



University of Denver Stylebook



UNIVERSITY *of*
DENVER

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Introduction

In writing and editing materials for publication, the Division of Marketing & Communications relies primarily upon The Associated Press Stylebook. The AP stylebook is the preferred editing reference for materials directed at general audiences. Consequently, it is widely used nationwide in the preparation of text for serial publications, newspapers and marketing materials.

The DU Stylebook supplements AP by offering guidance on a variety of University-specific terms, programs and usages. On some issues, in accordance with an academic culture, it differs from AP.

For questions not covered by either AP or the DU Stylebook, please refer to the 14th edition of The Chicago Manual of Style. If you have questions about the DU Stylebook, please call one of our editors:

Tamara Chapman: 303-871-2797

Kate Johnson: 303-871-6515

For information about writing in the University's brand voice and tone, see the "[Voice and Tone Guidelines](#)."

For style questions related to websites, see the "[Web Content Style Guide](#)."

A

advisor

Not adviser

annual fund

Capitalize references to the University of Denver Annual Fund; lowercase *annual fund* when used without the official title designation.

alma mater

Alumni Council

alumnus, alumni, alumna, alumnae

Use these terms to refer to former students of the University. Students need not have earned a degree to be considered alumni.

alumnus: man (singular)

alumni: men; and a group of men and women

alumna: woman (singular)

alumnae: women (plural)

Note: In University of Denver Magazine and DU Today articles, first references to alumni often include the degree(s) they earned and the year(s) in which degrees were awarded. Set off this information with parentheses:

- Sally Smith (BS '96)
- Bob Jones (BA '98, MBA '99)
- John Johnson (attd. '93–'95)

For alumni who are also parents of current students:

- Jane Smith (BA '86), parent of junior chemistry major Alan Smith (in articles and other text)
- Mike Smith, BA '83, P '12 (for use on nametags)

amicus, amica, amici

Use these terms to refer to former employees of the University who have earned this honorary distinction.

amicus: man (singular)

amica: woman (singular)

amici: men and women (plural)

Anderson Academic Commons

This building, which opened in spring 2013, houses the University of Denver Library, including the Penrose Collection, and a number of services focused on teaching and learning. On second and subsequent references, refer to it as the Anderson Commons or the library.

awards

Use the full formal name for the following annual faculty awards:

- John Evans Professor
- Distinguished Teaching Award
- Distinguished Scholar Award
- Ruth Murray Underhill Teaching Award
- United Methodist Church Scholar/Teacher of the Year Award
- (Teacher of the Year on second reference)
- University Lecturer (sponsored by the provost's office)

B**Board of Trustees**

Capitalize *Board of Trustees* when it refers to the DU governing organization, but lowercase *board* when it stands alone. Capitalize *trustee* as a title before a name: Trustee Allan Phipps. But: As a trustee, Allan Phipps served the University Board of Trustees well.

Boettcher Scholars**Bridges to the Future**

On second reference, Bridges.

buildings, facilities, gardens and greens

Capitalize the full formal name of campus buildings and facilities on first reference in all documents. (Exceptions: the Ritchie Center, the Chambers Center, Nelson Hall and the Newman Center are acceptable on first reference when the publication audience is familiar with the DU campus.)

On subsequent references, some building names may be shortened but, when used in conjunction with a proper noun, capitalization should be retained. Do not capitalize *hall*, *building*, *center*, *house*, *tower*, *observatory* or *auditorium* when used without a proper noun. Example: Ben M. Cherrington Hall (first reference); Cherrington Hall or the hall (second reference). See listing below for formal names and, where applicable, acceptable second references incorporating proper nouns.

University Park buildings and facilities (first and second references)

- Alter Arboretum
- Ammi Hyde Building
- Anderson Academic Commons, the Anderson Commons, the library
- Ben M. Cherrington Hall, Cherrington Hall
 - * Siè Chèou-Kang Center for International Security and Diplomacy, the Siè Center
- Boettcher Auditorium
- Boettcher Center
- Buchtel Bungalow
- Buchtel Memorial Tower
- The Cable Center
- Carnegie Green
- Campus Green (between Sturm Hall and the Frank H. Ricketson Jr. Law Building)
- Centennial Halls, Halls
- Centennial Towers, Towers
- Central Warehouse
- Chamberlin Observatory
- Clarence M. Knudson Hall, Knudson Hall
- Columbine Hall
- Craig Hall
- Daniel L. Ritchie Center for Sports & Wellness, the Ritchie Center
 - * Barton Lacrosse Stadium
 - * Benjamin F. Stapleton Jr. Tennis Complex
 - * CIBER Field at the University of Denver Soccer Stadium (CIBER Field on subsequent references)
 - * Coors Fitness Center
 - * El Pomar Natatorium
 - * Gates Field House
 - * Hamilton Gymnasium
 - * Joy Burns Arena
 - * Magness Arena
 - * Pat Bowlen Training Center
- Daniels College of Business, the Daniels College, Daniels (Do not use DCB.)
- Driscoll Green
- Driscoll University Center
- Evans Memorial Chapel
- Facilities Service Center
- Fisher Early Learning Center
- Floral Building
- Frank H. Ricketson Jr. Law Building
- Frontier Hall

- F.W. Olin Hall, Olin Hall
- Harper Humanities Gardens
- Iliff School of Theology
- John Moye Hall
- Johnson-McFarlane Hall, J-MAC
- Joy Burns Center
- Katherine A. Ruffatto Hall, Ruffatto Hall
- King Lee and Shirley Nelson Residence Hall, Nelson Hall
- Mail Services
- Margery Reed Hall, Margery Reed
- Mary-Mac Building
- Mary Reed Building, Mary Reed
- Mass Communications Building
- Merle Catherine Chambers Center for the Advancement of Women, the Chambers Center
- Metallurgy Building
- Nagel Art Studios
- Nagel Hall
- Phipps Tennis Pavilion
- Physical Education Building
- Physics Building
- Physics House
- Robert and Judi Newman Center for the Performing Arts, the Newman Center
 - * Joy Burns Plaza
 - * June Swaner Gates Concert Hall
 - * Elizabeth Eriksen Byron Theatre, also the Byron Flexible Theatre, Byron Theatre
 - * Frederic C. Hamilton Family Recital Hall, Hamilton Recital Hall
 - * Trevor Hall
 - * Williams Recital Salon
- Seeley G. Mudd Science Building
- Shwayder Art Building
- Skyline Hall
- Space Science Laboratory
- Studio Theatre
- Sturm Hall
- University Hall (formerly Old Main)
- University Technology Services Building
- Williams Tower
- Wesley Hall

Off-campus buildings

- Margaret Rogers Phipps House, Phipps House (not Phipps Mansion); the University sold this facility in 2010.
- Meyer-Womble Observatory

C**campuses**

The University of Denver is housed on the 125-acre University Park campus. Until summer 2003, the University also included the Park Hill campus. In copy making historic reference to DU's two campuses, avoid referring to the University Park campus as the "main campus."

campuswide**chair and vice chair**

Use chair and vice chair instead of chairman, chairperson, chairwoman. Make an exception for references to the Board of Trustees, which is directed by a chairman, regardless of the sex of the position's occupant.

Chancellor's Society**Cherrington Global Scholars program**

Established in 2002, the Cherrington Global Scholars program is a for-credit initiative designed to send every eligible junior and senior abroad for at least one quarter of study. The program reflects DU's commitment to preparing students for success in the global community by making study abroad an integral part of the University of Denver's undergraduate experience.

Participants in the program are referred to as *Cherrington Scholars* or *Cherrington Global Scholars*.

classes

Class of '99, but the *classes of '90–'99*.

co-curricular

Not *cocurricular*.

co-director**coeducational**

Not *co-educational*.

colleges

See the **schools and colleges** entry.

Colorado Women's College

Until 1967, this institution was known as the Colorado Woman's College. From 1968–72, it was named the Temple Buell College after a donor. In 1973, the name became the Colorado Women's College. When DU acquired the school in 1983, it was renamed the Weekend College. It was named the Women's College in 1993. In 2013, it became the Colorado Women's College once again.

When referring to alumni and faculty of the college, acknowledge the institution's name during the period in question. Example: Smith is an enthusiastic alumna of the Colorado Women's College, having earned her degree in 1969, when it was known as the Temple Buell College.

On first reference, marketing materials often refer to the program as the Colorado Women's College of the University of Denver.

commencement

Capitalize when referring to DU's ceremonies. Lowercase when referring to ceremonies at other universities. Example: He gave the commencement address at Harvard.

composition titles

Capitalize the following but do not italicize or place within quotation marks:

- blog titles
- course titles (see **course titles** for further guidance)
- software
- TV and radio stations
- Websites (the Huffington Post, the Daily Beast, Arts & Letters Daily)

convocation

Capitalize when referring to DU's fall ceremonies. Lowercase other references.

co-requisite**course titles**

Capitalize the full, formal title of a course. Do not place titles in quotation marks. Lowercase casual references to classes. Example: He loved his air pollution class but really disliked photography.

coursework**cum laude, magna cum laude, summa cum laude**

Always lowercase.

curriculum, curricula

Not *curriculum*s.

D**Daniels College of Business**

On second reference, use Daniels College or Daniels.

degrees

Do not capitalize formal names of academic degrees in general text: bachelor of science, bachelor of arts, master of business administration, doctor of philosophy, etc.

Casual references to degrees require an apostrophe. Example: He has a bachelor's degree, but his sister has a master's degree.

When referring to specific degrees, use formal titles. Example: She earned a bachelor of fine arts and a master of social work from the University of Denver.

When listing degrees by their initials, do not use periods. Example: BA, JD, MFA, PhD.

When a degree is used as part of a person's descriptive identity, it should follow their name and be offset by commas. Example: Sally Smith, PhD, addressed the class on Tuesday.

When writing about University of Denver alumni, list their degrees and the years they were awarded after the first reference. Example: Sally Smith (BA '89, MA '91, PhD '94). If writing about an alumnus who did not earn a degree, list the years of attendance only. Example: John Smith (attd. '72-'73).

Deviations from this list should be verified with the Office of the Registrar, x2284.

departments and offices

Capitalize the department or office when used as a formal name: Department of Biological Sciences, Office of the Provost. Lowercase informal references: geography department, provost's office. Note: An exception is made for proper nouns. For example: the English department met to discuss curriculum.

When referring to such departments whose formal names also describe the subject matter—such as Asian Studies and Judaic Studies—use uppercase for references to the department itself and lowercase for references to the subject matter. Example: She recently joined the Judaic Studies faculty. But: She is interested in Judaic studies. That course is offered by Asian Studies. After two years as an undeclared major, Fred has decided to concentrate on Asian studies.

When referring to centers and institutes, use the full name on first reference and a lowercase “center” or “institute” as appropriate. For example, the Environmental Institute becomes the institute on second reference.

Steer clear of “alphabet soup” by avoiding acronyms whenever possible. While it's tempting to rely on acronyms for second references—DCB, TWC, GSSW, etc.—preferred style is to use *Daniels College*, *the Women's College*, *social work*, etc., instead.

For verifying formal names of departments and offices, please consult the A-Z Directory at www.du.edu. Please note the following usages:

- Department of Communication Studies
- Department of Information Technology and Electronic Commerce
- Department of Languages and Literatures
- Office of Admission (not Admissions)
- School of Art and Art History

developmentally disabled

Not *retarded*.

disability

Not handicap. Do not describe individuals with disabilities as disabled. Instead: *The program accommodates people with disabilities and complies with federal legislation.*

Divisions of Arts, Humanities and Social Sciences

These two divisions—Arts and Humanities; Social Sciences—generally are

administered by one dean. On second reference, use *Arts, Humanities and Social Sciences*. Use the acronym AHSS sparingly.

Division of Natural Sciences and Mathematics

On second reference, use Natural Sciences and Mathematics. Use the acronym NSM sparingly.

doctor, Dr.

Avoid using the title *Dr.* before a name unless it refers to a medical doctor. See **titles** for further guidance.

DU

Use this abbreviation sparingly. Note the absence of periods in the abbreviation.

duPont

This is the correct spelling for the family name and room in the Mary Reed Building.

E

Early Action admission program

Capitalize *Early Action* when referring to the University's program. Lower case when referring to early-decision programs in general.

Eleanor Roosevelt Institute

Founded in 1961, the Eleanor Roosevelt Institute uses biomedical and genetic research as a long-term approach to conquering human afflictions such as cancer, premature aging, birth defects and genetic diseases. It is known worldwide for its research on Down syndrome. The institute merged with the University of Denver in 2003. It moved to the University Park campus in 2007.

Use *ERI* or *the institute* on second reference.

Email, email

Uppercase *email* when it begins a sentence or stands alone on stationery, business cards and forms. Lowercase otherwise.

Sentences ending with email or website addresses should be punctuated with periods.

Email addresses should always be lowercase unless elements of the address require capitalization. Whenever possible, break addresses across lines following the @ or before the dot.

- Kate.Johnson@du.edu
- chancellor@du.edu

endowed chairs and professorships

Capitalize the full name of the chair or professorship. Example: Ved Nanda holds the Thompson G. Marsh Professorship. Modified usages incorporating a lowercase chair or professorship are acceptable on second references: The Marsh professorship is a great honor.

et al.**extracurricular**

Not *extra-curricular*.

extensions

See **phone numbers** for guidance.

F**facilities**

See buildings and facilities for guidance.

faculty and staff

Both are collective nouns—groups acting as one—and require the singular.

fieldwork**first-year student**

In most cases, this term is preferred over *freshman*.

Founders Day

Founders Day Awards

Each year, at the Founders Day Gala, the University issues the following awards:

- the Randolph P. McDonough Award for Service to Alumni
- the Distinguished Service to the University Award
- the Community Service Award
- the Ammi Hyde Award for Recent Graduate Achievement
- the Professional Achievement Award
- the Evans Award

Founders' Fellows

Franklin L. Burns School of Real Estate and Construction Management

Use *the Burns School* on second reference.

fraternities and sororities

Use full formal names of fraternities and sororities. On second reference, use *the fraternity* or *the sorority*. Avoid casual references, such as the *Kappa Sigs*, *the Betas*, etc., unless they appear in quotations.

Fritz Knoebel School of Hotel, Restaurant and Tourism Management

Use *the Knoebel School* on second reference.

G

gay

In most cases, the term is preferred to *homosexual*. Because *gay* refers to men, avoid using it to describe organizations or issues that also involve lesbians. *The candidates were asked about a number of gay and lesbian issues.* Not: *The candidates were asked about a number of gay issues.*

grade point average

GPA is acceptable on first reference.

GSPP

Graduate School of Professional Psychology on first reference. Use the acronym sparingly and opt for the *professional psychology program* instead.

GSSW

Graduate School of Social Work on first reference. Use the acronym sparingly and opt for *the social work school* or *the school of social work* instead.

H**homecoming**

Capitalize when referring to DU's fall event. Lowercase references to homecoming ceremonies at other schools and universities.

honors

Lowercase *cum laude*, *magna cum laude* and *summa cum laude*.

Honors

Capitalize *Honors* when used to describe students in the University Honors Program. Example: Sally, who is an Honors student, takes a demanding course load each quarter.

Capitalize *Honors* when used to describe projects prepared for the program and classes offered under the program. Lowercase *honors* when it refers to departmental achievements. Example: Sarah Hamm earned honors in biology.

Hyde Interview, Ammi Hyde Interview

Named after an influential University of Denver professor from the 19th century, the Ammi Hyde Interview is required of all undergraduate applicants. Either *Hyde Interview* or *Ammi Hyde Interview* is acceptable on first reference.

I**Internet**

Not *internet*, *Net* or *net*. See **website** for further guidance.

J**Josef Korbel School of International Studies**

Formerly named the Graduate School of International Studies, the school was renamed

in May 2008 after its founder and one of its most famous scholars. On second reference, use Josef Korbel School. On subsequent references, it's acceptable to use the Korbel School.

K

Knoebel Center for the Study of Aging

This interdisciplinary research center focuses on aging and aging-related conditions. It engages faculty from the Division of Natural Sciences and Mathematics, the School of Engineering and Computer Science, the Sturm College of Law and the Graduate School of Social Work. Use *the Knoebel Center* on second reference.

L

law firms

Law firms usually use ampersands and have no commas between names. Example: Biggs Midi & Little.

LGBTIQ and Allies

The acronym stands for lesbian, gay, bisexual, transgender, intersex, queer and questioning. Individuals who do not fit within the LGBTIQ parameters but who are sympathetic to LGBTIQ causes are known as allies.

living and learning communities

The acronym LLC is acceptable on second reference.

M

Marsico Initiative

Established with a \$10 million gift from alumni Tom and Cydney Marsico, the Marsico Initiative was designed to enhance academic intensity and excellence in the undergraduate arts and sciences curriculum.

minority and ethnic groups

Use *African-American* whenever possible, although *black* is also acceptable. *Latino/a* is preferred for persons with a Latin American heritage.

Use a hyphen to indicate dual heritage: *Asian-American*, *Irish-American*, etc. No hyphen for *American Indian*, *Native American* or *Latin American*.

Molecular Life Sciences Initiative

An interdisciplinary initiative developed to expand DU's life sciences faculty while increasing research and teaching activities in the life sciences. The initiative was launched in 2005.

Morgridge College of Education

Use the Morgridge College on second and subsequent references.

N

nonprofit

numbers

In general, write out when less than 10, use numerals for 10 and above. However, use numerals for percentages, quarter and credit hours, ratios, and ages. Example: At DU, 8 percent of students prefer classes on Fridays. She needs an additional 9 quarter hours to graduate. With a 6:1 student-faculty ratio, the University is known for its commitment to personal attention.

When two numbers appear next to each other in a sentence, use a numeral for one but not for both. Example: The program will be taught in three 4-week sessions.

Use numerals for computer storage capacities.

O

on-campus, on campus

Use *on-campus* as an adjective. Example: We promote on-campus events. Use *on campus* as a prepositional phrase. Example: We promote events on campus.

onstage

P

Partners in Scholarship

The acronym is PinS.

percentages

In tabular material, express percentages with the numeral and % symbol. In text, use the numeral and spell out *percent*.

phone numbers

Include an area code with all phone numbers, including Denver-area numbers. Separate the area code and exchange with hyphens:

303-871-2000.

Hyphens can be replaced by periods on business cards and letterhead. Periods are not recommended for use in narrative text.

Do not use parentheses with area codes.

List phone extensions following the number and with a lowercase x. Separate the extension from the number by a comma. Example: 303-871-2000, x17480. Use the same style for listing extensions without full phone numbers.

Toll-free numbers require the following format: 1-800-xxx-xxxx.

Pioneer/s

In marketing materials, use *Pioneer* as an adjective or as a singular noun: *Pioneer athletics*, *Pioneer hockey*; *Jason Lafont is a University of Denver Pioneer*. In the University of Denver Magazine and other periodicals, the adjectival form takes the plural: *The Pioneers ski team won another national championship*.

Q

quarters, quarter hours

Lowercase *fall*, *winter* and *spring quarters*, *summer session* and *interterm* in general copy. Use numerals to express quarter hours. Example: Students traveling to Mexico will earn 2 quarter hours of credit.

Do not abbreviate *quarter hours* in text. In lists or tables, abbreviate with lowercase and periods: qtr. hrs. When included in course descriptions, the abbreviation *qtr. hrs.* is italicized to set it apart from the descriptions and prerequisites.

queer

The term should be avoided when used to describe gays and lesbians. However, *queer* is increasingly used as a term of pride by members of the gay and lesbian community, as well as by members of the academic community. Let context be your guide.

R**Regular Decision application program**

Capitalize *Regular Decision* when referring to the University's admission program.

references to other sources

When quoting a magazine or newspaper article, cite the author, article title, publication title and date. Example: In "Better Late Than Never," published in the June 5 issue of *Time*, Stella S. Tardy complained about constant deadlines.

Reiman School of Finance**residence hall**

Not dorm or dormitory.

room numbers

When referring to campus addresses, it is acceptable to use the number sign to designate a room. Example: The statistics class meets in Cherrington Hall, #123.

S**Schools and colleges**

Spell out and capitalize the names of schools or units on first reference, with abbreviations listed in parentheses following the name if these are to be used subsequently. Example: Graduate School of Social Work (GSSW). Do not capitalize informal references. Example: He is taking classes at the law school.

School of Art and Art History

School of Engineering and Computer Science

Sexual orientation

Not *sexual preference*.

sororities

See **fraternities and sororities** for guidance.

Stop-Out

Strategic Issues Program

The University's Strategic Issues Program convenes nonpartisan panels of citizens to examine issues of importance to the people of Colorado. The acronym SIP is acceptable on second reference. Do not use the acronym as shorthand for a strategic issues panel.

student classifications

Do not capitalize *first-year*, *sophomore*, *junior* or *senior*. Do capitalize class designations: the Junior Class, the Class of 1946.

students

Not student body.

Sturm College of Law

On second reference, use Sturm College or the law school.

summer session

T

Theater/theatre

Use the British spelling when referring to the University's Department of Theatre. In other references, it is acceptable to use theater. Example: *Theater majors use the Byron Flexible Theatre as a laboratory for developing their skills.*

titles

An individual's title should always be given on first reference. If the title is a long one, or if the individual in question has multiple titles, the preferred style is to present the title(s) after the name offset with commas. Example: *Sally Smith, chair of the physics department and director of the Center for Atmospheric Research, will travel to Geneva*

on Friday. If it's necessary to place the title before the name, opt for a construction that offsets the title with commas. Example: The chair of the physics department and director of the Center for Atmospheric Research, Sally Smith, will travel to Geneva.

Lowercase titles unless they immediately precede a name. *Example: Provost Gregg Kvistad. But: Gregg Kvistad, provost.*

Do not use titles on second references.

Spell out and capitalize titles reflecting academic rank when used before full names on first reference. Example: Professor John Johnson, Assistant Professor Sally Smith, biology Professor Robert Robertson. Do not use rank on second reference, unless it appears in a quotation, and then, as per AP style, the title should be spelled out. *Example: "We're delighted that Professor Johnson is joining our department," the dean said.*

T-shirts

transgender

Not *transgendered*.

U

University

Capitalize *University of Denver*. Capitalize second references to the University when the University of Denver is implied. Lowercase general references to other universities.

University College

Before 1987, University College was known as the New College.

University Honors Program

Always capitalize the full formal name. Use Honors Program on second reference. Casual references should capitalize *Honors*. Example: Sally is an Honors student.

W

Web

Capitalize when using as a shortened form of World Wide Web.

web addresses

Web addresses appearing at the end of a sentence should be punctuated with a period. To avoid confusion, it's acceptable to preface the period with a slash. Follow AP guidelines for addresses that break between lines.

webCentral

Not WebCentral

website

Web links

When making a link, generally avoid including the URL of the page you're linking to. Instead, use words describing the page you're linking to and be sure they are underlined and in color.

Not, For lending information, see <http://www.library.du.edu/>.
Instead, See lending information on the [Anderson Commons website](#).

If linking to a PDF file, indicate that the link leads to a PDF by placing (PDF) after the link. [Printable map \(PDF\)](#)

work-study

Use this phrase only as a modifier and not as a noun. Example: She is a work-study student. Not: The position is staffed by a work-study.

Y

years

Let context dictate usage. Either *1946* or *'46* may be appropriate. When discussing a span of years, it is acceptable to use the shortened version for years in the same century: 1946–52; 1998–2003.

Formatting Guidelines

bulleting

Do not capitalize single words in bulleted lists.

Do not capitalize the first word of sentence fragments appearing in bulleted lists.

When a list consists of complete sentences, punctuate each sentence as though it stands alone. When a list consists of sentence fragments or phrases, do not use a period or semicolon at the end of each entry, including the concluding entry. Example: The new program has the following goals:

- to help students find financial aid
- to match students with faculty mentors
- to ensure that students have a rewarding educational experience

captions

Use captions to reiterate a marketing message or interest readers in the text of the accompanying article. Avoid simply labeling the photos.

Whenever possible, use present tense and active constructions: *In this photo from 2006, Chancellor Robert Coombe addresses faculty and staff at Convocation.*

Be consistent in caption style throughout a document or publication. Use either full sentences with punctuation or phrases without punctuation, but do not mix the two.

In group shots, identify people from left to right and according to rows.

column and line breaks

Don't break a word that appears in a hyphenated phrase. For instance, in the phrase *concentration-year*, *concentration* should not be hyphenated to accommodate a line break. Break the line after the hyphen or before *concentration*.

Don't hyphenate a word so that there are only two characters on the next line.

Avoid ending two or more consecutive lines with hyphenated words.

Don't end a column or paragraph with a hyphenated word (especially if it ends with -ly or is the end of a quote).

Don't hyphenate the last word in a bulleted list.

It is acceptable to hyphenate proper names, such as the names of cities and companies, in the Alumni Connections section of the *University of Denver Magazine*.

Hyphenated words should have no fewer than four letters before and after the hyphen.

headlines and subheads

Headline styles in marketing publications vary with the tone of the piece. Regardless of whether the publication capitalizes headlines or adopts a sentence style, it is important to maintain consistency throughout the publication.

When writing headlines for bulletins, you may want to use a traditional style that helps readers who are scanning pages looking for particular information. Capitalize all nouns, pronouns, verbs, adjectives, adverbs and subordinating conjunctions (if, because, as, that, etc.), as well as prepositions of four or more letters. Capitalize any word that follows a colon, dash or beginning quotation mark.

Do not capitalize the following unless they are the first or last words of the headline:

- articles (a, an, the)
- coordinating conjunctions and prepositions of fewer than four letters
- the infinitive marker (to)

Lowercase type is preferred in headlines because it is easier to read. Uppercase can be used if it is appropriate to the design of a piece. However, lowercase should be used in headlines with four or more decks.

postage permits

Always check the mail permit number, indicia and return address with the director of Mail Services, x13179.

All of DU using the Non-Profit Permit #321 must use address 2199 S. University Blvd., Denver, CO 80208-.

The Sturm College of Law and University Advancement pay for and use their own addresses and permit numbers.

Punctuation, Grammar & Usage

commas

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: He bought bread, milk and cheese. Put a comma before the conjunction, however, if an integral element of the series includes a conjunction: Our sandwich choices include ham, cheese, turkey, and peanut butter and jelly.

Introductory phrases of fewer than four words do not require commas, although they sometimes are needed for clarification. When in doubt, leave the comma out.

For further guidance, see the punctuation guidelines and the entries on essential and nonessential clauses in *The Associated Press Stylebook*.

dashes

Em dashes can be used in lieu of the comma to separate parenthetical and nonessential clauses from the main body of the sentence. Do not use spaces around em dashes. Example: Sally Smith—acknowledged as the leading scholar in her field—plans to publish a new book this year.

Use an en dash instead of a hyphen when adding an element to a compound modifier. Example: post–Civil War period.

Use en dashes to express duration of time: Dinner will be served 5–7 p.m., Jan. 15–16. Do not use en dashes for sports scores or court decisions. Use hyphens instead: The court decided 5-4 to uphold the lower court ruling.

Em and en dashes require special keyboard commands to create.

ellipsis

Most word-processing programs provide a symbol for the ellipsis. Use whenever possible. Otherwise, treat an ellipsis as a three-letter word, constructed with three periods and two spaces: (...).

Avoid using the ellipsis in headlines.

gender-specific language

Avoid gender-specific language whenever possible. Opt for neutral nouns and pronouns instead. *They* or *the student* instead of *he* or *she*. See *The Elements of Nonsexist Usage* (Val Dumond, Prentice Hall Press, 1990) for further guidance.

Use *male* or *female* only when referring to the sex of an individual or animal.

Use *woman* instead of *female* to represent a unique situation: DU's first woman graduate.

See **chair and vice chair** and **first-year** for further guidance.

hyphens

Hyphenate compound modifiers that precede a noun so readers clearly understand that the modifier is a unit. Example: *30-gallon cans* refers to cans that hold 30 gallons, whereas *30 gallon cans* refers to 30 cans that hold one gallon.

If the compound modifier appears after the noun, it generally is not hyphenated. But when a modifier that would be hyphenated before a noun occurs after a form of the verb *to be*, the hyphen usually is retained. Example: The student is quick-witted.

Do not hyphenate a compound modifier comprised of an adverb ending in *-ly* and another word.

Do not hyphenate a compound modifier when the words are obviously one unit: Red Cross office, child welfare payment.

When two compound modifiers have a word in common, e.g. three-column and five-column charts, the common word does not need to be repeated. Example: three- and five-column charts.

Equal Opportunity Statement

Use the following statement in all printed and electronic bulletins and all brochures of 12 or more pages targeted at prospective students and donors. In bulletins, it should be placed on the inside front cover. In other publications, it should be placed on the inside front, inside back or back cover.

The University of Denver is an Equal Opportunity institution. It is the policy of the University not to discriminate in the admission of students, in the provision of services or in employment on the basis of race, ethnicity, color, religion, sex, national origin, age, marital or veteran status, sexual orientation or disability. The University complies with all applicable federal, state and local laws, regulations and Executive Orders. Inquiries concerning allegations of discrimination based on any of the above factors may be referred to the University of Denver Office of Diversity and Equal Opportunity, Mary Reed Building, room 310, 2199 S. University Blvd., Denver, CO 80208-4843. Phone: 303-871-7436. Fax: 303-871-7982.

In shorter publications (e-newsletters, postcards, brochures, posters, etc.) and publications directed at alumni, the following statement should run as a sign-off at the bottom back page or panel:

The University of Denver is an equal opportunity/affirmative action university.

In magazines, the shorter statement may be placed in the staff box.