Colby·Sawyer College

EDITORIAL STYLE GUIDE

Colby-Sawyer College Style Guide

To achieve consistency in Colby-Sawyer College's written communications and publications, the Office of College Communications has developed an editorial style guide for the campus community. The *Colby-Sawyer College Style Guide* establishes the college's preferences in the punctuation and style of many commonly used words and phrases in our academic environment. In addition, the style guide offers general editorial guidelines in a number of other troublesome areas for writers and editors.

College style guides have as their foundation one or two widely used editorial style manuals and dictionaries. Colby-Sawyer College uses *The Associated Press Stylebook* as its primary style guide. For style issues not addressed in this guide, we turn to *The Chicago Manual of Style*. Our primary reference book on spelling is *Webster's Collegiate Dictionary*. Additionally, we recommend a number of other helpful reference books, including *The Elements of Style*, *The Elements of Grammar* and *The Gregg Reference Manual*.

For scholarly research, faculty members should use the style guides appropriate for their particular areas of study. Academic style guides include, but are not limited to*: American Psychological Association (APA) Style Guide*, *Chicago Manual of Style* and *Modern Language Association (MLA) Style Guide.*

For further assistance, please contact the Office of College Communications at editor@colby-sawyer.edu. We welcome your suggestions for additions to the *Colby-Sawyer College Style Guide*.

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Appendix

Abbreviations and acronyms

Abbreviations and acronyms should be used sparingly and only after spelling out the words on first usage.

> Students who earned a 3.5-grade point average (GPA) or above and maintained at least 12 credit hours were named to the Dean's List last spring.
> They need to maintain a GPA of at least 3.5 each semester to remain on the Dean's List.

Exceptions can be made for widely understood acronyms such as FBI, CIA and GOP.

Academic courses

Capitalize the proper names of individual courses: First-year students take Writing 105, a required course.

Lowercase fields of study in general, unless they include a proper noun or adjective: She studies biology, but her brother is interested in American history and English.

Academic degrees

Abbreviations of academic degrees require a period after each element in the abbreviation but no internal spaces: Ph.D., M.A., B.A., B.S.

We do not mention or include associate degrees such as A.A., A.S. or A.A.S. degrees.

When academic degrees follow a person's name in the middle of a sentence, the degree is set off by commas: John Smith, Ph.D., was the featured speaker.

Capitalize full and formal names of specific degrees: Bachelor of Science, Bachelor of Arts, Doctor of Philosophy. When referring to academic degrees in general, lowercase the first letter of the degree and use an apostrophe: bachelor's and master's degrees, never bachelors and masters degrees.

> In 2000, John Smith earned a bachelor's degree in psychology. The following year, his wife also pursued a Bachelor of Science degree.

Lowercase "baccalaureate" degree, a synonym for bachelor's degree. Baccalaureate also refers to sermons delivered to graduating classes and to the services at which these sermons are delivered.

"Doctoral" is an adjective and "doctorate" is a noun: They all earned doctoral degrees. They all earned doctorates.

The most common degrees include B.A. (Bachelor of Arts), B.S. (Bachelor of Science), B.F.A. (Bachelor of Fine Arts), M.A. (Master of Arts), M.F.A. (Master of Fine Arts), M.S. (Master of Science), Ed.M. (Master of Education), Ed.D. (Doctor of Education), J.D. (Juris Doctor), Ph.D. (Doctor of Philosophy).

Do not use a courtesy title such as "Dr." and "Mrs." when including an individual's academic degree: Dr. Arnold Robinson or Arnold Robinson, Ph.D., not Dr. Arnold Robinson, Ph.D. List only the highest degree a person has received: Tammy Smith, Ph.D., not Tammy Smith, B.A., M.A., Ph.D.

Academic departments, programs

According to the college's preference, capitalize the name of a department and the words "department," and "program" only when they appear as part of an official name: Department of Humanities, Humanities Department. On subsequent references, do not capitalize "department," or "program" when standing alone.

> She is a faculty member in the Department of Nursing. Each month she attends the department's faculty meeting.
> Several first-year students expressed strong interest in the college's Exercise and Sport Sciences Program. The program is housed in Mercer Hall.

For official names of departments and programs, consult the most recent edition of the *Colby-Sawyer College Catalog*.

Academic majors, minors

Capitalize the college's majors and minors only when referring to the official names of Colby-Sawyer's specific academic programs (when including the word "program") or when the subject contains a proper noun or adjective. Lowercase majors and minors when referring to a subject area or academic field of study in general.

> She declared the college's Biology Program as her major due to her intense interest in biology.
> With a major in English and a minor in business administration, he intends to work for a publishing house in New York.

For official names of majors and minors, consult the most recent edition of the *Colby-Sawyer College Catalog*.

Academic titles, titles

Capitalize a person's title when put before the name: Academic Dean Jane Smith

Do not capitalize titles when listed after a name or titles that do not include a name.

> Jane Smith, director of the Dan and Kathleen Hogan Sports Center, led the discussion.
> Let's invite the vice president to the event.

Adjunct faculty members do not hold rank and should be referred to as adjunct faculty members: Ms. Jane Smith is an adjunct faculty member in the Department of Humanities.

Courtesy titles: The preferred use in periodicals and news writing is to drop the courtesy title in text material: "Smith" rather than "Mr. Smith." Omit the courtesy titles "Miss," "Mr.," "Mrs." or "Ms." and use first and last names in the first reference. Use only the last name in subsequent references. Do not use "Mr." in any reference to a married couple unless it is combined with "Mrs": Mr. and Mrs. John Smith or Mr. and Mrs. Smith. Do not use courtesy titles and academic degrees together: Dr. John Jones, not Dr. John Jones, M.D. (These rules do not apply to correspondence such as business letters.)

Addresses (also see College addresses)

To receive address information for various college constituencies, please contact the following offices:

Admissions
Office: Office of Admissions
Phone number: 526-3700
Email address: admissions@colby-sawyer.edu

Alumni/friends/donors/former faculty and staff
Office: Office of Advancement
Phone number: 526-3727
Email address: alumni@colby-sawyer.edu

Faculty and staff (current)
Office: Human Resources
Phone number: 526-3584
Email address: welcome@colby-sawyer.edu

Students
Office: Student Development
Contact person: Nancy Staszkiewicz
Phone number: 526-3758
Email address: nstaszk@colby-sawyer.edu

Trustees
Office: President's Office
Contact person: Linda Varnum
Phone number: 526-3738
Email address: lindav@colby-sawyer.edu

Admissions

"Admissions" is plural and has no apostrophe.

Adviser

Use "adviser" and not "advisor."

Advisory bodies

Capitalize references to a specific body of advisers, including the Alumni Council, Board of Trustees, President's Alumni Advisory Council. When using "board" or "council" alone in subsequent references, use lowercase.

The Colby-Sawyer College Board of Trustees meets four times each year.
The board's meetings take place in February, May, June and October.

Affect, effect

Each is used as a verb and a noun. In practice, however, "affect" is used most often as a verb and usually means to influence or change: Many drugs affect the nervous system.

"Affect" as a verb can also mean to feign or simulate: He affected poor grades to gain sympathy. When used as a noun, "affect" means a feeling or emotion (as distinguished from thought or action).

"Effect" is used most often as a noun and means a result or outcome: Many drugs have serious effects on the nervous system. His complaints had no effect on the dean.

When used as a verb, "effect" means to cause or bring about: To effect change in the patient's condition, physicians had to use drugs.

Allude, elude

To "allude" is to make an indirect reference to something. To "elude" someone or something is to avoid, evade or escape from the person or thing.

Alma mater

As a familiar and commonly used phrase from a language other than English, "alma mater" should not be capitalized or italicized.

Alumnus, alumni, alumna, alumnae

Class years should appear after a graduate's name in college publications. Identify Colby-Sawyer alumni by their class year(s) with an apostrophe before the year. The apostrophe should slant to the right.
> Jane Smith '74 plans to attend Homecoming next fall.

If a person has more than one degree from the college, place a comma and space between the class years: Jane Smith '73, '75

Identify alumni in the following manner:
> alumna: feminine singular   alumnae: feminine plural
> alumnus: masculine singular   alumni: masculine plural/both

> She is a Colby-Sawyer alumna.
> Abbey Hall alumnae gathered during Homecoming 2016.
> The alumni enjoyed a reception in Wheeler Hall.

Ampersand

Use an ampersand in corporate titles only when it is part of the official title: Sherman, Cooper & Leeds. Don't use an ampersand with courtesy titles in text: (incorrect) Mr. & Mrs. Sanford. Never use an ampersand instead of the word "and" in text: Department of Exercise and Sport Sciences.

Anybody, any body / anyone, any one

Use "anybody" or "anyone" (one word) when making an indefinite reference: Anyone can do it. Use "any body" or "any one" (two words) when emphasizing or singling out one element of a group: Any one of them can do it.

Anti- (also see Hyphenated words)

Hyphenate all except the following words, which have specific meanings of their own:

antibiotic	antipasto
antibody	antiperspirant
anticlimax	antiphon
antidepressant	antiphony
antidote	antipollution
antifreeze	antipsychotic
antigen	antiseptic
antihistamine	antiserum
antiknock	antithesis
antimatter	antitoxin
antimony	antitrust
antiparticle	antitussive

Apostrophe

Use apostrophes in contractions or to show possession: It's time for class to begin. The student's books are heavy.

Do not use an apostrophe when forming plurals of dates or acronyms: 1890s, 1920s, 1990s, M.D.s, Ph.D.s.

Names of people and other proper nouns form the plural in the usual way by adding -s or -es: The Danforths attended the ceremony, but the Joneses could not attend.

Follow these guidelines for possessives:
•Plural nouns not ending in s: add 's
    The alumni's contributions, women's rights
•Plural nouns ending in s: add only an apostrophe
    The girls' books, states' rights
•Nouns plural in form, singular in meaning: add only an apostrophe
    mathematics' rules, the United States' population
•Nouns spelled the same in singular and plural meaning: treat as plural nouns
    A corps' location, two corps' troops
•Singular nouns not ending in s: add 's
    The student's notebook
•Singular nouns ending in s sounds such as ce, x, and z: add 's (stylebooks vary on this rule)
    Marx's theories, the justice's decision
•Singular nouns ending in s: add 's unless the next word begins with an s
    The hostess's invitation, the hostess' seat
•Singular proper names ending in s: use only an apostrophe
    Achilles' heel, Dickens' novels, Williams' plays

Board of Trustees, Board of Directors (also see Advisory bodies)

Capitalize when using these official names, both with and without "Colby-Sawyer College." (This rule also applies to the college's other committees, councils, clubs and organizations.) In subsequent references, lowercase the "board" and "trustees" when the word stands alone:

> The Board of Trustees began the meeting. The board members discussed funding depreciation.

Uppercase "Trustee" and "Director" when it precedes a person's name. Lowercase when the title follows the person's name. (Also see Titles.)

> Is Director Jane Smith '67 a Colby-Sawyer alumna?
> John Jones, trustee, lives in the Boston area.

Buildings, facilities

In text, use the full name of the college's facilities in the first reference and the shortened version in subsequent mentions within shorter documents. In longer documents, the full names will need to be mentioned more often; introduce the full name in each new chapter or section of long texts. The college's facilities are listed below, along with their full name and acceptable abbreviated versions (when applicable).

Full Names	Abbreviated Names
Caretaker's Cottage	Cottage
Cleveland Colby Colgate Archives	Archives
Clements Hall	Clements
Colgate Hall	Colgate
Colby Farm	-----
Colby Homestead	Homestead
Curtis L. Ivey Science Center	Ivey Science Center
Dan and Kathleen Hogan Sports Center	Hogan Center
David L. Coffin Field House	field house
Everett and Ruth Woodman Dance Studio	dance studio
Elizabeth Kind Van Cise Fitness Center	fitness center
Frances Lockwood Bailey Graphic Design Studio	graphic design studio
Harrington Center for Experiential Learning	Harrington Center
James House	James House
Kelsey Athletic Campus	Kelsey Fields
Marian Graves Mugar Art Wing	-----
Marian Graves Mugar Art Gallery	Gallery
Mercer Field	Mercer Field
Mercer Hall	Mercer Hall
Patricia D. Kelsey Tennis Courts	Kelsey Courts
President's House	-----
Reichhold Science Center	Reichhold
Sawyer Fine Arts Center	Sawyer Center
Sue's Sugar House	sugar house
Susan Colgate Cleveland Library/Learning Center	library
Sustainable Classroom	-----
Teaching Enrichment Center	TEC
The Pub at Lethbridge Lodge	The Pub

Thornton Living Room	Thornton
Ware Student Center	Ware
Wheeler Hall	Wheeler
William T. Baird Health and Counseling Center	Baird Health Center
Windy Hill School	Windy Hill

The college's housing facilities should be referred to by their full name:

Abbey Hall	London House
Austin Hall	Page Hall
Best Hall	Red House
Burpee Hall	Rooke Hall
Colby Hall	Shepard Hall
Danforth Hall	White House
Gray House	Yellow House
Lawson Hall	

Bulleted series

A bulleted series is one that typically includes bullets (•), with each item in the series on a separate line. In these series, introductory sentences ending in verbs should *not* have colons; introductory sentences that do not end in verbs *should* have colons. Items in the series should begin with capital letters *only* in the case of proper names. All items should end with semicolons. The next to the last item should include a semicolon and a conjunction (such as "and," "or" or "but"). The last item should end with a period.

On Main Street, you will find these buildings:
• President's House;
• London House; and
• the original Colby Academy building.

When you meet with your adviser, bring
• your course schedule;
• your portfolio; and
• your grades for the last semester.

Business letters

In formal letters written by Colby-Sawyer College faculty and staff for internal and external audiences, the block style letter is the preferred format. In block style, the contents of the letter are placed flush left on the page (see example on page 28).

Capitalization

According to the college's preference, capitalize the following words or phrases: the formal or full names of the Colby-Sawyer College's departments, events, initiatives, offices, organizations, programs and publications.

Capitalize people's titles only when they precede the individual's names. In general, capitalize proper nouns (English Channel) and popular names of events, places, etc. (World Series, Eiffel Tower).

Below is a sample list of words and phrases commonly used (or that have recently come into use) at Colby-Sawyer College. According to the capitalization guidelines mentioned above, most of these words/phrases require capitalization (uppercase initial letter in each word/phrase). Those that do not require capitalization refer to initiatives or programs in general rather than to a specific Colby-Sawyer initiative or program.

Academic Review Board	Liberal Education Learning Portfolio
Capstone	Mountain Day
Digital Literacy Proficiency	Proficiencies
First Year Symposium	Progressive Scholars Program
Harbor Days	Retention Committee
Liberal Education Program	School of Health Professions

Chairman, chairwoman, chairperson

"Chair" is preferred: She is the department chair.

Use "chair" unless an individual expresses another preference.

Classes, courses

Lowercase when making a general reference to courses, unless the subject includes a proper noun or adjective: He studies history, political science and English.

Uppercase when referring to a specific class or when the class name includes a proper noun or adjective: She took PSY 101: Introduction to Psychology and SPA 101: Elementary Spanish.

Do not use course abbreviations in a sentence.

Clubs, committees, councils

The full and official names of clubs, committees, and other college organizations and groups should be capitalized. In subsequent references, when referring to the "club" or "team," lowercase the word.

Co- and co (also see Hyphenated words)

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status:

co-author	co-owner	co-star
co-chair	co-partner	co-worker
co-defendant	co-signer	
co-host	co-sponsor	

Use no hyphen in other combination:

cocurricular	coeducational	cooperate
codirect	coequal	coordinate
coed	cofacilitated	

Coed, coeducational

Use "coeducational" in print rather than the informal "coed."

     Coeducational residence halls house students of both sexes.

Never use "coed" to refer to a female college student.

College

Use the full name of Colby-Sawyer College in the first reference. In subsequent references, use "Colby-Sawyer" or the "college." Use "CSC" only in circumstances in which space is tight, such as on apparel. Capitalize the word "college" only when used with Colby-Sawyer. Always lowercase "college" when the word stands alone.

     He graduated from Colby-Sawyer College in 2015.
     When he's visiting New Hampshire, he often visits the college.

College addresses

The college's address should appear as follows:

     Colby-Sawyer College
     541 Main Street
     New London, NH 03257

When including the name of the department or building, use the style shown below:

     Department of Humanities
     Colby-Sawyer College
     541 Main Street
     New London, NH 03257

When citing Colby-Sawyer email and Web addresses in text:

     email: jdoe@colby-sawyer.edu
     website: www.colby-sawyer.edu

Do not italicize, bold, underline or capitalize letters to emphasize Web addresses or place periods at the end of the address.

Commas

Following are the *Associated Press Stylebook's* preferences for comma placement.

•*Dates:* Do not use a comma between month and year or season and year: April 1993; fall 1994. Use a comma between specific date and year: April 3, 1994. A comma should follow the year when a specific date is mentioned in mid-sentence: Feb. 8, 1990, was the date of the party.
•*Dependent clauses:* If the second half of a compound sentence does not contain its own subject and verb, do not separate the clauses with a comma: The mailroom is located in the Ware Student Center and can meet all your needs.

•*Independent clauses:* Use a comma between the two independent clauses of a compound sentence (preceding the conjunctions "and," "but," "or," "nor," "for," "so," and "yet"). The second half of the sentence must contain its own subject and verb: Wheeler Hall is located in the Ware Student Center, and it is often used for college events.

•*Introductory elements:* Use commas after introductory elements, interjections, and direct addresses: If the research grant is awarded, we will begin the project at once. In addition, we will write the article.

•*Locations:* When using a city name with a state or country name, place a comma after each element: She is a Huntsville, Ala., native.

•*Series:* Use commas to separate items in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue.

•*Do* put a comma before the concluding word or phrase in the following instances: if an element requires a conjunction (We had orange juice, toast, and ham and eggs for breakfast); or if the conjunction concludes in a complex series of phrases (The main issues to consider are whether the students have attended the class regularly, whether they have completed the required assignments each week, and whether they have engaged in classroom discussions).

•*With equal adjectives*: Use commas to separate series of adjectives equal in rank. (If the commas could be replaced by the word "and" without changing the meaning, the adjectives are equal: a dark, dangerous street.) Use no comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, which is the equivalent of a single noun: a cheap fur coat, a private liberal arts college. (The noun phrases are *fur coat* and *liberal arts college*.)

Compose, comprise

Compose means to create or put together and can be used in both active and passive voices:

> She composed a song.
> The United States is composed of 50 states.

Comprise means to contain, to include all or embrace and is followed by a direct object.

> The United States comprises 50 states.

Composition titles

Colby-Sawyer College uses the Modern Language Association (MLA) style for composition titles.

Italicize titles of books, journals, magazines, newspapers, newsletters and long poems published as books. When the surrounding text is already italicized, set the title or word in regular type (no italics).

Place in quotation marks the names of articles, exhibitions, films, lectures, plays, songs and television shows.

Capitalize the principal words, including prepositions and conjunctions of four or more letters.

Capitalize an article (the, a, an) or words fewer than four letters if it is the first or last word in a title.

Courseload, coursework

One word.

Currently, presently

"Currently" means now; "presently" means in the near future.

Curriculum

Use "curricula" or "curriculums" in plural form.

Dash (also see Hyphenated words)

There are several types of dashes: the hyphen, the en dash, the em dash, the 2-em dash, and the 3-em dash. The following are the most common uses:

•En dash (–): Use to indicate continuing or inclusive numbers or time periods. Do not insert spaces before and after the dash: 1964–1965; March–June 1991. *Shortcut in Word: Alt+0150*

•Em dash (—): Use with a space before and after the dash to indicate a sudden break to inject explanatory or qualifying material into a sentence: The people — the ones who were the most interested — made special effort to attend the meeting. *Shortcut in Word: Alt+0151*

•2-Em dash (——): Use to indicate missing letters. Do not place a space between the existing part of the word and the dash, but do add a space where the dash represents the end of the word: I read the s—— section of the newspaper. *Shortcut in Word: Alt+0151 (two times)*

•3-Em dash (———): Use to indicate a missing word or words to be supplied. Add a space before and after the dash: The express truck was bound for ——— and would arrive late. *Shortcut in Word: Alt+0151 (three times)*

Dates

When writing dates, always use Arabic numerals without the use of th, rd, nd, st.

•*Days:* Always spell out days of the week.

•*Months:* Always spell out the months with fewer letters: March, April, May, June, July. Never abbreviate any months when they do not immediately precede a date. When followed by a number, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec.: April 5 and Dec. 25. Consecutive dates can be written in one of two ways.

> The workshop will be held Jan. 2 to 25.
> The workshop will be held Jan. 2–25.
> Use "through" when event duration extends to next month.
> Rehearsals will run from March 25 through April 5.

•*Years:* Use figures without commas: 1995. Use an –s without an apostrophe to indicate spans of decades or centuries: the 1990s, the 1800s.

For expressing students' or graduates' class years, use an apostrophe after the name and the decade of graduation.

> Sarah Jones '96 and Ed Johnson '97 attended the wedding of Jodie Smith '98.

•*Decades:* Use numerals to indicate decades of history: He began college in the '90s.

Use an apostrophe to indicate numerals that are missing and add an –s to indicate the plural: the '90s, The Roaring '20s.

•*Centuries:* Lowercase century, spelling out numbers less than 10: the first century, the 21st century.

Departments, offices (also see Academic departments, programs)

Capitalize the words "department" and "office" when they appear with official divisional names.

The Department of Humanities will host a poetry reading.
The Admissions Office holds Open Houses in the fall and spring.

Disabled, handicapped

In general, do not describe an individual as disabled or handicapped unless it is pertinent to a story. If a description is required, try to be specific. Avoid descriptions that imply pity, like *afflicted with* or *suffer from*, instead use *has Parkinson's disease*.

Email

Do not hyphenate. Use lowercase "e" in email, unless the word begins a sentence. Email addresses for publication should be written out as follows: jsmith@colby-sawyer.edu

In printed texts, do not italicize, bold, underline or use all capital letters to emphasize email or Web addresses.

Use a hyphen with other e-terms: e-book, e-business, e-commerce.

Emerita, emeritus, emeritae, emeriti

These honorary titles are formally designated to specific individuals who have retired from their positions and should be used in conjunction with these individuals' formal titles. Similar to the word "alumni," the endings used with emeriti vary according to gender and singular/plural references according to Latin rules. Do not use italics for these common words.

emerita: feminine singular
emeritus: masculine singular

emeritae: feminine plural
emeriti: masculine plural/both

The honorary title is used in conjunction with the formal title and can precede or follow the person's name. Titles that precede a formal name are capitalized, and those that follow are lowercased. When standing alone, titles are always lowercased.
John Smith, professor emeritus, attended Commencement this year.
Dean Emerita Jane Smith retired in 1968.

Events, initiatives

Capitalize the full names of formal events and special services held at the college: Mountain Day, Homecoming, Commencement, Student Orientation. Lowercase abbreviated versions of the formal event:
The new students must attend Student Orientation.
They receive orientation materials at the registration desk.

Facebook (see Social media)

Faculty

A plural noun that refers to the college's teachers and instructors. Lowercase "faculty" unless the word is part of a specific name or title: She participated in the Faculty Colloquium series.

First-year students, returning student

"First-year student" or "entering student" is preferable to "freshman," and "returning student" is preferable to "upperclassman." Do not capitalize first-year, freshman, sophomore, junior or senior unless the word begins a sentence: He is a senior communications studies major.

Do not capitalize class designations: The senior class sponsored the lecture.

Foreign words or phrases

Foreign words and phrases may be set off in italics if they are likely to be unfamiliar to readers. Many foreign phrases used in academe, including Latin honors such as "cum laude" and the honorary title "emeritus" are established parts of the English language and should be set in regular type. Additionally, foreign phrases that have been adopted as names of national honor societies and fraternities/sororities do not require italics: Alpha Chi, Sigma Chi. (If the word or phrase appears in an English dictionary, it's safe to assume it's a familiar word and does not require italics.)

Fundraising, fundraiser

One word, in all cases.

Google

A trademark for a Web search engine. *Google, Googling* and *Googled* are used informally as a verb for searching for information on the Internet.

Graduate

Lowercase when referring to the general status of a "graduate."
    Tom Reynolds is a graduate of the college.

Graphics standards, logos

The *Graphics Standards Manual* provides guidelines that must be followed to ensure all components of the college's visual identity program are implemented correctly and consistently. The guidelines cover usage of the visual identity program in college stationery, print and digital media, as well as in logo clothing and merchandise.

College community members who wish to implement the visual identity are requested to consult with College Communications for assistance. For assistance with logo use and to access logos, please submit a project request form to College Communications via myColby-Sawyer.

Access the *Graphic Standards Manual* on the college's website.

Health care
Two words.

Home page
Two words. Do not capitalize home page unless it begins a sentence.

Hyphenated words (also see Anti-; Co-, co; Off-, -off)
When in doubt about whether to hyphenate a word first consult *The Associated Press Stylebook*. If the word is not listed there, consult *Webster's Collegiate Dictionary* .

Use a hyphen to avoid ambiguity and in the following situations:
•*Compound modifiers***:** In general, when two or more words modify a noun, use hyphens: a three-year-old child, a well-known physician. Do not hyphenate compounds that include "very" or adverbs ending in "-ly": a very delicate procedure, an expertly performed operation. Most compound modifiers are not hyphenated when they appear after a noun. The exception to this is modifiers that follow forms of the verb "to be": The program, well known for its success, is part of the School of Education. The program is world-renowned. However, compounds with the prefix "well" are usually not hyphenated when they follow forms of "to be."
•*Compound words:* Avoid hyphenating compound words whenever possible, unless hyphens are necessary to avoid confusing the reader or to avoid an awkward junction: freelance, inpatient, statewide, nonresident, noncredit, posttraumatic but co-opt, anti-utopian. Check a current dictionary for specific words. Certain compounds should be spelled as two words when used as adverbs or nouns (full time, part time, off campus) but hyphenated when used as adjectives: She has a part-time job in order to attend school full time. On-campus housing is limited, and many students live off campus. Use a hyphen when the base word begins with a capital letter: non-American.
•*Breaks:* If a word already contains a hyphen, do not break it at the end of a line: self-knowledge not self-knowl-edge. Do not allow a single letter of a word to stand alone at the beginning or end of a line: *Not* E-gyptian, *not* a-lone.

Internet
Always capitalize.

Internet addresses, domain names
In stories, use the name of the website rather than the Web address: Facebook *not* Facebook.com.

Only use ".com" if it is part of the legal name: Amazon.com Inc.

If an Internet address is at the end of a sentence, use a period.

If an Internet address falls between two lines, split it directly after a slash or a dot that is part of an address, without an inserted hyphen.

Italics (also see Foreign words or phrases/Composition titles)

Italicize the names of college publications, both print and online, including, but not limited to, the following: *Colby-Sawyer College Catalog, Colby-Sawyer College Student Handbook, Colby-Sawyer Magazine, Getting Started Guide, Strategic Plan*.

It's, its

"It's" is a contraction that means it is, or it has. "Its" means "belonging to it."
> It's going to be a great year.
> The dog wagged its tail.

Junior, Senior, II, III

Abbreviate as *Jr.* or *Sr.* only with full names of persons or animals. Do not precede "Jr." and "Sr." or numerals by a comma unless the named individual has indicated a preference for it.
> John Smith Sr. is a newly appointed trustee.

The notation *II* or *2nd* may be used if it is the individual's preference.

If necessary to distinguish between father and son in second reference, use *the elder Smith* or *the younger Smith*.

Majors, minors, programs (also see Academic majors, minors; Academic departments, programs)

Capitalize the full and official names of the college's academic majors, minors and programs: Wesson Honors Program, Liberal Education Program, Annual Fund.

When referring to broad, general subject areas rather than the specific academic program, use lowercase: He would like to study biology. He has a strong interest in Colby-Sawyer's Biology Program.

Me, myself and I

"I" is a subject and "me" is an object of a sentence:
> I am going to the concert.
> Irene and I went to the park. (*Not: Irene and me went to the park*.)
> Will you go to the concert with me?
> Professor Doe gave Jane and me 100s on the test. (*Not: Professor Doe gave Jane and I 100s on the test*.)

"Myself" is used to refer back to the subject (it is a reflexive pronoun) and sometimes as an intensifier:

I am beside myself with grief.
(Intensifier) I myself would never do such a thing.

Monetary units (also see Numerals)

Use the dollar sign and numbers when representing money in text (unless it's the first word in sentence). Do not use a decimal and two zeros unless the number of cents must be specified.

She spent $45 on her psychology textbook and $8.50 on notebooks.

In amounts less than a dollar, write as figures and spell out the word "cents": 85 cents.

A small cup of coffee costs 99 cents.

For amounts of $1 million or more, use the $ sign and numerals up to two decimal points. In general, avoid long numbers with lots of zeroes, as in 7,000,000,000. Do not link the numerals and the word by a hyphen: The benefactor established a new $1.5 million endowment. The building will cost $3,500,500.

Names (see also Academic titles)

With the first reference in formal prose, use a person's full name and title; in the second reference, use the title and last name of the individual when the title is significant with the context. Otherwise, use the person's last name only in subsequent references. With students, use their full name in the first reference and only their last name in subsequent references. If two or more people share a surname, as with spouses or siblings, use their first and last name to differentiate between them. (In some informal texts or correspondence, the person may be referred to by their first name in subsequent references.)

Significant Titles: Vice President for Advancement Jane Smith attended a conference on responsible decision making. Afterward Vice President Smith presented a report to fellow attendees. John Doe, associate professor of Humanities, assisted with the report. Professor Doe holds a Ph.D. from UNH, Vice President Smith's alma mater.

Student: Joe Jones '16 met with his adviser for the first time this week. Jones discussed his interest in adding another course to his schedule.

People with the Same Surname: Professor John Doe's daughter, Jane Doe '19, is a student at the college. Jane Doe studies philosophy and wants to be a lawyer.

Nondiscrimination

Colby-Sawyer College's communications should reflect our commitment to equal opportunity and nondiscriminatory practices in all aspects of employment and education. Respect and a balanced representation should be given regarding gender, race, ethnic group, age, sexual orientation, gender identity and ability. Nondiscriminatory principles apply to all written materials.

Numerals (also see Monetary units)

The standard guideline is to write out numbers one through nine and write the numbers 10 and above as figures. If a number starts a sentence it should be written out.

There are seven women and 11 men in the group.
Twenty people went on the field trip.

•*Academic course numbers:* Write figures: Writing 105, Philosophy 209

•*Ordinal numbers:* Spell out first through ninth and write figures starting with 10th: first in line, the 14th Amendment. Note: th, rd, nd, st are never used with dates, only with ordinals. Grades are ordinal numbers.
•*Grades:* Write figures for grades 10 and above. Spell out first through ninth: 10th grade, fourth grade, fifth-grader.
•*Percentages:* Use figures and write out "percent": 25 percent
        The residence hall is 50 percent male.

Off-, -off (also see Hyphenated words)

Follow *The Associated Press Stylebook*. If the word is not there, follow *Webster's New World College Dictionary*. If not listed in either source, hyphenate the word.

Some commonly used combinations with a hyphen:

off-color	off-white
off-peak	send-off

Some combinations without a hyphen:

cutoff	offside
liftoff	offstage
offhand	playoff
offset	standoff
offshore	takeoff

Offices (also see Departments, offices)

Capitalize the word "office" when used with the official name of a work unit: Office of Admissions. In subsequent references, lowercase "office" when it stands alone.

Capitalize Admissions, Advancement, Human Resources and other offices whose names are recognizable even without the word "office." (See Appendix B.)

On campus, on-campus

"On-campus" is used as an adjective to modify a noun: Students live in on-campus housing.
"On campus" is used to modify a verb: She lives on campus.

Over, more than

"Over" refers to spatial relationships: The shelf is over my head.

"More than" refers to numbers or amounts: The group raised more than $60. More than 50 people attended.
Incorrect: Over 50 people attended.

Percent

Spell out the word percent except in scientific, technical and statistical copy, and express the amounts as numerals except when it begins the sentence. In tables use the % symbol.

Eighty percent of the faculty attended the meeting.
More than 90 percent of the class passed the test.

President

Capitalize when preceding a name. Lowercase in all other uses:
President H. Leslie Sawyer was the first president of the college. Eugene M. Austin was the second president.

Programs (also see Academic departments, programs)

Capitalize "program" only when used as part of the official name of a work unit or established activity/event/program: Wesson Honors Program.

Publications (see Composition titles)

Quotation marks

The period and comma always go inside the quotation marks: He said, "I'm leaving," or "I'm leaving," he said. The dash, semicolon, question mark and exclamation point go inside the quotation marks only when they apply to the quoted matter: He yelled, "Stop!" Can you believe he actually yelled, "Stop"?

•*Direct quotation:* When reporting the exact words of speakers or writers, surround their words with quotation marks: "I intend to graduate next year," he said. For dialogue or conversation, place each person's words in a separate paragraph, with quotation marks at the beginning and the end of each person's speech. If a person speaks continuously for more than one paragraph, place quotation marks at the beginning of every paragraph in the speech, but do not place quotation marks at the end of paragraphs until the final paragraph in the speech.
•*Single quotation marks:* Use only when quotes appear inside a quotation: "He told her, 'I don't need this class.'" There are no spaces between the single and double quotations.

Social media

Social media refers to tools that allow the sharing of information and creation of communities through online and mobile networks of people. The most popular include: social networking sites (Facebook, LinkedIn), blogs and microblogging sites (Tumblr, Twitter), content sharing services (Instagram, YouTube), online forums, check-in services and electronic pinboards (Pinterest).

Colby-Sawyer College's social media accounts include blogs, Facebook, Instagram, SnapChat, Foursquare, Google Plus, LinkedIn, Twitter, Wikipedia and YouTube. These accounts are maintained by various campus offices including Admissions, Advancement, Athletics, Campus Safety, clubs/organizations and College Communications.

Commonly used terms include:

Android	Facebook	Reddit
app	feed	Skype
avatar	geolocation/geotagging	SnapChat
blog	Googling/Googled (v.)	trending
Bluetooth	Google (n.)	Tumblr
check in (v.)	Hashtag (#)	Tweet
check-in (n. and adj.)	IM	Twitter
circles	Instagram	Website
cloud	iPad	Wikipedia
download	iPhone	Yik Yak
emoticon	LinkedIn	YouTube
emoji	Pinterest	

States

When standing alone, write out state names. When states appear in text with a town or city, write out the state or abbreviate according to AP style. Use U.S. Postal (PO) abbreviations as mailing addresses only.

AP	PO	AP	PO
Ala.	AL	Mont.	MT
Alaska	AK	Neb.	NE
Ariz.	AZ	Nev.	NV
Ark.	AR	N.H.	NH
Calif.	CA	N.J.	NJ
Colo.	CO	N.M.	NM
Conn.	CT	N.Y.	NY
Del.	DE	N.C.	NC
D.C.	DC	N.D.	ND
Fla.	FL	Ohio	OH
Ga.	GA	Okla.	OK
Hawaii	HI	Ore.	OR
Idaho	ID	Pa.	PA
Ill.	IL	Puerto Rico	PR
Ind.	ID	R.I.	RI
Iowa	IA	S.C.	SC
Kan.	KS	S.D.	SD
Ky.	KY	Tenn.	TN
La.	LA	Tex.	TX
Maine	ME	Utah	UT
Md.	MD	Vt.	VT
Mass.	MA	Va.	VA
Mich.	MI	Wa.	WA
Minn.	MN	W. Va.	WV
Mo.	MO	Wis.	WI
Miss.	MS	Wyo.	WY

Students (see First-year students, returning student)

Student-athlete
Use hyphen rather than a slash to refer to student-athletes.

Telephone numbers
Telephone numbers should be written as follows:
> On campus: ext. 3000
> Formal correspondence: (603) 526-3000
> Print publications and casual correspondence: 603.526.3000

Temperature
Use figures unless the temperature is zero: It's minus 5 degrees. I hope it warms to 9 or 10.

That, which
There is a difference between that and which. Use that for restrictive clauses — clauses that are essential to the meaning of the sentence. Use which for nonrestrictive clauses — clauses that, if removed, would not change the meaning of the sentence. Set off the nonrestrictive clause with commas. (If a sentence has two thats in it, and the reader may be confused, it's acceptable to substitute a which for one of the thats.)
> The book that she wanted was not in the library.
> The books, which are on the kitchen table, are overdue at the library.

Time
Times should be written without a colon or double zeros, unless listing a specific time after the hour: The reception begins at 7 p.m., with dinner at 7:45 p.m. In prose, the "a" and "p" and "m" in "a.m." and "p.m." should always be lowercased and followed by periods as they are abbreviations for ante meridian and post meridian. The words "noon" and "midnight" should be lowercased.

Title, entitle
Entitle means to give title to; title means to provide a title for or call by a title: The author entitled the book last week; the book, titled *Time and Again*, is here.

Titles (also see Academic titles; Composition titles)
Capitalize a person's title when put before the name.
> Academic Dean Jane Smith
> Vice President for Enrollment Management John Doe

Do not capitalize titles when listed after a name, or titles that do not include a name.

  John Jones, director of Human Resources, led the discussion.
  Let's invite the vice president for Student Development to the event.

Courtesy titles: The preferred use in periodicals and news writing is to drop the courtesy title in text material: "Smith" rather than "Mr. Smith." Omit the courtesy titles "Miss," "Mr.," "Mrs.," or "Ms." and use first and last names in the first reference. Use only the last name in subsequent references. Do not use "Mr." in any reference to a married couple unless it is combined with "Mrs.": Mr. and Mrs. John Smith or Mr. and Mrs. Smith. Do not use courtesy titles and academic degrees together: Dr. John Jones, not Dr. John Jones, M.D.

Undergraduate
Lowercase when referring to a student classification.

United States
Spell out when used as a noun. Use U.S. only as an adjective.
  She lives in the United States and carries a U.S. passport.

Web terms (also see Internet addresses, domain names)
Capitalize Web in terms such as Web page, Web service, Web address and Webmaster. In text, it's not necessary to enclose website or email addresses in brackets, parentheses or carets. Websites and email addresses should not be bolded, underlined or italicized.

The word website is not capitalized.

Other Web terms and their correct spellings include:

dot com (n): He returned to academe after a brief stint with a dot com.	offline
	online
dot-com (adj): The city continues to feel the effects of the dot-com bust.	Web
	Web browser
email	Web feed
home page	Web page
HTML: Hypertext markup language	webcam
HTTP: hypertext transfer protocol	webcast
Internet	Webmaster
login	website
logon	World Wide Web

Who, whom
An easy way to determine which to use is to turn a clause into a sentence. Who is a nominative and therefore would match she or he, for example, in usage terms. Whom would match his or her. Alice, who had been with the company for 30 years, was eligible for retirement. [She (not her) had been with the company for 30 years.] Whom should I ask? [Should I ask her (not she)?]

College Communications

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June 30, 2016
¶
¶
¶
Mr. John Smith, Vice President
ABC Company
876 West End Avenue, Suite 205
Chicago, IL 60611-2846
¶
Dear Mr. Smith:
¶
This is an example of a block style letter with mixed punctuation. The top margin should be 2.5 inches to accommodate the letterhead logo and address, but our preference is that the document be centered vertically. It is important that a three-fourths inch left margin be maintained for the entire letter. The right hand margin should be set at half inch.
¶
Letters are usually keyed in single-spacing, with a double space between paragraphs. Block paragraphs begin at the left margin with no indentations. Every letter should begin with the date on which it will be sent. The date should be 2.5 inches from the top of the page.
¶
Mixed punctuation means including the colon after the salutation and the comma after the complimentary closing.
¶
Sincerely,
¶
¶
¶
Jane Doe
Editor
¶
AH:ri
¶
Enclosure
¶
c John Smith