

AQUINAS COLLEGE

Aquinas College Brand Guide

Introduction	2
Brand Messaging	3
Tagline	3
Positioning Statement	4
Our Vision	4
Mission	4
Dominican Pillars	5
Graphic Style	5
Primary Color Palette	5
Secondary Color Palette	6
Typography	6
Logo Usage	7
Social Media Guidelines	11
Student Social Media Policy	11
Admin Social Media Policy	13
Do's & Dont's	15
Web Style	17
Web Content Regulations	17
Web Typography	20
Writing Style	20

Introduction

The Aquinas College brand guide was developed to provide all Aquinas employees and partners with the information needed to maintain the college's brand, online, graphic and written style.

Regular use of these guidelines will maintain the effectiveness of the Aquinas brand and provide consistency. Marketing and Communication Department staff is happy to help answer any questions in regards to these guidelines.

Additional resources including a link to the graphics request form can be found online at www.aquinas.edu/brand-guide

Brand Messaging

Tagline

'I Can' Brand Messaging

Being Catholic and Dominican combined with being a small private liberal arts college is what makes Aquinas special and what I Can is all about (I Can being a play on the word Dominican). The four Dominican pillars of prayer, study, service and community help our students lead a life where they thrive in all dimensions. I Can is about being prepared to rise to the challenges of a wide variety of work that may lie ahead. Enabling students to realize God's purpose for their lives, and being empowered to make all the difference in the world.

*Dominican = Empowering = **I Can***

Because of the focus on those pillars Aquinas students are able to do these things in life:

I Can Seek Truth

I Can Stand for Justice

I Can Live with Passion

I Can Act with Courage

Example message:

Developing Whole & Effective People

An Aquinas College student's (Saints) study is comprehensive and multidimensional, happening both in the classroom and outside. As a small Catholic liberal arts college, we don't teach our students what to think, but how. Our students learn to pursue truth, seek justice, live with passion and act with courage. Prayer, study, community, and service are the foundation of all our students do, and our students do great things. If you want to live a life filled not only with achievement but with purpose and meaning, you could be a Saint.

I Can is able to extend:

I Can continue with purpose (Continuing Education)

I Can support my community (Service Learning)

I Can get that job (Advantage Center)

I Can study in another country (Advantage Center)

I Can start something new (Continuing Education)

I Can help strengthen others for life (Master of Arts in Clinical Mental Health Counseling)

I Can do life-saving research (Sciences)

I Can lead my company (MM)

Positioning Statement

Aquinas College offers an exceptional Catholic liberal arts education for traditional and nontraditional undergraduate and graduate students with a focus on the whole student in a close-knit environment providing innovative programs, small class sizes, robust athletic opportunities, and service-learning with a campus in the heart of Grand Rapids.

Target market: undergraduate / graduate / continuing ed prospective students (those transitioning to adult/professional career, adults looking for 'life changing experience')

Unique value that we provide: Close-knit educational environment focused on the whole student ('thrive in all dimensions of life': their relationships, their physical health, their community, their economic situation, their sense of purpose)

How can we back this up: small size, liberal arts foundation, student/teacher dialogue , close sense of community, athletics, service learning opportunities, proximity to grand rapids, career preparation, emphasis on faith, values and student's growth in all dimensions of life, including their academics, relationships, service, community.

Our Vision

Aquinas College is recognized as the exceptional Catholic liberal arts college that prepares individuals for careers of leadership and service in developing a sustainable and just global community.

Mission

Aquinas College, an inclusive educational community rooted in the Catholic and Dominican tradition, provides a liberal arts education with a global perspective, emphasizes career preparation focused on leadership and service to others, and fosters a commitment to lifelong learning dedicated to the pursuit of truth and the common good.

Dominican Pillars

Aquinas is rooted in the four Dominican pillars of: Prayer, Study, Service and Community.

Prayer

The Dominican tradition is two-fold: contemplative and communal. At Aquinas we are committed to gathering for right liturgical prayer nourished by God's Word and the Spirit. Prayer leads us into the deeper Truth needed to live out God's call for us in the world.

Study

We commit ourselves to a love of learning, both formal and informal. This necessitates an openness to learn from the most unlikely sources as well as tried and true scholarship.

Service

Aquinas encourages students to engage in service projects and service learning programs. It also offers preparation for careers that will enable graduates to spread the truths that they have learned - "to make a difference in the world."

Community

We follow in the footsteps of St. Dominic, a 13th century preacher and founder of the Dominican order, with a commitment to building community through hospitality, inclusivity and dialogue. We have a long tradition of working together for the common good, both within the College and beyond for racial and social justice and outreach to persons and places in need.

Graphic Style

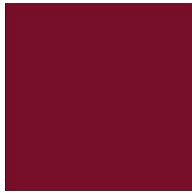
Primary Color Palette

Pantone 188

CMYK - 28%C / 90%M / 68%Y / 38%K

RGB - Red 124, Green 33, Blue 40

Binary (Web) #7C2128

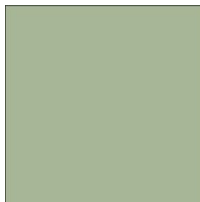


Pantone 5773

CMYK - 40%C / 27%M / 56%Y / 14%K

RGB - Red 155, Green 158, Blue 114

Binary (Web) #9B9E72



Secondary Color Palette



Typography

Aquinas College branding will be greatly enhanced by using its logo type style within publications. For that reason, Berling Roman has been chosen as the standard (text) copy type for publications. If Berling is unavailable, Times New Roman is the suggested replacement.

Captions, headings, sidebars, and highlighted materials may use supporting faces: Berling Italic. For accent, the typeface Gotham Book may also be used.

Note: Fonts can be purchased from many sources. To assure an exact match, coordinate through the Creative Director at 632-2129

Berling Roman

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Gotham Book

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

Logo Usage

Any use of the college logos must be requested and approved through graphics services by emailing logo@aquinas.edu or by contacting the Creative Director at 632-2129. Deliberate misuse of any Aquinas-related identification elements will not be tolerated.

AQUINAS COLLEGE

Aquinas Logo

AQUINAS
COLLEGE

Aquinas Logo Stacked



Circle AQ



Athletics - Saints Nelson Logo



Aquinas Seal

Logo Color

There are four versions of the Aquinas College logo. All versions are available in 2 color and 1 color (black). The Circle AQ is also available as Maroon (188). Several variations of the logo may be used for different printing situations.

Two-Color: When possible, use the spot-color version. This version includes two Pantone® Matching System colors: PMS 188 (maroon) and PMS 5773 (sage green).

Process Color: When printing materials in four-color process, use the segmented four process colors (cyan, magenta, yellow and black).

One-Color: When the method of reproduction does not allow for either a second color, use the one-color version, printed with black ink or Maroon (188).

Reverse: The logo may be reversed out of a colored background only in special situations, which must be approved by the Creative Director.

Do's:

1. Use the Aquinas logo on ALL printed material that represents Aquinas to the public. The Circle AQ logo may be used for internal college material or externally in conjunction with the full Aquinas logo.

2. The logo must always be black, PMS 188 (Aquinas maroon), or white reversed out of a dark color. You may also use the 2-color logo.

AQUINAS COLLEGE

AQUINAS
COLLEGE



3. The logo MUST measure at least 1.25 inches wide for the horizontal logo and 1 inch wide for the stacked logo.

(actual sizes shown).

AQUINAS COLLEGE

1.25"

AQUINAS
COLLEGE

1"

4. Always provide space around the logo, free of typography, graphics or other distracting elements.

5. When using the Aquinas logo in conjunction with other logos, please call the Creative Director in graphics services for consultation at (616) 632-2129.

Dont's:

1. NEVER create your own logo.

2. NEVER use old versions of the Aquinas logo.

3. NEVER pull logos off the website to use in your piece. Always request high resolution logos or EPS files from graphics services.

4. Use of the Aquinas seal is by permission only from the Marketing and Communication Department or graphic services.



5. NEVER use pieces of the logo. Always use the entire logo.



6. NEVER use the logo in a line of text.



7. NEVER change the proportions or otherwise distort the logo. When resizing the logo by the corner points, ALWAYS hold down the SHIFT key to resize proportionately.



8. NEVER screen the logo and put copy over it.



9. NEVER place the logo where a hole punch or binding may interfere.
10. NEVER place the logo on its side or at an angle.

Social Media Guidelines

Student Social Media Policy

For Aquinas College student workers, resident advisors, student ambassadors, student athletes, orientation leaders, student senators, diversity advisors and student clubs/org officers.

Social media has become part of our daily lives. However, because you work for/represent Aquinas College, what you do on social media matters to Aquinas. This policy is important because not following it could lead to: prospective students not choosing AQ, donors stopping their support of Aquinas, the College getting into legal trouble, judicial hearings for you, or, worst of all, you could lose your job or position on the team. So please, follow the policy.

You are a role model. As a student leader at Aquinas, other AQ students look to you and will model your behavior and judgement when posting online. Have sensitivity towards your fellow Saints and issues that may arise on campus. Your words carry weight. Think before you post.

Show your Saints Spirit. Be the first to say you're an AQ Saint and show your Saints pride. But make it very clear that you are not an official Aquinas College spokesperson and not authorized to speak on the College's behalf.

Be nice. The "Golden Rule" applies even more now than it did when you were a kid. When you're online, treat others the way you'd want them to treat you. Certain topics can lead to inflammatory conversations and negative comments. Don't fan the flames. Keep your comments kind, thoughtful and on topic.

Contribute to the conversation. We know you're smart and creative you're an AQ student! So make sure your posts add value to a conversation. If it's a thoughtful, intelligent and kindly worded post, then it's adding value.

Inside jokes don't belong online. What you say can be seen by prospective students and their parents around the country and the world. Inside jokes about AQ may seem funny to you, but are likely to be misunderstood, or worse, seen as offensive to others.

Resolve disagreements in person. Social media is not the place to complain about AQ faculty, staff or departments or say negative things about a fellow student. If you are having problems with a person or department at the College, talk to them face to face. Can't do that? Take the issue to your supervisor, advisor or coach so they can help you resolve it.

Private isn't really private. Anything you say online can be shared, often in one click. Just because your account has strict privacy settings doesn't mean everything you post will remain private. Your friends may think your post is funny, brilliant or even concerning, and share it online without asking you first. If you wouldn't say something publicly, don't post it online.

You can't delete it. Think before you post and don't post if you're feeling really emotional about something. There's really no such thing as "delete" on the Internet. So don't let your emotions get the better of you and post something you may regret later.

Respect what others have created. If you didn't record that song, take that picture, write that article or create that video, don't copy it. Share it instead. Linking back to the original artist's song/photo/article/video is the best way to spread your love for what they created while respecting their talent and U.S. Copyright laws.

AQ logos are for official College use. Use of the College's logos is determined by the Marketing Communications Department. If you want to use an AQ logo or other College related graphic for any reason online, contact the Marketing and Communication Department first.

Understand confidentiality. Never share what you've seen/heard at your AQ job online. Student workers sometimes have access to very confidential data, documents and conversations. Think some information might be OK and not really confidential? Ask your supervisor before you post.

Keep your personal information personal. Never, ever disclose your residence hall information, cell phone number, personal email address or any other personal information online. Even if it's only meant for a very close friend, remember all of their friends can see it too. If you need to send someone your personal information, do it via a private message.

The Moose requires an AQ login for a reason. If something posted on The Moose seems like it'd be good for social media, contact the person who posted it and ask them. Some information is posted only to The Moose because it's not for the entire world to be invited to/know about.

Your AQ ID and ELM information is a secret. Your AQ ID number and ELM username and password are the keys to your online life at AQ. Keep them secret and never share your ID number or password especially online.

Your job is your top priority. Unless you're an admin on an Aquinas social media account, when you're at work at AQ, your job is more important than social media. So log out, and wait to post until after your shift.

What if you mess up on social media? Take a deep breath. Then fix it right away and make sure that what you've done to correct it is clear. When in doubt, talk to your supervisor, advisor or coach and contact the Marketing and Communication Department immediately if you're corrective actions didn't work.

Admin Social Media Policy

For administrators of Aquinas College social media accounts/pages.

The Associate Vice President of Marketing and Communications is the official Aquinas College spokesperson.

All College press releases and official announcements are issued by the Marketing and Communication Department. One of the admins for your AQ social media account will be contacted if the Marketing and Communication Department feels a news release is fitting to be posted on your page.

Do not post copyrighted materials, including images, to an Aquinas social media page.

Using Google Images and other general Internet searches to find images for your page is a good way to inadvertently violate U.S. Copyright Laws. You can avoid this by using AQ Collections, the College's online photo database, to find photos for your AQ social media page (collections.aquinas.edu).

Do not copy/paste material from another Aquinas Facebook page to use on yours.

If you want to share a message from another AQ Facebook page, use the "share" button and let your fans know why you've chosen to share that message/link/event (again, without copying/pasting the original post). On Twitter, use the retweet option.

Never use an Aquinas social media account to promote non-Aquinas events.

Only events sponsored by Aquinas College should be posted to an AQ social media page.

Only create Facebook events for programs your department/program is sponsoring.

If another Aquinas department/program is co-sponsoring an event with you, check with them before creating a Facebook event. The goal is to work together to avoid duplication.

Know the difference between your AQ social media page(s) and your personal social media accounts(s).

Your personal Facebook/Twitter/Instagram/etc. page is for posting events, links and news that interests you. An Aquinas social media page is for posting information, links and news related to the specific area of the College that the page represents.

Always maintain your AQ social media account/page.

As admin, you are responsible for the upkeep of your Aquinas-related social media account/page. Never ignore questions from fans/followers, stop posting content or in any other way abandon your AQ account/page. Respond to the negative/unflattering post calmly and accurately address their issue in a timely manner. Do not delete negative/unflattering posts from a fan unless they contain profanity, threats or other language that violates that social media platform's terms & conditions.

Know your resources.

Do not hesitate to contact the Marketing and Communication Department if you have ANY questions about social media, your page or how to reply to a comment/post. We are here to help you!

Remember: Every AQ social media account/page, and you as the admin, represents Aquinas College online.

Do's & Dont's

Facebook:

Do:

- Develop a plan for what kind of content to post and when to post it.
- Use your Facebook page to create a positive space for interacting with AQ.
- Share photos, status updates and links from other Aquinas accounts if the information fits your

page.

- Take the time to understand your fans and what they're looking for.
- Consistently monitor your page.
- Respond to questions in a timely manner.
- Post content throughout the day/week.
- Share links back to the Aquinas website when possible.
- Provide users with a 1-2 sentence summary of a link when you share it.
- Post photos at a large size and provide captions with the photos.
- Get permission from the Marketing and Communication Department before using any Aquinas logo on your Facebook page.
- Include graduation years for alumni mentioned in posts.
- Create a Facebook event for upcoming public events sponsored by your department/program.
- Use an appropriate photo when creating an event.
- Review Facebook Insights (analytics) on a regular basis to find out what post are engaging users and what posts are not.
- Use spell/grammar check on posts.
- Be 100% sure of everything you share on your AQ Facebook page.

Do not:

- Post all of your content at once.
- Post copyrighted materials.
- Copy/paste the headline when sharing a link to an article.
- Ignore comments from fans.
- Delete negative/unflattering posts from a fan unless they contain profanity, threats or other language that violates Facebook's Terms & Conditions.
- Copy/paste a post from another Aquinas page to use as your own.
- Use a logo/graphic when creating an event.
- Use an Aquinas Facebook page to promote non-Aquinas events.
- Abandon your AQ Facebook page.
- Hesitate to contact the Marketing and Communication Department if you have questions about Facebook, your page or how to reply to a comment/post.
- Forget that every AQ Facebook page, and you as the admin, represent Aquinas College online.

Twitter

Do:

- Space out your tweets throughout the day.
- Customize your tweets.
- Stick to the 140 character limit.
- Pay attention and reply to questions asked via @ mentions and direct messages (DM's)
- Retweet people who mention you when appropriate.

- Use a social media tool (e.g. Hootsuite, Tweetdeck, Bit.ly) to shrink links in tweets and provide a tool for collection/tracking analytics.
- Post links back to the AQ website whenever possible.
- Use spell check on tweets.
- Retweet posts from others if the message fits with your AQ Twitter account.
- Use the “About” section of your Twitter account to tell followers what they can expect from your tweets.
- Post the link to your department/program’s official Aquinas website on your Twitter profile.
- Follow other appropriate Twitter accounts.

Do not:

- Post back-to-back tweets.
- Copy/paste a headline for your tweet.
- Retweet someone else’s post and remove their name/credit from the post.
- Ignore @ mentions and direct messages (DM’s)
- Stray from the stated purpose of your Twitter account.
- Provide content for your Twitter account via auto posts from Facebook.
- Automatically follow back every Twitter account that follows yours.
- Abandon your Twitter account.
- Forget that every AQ Twitter account, and you as the admin, represent Aquinas College online.

Web Style

Web Content Regulations

For the purposes of this policy: “website” refers to aquinas.edu; “content” includes, but is not limited to: text, links, photography, graphics/images and videos.

The following regulations are designed to provide consistency, improve website performance on both desktop and mobile platforms, and enhance the overall user experience throughout the Aquinas College website. This policy is intended to guide departments in maintaining individual web pages that are within the design/branding set forth by the College.

- The following items are not permitted unless approved in advance by the Marketing and Communication Department: custom code/programming, audio/video files (wmv, mov, mp3, etc.), animated gif’s/images with motion, flash movies, photos over 350 pixels (in either width or height), popups, local weather updates, hit counters, background images, right hand menus, empty web pages, web pages with less than one paragraph of text.
- With the exception of official College policies, “last updated” dates are not permitted on

College web pages.

- All styles, including font type/size/colors, table border colors and background colors used on the site are set by the web team and must be used on all aquinas.edu webpages.
- Site menus may be edited, at most, once per semester. Exceptions may be made by the web team on a case by case basis.
- Up to three people per department may be given access to edit their department/program's web pages. Distributing your login credentials in any way violates the College's Acceptable Use Policy and is strictly prohibited.
- Aquinas web resources must be housed on Aquinas servers. All outsourcing of websites must be approved in advance by the Marketing and Communication Department.

Graphics and External Files

- All graphics (photos, logos, etc.) must be added and deleted by the web team, unless otherwise permitted.
- To help assist in screen reader compatibility, graphics may not contain more than 20% text.
- Photo galleries must be created by the web team and contain a minimum of four images.
- Descriptive alt tags are required on all images used on the Aquinas website.
- In compliance with federal copyright law, the College must have licensing/usage rights to any photo used on the website. The web team reserves the right to deny use of any image if licensing/usage rights cannot be proven.
- Standard photo sizes are enforced across the website:
 - Headshots: 100px w x 125px h on basic pages, 400px w x 400px h on individual faculty/staff pages
 - All other images, including group shots and event photos, will be displayed at 300px w x 200px h
- Requests for other organization's logos to be placed on any Aquinas page must be submitted to the web team. The logos must be provided as a .jpg file by the organization and will not be displayed larger than the Aquinas College logo, located at the top of all Aquinas web pages.
- All non graphic, external files being uploaded to an Aquinas web page should be converted to pdf documents before being posting to the AQ website. Prior approval by the web team is required to post any other file type. If Microsoft Office files are approved, the file must be a "1997-2003" compatible file. (There should be no "x" at the end of the file name.)

Online Forms

- All web forms and site menus must be created and edited by the web team. A minimum two week notice is required for all web forms.
- Google forms may be used on the website. The creation and upkeep of a Google form is the responsibility of the individual department.

Website Content

Oversight

- The Marketing and Communication Department oversees, and is ultimately responsible for, all content on the Aquinas website.
- Website content is formatted based on the AP (Associated Press) Style Guide, per industry standards.
- Current and/or relevant content may be added to any web page on the Aquinas website at the Marketing Communications Department's discretion.
- Outdated content may be removed from any web page at the Marketing and Communication Department's discretion. If removal of outdated content results in an empty page, the page will be deleted.

Current Content

- To keep website content current, pages must include the following:
 - Faculty pages: All faculty (full time, part time and adjunct) actively teaching during the current academic year as determined by the Provost's Office.
 - Degrees pages: Degree, major and/or minor information from the current academic catalog.
 - Courses pages: Course names, numbers and descriptions from the current academic catalog.
 - Student Clubs/Honor Societies pages: Officer listing, member listing, upcoming activities, advisor name/contact information, and induction/membership rules for the current academic year. A brief past highlights paragraph is permitted.
 - Photo Galleries: Photographs taken during the current academic year.
 - Speaker/Program Listings/Calendars: Presenter name, presentation title, and date, time and location of presentation for all upcoming programs occurring during the current academic year. A brief description of the event, presenter's photograph, and/or presenter's credentials are preferred. A brief past highlights paragraph is permitted.
 - College construction projects: Images taken during construction will be considered current for the duration of the build. A photo gallery of the construction phase will remain on the website no longer than six months after construction is complete.
- All individual pages for full time faculty will include the following:
 - First and Last Name (required)
The only credentials to be listed after name will be doctorate degrees
 - Aquinas Title (required) As listed in the Academic Catalog
 - Aquinas email address (required)
 - Aquinas phone number (required)
 - Aquinas office location building and number (required)
 - Credentials/Degrees (required) As listed in the Academic Catalog
 - Headshot (required) Official Aquinas photograph, if available
 - CV (optional)
 - Biography (optional)
 - Additional, professional information (optional)

Archiving Content

- The College’s website is not an archive. Archive Related pages will not be created or maintained. This includes lists and/or photographs of previous speakers/programs/events held on campus. Video and/or photographs of speakers/programs/events held during the current academic year are permitted.
- Materials may be sent to the College’s Archivist to be preserved and kept accessible in the official College archives.

Content from External Organizations

- Materials not directly associated with Aquinas College are not permitted on the Aquinas website. This includes, but is not limited to, event programs and promotional materials for other organizations.

If you have any questions regarding this policy or any materials on your department’s web pages, or the College’s website in general, please contact:

- Anne Cook, Web Content Specialist, at (616) 632-2059 or anne.cook@aquinas.edu

Web Typography

The Aquinas.edu website uses the font **Georgia 16** throughout the site.

Bold

Italic

Heading 1

Heading 2

Heading 3

Heading 4

Heading 5

Writing Style

This writing style guide should be used when writing external communication, including text for the Aquinas website, brochures, written correspondence, press releases and the Aquinas Magazine.

A

A (and B, C, D, F)

When referring to a letter grade, do not use quotation marks to set the grade apart, or an apostrophe for a plural. Note: Use an en dash for a minus: A–, etc.

Olivia was relieved to see that her final exam score raised her grade to an A in English class, meaning she had earned all As for the fall semester.

a

Use “a” before heroic, historian (in front of a consonant); a one-year fellowship (before a “w” sound); a united voice (before a “you” sound).

abbreviations

Abbreviate Rev., Hon., and Prof. when used before a first and last name or last name alone. When the appears before a title (for a formal invitation or program), however, the title is spelled out. Spell out Father or Sister when used before a first or last name, avoiding the use of Fr., Sr. or Br. the Reverend Edward T. Miller, C.S.C.; Rev. Edward T. Miller, C.S.C.; Father Edward Miller; Father Miller; Father Miller Prof. Robert Marko; Prof. Marko; Sister M. Aquinas Weber, O.P.; Sister Aquinas or Sister Weber

Note: Select a single title when listing Father Miller: Rev. Miller, President Miller, NOT President Father Miller or President Rev. Miller. Avoid awkward or confusing phrasing by rewriting the sentence. The first reference to a priest should give his full title: Rev. Edward T. Miller, C.S.C. Thereafter, he may be referred to as Father Edward or Father Miller. In running text, there are always commas before and after the religious designation (C.S.C., S.J.) or degree titles, unless they fall at the end of the sentence. *Msgr. Arthur F. Bukowski, M.A., was the first president of Aquinas College in 1940.*

academic degrees

B.A., bachelor's degree, bachelor of arts degree M.A., master's degree, master of arts degree
Ph.D., doctorate, doctoral degree M.A., MBA, J.D.,M.M.,M.S.B

acronyms

Acronyms are generally capitalized and written without periods or spaces. AARP, GOP, FBI,
NBA ACE, ACT, ESTEEM, GPA, MBA

At first mention in running text, the acronym is placed in parentheses after the full name, and
then may be used throughout the rest of the document.

*Information Technologies and Services provides computer support for the Aquinas
community. ITS conducts training and schedules one-on-one appointments.*

advisor (preferred spelling)

affirmative action

(generic term); Affirmative Action/Equal Opportunity Employer

African-American

afterward (not afterwards)

aid, aide

aid is assistance: *The newly accepted freshmen was relieved to see the college's financial aid
offer.* aide is a person who offers assistance: *The politician's aide was capable and disciplined.*

aka (lowercase, no periods; also known as)

All-Class Mass, All-Class Picnic

Hyphenate All-Class, and capitalize each word, as it is the proper name of a reunion event. Do
not capitalize class unless referring to a proper name. *Our class Mass will be at 5 p.m. at
Bukowski Chapel. Our class dinner will be in the Wege Cafeteria. We'll have a class tent next to
our dorm. The reunion schedule for the Class of 2010 is posted on its Facebook page.*

alma mater (lowercase)

alumna, alumnae, alumnus, alumni

Alumna refers to a single female graduate. Alumnae refers to graduates of an all-women's school
(Saint Mary's College, for instance) or to groups of female graduates only. Alumnus refers to a
singular male graduate. Alumni refers to male graduates and to mixed groups of male and
female graduates. The word alumni is not capitalized, even when following Aquinas. There is no
comma between the name and the class year.

James Horst '74, '79 M.A.

American Indian, Indian, Native American

American Indian refers to historically indigenous people of North America, although tribal names are often used instead. Depending on the circumstances, this identification is probably a better choice than Native American since many natives are often of other backgrounds. On a similar note, treat the term Asian-American likewise. Asian is preferred to Oriental.

amid (not amidst)

and, &

And is preferable to an ampersand, which should be used only when the name of a company, group, or composition specifically calls for it, as in AT&T. Use of ampersands in headlines, posters, or Web content is acceptable. Do not include a comma before an ampersand. (*Sturrrus Sports & Fitness Center*)

apostrophes

Use apostrophes when: referring to a degree (bachelor's degree, master's degree) making possessives of nouns already ending in s (Williams's reputation, Burns's poems). For Aquinas College usage, however, certain exceptions exist: Omit the s for the possessive form of Jesus, partly in order to conform to the Associated Press style likely to be used in the media.

Apostrophes are not necessary between the final number and the s in making the plurals of figures (early 1990s, the late '80s). Also, single or multiple letters functioning as words or numbers form a plural by adding only an s, as long as the meaning is clear.

CEOs, the three Rs, CDs She earned two Cs this semester. But, abbreviations with periods require an apostrophe and s: Ph.D.'s, M.A.'s, J.D.'s

Aquinas Magazine

Italicize both words in the magazine's name.

award (capitalization of)

Emmy award

honorary degree

Distinguished Service Award

B

baccalaureate

In running text, baccalaureate is not capitalized.

(*baccalaureate Mass*)

B.A.; Bachelor of Arts; bachelor's degree; B.A.'s

baptism

Lowercase, even when referring to the sacrament.

Family members and close friends traveled from Texas to attend the baby's baptism at the Basilica.

As a new hire, she learned the department's inner workings through a baptism of fire.

Bible, biblical

Capitalize Bible, but not biblical. New Testament, Old Testament, Gospel.

Bible verses

Use the following form to punctuate Bible chapters and verses: Matthew 8:32–33 (*note use of colon, en dash, and spacing after colon*) 2 Samuel 7:18.

Board of Trustees, Trustee

Capitalize Board of Trustees when in reference to Aquinas College's administrative body.

Subsequent use in a shortened form, however, is lowercased: the board; but in reference to Aquinas College's Board of Trustees, always capitalize Trustees, (*Trustee Emeritus*), which is placed in parentheses.

Bro., Brother

The first reference to a religious brother should include his full title: Bro. Mark L. Jordan, C.S.C. Thereafter, he may be referred to as Brother Jordan or Brother Mark. Note that there are always commas before and after the order designation (*unless it is the end of a sentence*) and that Brother is abbreviated (*Bro.*) only when using the full title.

C

capitalization

As a general rule, lowercase is preferred in modern language usage over capitalization.

Capitalize all educational, occupational, and business titles when used specifically in front of the name, unless a comma follows the title. Titles usually are not capitalized when they follow the name.

He was the provost of the College several years ago. They welcomed Provost Charles Gunnoe. They invited the College provost, Chad Gunnoe, to their meeting.

Capitalize College in running text when referring to Aquinas College. Lowercase the names of academic subjects in running text, unless it is a proper noun such as English, French, etc. However, capitalize a subject when it is the title of a specific class.

He thoroughly enjoys the discussions in his TY320 class. He is a double-major, studying biology and philosophy. Lowercase when it appears as part of an organization's name unless it is a part of the name and the preferred style (The Ohio State University, for example). The is lowercased and set in roman when it precedes a newspaper title, even when it appears on the masthead. (He is a longtime subscriber to the New York Times.)

Capitalize names of races, religious, and tribal groups; color designations are lowercased.

Catholics, Lutherans, Latinos; white, black. Lowercase the four seasons: winter, spring, summer, fall.

captions

For consistency and quick identification in photo captions, list subjects from left to right, using each person's full name and title, and include "left to right" or "from left," for clarity, in the caption.

Cardinal, bishop On first reference place Cardinal before the first name.

Cardinal Francis E. George (not: Francis Cardinal George) of Chicago; Cardinal George; the cardinal. Most Rev. Walter A. Hurley; Bishop Hurley, the bishop

centers and institutes

For a listing of departments, centers and institutes, see Departments & Resources on the Aquinas College website.

chair

Chair has come to replace chairman, chairwoman, and chairperson, although all of these terms are still acceptable. Use the terminology that the chairholder's organization, or the chairholder, prefers.

He is the chair of the department of English.

check in (verb); **check-in** (noun)

We will check in at 3 p.m.

Check-in begins at 4 p.m. in the main ballroom.

Church

Capitalize when referring to the Catholic Church as an institution.

Class

Capitalize the word Class in reference to a graduating class. (Note the single closing quotation mark before the year.)

Reggie is a member of the Class of '99.

Class groups such as freshman, sophomore, junior, senior, or graduate are not capitalized when in reference to the year in which a course is taken or to the student's classification.

The senior class is organizing graduation activities.

Kelly is a graduate student.

Many of the sophomores are taking history classes.

John White '23, '25 M.A.

With regard to reunion: the above rules apply; in addition, capitalize only when used in conjunction with the proper name of an event.

Our class Mass will be at 5 p.m. at Bukowksi Chapel.

Our class dinner will be in the Wege Ballroom.

Our class dinner, "A Night to Remember," will be in the Wege Ballroom.

The Class of 1970 Dinner is at 8 p.m.

We'll have a class tent next to our dorm.

classical, medieval

Written in lowercase: classical Latin.

colons

Capitalize the first word following a colon only if that is the beginning of a complete sentence.

The driver had two possibilities: to swerve or to slam on his brakes.

The driver had a revelation: He had to swerve to miss the bus.

When using a colon, be sure that the words that come before it form an independent clause. A colon should not be used after *at* or *such as*, between the verb and the rest of the sentence, or between a preposition and its object. This rule includes situations in which a list follows these elements. Items following a colon are not automatically separated by semicolons. The rules for dividing items in a series by commas should be followed.

commas

The music festival will include performances by the College Choir, the Glee Club and the orchestra.

Place a comma after a digit signifying thousands, except when the reference is to a year: 1,150 students or the year 2005.

Certain words that introduce an explanation or a list of examples and don't begin a sentence, such as *to wit*, *namely*, *i.e.*, *e.g.*, and *viz.*, should be immediately preceded and followed by a comma.

They welcomed the featured guests, that is, the winners of yesterday's election.

When writing a date consisting of month, day, and year, place a comma after the day and the year.

July 4, 1776, is the date the Declaration of Independence was signed.

Commas are not used, however, when only the month and day, or only the month and year, are written.

The Declaration of Independence was signed in July 1776. Americans greet July 4 with spectacular fireworks.

Commas surround abbreviations in titles of people.

Msgr. Arthur F. Bukowski, C.S.C., was the first president of the College. Prof. Matthew Rollins, Ph.D., is my neighbor.

However, commas are not used before Jr., Sr., II, III, and the like at the end of a person's name.

*Sammy Davis Jr.
Thurston Howell III*

Commas are used in designating cities and states in running text.

David is from Flint, Mich., and is a pitcher for the Aquinas College baseball team.

Commas are not needed in compound elements that are not independent clauses.

The campaign raised money for undergraduate scholarships and added to the science building fund.

Use commas between two independent clauses joined by a coordinating conjunction. Place commas on both sides of nonrestrictive appositives (*those that could be omitted without sacrificing the meaning of, or vital information from, the sentence*).

Annie Long, chair, opened the meeting at 2:45 p.m.

Note: Omitting commas before and after nonrestrictive appositives can change the meaning of a sentence.

Annie Long and her husband Bill went shopping (suggests that Annie has more than one husband). Annie Long and her husband, Bill, went shopping (properly limits the meaning to Annie's one and only husband). But: Annie Long and husband Bill went shopping (correct without a comma).

Pay attention to the difference created in the meaning of phrases by either adding or omitting a comma. As with appositives, all nonrestrictive phrases should be set off by commas.

Students work with department faculty who are skilled artists and designers (means that only certain department faculty members hold these skills). Students work with department faculty, who are skilled artists and designers (means that all of the department's faculty members are so skilled).

Commencement

Capitalize Commencement when in reference to a specific Aquinas College graduation ceremony.

He spoke at Aquinas College's 125th Commencement.

complement, compliment

Complement refers to making something complete.

The Sturrus Sports & Fitness Center complements Aquinas College's commitment to foster wellness on the campus.

A compliment is an admiring remark.

The office manager complimented a co-worker's artistic contribution to the updated website.

conferences and presentations

Titles of conferences are set in roman, not italicized or placed in quotation marks. Titles of presentations (lectures, talks) are set in quotation marks.

Prof. Rogers presented "Green Technology for Today's University" at the annual Sustainability on Campus conference held at Michigan State University in August.

country names

Country names are not generally abbreviated. *U.S.* - adjective (*the U.S. Department of State*)
United States - noun (*living in the United States*)

course, subject

Capitalize a specific course or subject name, such as ACCT 10350, Federal Taxation. Names of college studies, fields of study, options, curricula, or subjects are not capitalized, except names of languages, unless a specific course name is noted.

Jane is studying architecture and Spanish.

Students must take courses in theology and mathematics.

He is majoring in political science and biochemistry.

course work (*two words*)

credit hour, 3 credit hour class (*no hyphen*)

cum laude (set in roman, no italics)

curriculum, curricula

curriculum vita, CV (*no periods*), **curricula vitae** (*plural*)

D

dashes

Spaces are included on either side of a dash in all uses except the start of a paragraph and sports agate summaries. Use a dash to set off parenthetical matter that calls for emphasis; to show an interruption in speech; to occasionally set off appositives; and to prepare for restatements, lists, or
a change in thought.

I will fly to Europe in June – if I can get enough vacation time.

dates

When writing a date consisting of month, day, and year, place a comma after the day and the year.

July 4, 1776, is the date the Declaration of Independence was signed.

In running text, names of months are abbreviated.

The advisory board will meet on Tuesday, Oct. 10.

Commas are not used, however, when only the month and day, or only the month and year, are written.

*The Declaration of Independence was signed in July 1776.
Americans greet July 4 with spectacular fireworks.*

dean

Generic term, lowercase. Capitalized with specific person when placed before a name, lowercased when after.

Brian Matzke, dean of students

Dean of Students Brian Matzke, M.M.

The dean met with a large group of prospective students to discuss the college's undergraduate programs.

Dean's List (capitalize)

degrees

Academic degrees should be spelled out on first reference within text material, and abbreviated thereafter in all text and tabular material, except when part of a person's name/title.

bachelor of arts degree

bachelor's / master's degree

Arthur Cohen '76, '79 M.A., '82 Ph.D.

Capitalize letter abbreviations of academic degrees.

B.A.

MSA

MBA

Ph.D.

Note that periods are omitted when there are three or more consecutive capital letters. Degree abbreviations also should be used in construction including a graduate's name, graduating year, and multiple degrees (*B.A. usually is not noted.*)

Arthur Cohen '76, '79 M.A., '82 Ph.D.

Generally, names of degrees are lowercased in running text.

He has a bachelor of arts in communication.

He has a bachelor's (or bachelor's degree) in communication.

Degrees are capitalized when listing names along with titles and degrees.

John Doe, Bachelor of Arts in Communication

(or John Doe, B.A. in Communication)

Department, Office

Capitalize when part of a complete title.

Department of Physics, Office of Undergraduate Admissions The department celebrated the end of the school year with a luncheon.

diocese

(lowercase unless used with a full, proper name, then capitalize)

The diocese supported the local high school's food drive.

The Diocese of Grand Rapids enjoys a strong relationship with the College.

Directions and regions

In general, lowercase north, south, east, west, northeast, northern etc., when used to indicate compass direction; capitalize these words when they designate regions.

The storm is moving toward the city from the west. She has a Southern accent.

dormitory, dorm

(acceptable, but "residence hall" is preferred)

due to, because of

Due to is an adjective phrase that usually follows a form of the verb to be. It is often used incorrectly as a preposition in place of because of.

The chairman retired because of an ongoing, prolonged illness.

The chairman's retirement was due to an ongoing, prolonged illness.

BUT NOT: *The chairman retired due to an ongoing, prolonged illness.*

Thus, common phrases such as due to circumstances beyond *our control*...and due to inclement weather...are incorrect and should be phrased in these or similar ways:

Because of circumstances beyond our control...

Circumstances beyond our control have caused...

E

earth

usually lowercased unless used as the proper name of the planet.

Sam would move heaven and earth to be at the party.

East

Capitalized if referring to a specific geographic location, but not a compass direction. Do not spell out in street addresses:

200 E. Elm Street, for example.

She moved from South Chicago to the East Coast in 2001.

Eric ran 10 miles east of his house, all the way to Grand Rapids and back.

e-book, e-reader

electronic content terms

As language and terminology evolves for Web use, the following list includes commonly used terms and Aquinas' preferred usage:

blog (verb and noun)

CMS (content management system)

email (one word, no hyphen)

homepage (one word)

html

Internet (proper noun)

log in (verb)

login (noun)

log on (verb)

logon (noun)

online (one word, no hyphen)

SEO

toolbar (one word)

URL

username (one word)

Web, website, web page, webinar

Aquinas College's main website is aquinas.edu (no need to include [www.](http://www.aquinas.edu) in the address). When determining if [www.](http://www) is needed in listing a website, check it to see if the site is accessible without this designation. Avoid including it if possible as it is cumbersome. Web addresses do not need to be italicized but can be bolded or placed in color to attract attention or to clarify.

When including a URL in running copy, aim to avoid placing it at a line break; rewrite the sentence if necessary. If a Web address is at the end of a sentence include a period or other ending punctuation as necessary.

ellipses

Ellipsis points are used to show omission within a quotation. However, it is not necessary to place the points at the beginning or end of a quotation, even if an omission is being made at one of those places.

UNNECESSARY: *It was Jefferson who stated, “That government which governs least, governs best...”*

BETTER: *It was Jefferson who stated, “That government which governs least, governs best.”*

UNNECESSARY: *Jefferson believed that the government “... which governs least, governs best.”*

BETTER: *Jefferson believed that the government “which governs least, governs best.”*

Use ellipsis points in sets of three.

I pledge allegiance to the flag...with liberty and justice for all.

If the end of a sentence is retained before the ellipsis points, include the period at the end of the sentence, leave a space, and then introduce the ellipsis points. If a new sentence begins after the ellipsis points, make sure to capitalize the first letter of that sentence. Ellipses should be used sparingly.

All legislative powers herein granted shall be vested in a Congress of the United States, which shall consist of a Senate and a House of Representatives... When vacancies happen in the representation from any State, the executive authority thereof shall issue writs of election to fill such Vacancies.

email

The word email is not capitalized unless it is the first word of a sentence. Email is not hyphenated.

emcee (master of ceremonies is preferred)

entitled, titled

Entitled can mean to give a title to, but it is better known for its meaning as to give a right to. There is no comma between titled and the title. The article is titled “101 Ways to Study for Finals.” His writing of the book entitled him to 50 free copies.

entry-level

etc.

Etc. should be used sparingly, and not in conjunction with such as, which signals that the list of items following is only a partial list, or with and as in and etc.

Eucharist

Of the sacraments, Eucharist is the only one which should be capitalized.

euro (lowercase)

extracurricular (one word)

F

farther, further

farther refers to a physical distance.

Stephanie ran farther into the woods by taking the steeper trail.

further refers to time or degree.

The professor will look further into the mystery of the disease.

Father

The first reference to a priest should give his full title: Rev. Edward T. Mullins, C.S.C. Thereafter, he may be referred to as Father Edward or Father Mullins. Note that in running text, there is always a comma after the religious designation (C.S.C., S.J.) unless it falls at the end of the sentence. Do not abbreviate Father or Brother when it is used with a first or last name alone.

fax, facsimile

Fax is an abbreviation of facsimile, not an acronym, and should be written in lowercase except at the beginning of a sentence.

federal government

Federal government is not capitalized except at the beginning of a sentence.

first annual

Something cannot be annual until it has been conducted for two successive years. In place of first annual, mention that the event is scheduled to become annual or write first or inaugural.

first-class mail (hyphenated)

First Year of Studies (FYS)

first-year students

foreign words

If foreign words are necessary and not translatable, italicize them only if they are not in Webster's. Be sure to include appropriate accent marks and other language symbols. Note that

the traditional treatment of *cum laude*, *magna cum laude*, and *summa cum laude*, at Aquinas College, is to italicize and lowercase the terms.

G

gender, sex

Gender should be limited to discussion of the social and psychological distinctions between men and women. In all other cases, sex can be used to differentiate between men and women when there is no chance of misinterpretation.

Gospel, gospel

Lowercased when referring to the genre of music. Capitalized when referring to the Gospel of the Bible.

Grade point average (GPA), no hyphen

Graduate-level (adjective)

He enrolled in four graduate-level courses as a senior.

groundbreaking (one word)

H

hands-on (hyphenated)

Hispanic, Latino/Latina

Hispanic refers to those whose ethnic origin is in a Spanish speaking country. Latino/Latina refers to people of Latin American descent living in the United States. These terms also include those of Brazilian background, where Portuguese is spoken.

hyphens

If both a hyphenated and non hyphenated spelling of a word are acceptable, use the non hyphenated spelling.

Adverbs ending in *-ly* don't take a hyphen to connect them to the word they describe.

His publicly traded shares a highly anticipated news conference

The words vice president and vice chair are not hyphenated. Use a hyphen between prefixes and proper nouns, such as in un-American or non-Catholic.

Compound modifiers (a string of words that works together to modify another word) should all be hyphenated.

the 17-year-old girl
the basketball player was 6-foot-11
the 340-square-foot laboratory allows for new research equipment

If the modifiers come after the word they modify and/or act as nouns, however, they usually are not hyphenated.

The class counts for three credit hours.
The club is geared toward African Americans.

Dollar figures of \$1 million or more are not hyphenated when used as a modifier.

the \$3.7 million gift
not the \$3.7-million gift
the \$10M gift

I

institute

Capitalize institute only when used in connection with another part of the name, but lowercase when used alone.

Internet

Always capitalize Internet, as it is still considered a proper noun.

iPad, iPhone, iPod

italics

Titles of websites are not set in italics, but names of blogs are. Blog entries and the names of publications (e.g., magazines, books, reports) and movie and CD titles are all set in quotation marks. In reference to the College's magazine, write Aquinas Magazine. Italicize graduation honors written in Latin: cum laude, magna cum laude, summa cum laude. A foreign word of phrase is not italicized if it can be found in Webster's Dictionary.

J

Jr.

There is no comma between the last name and Jr., Sr., III, etc.

K

kick off, kick-off

No hyphen when used to designate a starting point.

The reunion will kick off on June 3. Saturday's kick off will be at noon.

Hyphenate when used as an adjective. *The kick-off rally was well attended.*

L

level (hyphenate when part of a compound: undergraduate-level or graduate-level courses)

lists

In making lists of faculty, Trustees, or other groups, the honorifics (Mr. Ms., Miss, Dr., Prof.) are generally omitted. If degrees are listed, generally anything lower than a doctorate is omitted, depending on the intended use of the information.

In creating numbered or bulleted lists, use one form consistently throughout a document. In other words, don't switch between bulleted lists to numbered lists and vice versa.

Items in a list usually don't require ending punctuation, unless each item is a complete sentence. Maintaining consistency should be the primary concern. If one item in a list contains internal commas and ending punctuation, be sure to place semicolons at the end of each item. Use double parentheses when numbering items in a list. (a), (b), (1), (2)

login, log in; logon, log on

login (noun)

log in (verb)

logon, although not in Webster's, is used as a noun.

log on is a verb.

M

M.A.; Master of Arts; Master of Arts degree; master's; master's degrees; M.A.s

Master of Arts program (lowercase 'p')

Mass

Always capitalize Mass when referring to the liturgy.

MBA

No periods necessary

medieval

Written in lowercase: medieval Latin.

mic

Shortened form of microphone

Middle Ages (capitalize)

middle class (lowercase)

Midwest, Midwestern

mindset

monthlong (daylong, weeklong, yearlong)

No hyphen

months

Abbreviate the names of months in datelines and ordinary text when followed by a numerical date, except for the months of March, April, May, June, and July, which are never abbreviated.

N

national anthem

“The Star-Spangled Banner”

9/11

Shortened reference to September 11, 2001.

No.

Short for number. Use to indicate rank or position, especially in sports writing.

nondoctoral

no hyphen

nonprofit, not-for-profit

noon

Preferable to 12 p.m., NOT 12 noon

numbers, numerals

Use figures for numbers 10 and larger, including ordinal numbers (22nd, 34th, and so on). Exceptions: Use numerals, even when the number is less than 10, to indicate age, quantities containing both whole numbers and decimals or fractions, statistics, voting results, sports scores, percentages, amounts of money, times of day, days of the month (*when used after the name of the month, as in Feb. 5*), latitude and longitude, degrees of temperature, dimensions, measurements, proportions, distances, and numbers that are part of titles.

There are 26 teams in the old league but only eight in the new one.

4:35 p.m., 5 a.m. (Note the periods in a.m. and p.m.)

\$3, \$5.95, 75 cents

Longitude 67° 03' 06" W

The temperature fell to 12 degrees below zero.

We live 7 miles from Holland.

The tree stood 5 feet high.

The proposal was defeated, 25 votes to 3.

Aquinas won the game, 9-7.

In month-day combinations, ordinals are not used.

Sept. 17 instead of Sept. 17th

However, in other contexts, such as in using a number to denote the repeating occurrences of a regularly occurring event, ordinals are used.

23rd anniversary

For spans of years. Note that for 1999 - 2000, or for any span of years in which three or more numbers will change, the entire number for both years should be written out.

1861 - 65 but: 1999 - 2000 (not 1999 - 00)

Using the figure '99 - '00 (or 99 - 00) in tabular matter is acceptable if the meaning is clear and consistency within the tabular matter is maintained.

...97 - 98, 98 - 99, 99 - 00, 00 - 01, 01 - 02...

In text material, the entire year at both ends of the span can be written out completely (1994 - 1995, 2002 - 2003), but it is not necessary.

Spell out figures to begin a sentence or begin the sentence with another word. Numbers that are less than 100 or that, as a subunit of a number greater than 100, could stand by themselves as less than 100 should be hyphenated.

Forty-two students showed up for the new course.

One hundred sixty-seven

The year 2005 will be known as the World Year of Physics.

Don't use figures without balancing the accompanying words from and to in denoting a time span from one year to the next, or from one time on the clock to the next. The words are not

always necessary, depending on the structure of the phrase, but if one is used, both should be used. It is a common mistake to use the from and let a dash (or a hyphen) substitute for the to. *from 1935 to 1972... NOT: From 1935 - 1972...*

The orientation takes place from 8 a.m. to 5 p.m.

NOT: The orientation takes place from 8 a.m. - 5 p.m.

If two numbers less than 10 fall in proximity to each other and both work to explain a single thing or occurrence, one of the numerals can be written as a figure to avoid confusion.

Students must write five 3-page papers.

For numbers in the millions and beyond, spell out the word million, billion, etc., unless it is necessary to give an exact figure.

O

off-campus (adjective) or **off campus** (adverb)

She lives in off-campus housing this year, and pays rent with her job at Meijer off campus.

Office of

Keep the capitals for shortened versions of the official titles: Admissions Office or Admissions (for the Office of Admissions)

on

Unnecessary before a date or day of the week.

The conference will be May 29

NOT: The conference will be on May 29.

online

Not on-line or on line

P

page

In running text, spell out page and pages.

Abbreviate page to p. (for one page) or pp. (for more than one page) only in footnotes and bibliographical material.

percent

Spell it out except in headlines, tabular, or other special material. Note: Web style dictates the use of the % sign for ease of reading.

periods

In reference to the time of day, use the abbreviations a.m. and p.m., with periods between the letters. In text material, they should be written in lowercase letters or small caps. Place periods between the letters of academic degrees (M.A., Ph.D.) and abbreviations of religious orders (C.S.C., S.J.). Note that, for academic degrees, periods are omitted when there are three or more consecutive capital letters (MBA, MNA). There are no periods in acronyms unless the entity that the acronym represents specifically uses periods. Use this same principle in making subsequent references to famous people or organizations that are popularly known by their initials.

JFK, MLK, NATO, NFL

persons

Substitute people.

PIN

PIN stands for personal identification number. It is redundant to write PIN number.

plurals and possessives of last names and other proper nouns

Proper nouns, like common nouns, take an s or es to form their plural forms. To form possessives from the plural forms, add an apostrophe. Something belonging to Jesus would be expressed as Jesus' (Jesus' words).

pope

Capitalize when using as a formal title before a name; lowercase in all other uses.

He was the pope in 1993. He spoke to Pope Paul II on Monday.

postdoctoral

one word

postgame; postseason (no hyphen)

pre

pregame; preseason

Most instances, closed: preempt, preeminent, preexist

preeminent

Aquinas does not use a hyphen in this adjective.

preprofessional

No hyphen

Department of Preprofessional Studies

president

Capitalize as a former title before one or more names: President Olivarez, but president of his alumni club.

professor, endowed professorships

Capitalize names of endowed professorships. Note that the is to be used before the title.

the John Doe Professor of Theology

Abbreviate Prof. when used as part of a name: *Prof. John Doe* or *Prof. Doe*.

On second reference, the last name may be used alone: *Doe was the speaker*.

provost

Capitalize when used specifically in front of the name, unless the title is followed by a comma.

The committee welcomed Provost Charles D. Gunnoe.

Charles D. Gunnoe, provost of Aquinas College.

The committee invited the College's provost, Charles Gunnoe, to its meeting.

C. Edward Balog was the provost in 2004.

Q

Q&A

question and answer

quotation marks

Set quotation marks outside periods and commas and inside colons and semicolons. They also should be placed inside exclamation points and question marks that are not part of the quotation.

"Ask what you can do for your country."

Barry exclaimed that "it was a long trip"; was it really over?

"What's the matter?" she asked.

Do you understand the statement "I think; therefore, I am"?

Now I know the meaning of "Life is just a bowl of cherries"!

Use single quotation marks for quotations printed within other quotations.

Brett said, "I remember when my mother told me, 'Wash behind your ears.'"

If several paragraphs are to be quoted successively, use quotation marks at the beginning of each paragraph and at the end of the last paragraph only. Intermediate paragraphs are not closed with quotation marks. In printing interviews verbatim, with a speaker's comments preceded by that speaker's name, quotation marks are not necessary.

Jones: When will the committee meet?

Smith: On the second and fourth Tuesday of each month.

R

reunion

On first reference, refer to reunion by its proper name:

Reunion 2010.

Also, reunion is capitalized when referring to the present reunion and when referring to a specific milestone reunion:

Reunion 2007 was one to remember

Please register for the Reunion online.

The Class of 1980 will celebrate its 30-Year Reunion.

It is our 5-Year Reunion.

I invite you back to the Reunion June 3-6.

Hope to see you at the Reunion!

Reunion Headquarters

Also capitalize when referring to a group specific to reunion:

The Reunion Choir will sing. (preferable to Alumni Choir)

The Reunion Committee met on Tuesday.

Reunion Mass

However, lowercase when referring to reunion in general:

She began to think about attending her Aquinas reunion.

When it's time, I will go back for my fifth reunion.

There will be many reunion activities to enjoy.

Capitalize "reunion giving" as it is a proper name of a recognized activity. Capitalize name of the reunion package, but not the word package.

Friday-Only package

Saturday-Only package

Full-Weekend package

room numbers

Capitalize the word room in reference to a room followed by a number.

We are meeting in Room 302.

Rosary (prayers); **rosary** (string of beads for praying)

RSVP (no periods)

S

sacraments

Capitalize the sacrament Eucharist – as well as the word Bible, in reference to either the Old Testament or New Testament. Church should be capitalized when in reference to any Catholic Mass or to the Catholic Church as an institution (as in “*the Church has issued a decree*”). The word biblical is lowercased. Scripture is capitalized when referring to books of the Bible. Mass is always capitalized.

Saint, St.

Abbreviate for names of cities and in reference to saints, except when spelled out by the entity using the title:

St. Louis, but Saint Mary’s College.

SAT, SATs

screen saver

Scripture

Capitalize when referring to books of the Bible.

The literature class will also have assigned readings from Scripture.

seasons

Lowercase (fall, winter, spring, summer)

self-

Always hyphenated: self-aware, self-conscious, self-serve

semicolons

Use semicolons to separate all items in a series if there is internal punctuation within one or more of the items in the series. The length of an item alone does not warrant its use. Use a semicolon to take the place of a coordinating conjunction in joining two independent clauses.

The board’s first item of business was to approve its annual budget; doing so would not be a simple task.

Use a semicolon before a conjunctive adverb (such as however, furthermore, and therefore) that connects two independent clauses. The adverb is followed by a comma.

The company ran over budget last year; therefore, it would have to find ways to cut costs for the year.

Note: Conjunctive adverbs don't always divide independent clauses. In these alternative cases, they typically are set off by commas.

It seemed, however, that the sides could reach an agreement.

Sister

The first reference to a sister should give her full title: Sister Mary Thomas, O.P. Thereafter, she may be referred to as Sister Mary or Sister Thomas. Note that in running text, there is always a comma after the religious designation (C.S.C., S.J.) unless it falls at the end of the sentence. Do not abbreviate sister.

spacing

Type only one space between sentences, after a colon, or between a state name and zip code. Use only a single space, always and everywhere, in text material.

The professor gave a quiz today. Next week, a paper is due on the same subject. After that, he will give a final exam. The course covers three areas of study: philosophy, politics, and economics.

There are no spaces between multiple initials in a person's name.

W.E.B. DuBois, G.K. Chesterton, B.J. Hunnicutt

There are no spaces around either side of a slash in text material.

Republican/Democrat dialogue

The debate - contentious from the beginning - turned into a riot.

start-up

Use a hyphen for both adjective or noun.

states

Spell out the names of all 50 U.S. states when they stand alone in a sentence.

Use the following abbreviations. ZIP code abbreviations are in parentheses. Use the two-letter Postal Service abbreviations only with full addresses that include the ZIP Code.

Ala. (AL)

Ariz. (AZ)

Ark. (AR)

Calif. (CA)

Colo. (CO)

Conn. (CT)

Del. (DE)
Fla. (FL)
Ga. (GA)
Ill. (IL)
Ind. (IN)
Kan. (KS)
Ky. (KY)
La. (LA)
Md. (MD)
Mass. (MA)
Mich. (MI)
Minn. (MN)
Miss. (MS)
Mo. (MO)
Mont. (MT)
Neb. (NE)
Nev. (NV)
N.H. (NH)
N.J. (NJ)
N.M. (NM)
N.Y. (NY)
N.C. (NC)
N.D. (ND)
Okla. (OK)
Ore. (OR)
Pa. (PA)
R.I. (RI)
S.C. (SC)
C.D. (SD)
Tenn. (TN)
Vt. (VT)
Va. (VA)
Wash. (WA)
W.Va. (WV)
Wis. (WI)
Wyo. (WY)

These eight states are not abbreviated. The ZIP code abbreviations are in parentheses. Use the two-letter Postal Service abbreviations only with full addresses include ZIP Code.

Alaska (AK)
Hawaii (HI)

Idaho (ID)
Iowa (IA)
Maine (ME)
Ohio (OH)
Texas (TX)
Utah (UT)

Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence:

He was from Traverse City, Mich.
Suzy is traveling from Eureka, Calif. to Reno, Nev.
Grand Rapids, Mich., is his favorite city.

street names

In general, Avenue, Boulevard, and Court are not abbreviated, except when used in headlines, mailing addresses, and tabular or other special material.

T

T-shirt (capitalize)

Telephone numbers

Area code should be in parenthesis (616) 555-1212 not
616.555.1212

Ten Commandments

Not 10 Commandments

that/which

A good set of rules to follow: If that can be substituted for which without changing the meaning of the sentence, use that. If the information following which is necessary in understanding the sentence, use that. If the information can be omitted from the sentence without affecting its meaning and in most cases can be set off by commas, use which.

The retreat, which is located on 20 acres, was surrounded by towering trees and bordered by a shimmering lake.
The retreat that I attended took place last July.

Exception: To avoid immediately repeating that in certain constructions, it is acceptable to use which in place of one occurrence of that.

That which does not kill me makes me stronger.

they, he, she, he/she

Although the generic he is perfectly grammatical, many today view it as being sexist. Be aware of the sensitivities of your audience in choosing generic, third-person pronouns.

For example: The customer might not be aware that he can request this service.

If you believe this sentence could cause offense, you first should consider recasting the sentence in the plural: Customers might not be aware that they can request this service.

Avoid using clumsy he or she and his or her constructions. When they must be used, use them sparingly. Never use awkward expressions such as he/she, his/her, s/he, he (she), or his (her).

Don't alternate between generic he sentences and generic she sentences as a way of achieving balance. Another alternative to the generic he and the cumbersome he or she is to switch to the second-person pronoun: You might not be aware that you can request this service.

Third World (capitalize)

3-D

three Rs

time

Times of the day should be expressed in numerical terms of hours and minutes, with a colon separating the hours from the minutes and a designation of whether the time is in the morning or the evening, using a.m. and p.m., in lowercased letters or small caps. Leave a space between the time and the a.m. or p.m., and make sure to use periods in the a.m. and p.m.

8 a.m., not 8:00am

3:52 p.m., not 3:52 pm or 3:52 pm

Exception: *Neither of the 12 o'clock times during the day can accurately be expressed as being "a.m." or "p.m." The terms refer to either before midday (ante meridiem) or after midday (post meridiem) At midday, 12 o'clock should be written as noon, not 12 p.m. At night, it should be written as midnight, not 12 a.m. When referring to a time span between two points on the clock, it is not necessary to repeat a.m. or p.m. for both times, if they both occur together in the a.m. or p.m. hours. If the time span crosses from a.m. into p.m. or vice versa, however, designate each time with the appropriate mark.

9:30 - 11 a.m., not 9:30 a.m. - 11a.m.

10:30 a.m. - 3 p.m., not 10:30 - 3 p.m.

Please note that Aquinas College is on Eastern Time, usually designated with (EST) in parentheses, as necessary.

References to historical eras should not be mixed. C.E. (“common era”) and B.C.E. (“before the common era”) should be used in tandem, as should the more traditional B.C. (“before Christ”) and A.D. (anno domini or “the year of our Lord”). If using the B.C./A.D. designations, remember that B.C. comes after the year it designates and A.D. comes before it.

565 B.C.

A.D. 565

but: the fifth century A.D.

Titles (publications/compositions/events)

Enclose titles of short songs, short poems, articles, chapters, single-occurrence radio and television programs, and divisions of a publication in quotation marks. Thesis and dissertation titles are set in quotation marks.

“Talk of the Town,” in last week’s National Review

Miles Davis’s “So What,” from Kind of Blue

Chapter 7, “How to Campaign for Office”

“Stopping by Woods on a Snowy Evening”

The WLS-AM special “Chicago on a Budget”

Titles of books, pamphlets, collections, periodicals, newspapers, long poems that have been published separately, plays, works of art, ongoing radio and television series, and long musical compositions, including operas and oratorios, should not be italicized.

Animal Farm

The Thinker

Carmina Burana

*M*A*S*H*

Wall Street Journal

Leaves of Grass

Capitalize all words except for articles (a, an, the) and conjunctions and prepositions of fewer than five letters, in the titles of books, plays, lectures, musical compositions, and the like.

Exception: Capitalize any article, conjunction, or preposition that appears at the beginning of a title or sentence or as the final word of that title or sentence. Colleges and Universities as Citizens is now on sale in the bookstore.

“What I Live For” was the speaker’s best-known lecture.

In hyphenated elements within titles, the subsequent elements are capitalized as well, following the exceptions listed above.

*He advertised in the Guide to Foreign-Language Translators.
I have published a book titled Follow-Ups and Foul-Ups.*

Names of blogs are set in italics; blog entry titles are placed in quotation marks.

titles (rank)

Assistant and associate are not abbreviated or capitalized when used as a generic title not immediately preceding the name of the person holding the title.

Capitalize all educational, occupational, and business titles when used specifically in front of the name, unless a comma follows the title. Titles usually are not capitalized when they follow the name.

President Juan Olivarez attended the meeting. Juan Olivarez, president of Aquinas College, will be the presenter. C. Edward Balog was the provost of the College in 2004. The Aquinas community welcomed Provost Chad Gunnoe. They invited the College's provost, Chad Gunnoe, to their meeting.

Second references to professors, deans, and administrators may be by last name only. When using a shortened form for a religious or judicial leader, the title should be included:

John Doe, dean of the College of Engineering - secondary reference can be Doe. John Doe, professor of English - secondary reference can be Doe.

titles (religious)

Abbreviate Rev., Hon., and Prof. when used before a first and last name or last name alone. However, note that when the appears before the title, the title is spelled out. Spell out Father and Sister when used before a first name alone.

*Rev. John Smith, or Rev. Smith
Father John Smith, or Father Smith
Prof. Mark Johnson, or Prof. Johnson
the Reverend Joseph Jones (used for formal invitations)
Father John
Sister M. Aquinas Weber, Sister Aquinas*

The first reference to a priest or sister should give their full title. For C.S.C., always use periods between the letters. Use commas before and after C.S.C.

20-something

24/7

Twitter, tweet, tweeted

U

U.S., United States

U.S. - adjective (the U.S. Department of State)

United States - noun (living in the United States)

under way

It is spelled as two words: under way.

upstate

Lowercase, region of New York

user-friendly

user ID

Username

V

voice mail, voice message (two words)

W

Web

Web or World Wide Web, Web page, but website

Web and email addresses

In most instances, it is no longer necessary to include `http://` or `www.` in Web addresses.

However, to be sure, check that the address links without the prefix. Some http addresses are secure, and thus require `https://`.

Use periods at the end of sentences that end with a Web address or an email address, just as you would punctuate any other sentence. Concluding slashes on Web addresses should be omitted.

You can view the author's works at monsternovella.com/~magnumopus. His email address is greatwriter@monsternovella.com.

If you are concerned that the ending period will cause confusion among readers, simply recast the sentence so that the address does not fall at the end. Long Web and email addresses can be broken over successive lines, but not at random. Never introduce hyphens (to break up a word across two lines, for example) where there are none in the address; rather, make breaks at punctuation marks in the address. Slashes can stay at the end of the line; others, such as tildes, “at” signs, and especially periods, should begin the next line of text.

presidentsoftheunitedstatesofamerica.com

Webmaster

Capitalize Webmaster.

Web page

Capitalize Web but not page.

website

One word; not capitalized

Wi-Fi

worldview

The view of the world is worldview.

Y

yearlong

year-round

YouTube