for each item in a list:

- Start with the same part of speech (a verb, in this example) for each item.

- Use the same voice (active or passive) for each item.
- Use the same verb tense for each item.
- Use the same sentence type (statement, question, exclamation) for each item.

COMMAS

Go Bears! (no comma)

Use a comma with too.

Use of the Oxford comma (aka serial comma) is endorsed.

Use a comma after the penultimate item in a list of three or more items, before “and” or “or”—even in a simple series.

The flag is red, black, and old gold.

And especially when a conjunction joins the last two elements in a series.

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

Comma used before the conjunction help prevent ambiguity. Compare the following. The comma before the conjunction (or lack thereof) helps determine if the woman photographed two people or four people.

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

Do not use a comma before Jr. or Sr.

Benjamin Franklin Rodriguez Jr. studied in the library.

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

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

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

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

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

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

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

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

COLONS

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

She promised this: The college will serve tacos every Tuesday.

She promised three things: tacos, corn pudding, and churros.

He sent his resume to one employer: NASA.

DASHES

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

Tips

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

The event committee met to determine if the inauguration theme—inquiry and innovation—should be embossed on the napkins for the gala.

ELLIPSES

Treat an ellipsis as a three-letter word, constructed with three periods and two spaces [space] [three dots] [space]

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

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

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

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

An ellipsis is normally **not** used:

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

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

EXCLAMATION POINTS

In general, avoid the use of exclamation points.

If necessary, use no more than one exclamation point.

Go Bears!

Hyphens (or lack thereof) and Other Tricky Words

Academy Award-winning director

adviser (preferred spelling)

after-school (as an adjective)

anyway is one word when used to mean “anyhow;” otherwise it is two words

campuswide

child care

cochair

cocurricular (see Preferred Words)

coed (prefer we DON'T use this word)

coeducational

cofounder

company-wide

coursework

coworker

day care

decision maker

e-mail

extracurricular (see Preferred Words)

first-come, first-served basis

first-year day of service

firsthand

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

grade-schooler (per Merriam-Webster)

handheld

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

health care

high schooler (per Merriam-Webster)

a homage (not an)

hour-long

interdisciplinary (preferred; see Preferred Words)

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

lifelong

life-care community

life-size

livestream

long-standing

long-term (see also Suspensive Hyphenation below)

longtime

mace-bearer

monthlong

multifaceted

nationwide

nighttime

nonfiction

nonprofit

ongoing

part-time

premed (do not use “premedical”)

reopen

semiformal

student-athlete

task force

theater

3D

titled (not entitled)

too (takes a comma)

tour guide

viewbook

underserved

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

up to date ("keep me up to date")

web page (note: lowercase)

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

weeklong

well-being

workforce

yearlong

year-round

Suspensive Hyphenation

When elements are joined by "and" or "or," expressing more than one element, use this format:

The president outlined her short- and long-term goals during the town hall.

Students were invited to participate in the faculty- and staff-led initiatives.

Campus tours departed in 10-, 15- or 20-minute intervals.

First-year students are typically 17- or 18-year-olds.

When the elements are joined by "to" or "by," expressing a single element, use this format:

College presidents typically serve a 6-to-8-year term.

The graphic designer created an 11-by-18-inch sign.

Possessives

a bass's stripes

puppies' paws

Proper nouns

Ursinus's professors

Kansas's legislature

Strauss's Vienna
the Lincolns' marriage
the Williamses' new house
the Martinezes' daughter

Special Days

Admitted Students Day / Admitted Students Experience
Founders Day
Indigenous Peoples Day
Presidents Day
Scholars Day
Veterans Day

Italics vs. Quotes

Italicize titles for:

Books/Audiobooks
Newspapers*
Periodicals*
Pamphlets
Movies
TV shows
Podcasts
Plays (regardless of length)
Radio programs
Operas, oratorios, tone poems, and other long musical compositions (use standard capitalization)

Use quotation marks for:

Classes (students in the "Innovations in Biology" class)
Songs
Single episodes of TV shows
Single episodes of podcasts
Most poems (see below)

Titles of songs and other shorter musical compositions are enclosed in quotation marks, capitalized in the same way as poems.

"La vendetta, oh, la vendetta" from *The Marriage of Figaro*
the "Anvil Chorus" from Verdi's *Il Trovatore*
Handel's *Messiah*
Rhapsody in Blue
Finlandia
"All You Need Is Love" (a song by the Beatles)

“So What” (a composition by Miles Davis)
“The Star-Spangled Banner”
“Oh, What a Beautiful Mornin’ ” from *Oklahoma!*
“Wohin?” from *Die schöne Müllerin*

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

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

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

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

She reads the *Grizzly* in Wismer every morning.

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

Only the official name of a periodical should be italicized.

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

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

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

Los Angeles Times Book Award
Chicago Defender Charities
Tribune Tower

Numerals

In general, spell out one through nine. Use figures for 10 or above or whenever preceding a unit of measure or referring to ages of people, animals, events, or things. (see Ages)

21st century
fifth century
10th grade
first grade
3 ounces
4-foot-long
5-foot fence
the 1980s, the ’80s
1 in 4 voters

from \$12 million to \$14 million
a pay increase of 12%-15% OR a pay increase of between 12% and 15% OR a pay increase of 12% to 15%
Ursinus was ranked No. 1 in the poll. (Note abbreviation for “number.”)
The Bear was ranked No. 1 mascot in the survey.

Note: For proper names, follow the organization’s usage:

20th Century Fox
Twentieth Century Fund

Spell out numbers at the start of sentence.

Forty years was a long time to wait.
Fifteen to 20 Summer Fellows presented research.

Exceptions: years, number/letter combinations

1869 was the year Ursinus was founded.
401(k) plans are offered.
3D technology is the topic of the workshop.

PERCENT

In most cases, use the % sign when paired with a number, with no space.

About 50% of first-year students have walked the Perkiomen Trail.

For amounts less than 1%, precede the decimal with a zero:

The cost of living rose 0.6%.

In casual uses, use words rather than figures and numbers.

She said he has a zero percent chance of winning.

Avoid using at the beginning of sentence. If you must, spell out both:

Eighty-nine percent of sentences don’t have to begin with a number.

CLASS YEARS

Students and Alumni

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

Calibri

Incorrect: Wendy Peffercorn '14

Correct: Wendy Peffercorn '14

Arial

Incorrect: Wendy Peffercorn '14

Correct: Wendy Peffercorn '14

Times New Roman

Incorrect: Wendy Peffercorn '14

Correct: Wendy Peffercorn '14

EXCEPTION

Use four digits for the class year if...

You are including the words "class of" in your sentence.

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

You need to clarify the century.

Penelope Featherington '08 was the recipient of the Kenneth Grahame 1908 Memorial Prize.

Parents

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

Lorelai Gilmore P'18

For parents who are also alumni, identify them as follows:

Phoebe Buffay Hannigan '88, P'24

Degrees should follow a person's name, be set off by commas, and precede class and/or parent years

Doug Ross Jr., M.D., '89, P'19 established an endowed fund.

Use the full name of each parent if listing them together:

Rachel Green Geller '89, P'21 and Ross Geller '88, P'21 (note no comma after Rachel's P'21)

If only one parent is an alum, using only the first name for the non-alum is acceptable when listing them together; list the non-alum first:

Monica and Chandler Bing '88, P'22
Phil and Claire Pritchett Dunphy '86, P'19

PHONE NUMBERS

Use hyphens (not periods) in phone numbers.

610-409-3000

AGES

Use only numerals for ages.

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

He has one son, age 3.

They have two children: Elmo, 10, and Zoe, 7.

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

YEARS

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

John Updike (1932-2009)

Linda Grace Hoyer (1904-1989)

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

The college is closed for Thanksgiving on November 26.

Cameron Zebrun's exhibition will begin on Tuesday, September 17, 2024, in the Philip and Muriel Berman Museum of Art at Ursinus College.

TIMES

Avoid using :00 when possible.

Use figures, except for noon and midnight

11 a.m.

3 p.m.

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

8 a.m. to 4 p.m.

MONTHS

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

Spell out the first references of the month and the day of the week.

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

| | | |
|------|------|-------|
| Jan. | May | Sept. |
| Feb. | June | Oct. |
| Mar. | July | Nov. |
| Apr. | Aug. | Dec. |

DATES

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

The deadline to apply for an externship is October 23.

Abbreviations

DAYS OF THE WEEK

Capitalize and, in general, do not abbreviate.

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

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

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

Try to limit use of the abbreviation UC to athletics.

Capitalization

Do NOT capitalize the following:

The phrase “Ursinus College faculty and staff”

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

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

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

Ursinus College Board of Trustees BUT board of trustees, the board, the trustees

affinity housing

Bonner Leader

Bonner Leader Program

Bonner Program

Note: Bonner Scholars Program and Bonner Scholar are reserved for the original Bonner schools that have an endowment from the Bonner Foundation.

college (when not part of an institution’s name)

Ursinus College is a prestigious liberal arts college. The college boasts 170 acres.

Earth (when used as the proper name of the planet: Astronauts returned to Earth. The sediment record beneath the ocean floor contains much about the Earth’s past.)

earth (otherwise: She is down-to-earth. He hopes to move heaven and earth.)

fall semester

first-year day of service

MobileU

No. (as the abbreviation for number in conjunction with a figure: No. 1)

special interest housing (but use caps with the acronym SPINT housing)

spring semester

Summer Fellows

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

web page

Addresses

The entrance is located at Ninth and College avenues.

Buildings (See Buildings and Campus Locations for official titles)

Capitalize the names of buildings.

Convocation will be held in Bomberger Hall.

When listing multiple halls, follow this capitalization format:

The entrances to Olin and Pfahler halls will be decorated with balloons.

Committees

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

Deity (helpful for baccalaureate program)

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

Major Campus Initiatives

Capitalize and italicize titles of campaigns

Keep the Promise

Capitalize major initiatives

Campus Master Plan

Ursinus College's next strategic plan, Every Student Success, begins this year.

Top

Capitalize the word “top” if it’s part of the formal name of a list or a shortened version of a formal list.

The AP Top 25

Taylor Swift has a number of Top 10 hits.

Lowercase in informal uses.

It’s widely regarded as one of the top five restaurants in Collegeville.

Race

College communications is adopting the *Washington Post*’s [style guidance regarding race](#).

Black: Uppercase the B in Black.

It should be noted that while African American is also acceptable for those in the U.S., the terms are not necessarily interchangeable. Americans of Caribbean heritage, for example, generally refer to themselves as Caribbean American. Follow an individual’s preference if known, and be specific when possible.

White: Uppercase the W in White.

Brown: Limit the uppercase version of the racial categorization Brown to direct quotations and use it sparingly in other instances. Although the term has gained general acceptance, the designation is seen by many as a catchall to describe people of color of vastly diverse ethnic and cultural backgrounds who are not Black.

Indigenous: Uppercase the I in Indigenous.

Land Acknowledgement Statement

(Note use of three e's in acknowledgement)

Ursinus College respectfully acknowledges that our campus rests on Lenapehoking, the ancestral and spiritual homelands of the following five nations: Delaware Tribe of Indians, Delaware Nation, Eelūnaapèewii Lahkèewiit (Delaware Nation at Moraviantown), Stockbridge-Munsee Community, and Munsee-Delaware Nation (Ontario).

Our community carries names derived from the Lenape language - names holding spiritual and cultural meaning while also bearing the remembrance of the systematic removal of the Lenape people over 250 years ago by European colonial powers, whose legacy still reinforces and benefits from the Lenape's disenfranchisement.

Ursinus College commits to collaboration, representation, and inclusion as we work together with the Lenape people to bring about healing and reconciliation between and among all our communities.

<https://ursinus.edu/about/ursinus-college-land-acknowledgment-statement/>

Titles

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

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

Avoid using Dr. in front of a name.

Avoid using Esq.

*SEE ALSO: **DEGREES***

Daphne (Bridgerton) Basset, Ph.D., '96, P'26 has been named commencement speaker.

Inigo "Innie" F. Montoya Jr., M.D., '87 said he was inspired to become a doctor by his father's dear friend, Miracle Max.

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

Capitalize titles when they **precede** a name:

President Robyn Hannigan was inaugurated in October 2022.

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

Lowercase the word "former" when used with a title:

The fund was established by former Interim President Jill Leuber Marsteller '78, P'18.

Lowercase titles when they **follow** a name:

Robyn Hannigan, president of Ursinus, was inaugurated in October 2020.

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

Use "for" (not of) when identifying divisions in internal positions:

Vice President for Inclusion and Community Engagement Heather Lobban-Viravong served on the committee.

Missy Bryant, vice president for student affairs and dean of students, welcomed the new students.

Capitalize titles of endowed chairs:

The Eleanor Frost Snell Chair of Health and Physical Education Laura Moliken will oversee the COVID-19 testing operation.

When listing both professorship and chairmanship, list professor title first and then chair:

Professor of Biology and Chair Rebecca Lyczak presented her research.

Rebecca Lyczak, professor of biology and chair, presented her research.

Board of Trustees

Capitalize: Ursinus College Board of Trustees

Lowercase: board of trustees, the board, the trustees

When referring to the chair, the first reference should always be Chair of the Ursinus College Board of Trustees (capped); subsequent references can be board chair or the person's last name.

Chair of the Ursinus College Board of Trustees Joseph DeSimone '86, P'12, H'99, the Sanjiv Sam Gambhir Professor of Translational Medicine and Chemical Engineering at Stanford University, visited campus. He toured new facilities and met with Summer Fellows. "Ursinus students impress me more and more each year," said DeSimone. The board chair also delivered opening remarks at a reception welcoming the new president.

For Joe DeSimone, his title as noted above should always be included on first or second reference.

Rev. (Reverend)

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

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

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

Geographical Terms

STATES

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

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

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

| | | |
|-----------|--------------|--------------|
| Atlanta | Houston | Philadelphia |
| Baltimore | Indianapolis | Phoenix |
| Boston | Las Vegas | Pittsburgh |
| Chicago | Los Angeles | St. Louis |

| | | |
|------------|---------------|----------------|
| Cincinnati | Miami | Salt Lake City |
| Cleveland | Milwaukee | San Antonio |
| Dallas | Minneapolis | San Diego |
| Denver | New Orleans | San Francisco |
| Detroit | New York | Seattle |
| Honolulu | Oklahoma City | Washington |

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

| | | | |
|-----------------|---------------|--------|---------------|
| Alaska or Alas. | Ind. | N.H. | Va. |
| Ala. | Kans. | N.J. | Vt. |
| Ark. | Ky. | N.Mex. | Wash. |
| Ariz. | La. | Nev. | Wis. or Wisc. |
| Calif. | Mass. | N.Y. | W.Va. |
| Colo. | Md. | Ohio | Wyo. |
| Conn. | Maine | Okla. | |
| D.C. | Mich. | Ore. | |
| Del. | Minn. | Pa. | |
| Fla. | Mo. | R.I. | |
| Ga. | Miss. | S.C. | |
| Hawaii | Mont. | S.Dak. | |
| Iowa | N.C. | Tenn. | |
| Idaho | N.Dak. | Tex. | |
| Ill. | Neb. or Nebr. | Utah | |

Fred Rogers is from Latrobe, Pa.

Kevin Bacon is from Philadelphia.

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

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

ADDRESSES

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

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

There should be two spaces before the zip code.

9th Avenue Parking Lot (fka West Lot)

The entrance is located at Ninth and College avenues.

Preferred Words

Adviser is preferred (not advisor).

Land **Acknowledgement** Statement (note three e's in acknowledgement)

When quoting a person in article, use **said** (not says).

Use **Zack** (not Zach) when referring to the college's namesake.

Zack's Facts

Zack's Food Court

Zack's Patio

Cocurricular is defined as "being outside of but complementing the regular curriculum."
vs.

Extracurricular is defined as "not falling within the scope of regular curriculum; of or relating to organized student activities carrying no academic credit."

Interdisciplinary: involving two or more academic, scientific, or artistic disciplines

*Please note that **cross-disciplinary**, **multidisciplinary**, and **transdisciplinary** are all synonyms for interdisciplinary and can be used interchangeably, but interdisciplinary is preferred.*

Pronouns, Chosen Name, and Gender Identity

Students, faculty, and staff may edit their pronouns, chosen name, and gender identity within [Self-Service](#).

When writing articles, profiles, copy for admission and advancement materials, etc. use a person's chosen name.

Nicknames

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

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

Death

Use “died,” “passing,” or “death of”

Guidance for Deaths/In Memoriam in Ursinus Magazine

The following outlines guidance for listing deaths in *Ursinus Magazine* (print and online) and on the news section of the Ursinus website, and better defines how to broadly communicate them to the campus community.

Editorial Guidance for Alumni, Former Faculty/Staff, Friends of the College, and Board of Trustees:

| Death: | Editorial Listing: |
|---|---|
| Alumni | 1. “In Memoriam” section of <i>Ursinus Magazine</i> . (See table below for young alumni) |
| Former Faculty/Staff Former Trustee | 1. “In Memoriam” section of <i>Ursinus Magazine</i> with short, ~100-word obit. 2. Web story and/or email communication could be necessary based on the person’s longevity or overall significant contributions to the college. 3. Potential social media posts to share news of the passing. |
| Friend of the College (defined as non-alumni who were significant donors or volunteers) | 1. “In Memoriam” section of <i>Ursinus Magazine</i> . 2. ~100-word obit in magazine would be dependent on the level of contribution. |

Internal Communications Strategy:

A communications plan is already in place for communicating deaths to the campus community (and, when appropriate, parent and alumni audiences). Current faculty, staff, students, and trustees, as well as young alumni (depending on the circumstances), would get web stories and long “In Memoriam” obits in the alumni magazine and online.

| Death: | Message Coordinated By: |
|--|--------------------------------------|
| Death of a current faculty or staff member | President or VP for Academic Affairs |
| Death of current student | President |
| Death of current trustee | President |
| Fac/Staff family tragedy | VPAA and Dept. Chair / Division VP |
| Young alumni (4 years out or less) | President or VP for Advancement |

Miscellaneous Writing Guidelines

When quoting a person in article, use **said** (not says).

Spell out the names of people, organizations, companies, etc. on first reference in a story.

For people, use last name only on second and subsequent references.

For organizations, companies, etc. abbreviations may be used on second and subsequent references.

For stories featuring multiple people with the same last name:

First reference of "Person 1 Smith": The full name should be spelled out.

Second reference of "Person 1 Smith": Use only last name IF no other Smiths have been introduced into the story yet.

First reference of "Person 2 Smith": The full name should be spelled out.

All further references of "Persons 1, 2, 3, etc. Smith": The full name should be spelled out.

Note: Using only first names is acceptable if not a formal story.

Words to Avoid

Be sure not to overuse

entrepreneurial

impactful

integrative

innovative

transformative

unique