Editorial Style Guide
Trinity University adheres to a style guide to maintain its strong brand identity and consistency of messages—both visual and verbal—in news releases, advertisements, brochures, calendars, the Web, and other forms of communication intended for external audiences. It is a significant tool in furthering the University’s strategic goals. Additionally, a consistent style enhances ease of reading and clarity in communications.

Style is a dynamic process, and usage and applications of words and phrases often change with commonly accepted language. Trinity’s style is no exception and the significant changes as of July 2012 are highlighted in maroon.

While certainly not comprehensive, this guide focuses on issues or questions that are frequently encountered in Trinity communications.

With a few notable exceptions, Trinity’s style for publications, Web, news releases, etc. is based on the Associated Press (AP) Stylebook and Strunk & White’s Elements of Style. Copy submitted to the Office of University Communications will be edited to comply with the University style.

In addition to the basics of Trinity style, this guide contains an abbreviated guide to usage of the Trinity logo and other elements of University branding.

If you have questions that aren’t addressed here, if you find an error, or if you have a suggestion for clearer usage, please contact Mary Denny, associate director/university communications at 999-8442 or mdenny@trinity.edu.
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Part I

Trinity Editorial Style

Abbreviations/Acronyms

Use standard abbreviations when it is customary to do so. Increasingly, periods are omitted from abbreviations. If an abbreviation can be used with or without periods, use it without: FBI, IRS, USA

CSI (Center for the Sciences and Innovation on first reference, then CSI)

MAS (Mexico, the Americas, and Spain on first reference, then MAS)

EAST (East Asia Studies at Trinity on first reference, then EAST)

RSVP
Do not use the word “please” before RSVP. RSVP means “please respond” in French.

State abbreviations
In running copy, use the state abbreviations accepted by the Associated Press:

Eight state names are not abbreviated:
Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah

The District of Columbia is treated like a state:
Washington, D.C.

The two-letter postal codes are used only for mailing and in sports rosters and programs:
San Antonio, TX 78212  |  Tackle John Smith, Tulsa, OK
a.m. | p.m.
Use of small caps permissible. For 12 a.m. and 12 p.m. use midnight and noon, respectively. Avoid o’clock.

Abbreviate titles when used before a full name:

Abbreviate Junior or Senior after an individual’s name:
John Smith Jr. (no comma)

Abbreviate company, corporation, incorporated, and limited when used after the name of a corporate entity.

■ Capitalization

In general, avoid unnecessary use of capitals. Sentences read more smoothly if the eye isn’t stopped by frequent capitals.

*DO capitalize:*

Bachelor of Arts | Master of Science
Avoid B.A., M.S., and Ph.D. in text, although they are appropriate in programs and the like. The word “degree” should not follow the abbreviation.

Administrative offices and facilities even when the word office or center is implied:
Office of University Communications or University Communications
Coates University Center or Coates

Board of Trustees (Board on second reference when referring to Trinity’s Board)

Trustee when used before a Trustee’s name:
Trustee Walter Huntley Jr.

Ethnic origins
Asian | African American | Latino

Formal titles when they immediately precede a name:
President Dennis A. Ahlburg

Names of committees on first reference; lowercase second references.
Commencement and Convocation Committee (after first reference, the committee)
Regional designations when referring to a specific region:
*South Texas | East Coast*
(Lower case when referring to a point on the compass.)
The sun sets in the west. *The north wind doth blow.*

**Titles of specific courses.** Use lowercase unless referring to a specific course, but capitalize words that are a proper name.
*History of China | *a* history course | an *English* class

**Trinity events, groups, entities, academic programs:**
*Alumni Weekend | Family Weekend | Associates | Annual Fund | Common Curriculum | First-Year Seminar*

University when used alone in referring to Trinity:
The University offers a wide range of majors.

*Web | Web page | Web feed*  (see compound derivatives below)

**Do NOT capitalize:**

**generic academic degrees**
*bachelor’s degree | master’s degree | doctorate*

**academic departments and fields of study** except where a proper noun is part of the name:
*philosophy department* (preferred) | *department of geosciences*
*English department | environmental studies | European history*

**Exception:** When a department name stands alone on a poster, invitation, or brochure, and on the individual Web pages it may be capitalized:
The Department of Geology invites you to...

**academic honors** such as sum laude, magna cum laude, etc.

**alma mater** unless referring to the University song.

*a.m. | p.m.* Small caps are permitted.

**black | white** when referring to race.

**commencement** unless referring to a specific one:
*A commencement speaker | Winter 2011 Commencement*
majors, minors, programs, specializations, and concentrations unless part of a designated degree:
He majored in engineering science and minored in history.
She holds a Master of Science in Health Care Administration.

occupational descriptions
astronaut John Glenn | chemistry professor Nancy Mills | football coach Steve Mohr

seasons unless part of a formal name.
spring semester | Fall ’01 Class Schedule | Winter Olympics

titles that appear after a name unless identifying an endowed professor or named professorship:
Mark Detterick, vice president for External Affairs
Daniel Lehrmann, Pyron Professor of Geosciences
Mark Garriosn, Alice P. Brown Professor

webmaster, website, webcast, webcam

■ General Usage

Do:

Use adviser NOT advisor

Use first-year or first-year student instead of freshman.

Use international students instead of foreign students.

Use e-mail not email

Use residence hall instead of dorm or dormitory

Use student-athlete for students who participate in varsity sports

Use theater unless referring to a specific one (e.g. Shubert Theatre in NY)
Note: The department formerly called speech and drama is now the department of human communication and theatre.

Use Trinity University on first reference, then Trinity or the University, never TU
Omit the http:// tag when writing URLs. Use a period even when a URL or e-mail address ends the sentence. Don’t break a URL at a hyphen and don’t add a hyphen unless it appears in the address. URLs, like e-mail addresses, appear in italics in printed publications.
dennis.ahlburg@trinity.edu | www.trinity.edu/magazine

Identify alumni and current students by listing the last two digits of their graduation year/years with an apostrophe in front of the numerals following their names.
Jane Smith '08 | John Jones '78, ’81 (in case of two degrees)

Other alumni references are as follows:
Married, same class: John and Susan Bates Smith ’78
Married, different classes: John ’78 and Susan Bates Smith ’87
Wife only is alumna: Susan Bates Smith ’87 and husband, John
Husband only is alumnus: Susan and John Smith ’84
Alumnus with two Trinity degrees: Susan Smith ’89, ’92

Exception: Alumni references are boldfaced in the Class Acts section of Trinity magazine and class years are omitted when they are mentioned under their designated class year.

On second reference to any person in running copy use last name only. The only exception is AlumNet, which use first names on second reference to achieve a more intimate and informal tone.

Do not:

Do not use alum or alums unless in a direct quotation.

Do not use the ampersand (&) unless it is part of an official name.
AT&T | Simon & Schuster

Do not use TU for Trinity University.

■ Numbers

The numbers zero through nine are spelled out, unless used as an age, monetary figure, percentage, or as part of a very large number. For numbers ten and higher, use Arabic numbers.
Three books | 5 percent | $8 million | a 6-year-old child
Spell out fractional amounts (in text copy) that are less than one, using hyphens between the words. Use figures for all fractions larger than one: 
one-half | three-sixteenths | 3 3/4

Spell out “percent.” Percent takes a singular verb unless a plural word follows an of construction.
50 percent of the membership was there.
50 percent of the members were there.

Write phone numbers with a dash between the area code and the number:
210-999-8406 | 1-800-999-7207

When the phone number is expressed as a word, write the numerical version in parentheses following it.
1-800-TRINITY (1-800-874-6489)

Do not use st, th, etc. with dates:
March 1 (not March 1st)

**Italics**

Use sparingly in text copy.

Italicize titles of books, newspapers, magazines, paintings, sculptures, films, plays, record albums, operas, and television series.
*Exceptions:* the Bible and familiar reference works, such as dictionaries, encyclopedias, handbooks, etc., require neither italics nor quotation marks.

In running text, URLs or e-mail addresses should be italicized to separate them from the rest of the copy. On the Internet, e-mail addresses and URLs are automatically underlined if hyperlinked.

Cum laude, summa cum laude, and magna cum laude are not italicized in running text, but may be italicized in academic programs or on diplomas.

Commonly used foreign words or phrases do not need to be italicized. Italicize only those words that may not be well known. Foreign proper names are not italicized.

Courses in the curriculum are not italicized.
Punctuation

Periods and commas always go within quotes according to American English convention. He said, “I had a fantastic vacation.” “I will be on sabbatical next year,” said the professor.

In a series of three or more terms with a single conjunction, use a comma after each term except the last. (per Strunk & White)
red, white, and blue

Do not use a comma before the Jr. or Sr. or a Roman numeral in a proper name.

Use quotation marks around the titles of short stories, poems, articles, individual chapters in books, songs, and single episodes of a TV or radio series.

Courtesy Titles

Following AP style on press releases and literary style for magazine, sports, and Web stories, eliminate all courtesy titles for people who do not have specialized titles such as Gov., Gen., Col., Sen., etc. Use surnames on second reference, except in AlumNet profiles. In the magazine, Dr. is used only for those who can remove spleens, extract teeth, or cure neuroses.

Faculty

In running text (specifically magazine copy), all faculty, with the exception of those holding endowed professorships, are identified as professors (note lower case) regardless of rank. This is because professor is used in the sense of a job description, not as a title. It also increases readability. In subsequent references, they are referred to by last name only. The word professor is never abbreviated.
Philosophy professor Andrew Kania teaches the class. Kania will be on sabbatical next semester.

Exception: In grant proposals and other academic publications, the courtesy title Dr. may be used on second reference for those who hold doctorates. First reference would be to Robert Blystone, Ph.D., then: Dr. Blystone.

When titles precede a name, they are capitalized. When they follow the name, they are set off with commas and lowercased. The only exception is titles of faculty who hold endowed professorships, which are always capitalized. It is preferable to have the title follow the name. (continued on next page)
Denver alumni visited with President Dennis A. Ahlburg.
Dennis A. Ahlburg, president, addressed the Faculty Senate.
Daniel Lehrmann, Pyron Professor of Geosciences, traveled to China.
Mary Kay Cooper, director of Alumni Relations, chaired the meeting.
The meeting was chaired by Director of Alumni Relations Mary Kay Cooper.

On business cards, stationery, and when signing an article, professors who hold doctorates should be identified by name, followed by a comma, and Ph.D. Those who hold endowed professorships should use only the name of the professorship.

David Lesch, Ph.D.
Mark Garrison, Alice P. Brown Professor of Art History

Professional designations such as CPA and APR should be preceded and followed by a comma unless at the end of a sentence and should be written in all caps with no periods.

Robert Smith, CPA, prepared the organization’s tax return.

Do not use Dr. for someone whose doctorate is honorary.
Note: Doctor of Divinity is usually not an earned degree.

Reverend
Use “the” in front of Rev., except in a headline. Whenever the Rev. is used, it must be followed by a given name or initials. Never use the Rev. with a surname alone.

the Rev. Stephen Nickle | Mr. Nickle

For most Protestants, the later reference is Mr. Ms., Mrs., or Miss. For Roman Catholics, Orthodox Christians, and those Episcopalians who prefer it, use Father in later references. Lutheran ministers are normally called Pastor in later references.

-Trick Grammar and Language Usage-

a | an
Use the article “a” before consonant sounds

a historic event
a one-year term (sounds like w)
a united front (sounds like you)

Use “an” before vowel sounds

An energy crisis
an honorable man (h is silent)
an NBA record
an 1890s celebration
affect | effect
Affect, as a verb, means “to influence.”
Effect, as a verb, means “to cause.”
Effect, as a noun, means “result.”

among | between
Do not use “amongst.”
Among implies more than two objects.

beside | besides
The preposition beside means “by the side of.” It is also used in idioms like
“beside the point.”
She placed the lamp beside the piano.

Besides, as an adverb or preposition, means “in addition to.”
Besides the dean, 10 others attended the meeting.
The chair remained silent on the issue; besides, she was only there to observe.

between you and me
Use between you and me, not between you and I.

collective nouns
Faculty, committee, board, team, class, public, group can be singular or plural.
The choice of a singular or plural verb depends upon whether the writer intends to
refer to the group as a whole or to the members as individuals.

criterion | criteria
Criterion is singular; criteria is plural.

currently | presently
currently means “now;” presently means “soon.”

disc | disk
Use disc for phonograph records, optical and laser-based devices.
laser disc, compact disc, disc brakes
Use disk for computer-related items and medical references.

doctoral | doctorate
Doctoral is an adjective, doctorate is a noun.
A person with a doctorate has earned a doctoral degree.
due to
Don’t use due to when you mean because of.
She was dismissed because of that escapade.
His failure was due to insufficient study.

either…or | neither…nor
When one element of a compound subject joined by either…or or neither…nor is singular and the other element is plural, the verb agrees with the subject that stands closest to it:
Neither he nor his children are healthy.

entitled | titled
Entitled means to have a right to something; titled refers to the name of something.
You are entitled to a free upgrade on your airline ticket.
The short story was titled “Big Two Hearted River.”

everybody | everyone | every one
Everybody and everyone (pronouns meaning all persons) take singular verbs; however, they or their are both acceptable second references. Use every one when it means each individual item/person.
Everybody returned their library books.
Every one of the clues was worthless.

exhibit | exhibition
Use exhibit as a verb, exhibition as a noun:
She exhibited paintings at the McNay exhibition.

fewer | less
Use fewer when referring to objects that are identifiable by number.
We have fewer students this year.
He was less interested in the party plans.

fund raising | fund-raising
part time | part-time
on campus | on-campus
Hyphenate when using as a compound modifier:
Fund raising is a challenge for nonprofit organizations.
The alumni chapter held a fund-raising event in March.
She works part time. She has a part-time job.
She lives on campus. On-campus parking is at a premium.

grey not grey
historic | historical
An event that makes history is historic. Something that is based on history is historical. 
*The bombing of Pearl Harbor was a historic event.*
*I’m reading a work of historical fiction.*

i.e. | e.g.
i.e., means “that is to say” or “in other words. “
e.g., means “for example.”

important | importantly
Use more important, not more importantly.

insure | ensure
Insure means “to establish a contract for insurance of some type.”
Ensure means “to guarantee.”
*Please insure my luggage against theft or damage.*
*Can you ensure a good crowd for the lecture?*

its | it’s
Its is a possessive pronoun. It has no apostrophe.
It’s is the contraction for “it is.”

media | medium
Media is the preferred plural form of medium. It should be used with a plural verb.
*The media are always under scrutiny.*

more than | over
More than expresses quantity. Over is an adverb expressing direction:
*More than 100 applicants showed up.*
*He threw the salt over his shoulder.*

not only…but also
Not only should be followed with but also.
*Ann decided not only to go to summer school but also to volunteer at the hospital.*

prefix “pre”
Most words formed with the prefix pre are written without a hyphen.

**Parents Weekend | Associates Dinner**
Do not use an apostrophe if the word “for” or “by” would be appropriate in a longer form of the phrase, rather than “of.” Parents Weekend is a weekend for parents, not of parents.
who | whom
Use who in the sense of he, she, or they. Use whom in the sense of him, her, or them.
The person who answered the phone was the receptionist.
The person whom we hired has exceptional qualifications.

whose | who’s
Whose is a possessive pronoun that can refer to persons or things. Who’s is a contraction of who is.
She’s the woman whose book caused a sensation.
That’s the book whose sales skyrocketed.
Guess who’s coming to dinner?

your | you’re
You’re is a contraction that means “you are;” your is a possessive pronoun.
Your mother wants to know if you’re going to the reunion.
Part II

Trinity Specific References

Buildings/Facilities

In order to simplify and maintain consistency, the director of Campus Planning and Sustainability recommends that campus structures and locations be referred to in the following shortened forms:

Admissions Center
Bell Athletic Center
Center for the Sciences and Innovation (CSI on second reference)
   Korbell Terrace
   Pierce Innovation Lab
   McLean Courtyard
   Centene/Neidorff Innovation Center
Chapman Center
Coates Library
Coates University Center or Coates Center
Cowles Life Science Building
Elizabeth Rhea Health Services
Halsell Center
William Knox Holt Center
Laurie Auditorium
Richardson Communication Center
Mabee Dining Hall
Marrs McLean Science Center
Mabry Pavilion
Northrup Hall
Parker Chapel
Facilities Services
Ruth Taylor Fine Arts Center
   Dicke Art Building | Smith Music Building
   Stieren Theater, Attic Theater
   Ruth Taylor Recital Hall
   Ruth Taylor Courtyard
Storch Memorial Building
Witt Reception Center
Al G. Hill Jr. Tennis Stadium
Butch Newman Tennis Center
Paul McGinlay Soccer Field
Isom Soccer Memorial

Landmarks and Sculptures

Chapman-Cowles Fountain
Murchison Tower (contains Calvert Bells)
Miller Fountain
Meadows Pavilion
Coates Esplanade
“Large Interior Form,” by Sir Henry Moore (on Coates Esplanade)
“Conversation with Magic Stones” by Dame Barbara Hepworth
(outside Coates Library)
“The Scholar is the Student of the World” by Waldine Tauch
(in Chapman-Cowles Fountain)
“Man’s Evolving Images: Printing and Writing” by James Sicner (in Coates Library)
“Rapture” by Bret Price (at Laurie Auditorium west entrance)

Residence Halls

Beze Residence Hall
Calvert Residence Hall
Herndon Residence Hall
Isabel McFarlin Residence Hall
Lightner Residence Hall
Miller Residence Hall
Murchison Residence Hall
Myrtle McFarlin Residence Hall
North Residence Hall
Prassel Residence Hall
South Residence Hall
Susanna Wesley Residence Hall
Thomas Residence Hall
Winn Residence Hall
Witt Residence Hall
Verna McLean Residence Hall
■ Facts and Figures

In order to ensure consistency in disseminating information, some of which may change and vary throughout the year, use the current year’s fact book as compiled each fall by the Office of Institutional Research for figures relating to faculty, students, enrollment, endowment, etc. The Trinity Fact book is available on the Trinity website: www.trinity.edu/ir/irweb/factbook.htm

■ Lecture Series

All materials relating to the promotion of these lectures must include the full name of the lecture or series and the name of the donor who made it possible.

Flora Cameron Lecture on Politics and Public Affairs
made possible by Mrs. Flora C. Crichton of San Antonio.

DeCoursey Lecture
made possible by the late Gen. and Mrs. Elbert DeCoursey of San Antonio.

Food For Thought Luncheon Lectures
sponsored by the San Antonio chapter of the Trinity University Alumni Association.

Nobel Economist Lecture

Policy Maker Breakfast Series
supported by the Stevens Academic Enrichment Fund.

Stieren Arts Enrichment Series
made possible by Jane and the late Arthur Stieren of San Antonio.

Trinity University Distinguished Lecture Series
made possible by Mr. and Mrs. Walter F. Brown of San Antonio.

Trinity University Distinguished Scientist Lecture Series
made possible by Mr. and Mrs. Walter F. Brown of San Antonio.
Part III

Printing

■ Stationery and Business Cards

Business cards and stationery must be ordered from Ginny’s, which is located in the Coates Library on the first floor (phone 210-999-7228).

They have a complete list of print specifications as well as various options available. Requests for any deviations from accepted formats should be directed to the Office of University Communications.

■ Other printing services

Additional printing services are available through the University Communications office.