

# **GRAPHIC STYLE GUIDE & WRITING STANDARDS**

January 2022

# Brand Coherence Importance

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This manual is an important tool to ensure the integrity of the College of Our Lady of the Elms brand across all media channels. A brand is more than just a logo. It is the public identity of the college that is established by an intentionally selected set of colors and typography, as well as the graphic elements, such as the Elms logo, that are used consistently in the proper proportions and the appropriate context. Therefore, the following guidelines have been set in place to protect the look and integrity of the Elms brand.

## Institutional Marketing Responsibilities

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The Office of Institutional Marketing is charged with maintaining brand consistency for the college. The department produces a range of outward-facing brand identity printed and web-based materials that presents Elms College in an attractive, clear, and visually consistent manner. In addition to managing communications to external audiences, we also provide editorial, design, and production services for college departments and programs that need our assistance.

All publications, publicity, and advertising for Elms College are generated by the Office of Institutional Marketing. This policy has been established to coordinate a comprehensive and strategic marketing plan to promote the brand image of Elms College to bolster student recruitments and fundraising efforts.

While the department strives to meet the needs of individual programs and the institution as a whole, to assist in these primary efforts, it is necessary for us to evaluate, approve, and prioritize all requests and materials. A Marketing Request form (found at: [https://docs.google.com/forms/d/e/1FAIpQLScMWxz56pboKm6s6rMWUzi6M\\_S5h13QQoH6Bpf-AIrfvDYgyw/viewform](https://docs.google.com/forms/d/e/1FAIpQLScMWxz56pboKm6s6rMWUzi6M_S5h13QQoH6Bpf-AIrfvDYgyw/viewform)) has been created to assist in this process. In order to have projects evaluated and implemented, the Marketing Request form must be **completely filled out** so that the department can assess and give support for photo and graphic assets (such as logos), print and digital materials, public relations and media coverage, advertising, writing for publications, and website edits and page creation needs. Production of the requests is determined on a case-by-case basis.

## Elms College Graphic Elements

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Graphic elements such as the logo and seal are visual identifiers. These are to be used in all letterhead, stationery, business cards, external publications, news releases, advertisements, exhibitions, presentations, and digital communication. Seals, logos, and

typefaces must be reproduced from official artwork, cannot be altered or redrawn, and must be clearly legible at all times.

## Elms College Logo

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The logo is the predominant branding identifier of the college. Therefore it should always:

- Appear as the prominent name on the front of the publication and on the last page or cover as a sign-off, regardless of the size
- Be placed on the page to establish its importance relative to other elements on the page
- Have a sufficient space surrounding it to prevent other elements from cutting into the logo frame or bleeding off the edge of the publication
- Be sized down as necessary as long as the text is not so small that it cannot be easily read - never less than 1" (1 inch)
- Remain unaltered in design or colors - green (PMS 3435), black, or knocked-out white
- Use a knocked-out white version of the logo over a solid color background

If it is necessary to use the logo on a large scale, please contact the Office of Institutional Marketing for assistance at [marketing@elms.edu](mailto:marketing@elms.edu).



(White and PMS 3435)



(Black and White)



(White and Black)

# Elms College Seal

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The seal represents the history, tradition, and mission of the college. While the logo is the college's marketing image and visual identity, the seal's visual presence is reserved for formal, **presidential applications only**. Unlike the logo, the seal's purpose is not to be immediately identifiable as representing Elms College. Therefore, the seal should not be used interchangeably with the college logo.

The Elms College seal is reserved for formal, **presidential applications only** and should:

- Only be used on a white background in the colors provided
- Never be copied or recreated manually
- Be clear and readable when reproduced
- Be no smaller than the size of a quarter and no larger than one-third the width of the printing surface
- Never be altered in design or colors



(Black and White)



(PMS 3435, PMS 871, PMS 654)

# Blazers Athletic Logo

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The Elms College Blazers athletics logo and font are proprietary to athletics and should be used only in conjunction with marketing materials directly related to the activities of the athletics office and teams. The athletics logos should:

- Never be used in conjunction with the college logo or seal
- Only be sized down as necessary as long as the text is not so small to be read easily
- Never be altered in design or colors
- PMS 3435, PMS 871



# Trademarks

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The Elms College has exclusive rights to its name, trademarks, mottoes, and mascots and prohibits their unauthorized use. The college's trademarks include "College of Our Lady of the Elms", "Elms College", "the Elms", and "Elms College Blazers".

Use of the Elms College trademarks in print, multi-media, advertising, promotional material, on clothing, or other merchandise requires the express permission of Elms College. Usage requirements apply to all Elms College staff, students, faculty, contractors, partners, manufacturers, customers, creative agencies, consultants, professional writers, and editors. Elms College reserves the right in its sole discretion to terminate or modify permission to display the Elms College trademarks by any person or organization.

The Office of Institutional Marketing must be contacted to verify correct usage and standards before any visual identity or new design incorporating an Elms College symbol is used by either the public or the college community. College departments, staff, and student organizations are required to use licensed vendors to produce merchandise bearing the Elms College trademarks. The use of licensed vendors will ensure that the college's name and symbols are used correctly and on items of quality.

## ***College vendor license***

A college vendor license authorizes a company to use the trademarks of the university on products that they sell directly to a College department or recognized student group for their internal use. Recognized student groups must work with Student Activities and complete a "Goods and Services Application." College vendors are not permitted to use the college's trademarks on a product that is for resale to anyone outside of the college.

# Elms College Brand Colors

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Having a specific color palette is vital to the brand. Colors create first impressions and become memorable and recognizable to the brand. The Elms College colors convey the “superior quality of a higher education”.

The primary Elms College colors are hunter green and gold. Typically, use green as the main-color. Green may be used in all-publications by itself or in combination with other colors. All colors can be specified according to the custom PMS formula described to the right. When using a color in situations where specifying a custom PMS color is impossible or unnecessary, see the graphics to the right to specify the closest match using the PMS color palette or CMYK process color for print applications, or RGB color for the Web.

## COLORS



PMS 3435



PMS 871

## SECONDARY COLORS



C=20 M=30 Y=70 K=15



C=0 M=14 Y=100 K=0



C=52 M=5 Y=100 K=0



R=241 G=170 B=0



R=164 G=88 B=4



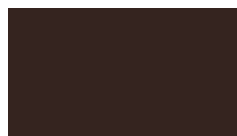
R=0 G=58 B=112



R=85 G=133 B=163



R=58 G=92 B=95



R=53 G=36 B=32



R=88 G=89 B=65



R=0 G=126 B=138

# Elms College Brand Fonts

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The choice of font is as important to the brand as the college brand colors. The typography palette ties all the communication platforms together, adding to brand consistency. Copperplate is the font used for the Elms logo and should only be used sparingly for formal pieces. Berkeley Oldstyle is also a formal font to be used for longer text pieces. Frutiger is the main font that should be used for the majority of the internal and external pieces.

Berkeley Oldstyle Book  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

*Berkeley Oldstyle Book Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*0123456789*

**Berkeley Oldstyle Bold**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

Frutiger LT Pro-47 Light Condensed  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Frutiger LT Pro-48 Light Condensed Italic*  
*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

Frutiger LT Pro-57 Condensed  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

COPPERPLATE GOTHIC LIGHT  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

**COPPERPLATE GOTHIC BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

# Graphics & Printing Terminology

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When requesting new materials from marketing or discussing possible marketing strategies, it is important to use proper terminology to avoid confusion.

**Banner** - a graphic that is sometimes seen as a section header on the website or on the top of a document. This includes the logo of the division, the title of the document, and usually a colored graphic. This is most commonly used on applications, invitations, or documents within divisions.

**Bleed** - an image or background color that extends beyond the actual size of the printed piece (usually an extra 1/8" (.125 in)). The project is printed on an oversized sheet that is then cut down (or trimmed) to the final size with the appearance that the image or color is "bleeding" off the edge of the paper.

**CMYK** - stands for Cyan, Magenta, Yellow, and Black. These are the primary colors for print.

**Letterhead** - the heading for the top of a document. The letterhead includes the logo of the division or school, the title of the document, and sometimes contact information. This is most commonly seen on letters or memos.

**Logo** – in addition to the Elms College main logo, the logos for each division or school include the box text lockup used in the header of the website along with the name of the division or the school underneath.

**PMS** - the acronym for Pantone Matching System that gives each color a code. The color system is based upon over one thousand standardized ink colors.

**RGB** - means Red Green Blue. These are the additive primary colors for digital media.

**Sign-off** - the college logo and the address block of the office or department providing the printed material. The specific dimensions from the trim edges may vary depending on the type of publication and the amount of white space available.



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1-413-265-2490 • [www.elms.edu](http://www.elms.edu)

# Logo Display Don'ts

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Do NOT lower the opacity



Do NOT change the color of the logo to something other than the approved colors.



Do NOT place any type or images over the logo



Do NOT combine different Elms College logos



Do NOT reduce the size to the point that is illegible



Do NOT place the logo over a stand alone box



Do NOT skew or distort the proportions



Do NOT recreate with any other font



Do NOT crop



Do NOT place over a busy image



# Writing Standards

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In an effort to increase and maintain the brand recognition of Elms College by ensuring adherence to the brand identity, it is our goal to produce high-quality publications and communications. In order to achieve this, all written communications must be proofed against the writing standards (or Cohesive Writing Guide).

The Office of Marketing can collaborate with you to create clear, concise text that says what you need it to say with the greatest possible effectiveness and most appropriate tone.

Elms College uses the Chicago Manual of Style for its publications, and the AP Stylebook for press releases. In addition, we have a number of style rules specific to the institution. Please use the following guidelines in your writing.

## Abbreviations

Abbreviations of acronyms, proper nouns, and official names are written in capital letters to distinguish them from common words. (When fully spelling out the actual words, do not need to be capitalized, unless they are proper nouns.)

- Lowercase letters require periods  
EXAMPLE:  
p.m.  
c.o.d.
- Uppercase letters require no periods  
EXAMPLE:  
ASAP  
US Naval Academy  
She visited Washington, DC, for the holidays.

## Abbreviation of Academic degrees

Abbreviate degrees without periods and without spaces. However, periods are used with degrees when there is also a lowercase letter.

- No periods with degree abbreviation  
EXAMPLE:  
BA, MS, MBA, MFA, etc.
- Periods with degrees containing a lowercase letter  
EXAMPLE:  
M.Ed.

Ph.D.

### **Abbreviation of prefix titles**

- Use periods after the last letter for abbreviations for proper name titles such as Mister, Doctor, Sister, or Saint.

EXAMPLE:

Ms. Jones

Dr. Armstrong

St. Joseph

Sr. Mary

(See also Sisters of St. Joseph)

### **Academic subjects**

- Names of academic subjects, majors, curricula, programs, classes, and concentrations are lowercase

EXAMPLE:

math

I teach history.

- Division or department names are capitalized

EXAMPLE:

Math Department

Department of English, Division of Nursing

### **Admission**

- “Admission” is singular. Do not use the plural “admissions”

EXAMPLE:

The Office of Admission

### **Advisor**

- Use advisor, not adviser

### **Alumnae Library**

- Pronounced alum-NEE
- The name is not “Alumni Library”

### **Alumni**

Alumni is used for the generic usage and for a mixed group of male and female graduates.

- “Alumni” is the preferred term to use  
(FYI clarifications: One female graduate – alumna; Two or more female graduates – alumnae; One male graduate – alumnus; Two or more male graduates – alumni)

### **Alumni names**

- Class year appears after the name and with no comma. The tail on the apostrophe points to the left
- Class year should be given on the first mention, and not in following references
- For married alumnae, the maiden name is used before the married name  
EXAMPLE:  
Harriet Hopkins '12  
Jane Smith Doe '67

### **Ampersand (&)**

- Write “and” in text, not the ampersand
- Ampersand is used if a degree title  
EXAMPLE:  
Accounting & Financial Planning
- Use ampersands only in charts, tables, companies if the ampersand is part of the company’s official name  
EXAMPLE:  
H&M  
H&R Block

### **Apostrophe**

- When spelled out, degrees are not capitalized and use an apostrophe  
EXAMPLE:  
bachelor’s degree  
master’s degree
- Do not use an apostrophe in “master of arts” or “bachelor of arts”

### **Berchmans Hall**

- Pronounced BERK-mans
- There is no apostrophe in Berchmans between the “n” and the “s”

### **Blazers**

- Blazer is the nickname for an Elms student
- Elms College athletic teams are Blazers
- No apostrophe
- The “s” can be removed in certain contexts

**EXAMPLE:**

The Blazer women's basketball team won 24-3 Saturday.  
The Golden Blazers celebrated their 50<sup>th</sup> reunion.

**Bullet points**

- On postcards, brochures, or posters - No periods at the end of the text following a bullet point even if it is a complete sentence

**Capitalization**

- When used as part of a title, capitalize the words Association, Building, Center, Club, Conference, Department, Division, Hall, Office, School, Street, and College

**EXAMPLE:**

Liberal Arts Department  
Berchmans Hall  
Department of Marketing  
The School of Nursing  
Office of the President

- Do not capitalize the word college when not part of the name because "college" or "the college" is a generic term
- Capitalize "college" when used in "Elms College," "the College of Our Lady of the Elms," and "College of Our Lady of the Elms" (Note: "Our Lady of the Elms College" is not correct.)

**EXAMPLE:**

The College of Our Lady of the Elms enjoys a small, close-knit community.  
The college's faculty and staff strive to foster a sense of closeness among students.  
I work at Elms College.  
Here at the college, we study hard.

- Do not capitalize "class"

**EXAMPLE:**

class of '72  
class president

- Do not capitalize academic semesters or terms

**EXAMPLE:**

fall semester  
summer session

- Capitalize the word "room" when used to designate a location

**EXAMPLE:**

Berchmans Hall, Room 201

- Capitalize all words except articles, conjunctions, and prepositions, in titles of books, plays, lectures, musical compositions, etc.
- “A” and “The” are capitalized if they are at the beginning of the title  
EXAMPLE:  
A King Is Born  
Of Mice and Men

(See also Professional titles)

### **caRe vaN**

- Do not capitalize the “c” in caRe vaN (unless it appears at the start of a sentence)
- If it does appear at the start of a sentence, rewrite it so that it doesn’t

### **Center for Student Success**

- Not “Student Success Center”

### **Centuries**

- Do not spell it out
- Use a hyphen if it is an adjective  
EXAMPLE:  
17th century (not seventeenth century)  
17th-century artists.

### **Chair**

- Use chair instead of chairman or chairwoman

### **Class years**

- It is appropriate to use first-year student, second-year student, third-year student, and senior

### **College**

(See capitalization)

### **Colon**

- If the colon introduces a sentence fragment, do not capitalize the first letter  
EXAMPLE:  
The study covered three areas: nuclear waste, industrial waste, and cancer.
- If a colon introduces a complete sentence, more than one sentence, a formal statement, quotation, or speech in dialogue, capitalize the first word of the sentence

**EXAMPLE:**

The class was informed of the house rule: Everyone, at every class session, must contribute to the general discussion.

- Commonly is used to introduce a series or list. The terms as follows or the following require a colon if followed directly by the enumerated items

**EXAMPLE:**

The steps are as follows: Gather the ingredients ...

- Used when a sentence is intended to come almost to a dead stop

**EXAMPLE:**

Two things are essential to success: ambition and hard work.

**Commas**

- Use the serial (or “Oxford”) commas – a comma before “and” in a series

**EXAMPLE:**

We have soda, orange juice, and lemonade for students, alumni, and faculty.

- Use commas at the end of subordinate clauses such as titles, degrees, descriptive phrases, and states following cities (For instance, use a comma between a person’s last name and their academic degree)

**EXAMPLE:**

Bob Smith, Ed.D.

John Smith, Ph.D., of Wallingford, CT, a computer science professor, opposed the motion.

- There is no comma between Jr., Sr., II, III, IV, etc. and the name it follows

**EXAMPLE:**

Martin Luther King Jr.

The decision was left to Merriman Lyon Jr.

- When using a date including month, day, and year, set them off with commas

**EXAMPLE:**

June 13, 1971, was the day.

On Tuesday, June 13, the president presented her proposal.

- Except for years, use a comma in all numbers exceeding three digits

- Month and year only have no commas

**EXAMPLE:** The meeting had taken place in June 2006.

(See also Professional title)

**Committees**

- Capitalize the names

EXAMPLE:  
Budget Committee

### **Cross country**

- When referring to our athletic team, it is two words, no hyphen

EXAMPLE:

Our cross country team is awesome!

### **Dates**

- Use the number and not the word (there is no need to write “Oct. 3rd” when “Oct. 3” is pronounced exactly the same)

EXAMPLE:

August 17 (not August 17<sup>th</sup>)

- When listing the date and time for an event, the correct order is “time, day, place”

- Do not use the preposition “on” between the time and the day

EXAMPLE:

The lecture will be held at 3 p.m. Wednesday, Oct. 24, in the Alumnae Library Theater.

### **Degrees**

- When spelled out, degrees are not capitalized

- use an apostrophe (before the “s” - not after)

EXAMPLE:

bachelor’s degree

master’s degree

post-master’s degree

- Do not use an apostrophe in “master of arts” or “bachelor of arts”

- Use a comma between the person’s last name and their degree

EXAMPLE:

Bob Smith, MBA)

- When abbreviated, degrees are capitalized with no periods

EXAMPLE:

bachelor of science (BS)

bachelor of arts (BA)

master of science (MS)

master of arts (MA)

master of arts in teaching (MAT)

master of arts in applied theology (MAAT)

master of science in nursing (MSN)  
doctor of nursing practice (DNP)

(See also Abbreviations)

### **Elms College**

- In press releases, we must refer to the college as “the College of Our Lady of the Elms” on the first reference; after that, “Elms College”

### **email**

- Do not hyphenate or capitalize

### **Em dashes; en dashes**

- Do not have spaces on either side
- The em dash (–) indicates a break in thought and can be used within a sentence to insert a parenthetical phrase
- The en dash (—) is used between ranges of numbers or dates, or between adjectival phrases containing two-word concepts

### **Emeriti**

- When used, place emeritus after the formal title, in keeping with the general practice of academic institutions  
(retired male faculty member with the honor – emeritus; retired female faculty member with the honor – emerita, more than one retired faculty member with the honor – emeriti)

### **Full-time or part-time**

- Hyphenate full-time or part-time if they are used as adjectives before a noun  
EXAMPLE:  
full-time student

### **Fundraising**

- No hyphen

### **Gender**

- When referring to someone’s gender, use the word gender - not sex.

### **Geography**

- Capitalize geographic names and regions of the country  
EXAMPLE:  
the South  
the Midwest

the East

- Do not capitalize points of the compass

EXAMPLE:

northeast

west

## **GPA**

- Use GPA for grade-point average
- No periods

## **Hyphens, dashes**

- A general rule is that hyphens link items and dashes separate items
- Mostly used to avoid confusion, and in compound modifiers preceding a noun  
EXAMPLE:  
He's a part-time student, but he attends school part-time.  
He lives in an on-campus house, but he lives on campus.
- Hyphens do not have spaces on either side
- Do not use a hyphen in words that could better be written as one word (check a dictionary if you are unsure)
- A hyphen joins words to form compound adjectives  
EXAMPLE:  
He's a part-time student, but he attends school part-time.  
He lives in an on-campus house, but he lives on campus.
- In a text block, do not use a hyphen between years (never "from 1968–72")  
EXAMPLE:  
from 1968 to 1972  
between 1968 and 1970
- Hyphenate phrases used as adjectives before a noun  
EXAMPLE:  
The proposal was a last-ditch effort.  
The child produced a mile-long list for Santa.  
full-time student  
eight-week session
- Hyphenate number and unit of measurement used as adjectives

**EXAMPLE:**

eight-week session

three-mile limit

100-yard dash

one-inch margin

12-inch rule.

- Do not hyphenate any “like” words

**EXAMPLE:**

a childlike sense of wonder

- Hyphenate “self” words

**EXAMPLE:**

self-employed

self-serving

self-sufficient

### **Hyphenation of prefixes**

- Use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel

**EXAMPLE:**

pre-existing

(Exceptions to this rule: coordinate and cooperate)

- Use a hyphen when the word that follows the prefix is capitalized

**EXAMPLE:**

Mid-Atlantic

### **Hyphen rules institutionally**

- We do not hyphenate vice president, viewbook, online, fundraising, roommate, underrepresented, student athlete, or coursework
- We do not hyphenate “nonprofit”  
(See also “Non” prefixes; viewbook)
- We do hyphenate Part-time or full-time

### **Italics**

- Italicize the names of plays, movies, TV series, and other major works
- Italicize the names of books, magazines, newspapers, and other publications
- Italicize words and phrases in foreign languages

- Do not italicize songs, articles, and other short works; use quotation marks

### **Liberal arts**

- No hyphen

### **Maguire Center**

- Lowercase “g”
- No “c”

### **Money**

- In a text block, delete the .00 (\$5)
- In tables, use the .00 (\$5.00)

### **“Non” prefixes**

- No hyphen is used  
EXAMPLE:  
nonprofit  
noncredit  
nondiscrimination  
(See also Hyphens)

### **Numbers**

- Spell out numbers from one through nine
- Use the actual numerical numbers from 10 up
- Do not begin a sentence with a numeral
- For athletics, always use numbers when reporting scores  
EXAMPLE:  
The final score was 77-52.  
John scored 7 points.
- Maintain consistency in a series - if more than half the numbers are 10 or over, use numbers; if more than half the numbers are under 10, spell out all in the series  
EXAMPLE:  
two hours, twelve minutes, three seconds  
23 hours, 12 minutes, 6 seconds
- Spell out the words million and billion  
EXAMPLE:  
17 billion  
26 million

## **Okay**

- Use okay, not OK

## **Percent**

- Spell it out as one word
- Use the symbol (%) only in tables or charts

## **Plurals**

- Do not form plurals with apostrophes - use “s” or “es”  
EXAMPLE:  
the 60s  
BAs

## **Professional titles**

- Do not capitalize a title unless it immediately precedes a person’s name  
EXAMPLE:  
Professor Bob Smith
- When the title follows the name, it is lowercase and set off in commas  
EXAMPLE:  
Bob Smith, professor of English, said ...
- Do not capitalize the designation of officers  
EXAMPLE:  
Bob Jones, president of SGA.
- Capitalize named, distinguished, and endowed professorships  
EXAMPLE:  
Bob Jones, Chair of Humanities

(See also Capitalization; Commas)

## **Professor**

- The word professor is always followed by “of”  
EXAMPLE:  
Bob Smith, professor of English, said ...
- The words lecturer, instructor, and assistant used the word “in”  
EXAMPLE:  
lecturer in nursing  
instructor in math

### **Racial names**

- Capitalize Blacks, First Nation, Indigenous People, etc.

- Capitalize identifications with geographic words

EXAMPLE:

Asians

Native Americans

African Americans

### **Quotation marks**

- semicolons and colons are outside quotation marks

- commas and periods are inside quotation marks

- Question marks and exclamation points go inside the quotation marks if they are part of the quote, and outside if they are not

EXAMPLE:

Did you watch “The Story of English”?

Then he asked, “Did you check for magnesium in the sample?”

Miller objected to the reference to “nonessential personnel”: It made him feel unnecessary.

The professors co-authored “Effects of Ultraviolet Rays,” published in the May 1986 issue.

- Items that are in quotation marks: direct quotes; song titles; short poems; essays; television and radio programs; short story titles; article titles; parts of books (chapters or sections)

### **Semicolons**

- Used to join complete sentences where a period would create too much of a pause in the train of thought

EXAMPLE:

I wanted to give you something special; I wanted to surprise you.

### **Sisters of St. Joseph**

- Do not spell out “Saint” for Sisters of Saint Joseph

- Always include the period after St.

- As a credential, use Sr.

- After the proper name, use the abbreviation, SSJ (uppercase letters, no periods)

EXAMPLE:

Sr. Mary Jones

Mary Jones, SSJ

### **Spaces**

- Do not put two spaces after the period at the end of a sentence
- Use only one space after a colon or the period at the end of a sentence

### **Spelling**

- When there are two spellings for a word in your dictionary, use the first one given

### **State names**

- In a text block, spell out the state names  
EXAMPLE:  
Jane lives in Massachusetts.  
Jane lives in Chicopee, Massachusetts.
- If an address might be copied for mail purposes, use the two-letter state abbreviation  
postal code  
EXAMPLE:  
Chicopee, MA

### **Telephone numbers**

- Use periods (not parentheses or hyphens) to set apart numbers  
EXAMPLE:  
413.265.2366
- Do not put a 1 in front of the number

### **That, which**

- That is the preferred pronoun to introduce clauses that refer to an inanimate object or an animal without a name.
- That is general  
EXAMPLE:  
The cold wind that crosses the steppes.
- Which is the only acceptable pronoun to introduce a nonessential clause that refers to an inanimate object or an animal without a name
- Which is almost always preceded by a comma
- Which is specific  
EXAMPLE:

The cold wind, which blew without ceasing across the steppes, froze everything in its path.

### **Theatre, theater**

- Always check the spelling of informal names

EXAMPLE:

Fisher Theatre or State Theater

### **Time**

- For even hours, drop the colon and the zeros
- Do not capitalize a.m. or p.m. and use periods

EXAMPLE:

(7 p.m.)

### **Titles**

- Use periods after the last letter for abbreviations for proper name titles

Example:

St. Joseph

Sr. Mary

Ms. Jones

Dr. Armstrong

- Italicize titles of books, newspapers, magazines, periodicals, films, television series, CDs, and plays
- Use quotation marks for chapter titles within books

(See also Abbreviations, Professional titles)

### **United States**

- Spell out when used as a noun
- Use US only as an adjective

### **Vice president**

- No hyphen

### **Viewbook**

- One word

### **website**

- one word, lowercase

- Never use WWW, www, or w.w.w. when writing a website/page address

**Western Massachusetts**

- The “w” is capitalized when referring to the people of the region or their political, social, or cultural activities
- The “w” is lower case in western Massachusetts when indicating a general location or referring to the geography or climate of the region

**ZIP code**

- Use all caps for the abbreviation of Zone Improvement Program. The word “code” is lowercase