Marketing and Communications
Editorial Style Guide

Adverbs (words ending in –ly)

- Most adverbs end in ly (*professionally, swiftly*). Because they naturally modify another word, they don't take a hyphen, even when used with an adjective.
  *Correct_*Johnson was *staunchly opposed* to the idea. Trip was *unusually hyperactive* today. The obtuse woman spoke *incredibly slowly*.
  *Incorrect_*One audience member coughed abnormally-often. He was a totally-committed participant. The gem was a genuinely-rare find.

Advisor vs. Adviser

- Use advisor, never adviser.

Addresses

- Spell out street types (Boulevard, Avenue, Parkway, Suite, Terrace, etc.)

- No period for NE NW SE SW. Use a period for E. W. S. N.

- Designate rooms as follows: Jordan Hall, Room 202.

- When listing a building and a room together put the building first and use a comma to separate (Atherton Union, Reilly Room)

- Spell out U.S. state names in text, even when following the name of a major city. (Detroit, Michigan. Indianapolis, Indiana). Use Washington, DC (no periods).

- When using a 2-letter postal abbreviation, a comma goes after the city (Detroit, MI)

- For web addresses, **don't** use www. or http:// or https:// unless absolutely necessary.

Ages

- **Always** use numerals for age (even for 1 through 9).

- Hyphenate [age]-year-old when used as an adjective or as a substitute for a noun.

- Don't use apostrophes in age ranges; be sure to use the hyphen correctly.

  The student is 19 years old. Her 17-year-old brother wants to attend Butler.
  The student, 19, has a sister who is 8.
  Members of this cohort are in their 20s. The survey is for 18-year-olds.
  We sent the postcard to 15- to 30-year-olds in the Midwest.

Alumni Association

- Capitalize Alumni Association on first reference; use the Association on second reference.

Alumni Names with Graduation Year

- List graduate degrees/years **only** for Butler alumni.

- When a person holds just **one Butler degree** (undergraduate or graduate), use an apostrophe and the last two digits of the graduation year. Don't use commas either before or after the name/year combination. (I met Jane Doe '82 on campus yesterday.)

- When a person holds one **Butler advanced degree**, use a comma before the degree name. (I met Jane Doe, MBA '82 on campus yesterday.)

- When one person holds **two Butler degrees**, list the bachelor's degree (without degree abbreviation) first. Separate with a comma (John Doe '01, MBA '08)

- Married couples:

    Where both spouses are alumni, list the graduation year after first name(s), and list the male first. (John '70 and Jane '70 Doe)
    Where only one spouse is a Butler graduate, list the Butler graduate first. (John '52 and Jane Doe)
    If using a maiden name, enclose it in parentheses before the last name. (Using a maiden name isn't necessary; it's at the graduate's preference.) (Jane (Cross) Doe '70)

Alumni (and its derivations)

- To be more inclusive of gender identity, use graduate for individuals and not alumna or alumnus. A group of graduates should be identified as alumni.

Among/Amongst

- Among in all instances.

BIG EAST Conference

- Use all capital letters for BIG EAST. Capitalize Conference only when used in conjunction with BIG EAST.

BlueMobile

- One word, no space. Capitalize the B and the M. (Look for Trip and the BlueMobile in Indianapolis today!)

Board of Trustees

- When referring to an individual on the Board, use the title Trustee. (Trustee Jane Doe '03 works at Cummins in Indianapolis.) Capitalize on first reference; capitalize and use Trustees or Board on second reference.

Bulldogs / Dawgs / Dawg Pound

- Students, alumni, faculty, and staff generally may be referred to as Bulldogs or Dawgs. (both capitalized; never use Dogs or dogs)

- Promotional materials related to Athletics use Dawgs to refer to the Butler fan base almost exclusively. Dawg Pound refers only to the Butler Athletics student spirit group.

Butler Blue III (our live canine mascot)

- Use Butler Blue III (Trip) on first reference. Trip is acceptable on second reference. Use same nickname throughout a document; don't switch back and forth.

- The numeral 3 (instead of Roman numeral III) is used **only** with digital media [e.g., Twitter handle (ButlerBlue3), a URL].

Canceled, canceling

- One "l"

Capitalization

- Capitalize *University* any time you're referring to Butler University.

- For sections within the University, capitalization depends on the area, as follows:

  Names of Departments, Divisions, Offices, Programs: Capitalize and spell out on first reference. Use Department, Division, Office, Program (capitalized) in second reference.
  Names of Centers: Capitalize and spell out on first reference. Use Center (capitalized) or the appropriate acronym in second reference.
  Names of Colleges: Capitalize and spell out College names in the first reference. Use College or abbreviation in second reference.
  Names of majors: Capitalize and spell out majors. Do not capitalize the word major (Healthcare and Business major.)

- Capitalize formal titles no matter where they appear (before or after a person's name, or standing alone).

Central Indiana

- Capitalize Central Indiana, all regions (Midwest, Northeast, Northwest, Southeast, Southwest, South, East, West, North, East) and coasts (West Coast and East Coast).

Century(ies)

- Lowercase century; spell out numbers one through nine, and use figures for 10 and higher. Do not use superscript for the ordinal indicators. (21st century, eighth century, 18th-century England)

- Use an s without an **apostrophe** to indicate span of decades or centuries. [The Edwardian Era refers to the early 1900s. (not 1900's)]

City of Indianapolis

- Capitalize City when referring to City of Indianapolis. If using City on second reference, capitalize it.

Class

- Capitalize Class only when referencing a Butler graduating class. (The Class of 1984 donated a tree in honor of a fallen alumni soldier.)

Courses (Majors)

- Capitalize all majors and course titles.

Coursework

- One word

CUES Farm

- First reference: CUES Farm at Butler University. Second reference: CUES Farm or the Farm. Don't call it the Butler Farm, and don't spell out Center for Urban Ecology & Sustainability (which is what CUES stands for).

Currency

- Butler uses U.S. dollars. Use figures with them. When working with a range, don't shorten the reference. (We need $5 from every person here. We're raising $2 million to $4 million (not $2 to $4 million, not $2–4 million, and not two million dollars).

Dates

- Months: Spell out all month names. Use a comma when date is included, but no comma with just month and year. (January 12, 2017. May 2019.) Abbreviate only in promotional and tabular materials (first three letters followed by a period, as in Jan.).

- Days: Don't use ordinal indicators in dates. (May 2, not May 2nd or 2nd.)

- Holidays: Fourth of July (not July 4), New Year's Day (note **apostrophe** placement) (not January 1).

- Inclusive dates: Separate with en dash. Use full years, and spell out months. (The 2016–2017 academic calendar begins in August. Summer break is June–August.)

- Decades: Don't use an apostrophe unless you've omitted numbers in the years. (John graduated in the 1960s. John graduated in the '60s.)

Dean's List / deans

- Capitalize Dean's List in all uses. (Note use of **apostrophe**.) Capitalize Dean when used as a title preceding a name (Dean Doe spoke first), but don't capitalize when referring to one dean or a group of deans. (Incorrect—President Doe invited the Deans to brunch.)

Degrees

- Spell out degrees in most cases (master's degree in Chemistry, bachelor's degree in Psychology.) Full names of degrees should always be capitalized (Bachelor of Science in Communication, Master of Arts in Philosophy).

- In programs, and spaces where room is tight, it is okay for degrees to follow a person's name in abbreviated form (Jane Doe, PhD; Jane Doe, MA; Jane Doe, MS; Jane Doe, MBA; Jane Doe, MPA; Jane Doe, PharmD)

Dr./PhD

- Use Dr. when referring to a medical doctor or academic who has this advanced degree. When a medical doctor and an academic are listed in the same piece use Dr. for the medical doctor (to appear before a person's name, ex. Dr. Joe Smith) and PhD for the academic (to appear after a person's name, ex. Joe Smith, PhD).

e.g., i.e., etc.

- Use e.g. (followed by a comma) when you'd use "for example"—you're offering just a few representative samples. (The Writers' Studio offers resources (e.g., podcasts, handouts) for students and faculty alike.)

- Use i.e. (followed by a comma) when you're telling what you mean. (Millennials expect three specific departments (i.e., alumni relations, career services, and their academic college) to be especially helpful after they graduate.)

- Use etc. (always with a period and preceded by a comma) to indicate there's more than what you just provided. (The cafeteria offers salads, grilled items, pizza, etc., three times a day.) Don't use etc. when you've used includes, as includes implies more than what you just provided.

Email

- Lowercase email, and don't hyphenate.

Emeritus / Emerita / Emeriti

- Title isn't required. If used, place after the formal title (in keeping with the general practice of academic institutions). **Please note:** Emeritus status isn't conferred on all retired faculty, so

verify before using the term.

- Singular male is Emeritus. Singular female is Emerita. Plural (either gender) is Emeriti.

  John Doe, Professor Emeritus of History, spoke earlier today. Jane Doe, PhD, Professor Emerita of Pharmacology, is the featured speaker next week.

Esports

- One word in all instances (don't hyphenate). Capitalize only at the beginning of a sentence, or to reference a particular team (the Butler Esports team).

Event Names

- Capitalize recurring Butler events such as Convocation, Homecoming, Commencement, and Welcome Week.

Faculty and Staff Titles

- Vice President titles take *for* instead of *of*. (Vice President for Marketing and Communications.) All other titles take of (Director of Admissions, Dean of the College of Education.)

Fraternity / Sorority / Chapter

- Fraternity can apply to all Greek organizations, but most often is used for men's groups.

- Sorority applies only to women's Greek organizations.

- Chapter describes a membership segment of a national Greek organization that's at a specific location, such as a campus or city.

- Capitalize the formal name, but not the words fraternity, sorority, and chapter. (The Beta Zeta chapter of Delta Tau Delta resides on Butler's campus.)

Full Time / Full-Time

- Hyphenate only when used as a compound modifier. (She is a full-time employee. She works full time in the Office of Marketing and Communications.)

Freshman

- Use first-year students, first-year course

Fundraising / Fundraiser

- One word in all instances. (We've planned a fundraising event and hired a fundraiser.)

Gender-Neutral Terminology

- Use gender-neutral terms: spokesperson; chair or chairperson; undergraduates, first-year students, sophomores, juniors, seniors; firefighter, postal carrier, etc.

Grades and Grade Point Average

- Give a grade as a capital letter (no apostrophe and no quotation marks).

- Use a hyphen and the word minus to indicate a minus grade; use the plus symbol (+) to indicate a plus grade. (He earned a B-minus on the paper, but an A in the course. She got a C+ on her essay; her other grades in the course are two As, three Bs, and one C.

- Abbreviate as GPA, with no periods. Give all GPAs to one decimal place (3.8, 2.0).

Healthcare

- One word in all instances.

Hinkle Fieldhouse

- Capitalize and use Hinkle Fieldhouse on first reference. Use either Hinkle or Fieldhouse on second reference.

Inc. / LLC / Ltd.

- Use Inc. (with a period), LLC (no periods), and Ltd. (with a period) in these abbreviated formats, and **don't** set off with commas even if a comma is part of the official name).

Indianapolis-related Names

- Use as follows: Indy, Broad Ripple Village (though Broad Ripple is preferred), Butler Tarkington Neighborhood Association (no hyphen), Circle City, Indianapolis International Airport, Indianapolis Star, Indianapolis Motor Speedway (IMS), Indy 500, Monument Circle, Monon Trail.

Internet

- Don't capitalize internet.

Invitations

- For invitations where President and Mrs. Danko are the host, use their names as follows:
  Formal—President James M. Danko and Bethanie Danko
  Informal—President James Danko and Bethanie Danko

Lists (Bulleted, Numbered, Itemized)

- For numbered or lettered lists, a period follows the numeral. (A., B., etc.)

- Capitalize the first letter of each item in a list. Unless the listed items consist of all complete sentences, closing punctuation is not required.

- Use parallel construction (i.e., the initial word(s) in each bullet use the same part of speech [verbs, nouns, etc.], and all bulleted items are complete sentences or none are).

Log-in, Log-on vs. Log in, Log on

- Use a hyphen when it's a noun. (Create a new log-in.) When a verb, it's two separate words (no hyphen). (To check your information, log in to my.butler.edu.)

Masterclass

- One word in all instances.

Names of People and Courtesy Titles

- **In articles and web copy aimed at a general audience:** Use first and last name in first reference, last name in second reference. If two people have the same last name, use first names throughout.

- **For informal and personal communications** (e.g., emails, donor letters): Let your relationship with the recipient determine whether to alter the above rule.

- **For people with two surnames:** If they're hyphenated (John Doe-Smith), use both in second reference (Doe-Smith). If not hyphenated (Jane Doe Smith), use only the last one (Smith).

- Use the courtesy titles Mr., Miss, Ms., or Mrs. **only** in direct quotations or in other special situations, such as differentiating between individuals with the same last name. All except Miss take a period.

- If you must use them, don't place a comma before Jr. and Sr. (or II, III, etc.). (John Jones Jr.)

Numbers

- Except where indicated below*: Spell out numbers one through nine. Use numerals for 10 and up.

- Spell out first through ninth; starting with 10th, use numerals and the correct ordinal indicators on the baseline (i.e., not as superscript): (20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th). Don't use ordinal indicators in dates.

- *Use numerals with the following: **ages**, money ($7), **percent** (2 percent, 95 percent), temperature (50 degrees), scores (6-5), pages (page 13), **rooms** (Room 6), **chapters** (Chapter 4), and **time** (3:00 PM [but don't use the numeral 12 with noon or midnight]). If Noon starts

beginning of line (like in schedule), capitalize Noon.

- Reword to avoid beginning a sentence with a number; if it's unavoidable, you must spell out the number.

- In rankings, use No. rather than #.

Nonprofit/Non-Profit

- Spell out nonprofit unless it is used as an adjective (She works for a non-profit organization. He's a leader in the non-profit industry). Never use not-for-profit.

People First Language

- Emphasize the person, not a disability, by always referencing the disability **after** the person. (Correct_person who is blind or visually impaired. Incorrect_a blind or visually impaired person.)

Percentages

- With the exception of ads, web copy, promotional materials, art pieces, infographics and statistical items, spell out percent in text rather than use the symbol (%). Use numerals in all percentages (4 percent, 75 percent).

Phone Numbers

- Use hyphens instead of parentheses or periods/dots. (Call 317-940-8000)

- When listing an extension, use a comma. (Call 800-368-6852, ext. 8000)

Ratios

- Use numbers separated by a colon without a space. (The ratio of faculty to students at Butler is 11:1.)

Rooms / Room Numbers

- Capitalize the names of specifically designated rooms. (Reilly Room, Johnson Board Room)

- When giving a room number, use numerals, and spell out and capitalize Room (e.g., Room 212).

- When listing a building's full name and room number, separate with a comma. (Jordan Hall, Room 141.) Use numerals alone with a building's abbreviation (JH 141).

- When listing a building and a room together put the building first and use a comma to separate (Atherton Union, Reilly Room)

RSVP

- RSVP is the abbreviation for the French phrase meaning "Please reply," so don't precede it with "Please." And don't use periods.

Said vs. Says (quote attributions)

- Always use says, unless they are no longer living. ("I loved my Butler experience," Doe says.)

Seasons and Semesters

- Lowercase seasons and semesters, and omit of. (The class was held fall semester 2015. She will retire in spring 2020.)

Service-Learning

- Hyphenate service-learning in all uses. (He is involved in a service-learning course. Butler stresses the importance of service-learning for all students.)

Sign-Up vs. Sign Up

- Use a hyphen when it's a noun. (Sign-ups will be in the PuLSE Office.) When a verb, it's two separate words (no hyphen). (Go online to sign up.)

State Names

- Treat Washington State as a proper noun, but "state" in "state of Washington" as a common noun and use lowercase.

Stationary vs. Stationery (a or e?)

- Stationary (-ary) means it doesn't move. Stationery (-ery) means paper/letterhead/something you'd write a thank-you note on.

Syllabus

- Use syllabus to denote one document. The plural form is syllabi.

Technology

- Correct spelling and capitalization of common terms: apps (computer and mobile applications), cell, click-throughs, e-book, e-commerce, e-news, email (no hyphen), e-reader, Flickr, Google Drive, hard drive, homepage, internet, iPad, iPhone, iPad, online, screen saver, PowerPoint, web, webcam, webcast, webmaster, web page, website, WordPress, YouTube.

Theatre

- Butler always uses the -re spelling of **any** theatre when used on second reference or in place of a formal name, even if the formal name takes the -er spelling.

- When referring to specific venues, always verify the name and their spelling. Don't assume. (Butler Theatre, Apollo Theater, Hilbert Circle Theatre. "The Apollo Theater is known internationally.

Time of Day / Time Zones

- Use AM and PM (capitalized), no periods.

- Always include minutes (10:30 AM, 10:00 PM).

- Use noon and midnight instead of 12:00 PM and 12:00 AM. Noon if starts sentence or line in schedule

- Separate start and end times with an en dash, and don't repeat AM or PM. (Dinner is 6:30–9:00 PM, with dancing 9:00 PM–midnight. The office opens at 8:15 AM and closes at 4:00 PM daily.)

Titles (for works)

- Books, Essays, Lectures, Exhibits, CDs, Poems, Media, Book Chapters, Musical Compositions, etc.: Italicize all such titles. When in doubt, italicize.

Titles (for people)

- Capitalize formal titles no matter where they appear (before or after a person's name, or standing alone).

- Don't capitalize informal titles (spokesperson, former President Bush).

- Capitalize titles denoting civic or academic honors when following a name. (Laurence L. Bongie, Fellow of the Royal Society of Canada, gave a speech.)

- Civil or military titles: Abbreviate preceding full name, spell out preceding surname alone. (Rep. John Doe; Representative Doe)

Toward

- Toward, not towards (no s).

T-shirt

- Capitalize

United States

- Spell out when used as a noun; abbreviate U.S. when used as an adjective. (Private universities are not unusual in the United States. U.S. officials released a statement this morning.)

University

- Always uppercase the word University in text when referring to Butler University. Lowercase in all other uses.

Underclassmen/Upperclassmen

- Do not use. Instead, use undergraduates, first-year students, sophomores, juniors, seniors.

Underline

- Never underline in a print piece. For anything electronic, underlines should only be used to denote a hyperlink. If it's not a clickable piece of text, don't underline it.

Videogame

- One word in all instances. Capitalize only at the beginning of a sentence.

Vita / CV

- The full name for a listing of one's academic and professional accomplishments is curriculum vita (plural: curricula vitae) or CV (plural: CVs). You can substitute the term vita (plural: vitae) as a synonym.

Voice Mail

- Two words, lowercase: voice mail.

Web Address / URL

- If a URL is long or cumbersome, consider creating a tinyURL (bit.ly or tinyurl.com) for readability.

- URLs should be lowercase and not italicized, even if they represent organizations, composition titles or other things normally capitalized or italicized in text). (This year's Commencement speaker is the editor of time.com.)

- For web addresses, don't use www. or https:// or http:// unless absolutely necessary. The exception is for Butler web addresses for an on-campus audience. (This is a technical issue within Butler.)

- Titles of websites should not be italicized: I took a quiz on Buzzfeed.

Punctuation and Symbols

Ampersand (&)

- Spell out and in all uses, **including web pages**, except in graphical/artistic elements and in promotional materials, where the ampersand can be used.

Apostrophe

To denote possession:

- Singular nouns
    - Singular nouns not ending in s: Add 's. (Butler's history, one VIP's seat)
    - Singular nouns ending in s: Add 's unless the next word ends in s, then use only an apostrophe. (the main hostess's invitation, the main hostess' seat)
    - Note: These rules also apply to singular nouns ending in z and x.

- Plural nouns
    - Plural nouns not ending in s: Add 's. (the alumni's contributions)
    - Plural nouns ending in s: Add only an apostrophe (all churches' needs, the VIPs' entrance, the girls' toys)
    - Nouns that are plural in form, but singular in meaning: Add only an apostrophe. (Mathematics' rules bewilder me.)

- Proper names
    - Proper names ending in s: Use only an apostrophe. (Indianapolis' schools, Achilles' heel, Descartes' theories, Socrates' life, Dickens' novels)
    - Proper names not ending in s: Use 's. (Jane Doe's plan, John Doe Jr.'s daughter)

- Its vs. it's

    - Seemingly in contradiction to all of the above, to make the word "it" denote possession, don't use the apostrophe. Every use of it's means it is. (Apostrophe: It's cold outside = It is cold outside. It's no surprise that Butler's campus is beautiful = It is no surprise that Butler's campus is beautiful. It's war! = It is war! No apostrophe: The dog has its toy = The dog has [possession of] his toy. The heat is its worst enemy = The heat is the worst enemy of [whatever you're referring to]. This gets confusing because if you used "Joe" here, you would use an apostrophe: The heat is Joe's worst enemy. Just remember that with the word "it," the apostrophe doesn't mean possession.)

Use with figures

- Don't use an apostrophe to indicate plural numbers. (Correct—John graduated in the 1960s. Incorrect—Jane was born in the 1970's.)

- **Do** use an apostrophe to indicate omitted numbers in years. (John graduated in the '60s.)

Other uses

- Pluralize single-letter grades with apostrophes. (She got mostly A's and B's all year.)

- An apostrophe should look like an elevated comma (a backwards c). At times, such as when copying text from the web, you may need to replace "straight" apostrophes (and quotation marks) with the curved versions.

Colon

- Ratios: Use numbers separated by a colon without a space. (The ratio of faculty to students at Butler is 12:1. Butler has a 12:1 faculty-to-student ratio.)

- Always use only one space after a colon.

Comma

- When a conjunction joins the last two elements in a series of three or more items, use a serial (or Oxford) comma before the conjunction. (She's taking classes in English, political science, and sociology. John is fluent in English, French, Spanish, Portuguese, and German.)

Ellipsis (…)

- Use to indicate missing text, so with punctuation and spaces, treat ellipsis as you'd treat a word. If the ellipsis replaces a word(s) at the end of a quote, don't use.

  Correct—We must take action before the time comes … to end a program.

  If entire statement was, "I thoroughly enjoyed my time at Butler and wouldn't have missed it for the world, then: Correct_I thoroughly enjoyed my time at Butler. Incorrect_I thoroughly enjoyed my time at Butler ….

Em Dash (—)

- Longer than both the hyphen and the end dash. Use to emphasize a dramatic pause or notable change in thought. Don't put a space on either side of the em dash. (Students complete two required internships at companies such as PwC, Delta Faucet, Arthritis Foundation, and Johnson & Johnson—substantive internships relevant to a student's interests.) [on a PC, choose the em dash from the special characters list; on a Mac press Shift-Option and the minus.]

En Dash (–)

- En dash (shorter than the em dash, longer than a hyphen) is most often used to connect numbers (chapters, years, etc.). Don't insert spaces around the en dash. (Her college years, 1998–2002, were the happiest in her life.) [on a PC, choose the en dash from the special characters list; on a Mac press Option and the minus.]

Exclamation Points

- Exclamation points often detract from your message's credibility, especially when you use more than one in the same sentence or several in the same document. Limit usage to commands (Stop! Call now! Respond by May 1!), and never use more than one exclamation point at the end of a sentence, including promotional materials.

Hyphen (-)

- Hyphenate **compound words** that modify or describe a third word. (She used her decision-making skills.)

- When **two hyphenated words** modify the same word, split them using the hyphens as follows: We've planned both on- and off-campus activities for the weekend.

- Use hyphens in **phone numbers** instead of parentheses or periods/dots. (Call 317-940-8000. [not (317) 940-8000, and not 317.940.8000]

Periods (spacing after)

- In all instances, use only one space after a period and after a colon. Note: This is as directed by every major style guide in the country, including the *Modern Language Association Style Manual*, the *Chicago Manual of Style*, and the *APA Publications Manual* (recommends one space in published work), as well as every modern typographer. (The use of two spaces after periods with today's typographic technology can cause "rivers of white space" in text.)

Quotation Marks

- Direct quotations**:** Surround the exact words of a speaker in a story with quotation marks. ("I thought it was a good play," he replied. "I do not object," he said, "to the speaker's position.")

- Running quotations**:** If a full paragraph of quoted material is followed by a paragraph that continues the quotation, do not put close-quote marks at the end of the first paragraph. Do, however, put open-quote marks at the start of the second paragraph. (When he saw her, he said, "I like your dress. "You should always wear that color.")

- Single quotation marks**:** Use for quotes within quotes or in a headline. (She said, "He wrote, 'I'll be leaving on Wednesday,' but the letter was never sent.")

- Note: You may slightly change words in a quotation to correct grammar or punctuation, or to replace words with an ellipsis. Never alter the meaning of a quotation; if you're uncertain of a speaker's intent, contact them to verify, or don't use the quote.