

GRAPHIC & EDITORIAL GUIDELINES



SHENANDOAHTM
UNIVERSITY

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QUICK LINKS

GRAPHIC GUIDELINES

Primary University Logo

Placement & Sizing

Inappropriate Uses

Athletic Marks

Color Palette

PowerPoint

Photo & Video

Lower-thirds

EDITORIAL STANDARDS

Official Names

Clauses

Language & Grammar

History of Shenandoah

GPS Addresses

TABLE OF CONTENTS

A Message from the President ————— 3

The University Brand

Importance of Brand and Graphic Identity ————— 4

Brand Platform and Personality ————— 5

Graphic Identity Guidelines

Basic Guidelines ————— 7

Primary University Logo ————— 8

University Logo Placement and Sizing ————— 9

University Extension Logos ————— 10

University Extension Logo Placement and Sizing ————— 11

Unacceptable Logo Use ————— 12

Inappropriate Uses of the University Logo ————— 13

Circular/Secondary University Logo ————— 14

Circular Logo Placement Sizing ————— 15

University Seal ————— 16

Seal Placement and Sizing ————— 17

Athletic Marks ————— 18

University Brand Color Palette ————— 19

Brand Typography ————— 20

Letterhead, Business Cards and Envelopes ————— 21

PowerPoint Templates ————— 22

Photography and Video ————— 23

Lower Third Template Titles for Video ————— 24

Editorial Standards

Editorial Standards ————— 25

Official Names ————— 26

Clauses ————— 30

Publications ————— 31

Language and Grammer Guide ————— 32

Music and Theatre Style Guidelines ————— 48

Brief History of Shenandoah University ————— 49

GPS Addresses ————— 50

A Message from the President

Shenandoah University has experienced a number of transformational events throughout its history. From its long-time home in Dayton, Va., to the daring move to Winchester, Shenandoah has been conversant with change and improvement. Our faculty, staff, students and alumni understand that heritage and are comfortable taking risks and looking for creative answers. I am proud of the accomplishments and advances that have resulted thanks to the university community's adventurous spirit.

In April 2011, Shenandoah introduced a brand platform and personality that incorporates all of the best attributes of the university and its community. We also developed a new graphic identity program — a visual representation of our values, principles and history.

I urge you to acquaint yourself with the university's brand platform and graphic identity guidelines, so you understand the concepts and language that articulate who we are and the values we embrace. The university graphics — the logo and the brand extensions — represent our commitment to the ideals and energy that set Shenandoah apart.

When we keep the promises we make, whether to prospective students, the local community or each other, we truly live the brand. And when we live the brand, the university graphics and messages symbolize all that is good about Shenandoah.

Sincerely,



Tracy Fitzsimmons
President

Importance of Brand Identity

Shenandoah University has become known as a place of great energy and enthusiasm, where excellent scholarship is required and a dedicated engagement in the world is part of the learning process.

Whenever there is a chance to have a conversation about the university — whether face to face or in print and electronic messages — we want to make sure our language is clear and unambiguous.

Shenandoah's brand platform provides us with the language and concepts that tell the university's story in simple and direct words.

Over time, those ideas become an integral part of the university's identity, reputation and overall experience.

The same is true for how the university is graphically and editorially represented. The university logo is the foundation for a graphic identity structure that provides symbolic representation for our schools, programs and departments. Editorial guidelines help maintain consistency and clear communication.

All symbols and information that reflect our strengths must be used in a consistent and unified manner. By doing so, the campus community enhances a reputation that is recognizable as uniquely Shenandoah.

Brand Platform and Personality

Our brand is more than our logo and colors. It is the essence of who we are and how we share the Shenandoah experience with the community, the state and the nation.

The Shenandoah University identity is expressed in the brand platform below. It states what the university stands for and is founded on broadly held and deeply felt core values and competitive advantages expressed by Shenandoah faculty, staff, students and alumni. **It infuses the campus with singular purpose.**

Positioning Statement

Shenandoah University is the private, nationally recognized applied liberal arts university that invites students to join a close-knit community rich in creative energy. The university attracts independent, curious and academically prepared students who seek a rigorous education and exceptional professional training.

In our dynamic academic community, students:

- **Connect with accomplished professors**
- **Engage in small, highly interactive classes**
- **Apply what they learn in a variety of experiences outside the classroom**
- **Expand their understanding and perspectives by being involved in global initiatives**

As a result, Shenandoah graduates are empowered to help improve the human condition and are prepared to be principled professionals and leaders wherever they go.

Brand Promise

Rich in creative energy and intellectual challenge

Brand Platform and Personality Continued

Brand Drivers (Key Messages)

1. **Accomplished professors who provide focused, individual attention**
2. **Small, highly interactive classes**
3. **Exceptional opportunities beyond the classroom to gain experience and apply skills**
4. **Innovative global initiatives that expand understanding and perspectives**

Brand Personality

Creative / High Energy / Inviting / Principled

Creative – Shenandoah University is a creatively charged environment where ideas, connections and inspiration are born from the university's rich mix of programs, personalities, cultures and perspectives and where a solution-oriented approach to problem solving is embraced.

High Energy – Shenandoah University's faculty, staff and students are actively involved in the intellectual, creative and social life of the university. Their high-energy approach to learning, activities and exploration infuses the campus with enthusiasm and a spirit of possibility.

Inviting – Faculty, staff and students at Shenandoah University cultivate collaboration and teamwork and create an inviting community where individuals with varying perspectives are welcome and respected.

Principled – Faculty, staff and students at Shenandoah University have a strong sense of personal responsibility. They believe in doing what's right and in living meaningful lives.

Basic Guidelines

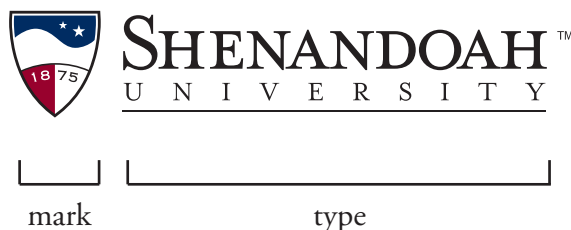
Consistent application and high-quality production of the university's logo and additional official graphic elements help to reinforce public awareness of, and interest in, the institution through a unique and effective visual style.

The following logos and marks are protected symbols representing Shenandoah University and, as such, are the sole and exclusive property of the university. The following policies govern their use:

1. **The logos are for official communications of the university, its schools, divisions, departments and offices.** Any other use of these logos by any individual or organization is strictly prohibited without the prior written consent of the Office of Marketing & Communications.
2. All **materials and communications representing Shenandoah University** and its schools, divisions, departments and offices **must be identified by the prominent display of an approved university logo.**
3. **The logos are the only marks that may be used to represent the university,** its schools, divisions, departments or offices. No other logos, seals or marks may be created or used without the prior written consent of the Office of Marketing & Communications.
4. **The logos may not be altered, modified, amended or infringed upon in any way,** other than strictly proportional sizing, without the prior written consent of the Office of Marketing & Communications.

Primary University Logo

The approved **Shenandoah University primary institutional logo** is shown below. The logo is comprised of two parts: the mark (university crest symbol) and the type (university name in Baskerville typeface).



The mark and the type must never be separated.

The crest recalls the stained glass windows in the United Methodist church on the original campus. The flowing design within the crest depicts the mountains and rivers of the university's home in the beautiful Shenandoah Valley. Two stars in the evening sky are derived from the Native American meaning of the word Shenandoah — “daughter of the stars,” and represent the two locations the university has occupied since 1875, originally in Dayton, Va., and now in Winchester, Va. The logotype is executed in Baskerville typeface, a traditional and elegant serif font. Together, these elements reflect Shenandoah's distinguished past, its vibrant present and its exciting future.

Use of the primary logo must be approved by the Office of Marketing & Communications.

Four-color logo (with black text)



Black logo

Four-color logo (with white text)



White logo

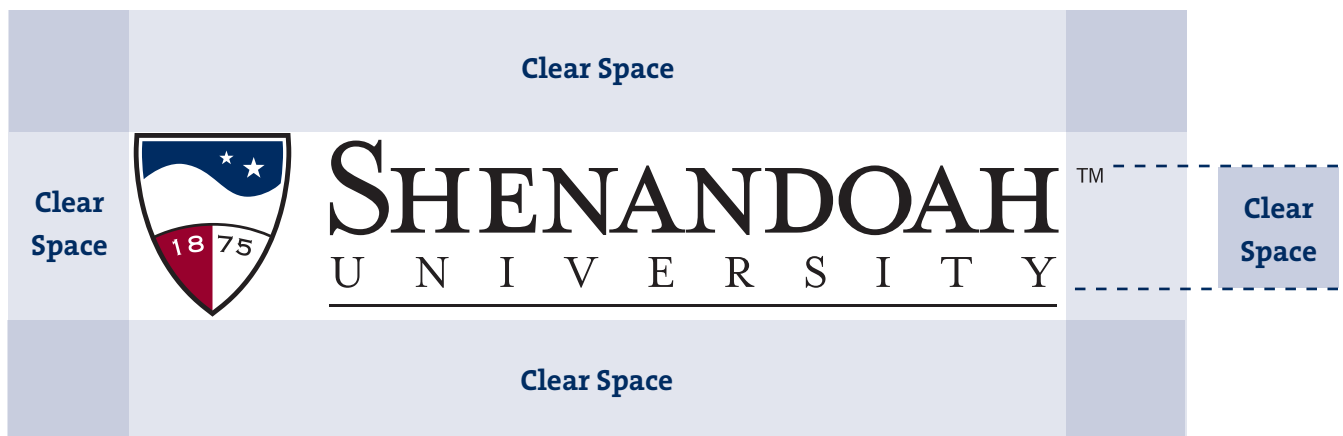
University Logo Placement and Sizing

Clear Space

To maintain consistency and visual emphasis, it is important to maintain a clear space around the logo that is not broken by other elements such as headlines, body copy or imagery. The clear space around the logo must be equal to or greater than the distance between the top of the second “H” in Shenandoah and the bottom of the “Y” in university. The actual size of the space will always be proportional to the size of the logo.

Minimum Size

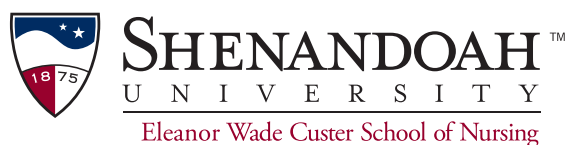
The Shenandoah logo must not be reduced to less than two inches in length to preserve legibility.



University Extension Logos

Shenandoah's schools and colleges may also use the appropriate extension logo. Extension logos add the school or college name in red below the institutional logotype in the typeface Garamond. Included in this option are the university's five health care divisions that need to maintain a strong identity and presence, especially in recruitment efforts. Other campus entities may request an extension which will be reviewed by the Office of Marketing & Communications to determine if the extension is needed or if another design is appropriate.

Four-color logos (with black text)



Also available for use are black, white and four-color (with white text) versions for each.

University Extension Logo Placement and Sizing

Clear Space

To maintain consistency and visual emphasis, it is important to maintain a clear space around the university extension logo that is not broken by other elements such as headlines, body copy or imagery. The clear space around the logo must be equal to or greater than the distance between the top of the second “H” in Shenandoah, and the bottom of the “Y” in university. The actual size of the space will always be proportional to the size of the logo.

Minimum Size

The Shenandoah logo with extension must not be reduced to less than two inches in length to preserve legibility.



Unacceptable Logo Use

Consistency is key to maintaining strong brand integrity. Never attempt to recreate or alter the logo. The below examples illustrate a range of incorrect uses, but they are not intended to be a complete list. Use of the university logo must be approved by the Office of Marketing & Communication. Please contact Colby Smith (csmith14@su.edu) with questions.

- 1. The university logo has two parts, the logomark and the logotype, that must always be used together.**
- 2. The university logo must never be stretched, altered or changed in any way other than proportional resizing.**
- 3. Use only existing university extensions. New extensions should not be created without the written consent and approval of the Office of Marketing & Communications.**
- 4. Do not take the black logo and reverse it to create the white logo.**

See next page for visual examples.

Inappropriate Uses of the University Logo



New Unapproved Extensions



Circular/Secondary University Logo

The circular institutional logo of the university is to be used only when the primary (horizontal) logo cannot be appropriately accommodated in the space available. As with all university marks, it must not be altered in any way. Use of the circular logo must be approved by the Office of Marketing & Communications.

Four-color logo (with black text)



Black logo

Four-color logo (with white text)



White logo

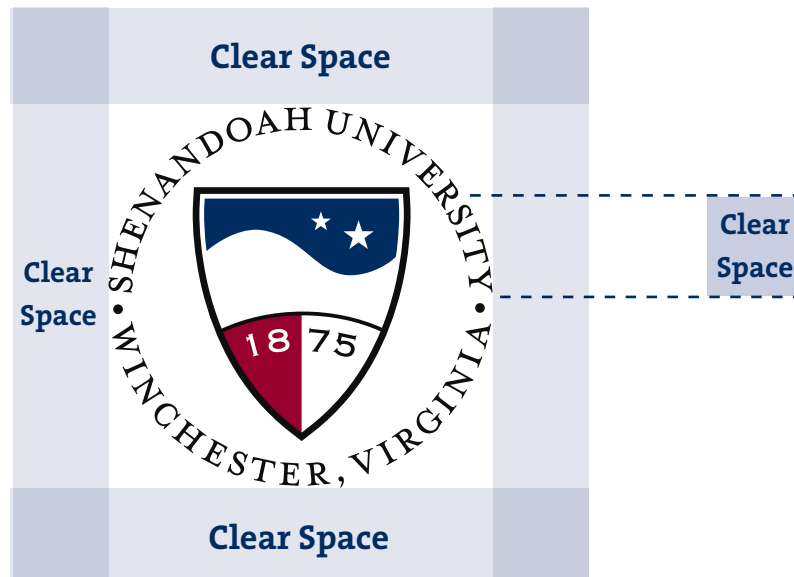
Circular Logo Placement and Sizing

Clear Space

To maintain consistency and visual emphasis, it is important to keep a clear space around the circular logo that is not broken by other elements such as headlines, body copy or imagery. The clear space around the logo must be approximately half the radius.

Minimum Size

The circular logo must not be reduced to less than one inch in diameter to preserve legibility.



University Seal

The official seal of the university is only used for formal and official documents, such as diplomas and communications from the president or the board of trustees. **It is not for general use.** The seal may not be altered in any way. Recognition certificates and plaques that include the name of the president may use the seal. The seal may be used on approved specialty items. Use of the seal must be approved by the Office of Marketing & Communications and the Office of the President.

Four-color seal



Blue seal



Black seal



White seal



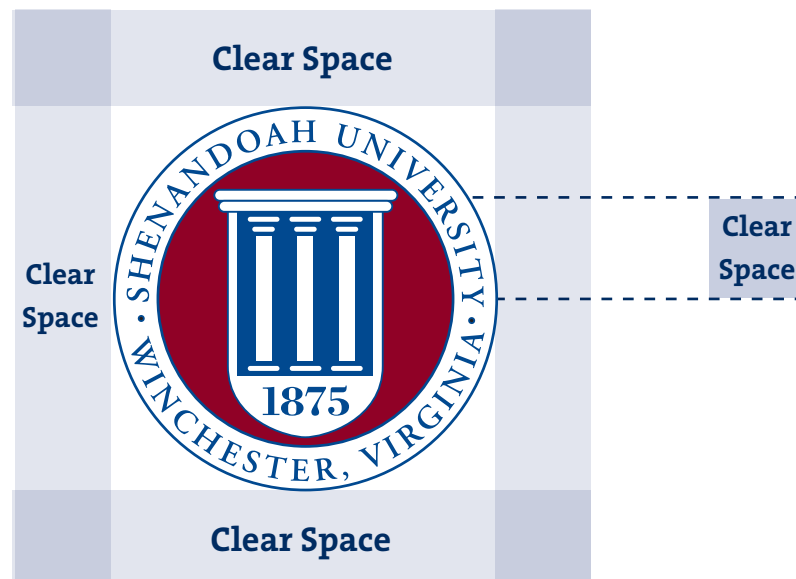
Seal Placement and Sizing

Clear Space

To maintain consistency and visual emphasis, it is important to keep a clear space around the seal that is not broken by other elements such as headlines, body copy or imagery. The clear space around the logo must be approximately half the radius.

Minimum Size

The seal must not be reduced to less than one inch in diameter to preserve legibility.



Athletic Marks

Our goal in creating a brand for Shenandoah University athletics was to create an unmistakably Shenandoah unified logo system for our 21 intercollegiate programs. **Use of the athletic marks is restricted to athletics-related materials**, including some merchandise in the bookstore. Do not use these logos on any printed materials, websites or videos that promote academics or academic support services. Never use an institutional logo and athletic mark on the same page. Below is the primary mark and a selection of additional marks. **Refer to the Athletics Brand Identity Guide for a complete list of marks, wordmarks and their guidelines. Questions concerning use of athletic marks should be directed to Scott Musa (smusa@su.edu).**



Primary Mark



Secondary Mark 1



Secondary Mark 2



Athletic Seal



Wordmark 1

University Brand Color Palette

The Shenandoah University brand color palette is shown below. Color is a powerful visual indicator of the identity, and consistent reinforcement of the brand palette builds audience awareness and recognizability.

University Colors



PMS 202
CMYK 0 100 61 43
RGB 152 0 46
Web #98002E



PMS 282
CMYK 100 68 0 54
RGB 0 45 98
Web #002D62

Athletic Colors



PMS 193
CMYK 0 100 66 13
RGB 209 18 66



PMS 281 C
CMYK 100 72 0 32
RGB 0 62 126



PMS 202 C
CMYK 0 100 61 43
RGB 152 0 46



PMS 428 C
CMYK 2 0 0 18
RGB 207 212 216

Brand Typography

The Shenandoah University typefaces are listed below:

Official

ABCDEFGH abcdefg TheSans

ABCDEFGH abcdefg TheSerif

ABCDEFGH abcdefg Source Sans Pro

General (These fonts are licensed campuswide and will be used by the majority of departments.)

ABCDEFGH abcdefg Garamond

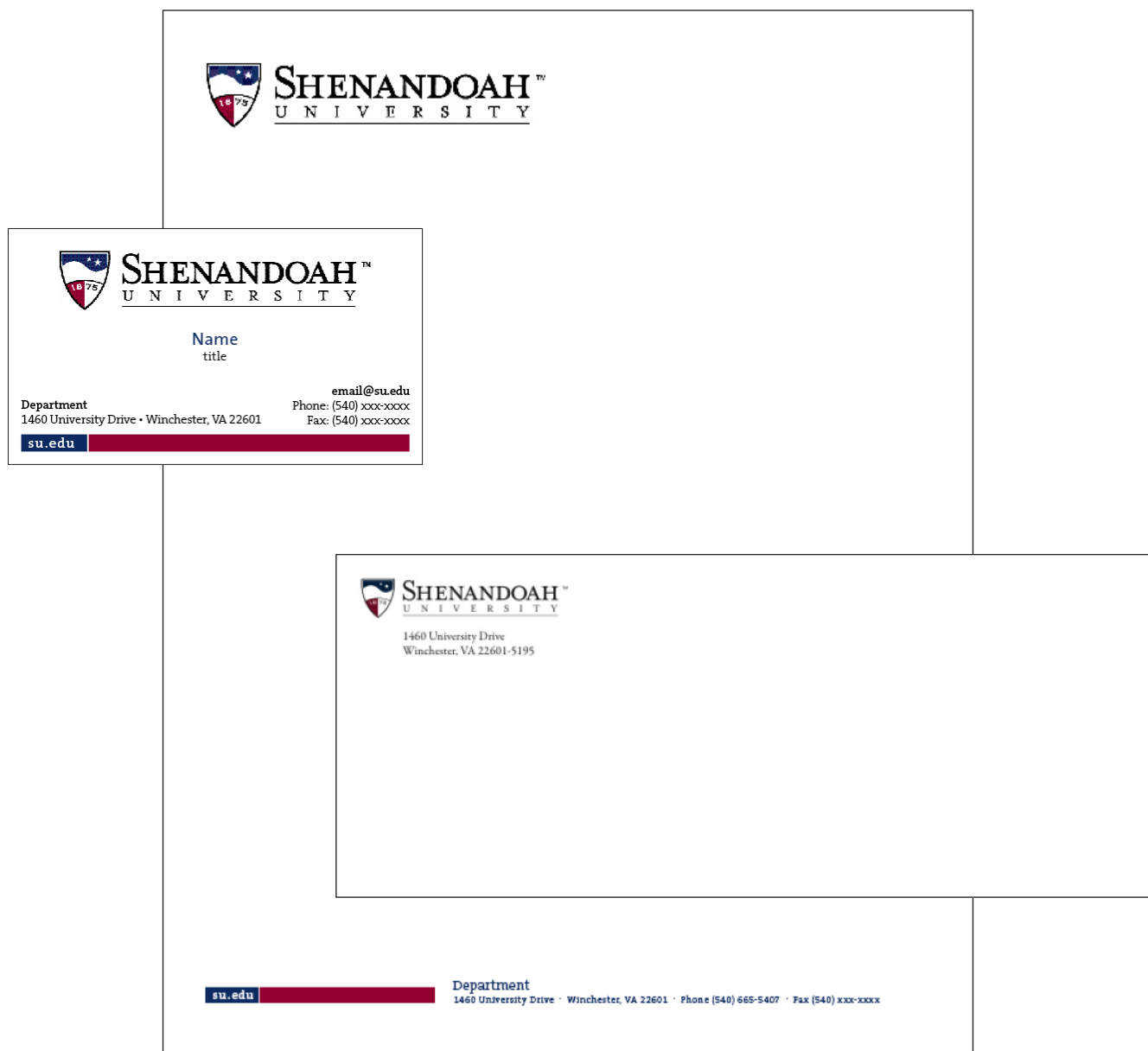
ABCDEFGH abcdefg Gill Sans

Letterhead, Business Cards and Envelopes

Shenandoah University's business letterhead and cards utilize the university logo as their primary mark. Brand extensions are used to identify Shenandoah's schools, colleges and divisions.

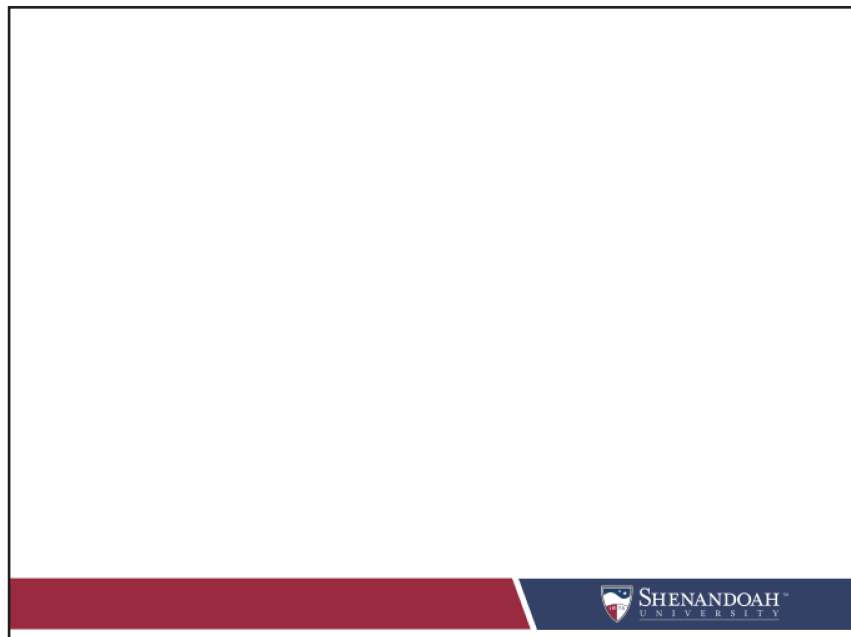
Large runs of letterhead, envelopes and all business cards can be ordered through the Bulk Mail Center. Electronic letterhead is also available through the Office of Marketing & Communications.

The example below shows the general university letterhead and envelope stock. Specific letterhead that distinguishes schools, colleges and divisions is also available.



PowerPoint Templates

PowerPoint presentations by faculty and staff at professional meetings should always use the templates indicated below. By utilizing the branded template, presenters reinforce Shenandoah's reputation for vibrant scholarship and creative academic administration.



Photography and Video

The university's graphic identity program also addresses the style, tone and subjects of the photos and videos used to complement publications and the website. The visual aspects of university collateral material can convey as much of the meaning as the content itself. Choosing the right photography not only helps build brand identity, but can further deliver the message of the copy.

Generally speaking, photographs and videos should reflect the university's brand platform and personality. **Choose visual images that channel the energy, creativity and independence of students, faculty and staff. Make sure the images reinforce university brand drivers – renowned faculty, small classes, experiential learning and a global perspective.**

Lower-third Template Titles for Video

In the television and video industry, a lower third is a graphic placed in the title-safe lower area of the screen. Below are some examples.

For a Shenandoah student:

John Doe 'XX (graduating year)
Degree (ex: Biology)
Hometown, State

For a Shenandoah faculty member:

Jane Doe, Ph.D.
Associate Professor of History
School Name (ex: College of Arts & Sciences)

For senior Shenandoah administrators:

Tracy Fitzsimmons, Ph.D.
President, Shenandoah University

Mitch Moore
Vice President for Advancement & Planning
Shenandoah University

Non-Shenandoah University individuals:

Samantha Smith
Guest Artist
New York City Ballet

Brian Jones, Ph.D.
Guest Lecturer
New England Journal of Medicine

Editorial Standards

The following standards apply to all editorial materials relating to Shenandoah University that are digital, electronic or print messages intended for, or accessible to, an off-campus audience. These may be produced by any department, school or organization of the university including, but are not limited to:

- Magazines
- Annual reports
- Newspapers
- Fliers
- E-newsletters
- Programs
- Brochures
- Posters
- Catalogs
- Display or broadcast advertisements
- Web pages

If you have doubts as to whether your material falls under these guidelines, contact the Office of Marketing & Communications at omc@su.edu.

Official Names

Institution Name

The official name of the institution is Shenandoah University, but Shenandoah or university are acceptable for subsequent references. Do **NOT** use Shenandoah U., Shen. Univ., or other variants. The following are acceptable in preferred order:

- Shenandoah University
- Shenandoah
- SU (with no periods)
- the university (use lower case u)

Campus Names

- Main campus
- East Campus (all property north of Rt. 50 and east of I-81, including Sprint Field at Shentel Stadium and residence halls)
- East Campus Commons (all residence halls north of Rt. 50 and east of I-81, including West Building, North Building, East Building, South Building and Romine Living Center)
- Downtown Campus (All buildings in the downtown area)
- Medical Campus
- Northern Virginia Campus / NVC
- Shenandoah River Campus at Cool Spring Battlefield (195 acres of preservation land along the Shenandoah River in Clarke County, Va.)

Buildings / Structures (Proper Name / Preferred Short Form)

- Abrams Creek Amphitheater
- Allen Dining Hall / *dining hall*
- Alson H. Smith, Jr. Library / *Smith Library*
- Armory Building / *the armory*
- Armstrong Hall / *Armstrong* (entire building)
- Aikens Athletic Center / *Aikens*
- Brandt Student Center / *BSC*
- Clement Patio (the area outside Clement Board Room, near Cooley Hall)
- Cooley Hall / *Cooley*
- Davis Hall
- Dayton Bridge
- Edwards Residential Village / *Edwards* (located across from the Armory Building on Millwood Avenue)
- Funkhouser Hall / *Funkhouser*
- Goodson Chapel – Recital Hall / *Goodson*
- Gore Hall / *Gore*
- Gregory Hall / *Gregory*

Official Names

Buildings / Structures (Proper Name / Preferred Short Form)

- Halpin-Harrison Hall / *HHH*
- Harry F. Aikens Field / *Aikens Field*
- Health & Life Sciences Building / *HLSB*
- Health Professions Building / *HPB*
- Howe Hall / *Howe*
- Innovation Hall / NVC Innovation Hall
- James L. Bowman Building / *Bowman Building* (located at 20 S. Cameron St.)
- John Kerr Building / *Kerr Building*
- Kathryn Perry-Werner End-Zone Building / *End-Zone Building*
- maintenance shops
- Mary M. Henkel Hall / *Henkel Hall*
- McKown Plaza (north side of Brandt Student Center, overlooking soccer field)
- Parker Hall / *Parker*
- parking garage (located behind the Brandt Student Center)
- Racey Hall / *Racey*
- Racey Ponds / *Ponds*
- Romine Living Center / *Romine*
- Ruebush Hall / *Ruebush*
- Scholar Plaza / NVC Scholar Plaza
- Shenandoah University Child Care Center / *Child Care Center*
- Shingleton Hall / *Shingleton*
- Smith Library Plaza (brick courtyard in front of Smith Library)
- Solenberger Hall / *Solenberger* (located at 142 N. Loudoun St.)
- Sprint Field at Shentel Stadium / *Shentel* (located on East Campus)
- The Peacemakers monument / *The Peacemakers*
- University Inn / *U.I.*
- Vickers Communications Center / *Vickers*
- Wilbur M. Feltner Building / *Feltner*
- Wilkins Building / *Wilkins*
- William Mumaw Plaza / *Mumaw Plaza*

Note: Use “residence halls” when referring to campus housing, never use “dorms” or “dormitories.”

Interior Spaces (Proper Name / Preferred Short Form)

- Aikens Conference Room
- Apple Creativity & Learning Lab (located in Ruebush Hall)
- Armstrong Concert Hall (performance space only; never use “Armstrong Auditorium”)
- Armstrong 39 (large rehearsal space)
- Armstrong Conference Room (located in Smith Library)
- Borden Student Associations Center (located in Brandt Student Center)
- Byrd Board Room (located in Henkel Hall)

Official Names

Interior Spaces (Proper Name / Preferred Short Form)

- Charles A. Ricketts Press Box / *Ricketts Press Box*
- Clement Board Room / *Clement* (upper dining hall)
- East Campus Commons Ballroom (located in South Building)
- East Campus Commons in-ground pool (located in quad surrounded by South, North, East and West buildings)
- Dorothy Ewing Studio of Dance / *Ewing dance studio* / *Ewing* (located in Shingleton)
- Ferrari Room (located in Brandt Student Center)
- Glaize Studio Theatre / *Glaize* (located in Ruebush Hall)
- Hester Auditorium / *Hester* (located in Henkel Hall)
- Huffer-McAdams Memorial Archives (located in Smith Library)
- Huntsberry Room (located adjacent to Clement Board Room in Allen Dining Hall)
- Center for International Programs (located in Cooley Hall)
- Janet Copple Davis Choral Room (located in the John Kerr Building)
- Lindé Hayen Herman Rehearsal Room (located in Ruebush Hall)
- Margaret Byrd Stimpson Auditorium / *Stimpson Auditorium* (located in Halpin-Harrison Hall)
- Mary B. Wilkins Wellness Center / *Wilkins Wellness Center* / *Wellness Center* (located in Racey Hall)
- Ohrstrom-Bryant Theatre / *OBT* (theatre only, the entire building is Ruebush Hall)
- Omps Auditorium (located in the Health Professions Building)
- President's Box (located at Shentel Stadium)
- Recreation Information Center (located in East Campus Commons South Building)
- Shingleton Dance Space
- Shingleton Gymnasium / *Shingleton gym* / *Shingleton*
- Scholl Seminar Room (Henkel Hall, Room 111)
- Toan Strength & Fitness Center / *weight room* (located in Brandt Student Center)
- Wilkins Conference Room (located in Wilkins Building)

Schools (Proper Name / Preferred Short Form)

- College of Arts & Sciences / *arts & sciences*
- Shenandoah Conservatory / *conservatory*
- Harry F. Byrd, Jr. School of Business / *business school*
- School of Health Professions / *health professions*
- Eleanor Wade Custer School of Nursing / *school of nursing*
- Bernard J. Dunn School of Pharmacy / *pharmacy school*
- School of Education & Human Development / *SEHD*

Official Names

Community Outreach and Institutes

- Blue Ridge Institute for Environmental Studies
- Byrd Distinguished Lecture Series
- Center for International Programs
- Center for Lifelong Learning
- Center for Public Service & Scholarship
- Children's Literature Conference
- Church Music Institute
- Community History Project
- Contemporary Commercial Music Vocal Pedagogy Institute
- ENACTUS (formerly know as Students in Free Enterprise)
- Global and Community Education
- Hugh D. McCormick Civil War Institute
- Institute for Church Professions
- Institute for Entrepreneurship
- James A. Davis Lectures in Religion
- JustFaith Christian Leadership Program
- Public History Center
- Warrington Science Symposium
- Willa Cather Institute

Office Names and Titles

The Shenandoah University style is to use the following forms:

- Office of the President, Office of Admissions, Office of Marketing & Communications, etc.
- Vice President for _____ (not “of”)
- Director of _____ (not “for”)

Department Names

In addition to following the guidelines above, use the correct name for these often incorrectly identified departments:

- campus bookstore (not university bookstore)
- Department of Public Safety (refer to its staff as “officers” not “guards”)
- Shenandoah Conservatory Arts Academy / SCAA
- Office of Residence Life
- Office of Student Engagement (includes pep band, cheerleading, intercultural programming and Student Government Association)
- Office of Spiritual Life
- Recreation & Fitness Sports
- Outdoor Programming
- Wilkins Wellness Center

Clauses

NON-DISCRIMINATION CLAUSE

In compliance with state and federal laws, Shenandoah University has a responsibility to clearly communicate its commitment to **equal opportunity** in education and employment, and to make its programs and services accessible to those with disabilities. Please use the following statements as appropriate on printed materials and university-related websites. *Note: Graphic designers, use type size at 7-point type unless space does not allow it.*

Public communications, including recruitment and advancement publications specific to departments and divisions, as well as non-academic community programs, should use the following statement. This should be used on all graphic materials seen by the public including advertising and all print publications:

FULL STATEMENT

Shenandoah University values the unique and diverse perspectives of individuals and communities locally and globally and seeks to foster mutual understanding in an inviting community where individuals are welcomed and respected. The university does not discriminate on the basis of sex, race, color, religion, national or ethnic origin, age, physical or mental disability, veteran status or sexual orientation.

For posters, advertising and publications in which space is severely limited:

SHORT STATEMENT

Shenandoah University does not discriminate on the basis of sex, race, color, religion, national or ethnic origin, age, physical or mental disability, veteran status or sexual orientation.

Use this statement for known audiences (example: alumni, invitations, etc.):

WHEN SPACE IS MINIMAL

Shenandoah University is an Equal Opportunity Educational Institution/Employer.

DISABILITY ACCOMMODATIONS

The university's disabilities access statement should be included in all programs for public events.

The university complies with applicable provisions of the Rehabilitation Act and the Americans with Disabilities Act (ADA). Should you need accommodations, please contact (Name, Dept., Phone, Email and Address).

Publications

PRINT AND ELECTRONIC PUBLICATIONS

Shenandoah University has one official print publication. Shenandoah magazine (formerly SU Today), a full-color magazine, is produced two times a year (spring and fall). Shenandoah is mailed to alumni, trustees, parents of current students, friends of the university and the media. Three times a year, the university also publishes an online version of Shenandoah magazine for the same audiences as the print version.

Each weekday throughout the year, members of the campus community receive SUN-e, which electronically delivers Shenandoah University news and information.

All members of the Shenandoah community are encouraged to send news to the Office of Marketing & Communications (omc@su.edu) for inclusion in these publications.

WEB AND SOCIAL MEDIA

Shenandoah University media formats include:

- Website — www.su.edu
- Youtube — www.youtube.com/ShenandoahUniversity
- Facebook — www.facebook.com/ShenandoahUniversity
- Twitter — twitter.com/ShenandoahU
- Flickr — www.flickr.com/photos/51631198@N06/

Language and Grammar Guide

Shenandoah University's Office of Marketing & Communications understands there are a number of style manuals available. Also, individuals may have learned styles somewhat different than what is in the Shenandoah University Graphic & Editorial Guidelines. Regardless of the style one uses in one's private work, it is imperative that all communications that represent the university reflect the same standards.

The Office of Marketing & Communications uses the AP Stylebook, the official style manual referenced by professional media organizations. All employees who write to promote the university and its activities and reputation are encouraged to keep an AP Stylebook as well as a good dictionary nearby.

Be consistent with style and punctuation within a single document. Cutting and pasting from a variety of sources can create a visually distracting and unprofessional compilation of tenses, capitalization and styles. In addition to using Spell Check when your document is finished, read the document for consistency of form.

- A -

abbreviations and acronyms

A few universally recognized abbreviations are required in some circumstances. Some others are acceptable depending on the context. Do *not* use abbreviations or acronyms a reader would not quickly recognize. Guidance on how to use a particular abbreviation or acronym is provided in entries alphabetized according to the sequence of letters in the word or phrase. Some examples:

before a name: abbreviate the following titles when used before a full name outside direct quotations: Dr., Gov., Lt. Gov., Mr., Mrs., Rep., The Rev., Sen. and certain military designations. Spell out all except Dr., Mr., Mrs. and Ms. when they are used before a name in direct quotations. For guidelines on how to use titles, see the entries for the most commonly used titles in the AP Stylebook.

after a name: abbreviate junior or senior after an individual's name. (For clarification, see under Jr., Sr.) Abbreviate company, corporation and incorporated when used after the name of a corporate identity. In some cases, an academic degree may be abbreviated after an individual's name. (see academic titles, credentials and certifications)

With dates or numerals: Use the abbreviations A.D., B.C., a.m., p.m., No., and abbreviate certain months when used with the day of the month.

Right: In 450 B.C.; at 9:30 a.m.; in room No. 6; on Sept. 16.

Wrong: Early this a.m., he asked for the No. of your room.

Right: Early this morning, he asked for the number of your room.

In numbered addresses: Abbreviate avenue, boulevard and street in numbered addresses: He lives on Pennsylvania Avenue. He lives at 1600 Pennsylvania Ave.

states: The names of certain states and the United States are abbreviated with periods in some circumstances. See state names; datelines; and individual entries in the AP Stylebook.

Language and Grammar Guide

abbreviations and acronyms, continued

Acceptable but not required: Some organizations and government agencies are widely recognized by their initials: CIA, FBI, GOP. If the entry for such an organization notes an abbreviation is acceptable in all references or on a second reference that does not mean its use should be automatic. Let the context determine, for example, whether to use Federal Bureau of Investigation or FBI.

Avoid awkward constructions: Do not follow an organization's full name with an abbreviation or acronym in parentheses or dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it. Uncommon should not be reduced to an acronym solely to save a few words.

Special cases: Abbreviations are used in tabulations and certain types of technical writing.

Caps, periods: Use capital letters and periods according to the listings in the AP Stylebook. Omit periods unless the result would spell an unrelated word.

academic degrees

For materials other than news releases, use Bachelor of Arts (first reference), B.A. (second reference); Master of Arts (first reference), M.A. (second reference); Master of Science (first reference), M.S. (second reference); Doctor of Education (first reference), Ed.D. (second reference); Doctor of Philosophy (first reference), Ph.D. (second reference). No space after periods in abbreviations. The word degree should not follow a degree abbreviation: he has a B.A. in history, *not* he has a B.A. degree in history. Use bachelor's and master's degrees, never bachelors and masters degrees.

When referring to degrees in general, lowercase the first letter of the degree and use the 's' ending; "They all had master's degrees in engineering." Capitalize formal names of academic degrees: Bachelor of Science, Bachelor of Arts in Accounting, Doctor of Philosophy. Check the preference of AP Stylebook regarding the use of academic degrees and the prefix "Dr."

academic departments/offices

Capitalize the name of departments and the words department, college, office and school only when they appear as part of the official divisional name (Department of Anthropology, anthropology department). But for news releases, use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, the English department.

academic titles, credentials and certifications

Capitalize and spell out formal titles such as professor, dean, president, chancellor, graduate research professor, professor emeritus and chairman when they precede a name. Lowercase elsewhere. Lowercase modifiers such as history in history Professor Jane Doe or department in department Chairman John Smith. Place longer titles after the name. Example: John Smith, executive director of the Center for the Study of Environmental Conservation, said he agrees.

Here is the preferred style for a list of staff or faculty when you want to name their degree and credentials, certifications and/or other associations:

- Name (no courtesy title even if Ph.D., because that will be listed after, and a double listing would be redundant)
- Highest degree a person has received

Language & Grammar Guide

academic titles, credentials and certifications continued

- Certifications following a name should be avoided if they are vague to the general public. However, if they are to be listed, they should go in order received. No periods.
- Licensing/memberships/associations should be avoided if they are vague to the general public. However, if they are to be listed, they should go in alphabetical order. No periods.

For example:

- Betsy Ross, Ph.D., CPA, AICPA
- George Washington, MBA*, CFP

*MBA is an exception to this rule (no periods are necessary)

addresses

Use the abbreviations Ave., Blvd. and St. only with a numbered address: 1600 Pennsylvania Ave. Spell them out and capitalize when part of a formal street name without a number: Pennsylvania Avenue. Lowercase and spell out when used alone or with more than one street name: Massachusetts and Pennsylvania avenues.

Alley, drive, road, terrace, etc., are always spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.

Always use figures for an address number: 9 Morningside Circle.

Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above: 7 Fifth Ave., 100 21st St.

Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in a numbered address: 222 E. 42nd St., 562 W. 43rd St., 600 K St. N.W. Do *not* abbreviate if the number is omitted: East 42nd Street, West 43rd Street, K Street Northwest.

administration

Lowercase: the administration, the president's administration, the governor's administration

admission, admittance

Use admittance for physical entry to a specific place: no admittance to Parker Hall. Use admission for figurative entry: admission of evidence or, when physical entry is involved, in the further sense of right or privilege of participation: admission to a society; the price of admission to the Glaze Studio Theatre.

adviser

Not advisor.

affect, effect

As a verb, affect means to influence: The game will affect the standings. As a verb, effect means to cause: She will effect change immediately. As a noun, effect means result: The effect of the accident was damaging.

alma mater

Lowercase.

Language & Grammar Guide

alumnus, alumni, alumna, alumnae

Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar references to a woman. Use alumni when referring to groups of men and women. Never use “alum,” which is a crystalline compound containing aluminum.

annual

An event cannot be described as annual until it has been held in at least two successive years. Do *not* use the term “first annual.” Instead, use “first” or “first-ever,” indicating there will be more.

a-thon

While “phonathon” has become generally acceptable, it is phonetically incorrect as it is the “e” in phone that makes the “o” long. The lack of hyphens makes such words more difficult to read. For instance, Shenandoah hosts an annual jazz-a-thon and rehearse-a-thon. Take out the hyphens, and you create a visual hurdle for the reader. Use “phonathon” with care; use “phone-a-thon” when clarity is paramount.

- B -

bachelor of arts, bachelor of science

A bachelor’s degree or bachelor’s is acceptable in any reference. See academic degrees for guidelines on when the abbreviations B.A. or B.S. are acceptable.

board room

At Shenandoah, the correct form is two words: board room (as in Byrd Board Room, Clement Board Room, etc.)

- C -

campuswide

One word. Also: citywide, countywide, statewide, nationwide, universitywide and worldwide. But: World Wide Web.

capitalization

In general, avoid unnecessary capitals. Use a capital letter only if you can justify it by one of the principles listed here. Many words and phrases, including special cases, are listed separately. If there is no relevant listing for a particular word or phrase, consult a dictionary.

proper nouns: Capitalize nouns that identify a specific person, place or thing: Heather, Atlanta and Africa.

proper names: Capitalize common nouns such as party, river, street, west, college and university when they are an integral part of the full name for a person, place or thing: Democratic Party, Potomac River, Fleet Street, West Virginia, College of Fine Arts, University of Florida. Lowercase when they stand alone in subsequent references: the party, the river, the street, the college, the university. Lowercase names in all plural uses: the Democratic and Republican parties, Main and State streets.

titles: Capitalize formal titles when used immediately before a name. Lowercase formal titles when used alone or in constructions that set them off from a name by commas. See academic titles.

Language & Grammar Guide

chairman, chairwoman

Chair is preferred: department chair, but chairman or chairwoman for news releases. Never chairperson unless it is an organization's formal title for an office.

cities and towns

Capitalize them in all uses. Capitalize official titles, including separate political entities such as East St. Louis, Ill., or West Palm Beach, Fla. The preferred form for the section of a city is lowercase: the west end, northern Los Angeles. But capitalize widely recognized names for the sections for a city: South Side (Chicago), Lower East Side (New York). Spell out the names of cities unless in direct quotes: A trip to Los Angeles, but: "We're going to L.A."

classes, courses

Lowercase when referring to courses and classes: I took a fine arts class and a business class. Uppercase if referring to specific name of a class or the class uses a proper noun or numeral: I took Psychology 200 and Spanish 100.

classroom

One word.

co-

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

- co-author
- co-pilot
- co-chairman
- co-respondent (in a divorce suit)
- co-defendant
- co-signer
- co-host
- co-star
- co-owner
- co-worker
- co-partner

If a prefix ends in a vowel and the word that follows begins with the same vowel, no hyphen is necessary.

- coed
- cooperate
- coeducation
- cooperative
- coequal
- coordinate
- coexist
- coordination
- coexistence

Language & Grammar Guide

coach

Capitalize only when used without a qualifying term before the name of the person who directs an athletic team: Coach Steve Spurrier, head coach Steve Spurrier, the coach said.

coed

Coed residential halls house students of both sexes, but never used to refer to a female college student.

collective nouns

The collective nouns faculty and staff can be used in singular and plural senses: The French faculty meets regularly with the other language faculties; the staff sometimes disagree among themselves.

comma (,)

The following guidelines treat some of the most frequent questions about the use of commas. For detailed guidance, consult the punctuation section in the AP Stylebook. Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. He would nominate Tom, Dick or Harry.

composition titles

Apply these guidelines to book titles, movie titles, opera titles, play titles, poem titles, song titles, television program titles and the titles of lectures, speeches and works of art.

Capitalize the principal words, including prepositions and conjunctions of four or more letters: The Star Spangled Banner.

Capitalize an article (the, a, an) or a word of fewer than four letters if it is the first or last word in a title: "Of Mice and Men."

Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs or reference material, including almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications: Encyclopedia Britannica.

Translate a foreign title into English unless a work is known to the American public by its foreign name: Leonardo da Vinci's "Mona Lisa."

compound modifiers

A compound modifier is when two or more words that express a single concept precede a noun. Use a hyphen to link all the words in the compound, except the adverb very and all adverbs ending in -ly. The chart-topping hits were played on the radio all day. The long-term assignment was challenging. The highly regarded author spoke at the conference.

courtesy titles

Do not use Miss, Mrs., Mr. or Ms. before full or last names. First reference of the use of Dr. in the print media is reserved for medical doctors. Otherwise, if an individual has earned a doctorate, the name should be followed by the appropriate degree abbreviation (e.g. Ph.D. or Ed.D.) set off by commas: Jane Doe, Ph.D., announced today... Also, examples of subsequent references are as follows: first reference would be President Tracy Fitzsimmons; second reference would be Dr. Fitzsimmons and third reference would be Fitzsimmons. Also see formal titles.

curriculum

In plural form use curricula except for news media releases, where curriculums is preferred.

Language & Grammar Guide

- D -

dash(es)

Put a space on both sides of a dash in all uses except the start of a paragraph and sports aggregate summaries. (ex. 35 – 10)

dates

Spell out days of week and months without days: September 2000. Abbreviate months — except March, April, May, June, July — when used with specific dates: Sept. 1, 2000. Never use a comma between month and year when a specific day is not mentioned. Same is true for seasons: fall 1991. Comma should follow year when specific date is given: Feb. 8, 1990, was the date mentioned.

Do *not* use “on” with dates when its absence would not lead to confusion: the program ends Dec. 15, not the program ends on Dec. 15.

To describe sequences or inclusive dates or times, use an en-dash (–) for “to”: Apply here May 7 – 9, 8 a.m. – 4 p.m.

Spell out numerical designations first through ninth and use numerals with letter suffixes for 10th and above: the first semester, the 10th anniversary.

Do *not* use “st” or “th” with dates: submit applications by Oct. 14, not Oct. 14th. Use ‘s’ without apostrophe to indicate spans of decades or centuries: During the 1940s; the 1700s. Use an apostrophe for class years: She belonged to the Class of ’72.

days of the week

Do not abbreviate, except when needed in a tabular format: Sun, Mon, Tue, Wed, Thu, Fri, Sat. Three letters, without periods, to facilitate tabular composition.

dean’s list

Lowercase in all uses: He is on the dean’s list. She is a dean’s list student.

degrees

See academic degree.

department/office titles

Use uppercase when department is part of the official and formal name: the Shenandoah University Department of Mass Communication. Otherwise, AP style calls for lowercase except for proper nouns or adjectives: the department of biology, the math department, the department of English or the Spanish department.

dimensions

Use figures and spell out inches, feet, yards, etc., to indicate depth, height, length and width. Hyphenate adjectival forms before nouns: He is 5 feet 6 inches tall, the 5-foot-6-inch man, the 5-foot man, the basketball team signed a 7-footer. The car is 17 feet long, 6 feet wide and 5 feet high. The rug is 9 feet by 12 feet, the 9-by-12 rug. The storm left 5 inches of snow. Use an apostrophe to indicate feet and quote marks to indicate inches: 5’6” only in very technical contexts.

Language & Grammar Guide

directions, regions

In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction; capitalize these words when they designate regions. Some examples:

compass directions: He drove west.

regions: A storm system that developed in the Midwest is spreading eastward. The North was victorious. She has a Southern accent.

with states and cities: The preferred form is to lowercase compass points only when they describe a section of a state or city: western Texas, southern Atlanta. But capitalize compass points.

when part of a proper name: North Dakota, West Virginia

when used in denoting widely known sections: Southern California, the South Side of Chicago, the Lower East Side of New York. If in doubt, use lowercase.

director

Lowercase in most uses, unless it is an official title.

dollars

Always lowercase. Use figures and the \$ sign in all except casual references or amounts without a figure: The book cost \$4. Dad, please give me a dollar. For specified amounts, the word takes a singular verb: He said \$500,000 is what they want. For amounts of more than \$1 million, use the \$ and numerals up to two decimal places. Do *not* link the numerals and the word by a hyphen: He is worth \$4.35 million. He is worth exactly \$4,234,234. The form for amounts less than \$1 million: \$4, \$25, \$500, \$1,000. (Do not use both \$ and the word “dollars.” “The book cost \$4 dollars” is incorrect.)

drop/add

Use solidus i.e., forward slash (/) with no spaces.

- E -

e.g.,

Exempli gratia or “for example.” Do NOT confuse with i.e. (that is).

ellipsis (...)

Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts and documents. Treat an ellipsis as a three-letter word. See details in the AP Stylebook.

email

Electronic mail. Note lowercase ‘e’. While email does not include a hyphen, words like e-commerce, e-trading and e-retailing so. When writing email addresses, use all lowercase unless the address is case sensitive. Email is a noun, not a verb. You send and receive email. It is incorrect to say, “Email me.” Correct form is, “Send me an email.”

Language & Grammar Guide

entitled, titled

Entitled means one has the right to do or to have something: She is entitled to the inheritance. Use titled to introduce the name of a publication, musical composition, seminar, etc.

- F -

faculty

Lowercase unless part of the name or title.

formal titles

Capitalize professional or academic titles immediately before the name: President Tracy Fitzsimmons, Ph.D.

For professional or academic titles immediately following the name, use lowercase and set them off with commas: Tracy Fitzsimmons, Ph.D., president, introduced the speaker.

If the individual has more than one title, use only the one most appropriate to the context of the publication. A long list of titles can interfere with the clarity of the message.

fractions

Spell out amounts less than one in news releases, using hyphens between the words: two-thirds, four-fifths, seven-sixteenths, etc. Other fractions require a hyphen and individual figures, with space between the whole number and the fraction: 1 3-16, 2 1-3, 5 9-10. In tabular material, use figures exclusively, converting to decimals if the amounts involve extensive use of fractions that cannot be expressed as a single character. See percent.

full time, full-time

Hyphenate when used as a compound modifier: He works full time. She has a full-time job.

fundraising, fundraiser

Per 2012 AP Stylebook, one word in all cases.

- G -

graduate

Lowercase when classifying status by itself.

graduation/commencement

A student graduates when he/she fulfills all the requirements to graduate. A student does not have to participate in a commencement ceremony in order to graduate.

Shenandoah University holds one commencement exercise each year: May Commencement. Do *not* call it Spring Commencement. August and December events celebrating those who complete their courses of study, are not commencement or graduation ceremonies.

Language & Grammar Guide

- H -

historical periods

Capitalize names of historical periods, spell out first through ninth centuries, use numbers for 10th and above with century in lowercase: the Renaissance, Baroque music, the 21st century.

note: century is not capitalized.

Homecoming

Capitalize *only* (and always) when referring to Shenandoah's annual event: Homecoming & Family Weekend.

Hornet(s)

Only used to refer to all things athletic.

hyphens

Hyphens are joiners. Used to avoid ambiguity or to form a single idea from two or more words. The fewer hyphens the better; use them only when not using them causes confusion (small-business owner, but health care center).

- I -

i.e.,

id est or "that is." Do *not* use as "for example." (See e.g.)

imply, infer

Writers or speakers imply in the words they use. A listener infers something from the words.

Internet

Always capitalize.

it's, its

It's is a contraction for it is or it has: It's your choice. It's been a long day.

Its is the possessive form of the neuter pronoun: The company has earned its reputation.

- J -

Jr., Sr.

Do *not* precede with a comma: Joe Johnson Jr., except in business correspondence. Numerals never take comma: Joe Johnson III.

Note: There are some exceptions to this rule, especially if these have been consistently used over time, for example, the Harry F. Byrd, Jr. School of Business; the Alson H. Smith, Jr. Library.

Language & Grammar Guide

- L -

lectures

Capitalize and use quotation marks for their formal titles, as described in composition titles.

long term, long-term

Hyphenate when used as a compound modifier: We will win in the long term. He has a long-term assignment.

-ly

Do *not* use a hyphen between adverbs ending in -ly and adjectives they modify: an easily remembered rule, a badly damaged island, a fully informed student. See the compound modifiers section of the hyphen entry in the AP Stylebook.

- M -

magazine names

Capitalize the name but do not place it in quotes. Lowercase magazine unless it is part of the publication's formal title. Shenandoah's magazine is Shenandoah.

majors, programs

Do *not* capitalize majors, programs, specializations or concentrations of study in news releases when they are not part of a designated degree: She received a Bachelor of Arts in History. She majored in economics. She was a history major.

master of arts, master of science

A master's degree or a master's is acceptable in any reference.

media

In singular form, use medium. When used as a subject, media (plural) always takes a plural verb: The news media are often the target of public criticism. Never medias. The news media are resisting attempts to limit their freedom. See news media.

millions, billions

Use figures with million or billion in all except casual uses: I'd like to make a billion dollars. The nation has 1 million citizens. I need \$7 billion. Do not go beyond two decimals: 7.51 million persons, \$2.56 billion, 7,542,500 persons, \$2,565,750,000. Decimals are preferred where practical: 1.5 million, not 1 1/2 million.

Do not mix millions and billions in the same figure: 2.6 billion, not 2 billion 600 million. Do not drop the word million or billion in the first figure of a range: He is worth from \$2 million to \$4 million, not \$2 to \$4 million, unless you really mean \$2. Note that a hyphen is not used to join the figures and the word "million" or "billion," even in this type of phrase: The president submitted a \$300 billion budget.

months

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas: January 1972 was a cold month. When a phrase refers to a month, day and year, set off the year with commas: Feb. 14, 1989, was the target date.

Language & Grammar Guide

more than, over

Acceptable in all uses to indicate greater numerical value. Salaries went up more than \$20 a week. Salaries went up over \$20 a week.

- N -

non-

The rules of prefixes apply, but in general, no hyphen is used when forming a compound that does not have special meaning and can be understood if not is used before the base word. Use a hyphen; however, before proper nouns or in awkward combinations: non-nuclear.

noon, midnight

Do not use 12 a.m. or 12 p.m. in reference to either noon or midnight. Do not use “12 p.m. noon” or “12 noon.” It is simply “noon.”

numbers

Spell out a number at the beginning of a sentence, with one exception: a numeral that identifies a calendar year: 1968 marked a turning point in the Vietnam War. Spell out whole numbers below 10. Use figures for 10 and above: They had 10 dogs and four cats. When large numbers must be spelled out, use a hyphen to connect a word ending in ‘y’ to another word; do *not* use commas between other separate words that are part of one number: twenty, twenty-one, one hundred forty-five.

numerals

In general, spell out one through nine and first through ninth, use numerals for 10 and 10th and above. For more details, see the AP Stylebook.

- O -

OK, OK’d, OK’ing, OKs

Do not use okay or O.K.

on, about

On refers to spacial objects: He sat on the chair. Use about in nonspatial references: The professor will host a class about history.

on campus, on-campus

On-campus is a unit modifier: students live in on-campus housing; on campus shows adverbial location: she has a job on campus.

online

One word in all cases for the computer connection term. Do not use hyphen.

Language & Grammar Guide

organizations and institutions

Capitalize the full names of organizations and institutions: the American Medical Association; First Presbyterian Church; General Motors Corp.; Harvard University; Harvard University Medical School; the Society of Professional Journalists, Sigma Delta Chi. Use lowercase for internal elements of an organization when they have names that are widely used generic terms: the board of directors of General Motors, the board of trustees of Columbia University, the history department of Harvard University, the sports department of the Daily Citizen-Leader. For more details, see the AP Stylebook.

- P -

percent

Spell out, except in headlines: Two percent or 15 percent. Always use figures with percents.

Ph.D., Ph.D.s

The preferred form is to say a person holds a doctorate and name the individual's area of specialty.

plurals

For documents forwarded to the media, check the AP Stylebook for Latin phrases. Otherwise use the Latin: symposia, not symposiums; colloquia, colloquiums; millennia, not millenniums.

Do not use an apostrophe to indicate plural of CDs, 1960s, etc. (incorrect: CD's, 1960's) Do *not* add apostrophe to proper names such as Wilkins. (*incorrect*: Wilkins' Building)

prefixes

Generally do not hyphenate when using a prefix with a word starting with a consonant: The coach will talk with his team pregame. The dinosaurs roamed during prehistoric ages. The preflight briefing will begin in a few minutes.

professor

Capitalize when used as a formal title only before a name. Do not capitalize a course subject, unless it is a proper noun: He studied history under Professor John Smith.

- Q -

quotation marks

The period and comma *always* go within the quotation marks. The dash, the semicolon, the question mark and the exclamation point go within the quotation marks when they apply to the quoted matter only.

- R -

race

Capitalize names of races and ethnic groups: Caucasian, Hispanic, lowercase black and white when used to refer to races.

Language & Grammar Guide

ranges

Correct form: \$12 million to \$14 million. Not: \$12 to \$14 million, unless the lower range actually is \$12.

ratios

Use figures and hyphens: the ratio was 2-to-1, a ratio of 2-to-1, a 2-1 ratio. As illustrated, the word “to” should be omitted when the numbers precede the word “ratio.” Always use the word “ratio” or a phrase such as a 2-1 majority to avoid confusion with actual figures.

room

Uppercase in such uses as Ruebush Hall, Room 128.

room numbers

Use figures and capitalize room when used with a figure: Room 2, Room 211.

- S -

seasons

Lowercase for fall, winter, spring and summer and all derived words such as springtime. Capitalize only when part of a formal name: Winter Olympics.

series comma

Do not use a comma before “and” or “or” in lists of three or more items unless ambiguity would result.

spelling

If the dictionary gives two spellings of a word, use the more preferred or the first example given.

spokesman, spokeswoman

Never use spokesperson.

state, federal

Lowercase state in all references. Capitalize federal as part of corporate or governmental bodies that use the word as part of a formal name; lowercase when used as an adjective to distinguish from state, county, city, town or private entities: our state universities, federal loans, the commonwealth of Virginia, the state of Florida, state grants, Federal Communications Commission.

states

The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base. No state name is necessary if it is the same as the dateline. Unless addressing an envelope, abbreviate according to AP Stylebook, not U.S. Postal Service rules, when listed with a city: Gainesville, Fla., unless giving a full mailing address within a news release: Applications may be mailed to P.O. Box 113075, Gainesville, FL 32611.

Language & Grammar Guide

student classifications

Do not capitalize freshman, sophomore, junior or senior; do capitalize a class designation: He is a senior communications major. The Class of 2010 sponsored the lecture. Plural of freshman is freshmen.

- T -

telephone numbers

If a publication is strictly for on-campus use, omit area code for university numbers: 665-1234; if publication might or will be sent off campus, include area code in parentheses with a space between parentheses and number: (540) 665-0186.

that (conjunction)

Use the conjunction that to introduce a dependent clause if the sentence sounds or looks awkward without it. There are no hard-and-fast rules, but in general: – That usually may be omitted when a dependent clause immediately follows a form of the verb to say : The president said he had signed the bill.

that, which (pronouns)

Use that and which in referring to inanimate objects and to animals without a name. Use that for essential clauses, important to the meaning of a sentence, and without commas: I remember the day that we met. Use which for nonessential clauses, where the pronoun is less necessary, and use commas: The team, which finished last a year ago, is in first place.

time-date-place sequence

For consistency, when giving time, date and location of an event, list as follows: The meeting begins at 4 p.m. on Thursday in Room 212. Note order: time, date, location.

times

Use figures except for noon and midnight: 4 p.m. or 10 a.m. Use a colon to separate hours from minutes: 11 a.m., 3:30 p.m. The word “o’clock” is cumbersome: not 4:30 o’clock, which would be redundant; the colon and numbers are short for o’clock.

Also avoid redundancies such as “10 a.m. this morning.” Time listings with a.m. or p.m. are preferred, except in formal invitations and announcements. The construction 4 o’clock is acceptable, but time listings with a.m. or p.m. are preferred. Also, :00 is not necessary but :30 is.

trademark

A trademark is a brand, symbol, word, etc., used by a manufacturer or dealer and protected by law to prevent a competitor from using it: AstroTurf, Velcro, Kleenex, Xerox, etc. In general, use a generic equivalent unless the trademark name is essential.

transfer

Lowercase to categorize students.

Language & Grammar Guide

trustee

A person to whom another's property or management of another's property is entrusted. Do not capitalize if used before a name.

- U -

undergraduate

Lowercase to classify students.

university

Lowercase unless in a specific title.

- W -

web

Short form of World Wide Web, it is a service, or set of standards, that enables the publishing of multimedia documents on the Internet. The Web is not the same as the Internet, but is a subset; other applications, such as email, exist on the Internet. But as a short form and in terms with separate words use the Web, Web page and Web feed

website

One word, lowercase w.

examples: webcast, webmaster, website

web addresses

In most cases, "http://" may be omitted: www.su.edu. Increasingly, even the "www." is being dropped in print as people become more technologically savvy.

which

Which is the only acceptable pronoun to introduce a nonessential clause that refers to an inanimate object or an animal without a name. The pronoun "which" occasionally may be substituted for "that" in the introduction of an essential clause that refers to an inanimate object or an animal without a name. In general, this use of "which" should appear only when "that" is used as a conjunction to introduce another clause in the same sentence: He said Monday that the part of the army which suffered severe casualties needs reinforcement. Also, use who and whom when referring to people or animals with a name.

- Y -

years

Use figures, without commas: 1986. Use an 's' without an apostrophe to indicate spans of decades or centuries: the 1890s, the 1900s. Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: 1976 was a very good year.

Music & Theatre Style Guidelines

song/piece

“Song” does not mean “piece of music.” The generic word that can be used to refer to any piece of music is “piece.” Song is the generic word for a relatively short piece of vocal music, usually for solo singer or small group (duo, trio, etc.), with or without accompaniment. Pieces performed by choirs are not referred to as songs:

right: For the first piece, the choir sang Aaron Copland’s “I Bought Me a Cat.”

right: The first song of the concert was “The Erlking” by Schubert, performed by baritone Fred Delp and pianist Hermione Brenglefostrure.

More often, specific descriptive terms are used. Pieces are symphonies, quartets, sonatas, tone poems, etudes, nocturnes, movements, fugues, fantasies, passacaglias, chaconnes, inventions, preludes, postludes, interludes, intermezzos, art songs, madrigals, motets, masses, cantatas, oratorios, etc. Songs are art songs, Lieder (plural of Lied, German for “song” but used exclusively to mean “art song”), folk songs or piece for solo voice, etc.

styles

Use lowercase for hip-hop, rap, rock ‘n’ roll (except Rock and Roll Hall of Fame), etc.

theatre

Shenandoah uses the spelling favored by the professionals in New York: theatre. This has been true since the program was founded in the early 1970s. For all programs originating from Shenandoah and all buildings involved in the art form, spell it “theatre.” However, when referring to places and programs outside Shenandoah, honor the spelling preference of that organization (Terrace Theater at the Kennedy Center, etc.).

time periods

Capitalize time periods such as Baroque, Classical, Contemporary, Renaissance, Romantic, etc.

titles

When works are listed in a program, they are printed in plain type:

Beethoven: Symphony No. 5 in C minor

Unless they are excerpts:

Beethoven: first movement of *Symphony No. 5*

Mussorgsky: “Promenade” from *Pictures at an Exhibition*

Sondheim: scene from *Into the Woods*

When works are cited in prose, the titles of short works are placed in quotation marks:

The pianist played Debussy’s “Prelude for Piano, No. 2” and MacDowell’s “To a Wild Rose.”

When works are cited in prose, the titles of large works are italicized:

The orchestra concert began with Beethoven’s *Symphony No. 5*.

The theatre division presented Sondheim’s *Into the Woods*.

However, in newspapers, all titles are included in quotation marks. The use of quotation marks for all titles is a holdover from the days of typewriters and complex typesetting.

Brief History of Shenandoah University

150-word description:

Located in historic Winchester, Virginia, Shenandoah University is the nationally recognized, private applied liberal arts university that invites students to study in a close-knit community rich in creative energy and intellectual challenge.

With approximately 4,000 undergraduate and graduate students in seven academic schools, student life is rich and diverse. Shenandoah University offers 21 Division III men's and women's athletic teams; numerous clubs and societies; global travel, spiritual life and service opportunities; and more than 400 concerts and performances throughout the academic year. Students take advantage of the university's close proximity to the nation's capital as well as the beauty of the Shenandoah Valley and surrounding region.

Whether studying with accomplished faculty members or participating in global initiatives, a Shenandoah education incorporates scholarship, experiential learning and sophisticated technologies that prepare graduates to be principled professionals and leaders wherever they go.

For information about Shenandoah University, call (800) 432-2266 or visit su.edu.

Brief description:

Founded in Dayton, Virginia, in 1875, Shenandoah University offers more than 90 academic programs of study at the undergraduate and graduate level, a world-class conservatory, a thriving NCAA Division III athletics program and a wide variety of student activities. Shenandoah University students and faculty express a range of interests, talents and disciplines reflective of today's global society.

The university's close proximity to the political and international communities in Washington, D.C., and healthy exchange relationships with colleges and universities around the globe, also connect our university, students and faculty to the world.

While communications tools link Shenandoah to a vast universe beyond its campus, and distance learning enhances the way students learn, it's Shenandoah's close community and relationships that provide students with their greatest opportunities for personal and professional growth.

Approximately 4,000 students (undergraduate and graduate combined) are enrolled at Shenandoah University in seven schools:

- College of Arts & Sciences
- Harry F. Byrd, Jr. School of Business
- Shenandoah Conservatory
- Eleanor Wade Custer School of Nursing
- School of Health Professions (Athletic Training, Respiratory Care, Occupational Therapy, Physical Therapy, and Physician Assistant Studies)
- Bernard J. Dunn School of Pharmacy
- School of Education & Human Development

Visit Shenandoah at su.edu or visit our Winchester campus. Contact the Office of Admissions at (800) 432-2266.

GPS Addresses

Main Campus

1460 University Dr.
Winchester, VA 22601

Child Care Center

118 Regency Lakes Dr.
Winchester, VA 22603

Sprint Field at Shentel Stadium

1122 Ralph Shockey Dr.
Winchester, VA 22602

Bowman Building (Downtown Campus)

20 S. Cameron St.
Winchester, VA 22601

Feltner Building (Downtown Campus)

9 Court Square
Winchester, VA 22601

John Kerr Building (Downtown Campus)

203 S. Cameron St.
Winchester, VA 22601

Solenberger Hall (Downtown Campus)

141 N. Loudoun St.
Winchester, VA 22601

Health Professions Building (Medical Campus)

1775 N. Sector Dr.
Winchester, VA 22601

River Campus at Cool Spring Battlefield

1400 Parker Ln.
Bluemont, VA 20135

Scholar Plaza (Northern Virginia Campus)

44160 Scholar Plaza Ste. 100
Leesburg, VA 20176

Innovation Hall (Northern Virginia Campus)

N. Loudoun St.
Winchester, VA 22601