

# FRANKLIN & MARSHALL

## *Style Guide*

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## About this guide

A consistent style ensures that Franklin & Marshall is communicating effectively with its many target audiences—prospective and current students, alumni, parents, faculty and staff, trustees, corporations and foundations, government agencies and accreditation organizations, media, business leaders, suppliers and the greater Lancaster community. Each audience plays a vital role in helping F&M grow and prosper. Therefore, clear communication with those constituencies is paramount.

F&M consists of many departments, divisions and units. A single style helps the College project a strong, unified, organized and professional appearance to our constituencies.

The College follows Associated Press style, with some house modifications. The dictionary we use is *Webster's New World*.

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

When academic degrees follow a person's name in the middle of a sentence, use commas to set off the degree:

- Joseph Carroll, Ph.D., was the featured speaker.

Capitalize full and formal names of specific degrees: Bachelor of Science, Bachelor of Arts, Doctor of Philosophy. When referring to academic degrees in general, lowercase the first letter of the degree and use an apostrophe.

*Correct:* bachelor's and master's degrees

*Incorrect:* bachelors and masters degrees.

Lowercase "baccalaureate" degree, a synonym for bachelor's degree.

The most common degrees are:

- B.A. (Bachelor of Arts)
- B.S. (Bachelor of Science)
- B.F.A. (Bachelor of Fine Arts)
- M.A. (Master of Arts)
- M.B.A. (Master of Business Administration)
- M.F.A. (Master of Fine Arts)
- M.S. (Master of Science)
- Ed.D. (Doctor of Education)
- Ph.D. (Doctor of Philosophy).

Do not use a courtesy title such as "Dr." when including an individual's academic degree. List only the highest degree a person has received:

*Correct:* Tammy Smith, Ph.D.

*Incorrect:* Tammy Smith, B.A., M.A., Ph.D.

If the individual is an attorney, the correct presentation is:

- Tammy Smith, Esq.

**Academic departments:** Use lowercase except for words that are proper nouns or adjectives (as in part of an official or formal name):

- The Department of History, the history department
- The Department of English, the English department

**Academic rank:** Capitalize and spell out academic ranks such as dean or professor when they precede a name. Lowercase in other uses:

- Distinguished Professor of History and American Studies John Smith
- John Smith, dean of students

**Academic titles:** Capitalize and spell out formal titles such as president, chancellor, chairman, etc. when they precede a name, but lowercase in other uses. Lowercase modifiers such as *department*:

- Assistant Professor of Geology Jane Doe
- Jane Doe, assistant professor of geology
- department Chair John Smith
- John Smith, department chair

**Admission:** Many colleges have admissions departments, but F&M uses the singular (admission).

**Adviser:** *Not* advisor.

**Affect, effect:** The rule of thumb is this: if the word you use is a verb, spell it with an “a.” If it is a noun, spell it with an “e”:

- Will the rain affect your weekend plans?
- The music had a calming effect.

**All-America, All-American:** All-America refers to the team, while All-American refers to an individual player:

- Joe was named to the All-America team.
- All-American Joe scored 10 points in the game.

**Alma mater:** As a familiar and commonly used foreign word, “alma mater” should not be capitalized or italicized.

**Alum-?**

*Alumnus* is masculine singular.

*Alumna* is feminine singular.

*Alumnae* is feminine plural.

*Alumni* is masculine plural (it is acceptable to use *alumni* to refer to all male and female graduates).

**B.C.E. and C.E.:** B.C.E. stands for *before the current era*. C.E. stands for *current era*. Do not use the Christian-designated terms B.C. (*before Christ*) and A.D. (*Anno Domini*).

**Board of Trustees:** Capitalize in all uses when referring to board of F&M.

**Book titles:** Italicize book titles:

- *The Grapes of Wrath*
- *The Heart Is a Lonely Hunter*

**Building names:** These are the names of buildings and locations of note on campus that often are misspelled or incorrectly titled. This is how they should appear in writing:

- Alumni Sports and Fitness Center
- Barshinger Center for Musical Arts (in Hensel Hall)
- Barshinger Center for Musical Arts
- Barshinger Life Sciences and Philosophy Building
- Booth Ferris Room
- College Bookstore & Café
- Green Room Theatre
- Hartman Green
- Huegel Alumni House
- Jazzman's Café
- Joseph International Center
- Klehr Center for Jewish Life
- Lisa Bonchek Adams Auditorium in Kaufman Hall
- The Martin Library of the Sciences
- Patricia E. Harris Center for Business, Government and Public Policy (Harris Center on second reference)
- Roschel Performing Arts Center
- Steinman College Center
- Philadelphia Alumni Writers House
- The Phillips Museum of Art
  - The Dana Gallery
  - The Sally Mather Gibson Curriculum Gallery
  - The Leonard and Mildred Rothman Gallery

- Shadek-Fackenthal Library
- Wohlsen Admission House
- Wohlsen Center for the Sustainable Environment
- William H. Hackman Physical Sciences Laboratories

**cellphone:** one word (rule also applies to smartphone)

**Class names:** Italicize the titles of classes:

- James is taking *Biomedical Ethics* this semester.

**Class year:** Do not use commas before or after with an F&M class year:

- John Smith '65

**College:** Capitalize in all uses when referring to Franklin & Marshall, even when it is not part of the phrase *Franklin & Marshall College*:

- The College was founded in 1787.

**College House:** Capitalize in all uses. When referring to the College House system, the word *system* is always lowercase.

The four College Houses are:

- Bonchek College House
- Brooks College House
- Schnader College House
- Ware College House

On second reference, the word *College* may be dropped, e.g., *Brooks House*.

**Commencement:** Capitalize in all uses.

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

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

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

- The United States comprises 50 states.

**Convocation:** Capitalize in all uses.

**Courseload, Coursework:** One word, no hyphen.

**Dates:**

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

*Months:* Always spell out March, April, May, June, July. Never abbreviate any months when they do not immediately precede a date. When followed by a number, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec.: April 5 and Dec. 25.

*Years:* Use figures without commas: 1995. Add an “s” without an apostrophe to indicate spans of decades or centuries: *the 1990s, the 1800s*. When listing a range of years, separate years by an “en” dash (–), not a hyphen (-):

*Correct:* 1995–2005

*Incorrect:* 1995-2005

Enclose the year in commas if it is in the middle of a sentence:

- Joe was born on Feb. 4, 1900, and lived to be 100.

*Decades:* Use numerals to indicate decades of history:

- He began college in the '90s.

Use an apostrophe to indicate numerals that are missing and add an “s” to indicate the plural:

- He traveled extensively in the '90s.

*Centuries:* Lowercase century, spelling out numbers less than 10:

- The first century
- The 21st century

**Dean:** Capitalize when the title precedes a name. Lowercase it when it appears after a name. *See Academic rank*

**Department names:** Uppercase on first reference, but lowercase on subsequent references:

- Jane Doe is an adjunct professor with the Department of Psychology. She is one of six professors in the psychology department.

**Don:** Capitalize when the title precedes a name. Lowercase it when it appears after a name. *See Academic rank*

**Doctor:** Title is reserved for medical doctors. Refer to faculty with doctorates or terminal degrees as Professor (*See academic ranks*):

- Professor Jane Doe
- John Smith, Ph.D.

**email:** one word, no hyphen (see commonly used Web terms on page 12)

**Endowed Chairs:** Capitalize in all cases:

- Professor John Smith is the Charles A Dana Professor, Sociology

**Family Weekend:** Capitalize in all uses.

**Fund raising, fund-raiser, fund-raising**

- Fund raising (as a noun) is not hyphenated: *fund raising involves detailed planning.*
- Fund-raiser (as a noun) is hyphenated: *the event is a fund-raiser for the swim team.*
- Fund-raising (as an adjective) is hyphenated: *Fund-raising events are critical to the College's effort to increase the size of its endowment.*

**Homecoming:** Capitalize in all uses.

**Jr. and Sr.:** Do not use commas with junior and senior:

- John Smith Jr. '65
- John Smith Sr. '65
- John Smith III '65, P'04

**Magazines:** Italicize magazine titles:

- *Newsweek*
- *New Republic*

Offset the titles of articles in magazines with quote marks:

- The article “Hope and Change” appears in the April issue of *National Geographic*.

**Newspapers:** Italicize names of newspapers:

- *The New York Times*
- *The Wall Street Journal*

**Lancaster City:** On second reference, use either *Lancaster* or *city*.

**Liberal arts, liberal arts college:** Lowercase unless it begins a sentence. Do not hyphenate, even when it is a modifier:

- Franklin & Marshall is a liberal arts college.

**Numerals:** Spell out numbers below 10. Use figures for 10 and above:

- They had three sons and two daughters.
- They had a fleet of 10 station wagons and two buses.

Exception alert: Use numerals in **all** cases when the number refers to an age, dimension, weight or a percent:

- Mark’s son is 6 years old.
- The doorway is 4 feet wide
- The package weighs 9 pounds
- The unemployment rate is at 5 percent.

**Offices:** Capitalize the word “office” when used with the official name of a work unit:

- Admission Office
- Business Office

In subsequent references, lowercase “office” when it stands alone.

Capitalize *Admission, Advancement* and other offices whose names are recognizable even without the word “office.”

**Over, more than:** “Over” refers to spatial relationships: *The shelf is over my head.* “More than” refers to amounts: *The group raised more than \$60.*

**Parents:** Do not use commas before or after parent year:

- John Smith P’05

For parents who have multiple children who are enrolled in or graduated from F&M, use parent and class year for each child, set off with comma in between:

- John Smith P’05, P’08

If the parent is also an alumnus or alumna, place a comma between end of the class year and before the parent year (no commas elsewhere):

- John Smith ’65, P’05

**Prefect:** Capitalize when the title precedes a name. Lowercase it when it appears after a name (*see academic titles*).

**Professional designations:** Set off every professional designation with a comma before and after designation and use Associated Press style for designations (i.e., Ph.D., M.D.). Note: Do not put “Dr.” in front of person’s name if the name is followed by the M.D. or Ph.D. designation.

*Correct:*     John Smith, M.D., ’65  
                  John Smith, Ph.D., ’65  
                  John Smith Jr., M.D., ’65  
*Incorrect:*   Dr. John Smith, M.D., ’65

**Reunion:** Capitalize in all uses.

**Seasons:** Lowercase spring, summer, fall and winter unless the season is part of a formal name:

- Jack is taking four classes in the fall semester.

- Jack is looking forward to Spring Arts Weekend.

**Serial comma (Harvard comma, Oxford comma):** F&M publications do not use the serial comma, the comma used immediately before a grammatical conjunction—nearly always *and* or *or*—that precedes the last item in a list of three or more items. The lone exception is the complex series, in which the absence of a serial comma would add confusion to the sentence’s meaning.

*Correct:* He has visited Portugal, Spain and France.

*Incorrect:* He has visited Portugal, Spain, and France.

**State names:** Spell out the names of the 50 states when they stand alone in textual material. Use the state abbreviations below in datelines and in text when used with the city. Eight state names are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Ohio, Maine and Texas. Otherwise, use the following:

|        |       |       |       |
|--------|-------|-------|-------|
| Ala.   | Kan.  | Nev.  | S.C.  |
| Ariz.  | Ky.   | N.H.  | S.D.  |
| Ark.   | La.   | N.J.  | Tenn. |
| Calif. | Md.   | N.M.  | Vt.   |
| Colo.  | Mass. | N.Y.  | Va.   |
| Conn.  | Mich. | N.C.  | Wash. |
| Del.   | Minn. | N.D.  | W.Va. |
| Fla.   | Miss. | Okla. | Wis.  |
| Ga.    | Mo.   | Ore.  | Wyo.  |
| Ill.   | Mont. | Pa.   |       |
| Ind.   | Neb.  | R.I.  |       |

Two-letter, postal-style abbreviations (PA, NJ), are used only in stand-alone addresses.

## Student references

*First-year student*, not *freshman* (On subsequent uses, the noun form is first year, e.g., *The first years gathered on Hartman Green*)

*Returning student, not upperclassman*

Do not capitalize first-year, sophomore, junior or senior unless the word begins a sentence. Do not capitalize class designations:

- The senior class sponsored the lecture.

**Student-athlete:** Hyphenated

**Telephone numbers:** In published materials other than business cards, separate sequences with a hyphen, not a period:

- 717-234-5678
- 717-234-5678, ext. 9
- 800-234-5678

**Time:** Use a.m. and p.m., *not* AM and PM. Also, do not use double zeroes when listing the hour. Use *noon* in place of 12 p.m. and *midnight* in place of 12 a.m.

*Correct:* Diane was late for her 8:30 a.m. class  
*Incorrect:* Diane was late for her 8:30 AM class

*Correct:* The event begins at 7 p.m.  
*Incorrect:* The event begins at 7:00 p.m.

**Theater**, not theatre, unless it is part of a formal title (*Schnader Theatre*).

**website:** AP style is one word, lowercase. However, capitalization is required for World Wide Web. See chart of how to list some common Web-related terms below.

**website addresses:** Do not list http prefix if address contains www. DO list the http preference in the absence of www.

*Correct:* www.fandm.edu  
*Incorrect:* http://www.fandm.edu

Style for commonly used Web terms:

- dot com (when used as a noun)
- dot-com (when used as an adjective)

- email
- home page
- HTML: Hypertext markup language
- HTTP: hypertext transfer protocol
- Internet
- login
- logon
- offline
- online
- Web
- webcast
- Web page
- website
- World Wide Web

**Works of art:** Italicize names of works of art (paintings, sculpture, et al.):

- *The Starry Night* by Vincent van Gogh
- Auguste Rodin's *The Thinker*