

# 2015–2016 Butler University Style Guide

The purpose of any style guide is to aim for clarity and readability.

As we tell our students, every entry in a style guide won't make sense to everyone—but together, they form a base of consistency from which to put our best face forward to our audiences.

*Note: Blue italics indicate correct usage. Italics need not be used unless expressly indicated.*

## Section 1: Word Usage and Abbreviations

### Section 2: Punctuation and Symbols

## Section 1: Word Usage and Abbreviations

### Academic Degrees / Courses / Majors

- Capitalize degree types when used formally; lowercase (and use apostrophe) in informal use.
- Capitalize majors and course titles.
- Don't list degrees of any kind after names, and use *Dr.* only for those in the medical profession.
- Use *Professor* on first reference. On second reference, use lowercase *professor* or *last name only*.

### Addresses

- Spell out street types (Boulevard, Avenue, Parkway, Suite, Terrace, etc.), but abbreviate directions using one final period: *E. W. S. N. NE. NW. SE. SW.*
- Designate rooms as follows: *Room 202. JH 202. Jordan Hall, Room 202.*
- Spell out U.S. state names in text, even when following the name of a major city. Use *Washington, DC* (no periods).
- For web addresses, **don't** use *www.* or *http://* or *https://* unless absolutely necessary.

### Capitalization

- Capitalize *University* any time you're referring to Butler University.
- For sections within the University, capitalization depends on the area, as follows:
  - **Names of departments, divisions, offices:** Capitalize and spell out on first reference; substitute *department, division, office* on second reference.
  - **Names of centers:** Capitalize and spell out on first reference. Use *Center* (capitalized) or the appropriate acronym in second reference.
  - **Names of colleges:** Capitalize and spell out college names in the first reference. Use *College* or abbreviation in second reference.
- Capitalize formal titles no matter where they appear (before or after a person's name, or standing alone).

## Dates

- Months: Spell out all month names. Use a comma when date's included, but no comma with just month and year. Abbreviate **only** in promotional and tabular materials (first three letters followed by a period, as in Jan.).
- Days: Don't use ordinal indicators in dates. (*May 2*, not May 2<sup>nd</sup> or 2<sup>nd</sup>.)
- Holidays: *Fourth of July* (not July 4), *New Year's Day* (not January 1).
- Inclusive dates: Separate with en dash. Use full years, and spell out months. (The *2016–2017 academic calendar* begins in August. Summer break is *June–August*.)
- Decades: Don't use an apostrophe unless you've omitted numbers in the years. (John graduated in the *1960s*. John graduated in the '60s.)

## Faculty and Staff Titles

- Vice President titles take *for* instead of "of." (Vice President *for* Marketing and Communications.) All other titles take *of* (Director *of* Admission. Dean *of* the College of the Education). Capitalize titles wherever used.

## Freshman

- Use *first-year* students, *first-year* courses. Do not use freshman or freshmen, including in course titles.

## Gender-Neutral Terminology

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

## Indianapolis-related Names

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

## Lists (Bulleted, Numbered, Itemized)

- For numbered or lettered lists, a period follows the numeral. (A., B., etc.)
- Capitalize the first letter of each item in a list. Unless the listed items consist of all complete sentences, closing punctuation is not required.
- Use parallel construction (i.e., the initial word(s) in each bullet use the same part of speech [verbs, nouns, etc.], and all bulleted items are complete sentences or none are).

## Names of People and Courtesy Titles

- In articles and web copy aimed at a general audience:** Use first and last name in first reference, last name in second reference. If two people have the same last name, use first names throughout.
- For informal and personal communications (e.g., emails, donor letters):** Let your relationship with the recipient determine whether to alter the above rule.
- For people with two surnames:** If they're hyphenated (John Doe-Smith), use both in second reference (Doe-Smith). If not hyphenated (Jane Doe Smith), use only the last one (Smith).
- Use the courtesy titles *Mr.*, *Miss*, *Ms.*, or *Mrs.* **only** in direct quotations or in other special situations, such as differentiating between individuals with the same last name. All except *Miss* take a period.

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

## Numbers

- Except where indicated below\*: Spell out numbers *one* through *nine*. Use numerals for *10 and up*.
- Spell out *first* through *ninth*; starting with *10th*, use numerals and the correct ordinal indicators on the baseline (i.e., not as superscript): (*20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th*). Don't use ordinal indicators in dates.
- \*Use numerals with the following: ages, money (\$7), percent (2 percent, 95 percent), temperature (50 degrees), scores (6-5), pages (page 13), rooms (Room 6), chapters (Chapter 4), and time (3:00 p.m. [but don't use the numeral 12 with *noon* or *midnight*]).
- Reword to avoid beginning a sentence with a number; if it's unavoidable, you must spell out the number.
- In rankings, use *No.* rather than #.

## People First Language

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

## Phone Numbers

- Use hyphens instead of parentheses or periods/dots. (Call *317-940-8000*)
- When listing an extension, do not use a comma. (Call *800-368-6852 ext. 8000*)

## Rooms / Room Numbers

- Capitalize the names of specifically designated rooms. (*Reilly Room, Johnson Board Room*)
- When giving a room number, use numerals, and spell out and capitalize *Room* (e.g., *Room 212*).
- When listing a building's full name and room number, separate with a comma. (*Jordan Hall, Room 141*.) Use numerals alone with a building's abbreviation (*JH 141*).

## Technology

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

## Time of Day / Time Zones

- Use *AM* and *PM* (capitalized), no periods. Use *noon* and *midnight* instead of 12:00 PM and 12:00 AM.
- Always include minutes (*10:30 AM, 10:00 PM*).
- Separate start and end times with an en dash, and don't repeat AM or PM. (Dinner is *6:30–9:00 PM*, with dancing *9:00 PM–midnight*. The office opens at *8:15 AM* and closes at *4:00 PM* daily.)

## Titles

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

- **Titles (for people):**

- Don't capitalize informal titles (*spokesperson*, *former* President Bush).
- Capitalize titles denoting civic or academic honors when following a name. (Laurence L. Bongie, *Fellow of the Royal Society of Canada*, gave a speech.)
- Civil or military titles: Abbreviate preceding full name, spell out preceding surname alone. (*Rep.* John Doe; *Representative* Doe)

### **Underclassmen/Upperclassmen**

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

### **Web Address / URL**

- If a URL is long or cumbersome, consider creating a tiny URL (bit.ly or tinyurl.com) for readability.
- URLs should be lowercase and not italicized, even if they represent organizations, composition titles or other things normally capitalized or italicized in text). (This year's commencement speaker is the editor of *time.com*.)
- For web addresses, **don't** use www. or http:// or https:// unless absolutely necessary.

## Section 2: Punctuation and Symbols

### Ampersand (&)

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

### Comma

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

### Em Dash (—)

- Longer than both the hyphen and the en dash. Use to emphasize a dramatic pause or notable change in thought. Don't put a space on either side of the em dash. (Students complete two required internships at companies such as PwC, Delta Faucet, Arthritis Foundation, and Johnson & *Johnson*—*substantive* internships relevant to a student's interests.)
  - On a Mac: *shift + option + dash*. On a PC full keyboard: *alt + 0151*

### En Dash (–)

- En dash (shorter than the em dash, longer than a hyphen) is most often used to connect numbers (chapters, years, etc.). Don't insert spaces around the en dash. (Her college years, *1998–2002*, were the happiest in her life.)
  - On a Mac: *option + dash*. On a PC full keyboard: *alt + 0150*

### Exclamation Points

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

### Hyphen (-)

- Hyphenate **compound words** that modify or describe a third word. (She used her *decision-making skills*.)
- When **two hyphenated words** modify the same word, split them using the hyphens as follows: We've planned both *on-* and *off-campus activities* for the weekend.
- Use hyphens in **phone numbers** instead of parentheses or periods/dots. (Call *317-940-8000*. [not (317) 940-8000, and not 317.940.8000])

### Periods (spacing after)

- In all instances, use **only one space** after a period and after a colon. Note: This is as directed by every major style guide in the country, including the *Modern Language Association Style Manual*, the *Chicago Manual of Style*, and the *APA Publications Manual* (recommends one space in published work), as well as every modern typographer.