

Marquette University
Office of Marketing and Communication

EDITORIAL STYLE GUIDE

2011-12



MARQUETTE
UNIVERSITY

Be The Difference.

EDITORIAL QUICK REFERENCE GUIDE

The following is intended only as a quick reference. For a full explanation of these items, please see main guide.

Ad majorem Dei gloriam

adviser — not advisor

alumni

alumni — 2 or more

alumnus — 1 male

alumna — 1 female

alumnae — 2 or more female

a.m., p.m.

and — rather than &

Church of the Gesu

course work

cura personalis

Dr. or Ph.D. — not both

email

fundraising

fundraiser

GPA

health care

Internet

magis

Monaghan Ballroom

nonprofit

online

Père Marquette

Ratio Studiorum

theatre

United States — as a noun

U.S. — as an adjective

Web

webmaster

Web page

website

Other items of note:

There should only be a single space between sentences. Do not use two spaces anywhere in text.

When referencing course numbers, please use a space between the text and numbers: HIST 1234

WI is the ZIP code abbreviation and should only be used in actual postal addresses.

In all other cases use Wis. or Wisconsin.

EDITORIAL STYLE GUIDE

Marquette University

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EDITORIAL STYLE GUIDE

Use the preferred forms defined in this style guide to create clean, professional and consistent publications campuswide. Keep in mind that these are the university's standard rules for copywriting. Some exceptions are made for advertisements, tabulated material and other special promotional pieces. Please contact Becky Dubin Jenkins at 414.288.4744 with questions.

acronyms

On first reference, use the official name of companies, associations, organizations, etc. For subsequent references, an abbreviation or acronym may be used if the meaning is clear to the reader. Do not insert an acronym in parentheses after the full name. If such clarification is necessary, do not use the acronym at all. Use periods (but no space) in a reference like "the U.S. government" because the adjectives without periods could be read as "us."

Periods also are used for the indication of a religious order included as part of a person's name. For instance, retain the periods (but no space) and use a comma when writing Father Pilarz's name: "Rev. Scott R. Pilarz, S.J., is president of Marquette University." An exception is made for religious sisters, who prefer the rendering of their orders to omit periods. The initials for the order should be set off with commas. (See **religious orders** entry for additional guidance.) Certain other common terms also are exceptions, including: A.D. and B.C. for calendar year references; a.m. and p.m. for designations of time, M.D. for physicians; Ph.D. (see **academic degrees**); U.N. for United Nations; and U.S. for United States when used as an adjective.

Correct:

The Association of Marquette University Women will host a dinner January 21. For tickets or information about the AMUW, call Sally Jones at 555.1919.

Incorrect:

The Association of Marquette University Women (AMUW) will host a dinner Jan. 21.

Incorrect:

A.M.U.W.

Incorrect:

A M U W

Also see **college abbreviations** for guidelines about abbreviations for references to alumni of Marquette colleges and academic programs.

academic degrees

Consult the Office of the Registrar for the official reference to a degree earned by a Marquette graduate or for a list of degrees conferred in a specific field (i.e., bachelor of science, bachelor of science in nursing, honors bachelor of science).

Do not capitalize the name of a degree in any reference. The preferred prefix for a person holding a doctoral degree is Dr., but do not use "Dr." and "Ph.D." in the same reference. Similarly, do not use "Dr." and "M.D." in the same reference. Note the use of apostrophes in "bachelor's" and "master's." Note the capitalization and placement of periods in "Ph.D."

Correct:

He earned a bachelor of arts degree in journalism. He earned his bachelor's from Marquette. She is studying for a master's degree. She earned her doctoral degree (or doctorate) in 1990. Dr. John Doe is a noted author of Shakespearean criticism. John Smith, M.D., is my physician. Dr. Smith is an endocrinologist.

accept/except

Do not confuse these terms. To accept is to take in, receive or agree to. To except is to exclude or omit.

Ad majorem Dei gloriam

Note the capitalization. The Latin phrase was the motto of St. Ignatius of Loyola and means “for the greater glory of God.” In text, it should be set in italics as a non-English phrase.

addresses — general

Use the following guidelines for presenting addresses in printed text. To meet postal regulations and receive the best mailing rate, consult with Mail Services for guidelines on preparing envelopes or mailing labels.

Use the abbreviations Ave. Blvd. and St. only with a numbered address: 1235 W. Wisconsin Ave. Lowercase and spell them out when used alone or with more than one street name: 16th and Wells streets. All similar words — alley, drive, road, terrace, etc. — are always spelled out.

Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in a numbered address.

advis “er”

Not advis “or”

affect/effect/impact

Affect is a verb: Rain *affects* traffic speeds. Effect is a noun: Will that have an *effect* on our department's operations? Impact is a noun. Although there is growing colloquial use of *impact* as a verb similar to affect, it is not standard accepted usage and should not be used in writing. Generally, it should be used as a noun, similar to effect. The use of *impact* as a verb should be limited to its meaning of something wedged or packed in tightly, such as the medical reference *my tooth is impacted*.

Correct:

All students will be *affected* by the policy change.

The *effect* of the change will be to reduce costs and improve service.

Incorrect:

We all will be *impacted* by the change. Everyone was *impacted*.

Use instead:

We all will be *affected* by the change. Everyone was *affected*.

afterward

Never with an “s” at the end

alma mater

Do not capitalize as a reference to the school from which one graduated. The name of the Marquette song is *Hail Alma Mater*, in which the words are capitalized as a title. The sheet music with lyrics is available from University Archives.

Correct:

Marquette is her alma mater.

Hail Alma Mater is sung at the close of Marquette's Commencement ceremonies.

alumni/-nus/-na/-nae

Use the following guide for correct usage of the Latin terms:

alumni — two or more male graduates and/or two or more graduates of both genders

alumnus — one male graduate

alumna — one female graduate

alumnae — two or more female graduates

alumni association

The Marquette University Alumni Association was established in 1893 and now represents more than 110,000 living alumni, parents and friends of the university. On first reference, use Marquette University Alumni Association. In subsequent references, use “the association” (note lowercase) or MUAA.

although/though/while

Although/though means in spite of the fact. *Although/though* she is the youngest in her class, she is the smartest. While denotes a time element. He got sick *while* on vacation.

a.m., p.m.

Always lowercase, and always use periods. For a range of time, the a.m. or p.m. designation with both times is preferred. Use the word “to” as the connector, not a dash. When designating a time on the hour, the :00 is not necessary. (See invitation protocol for appropriate time usage for invitations.) Use midnight or noon, never 12 midnight or 12 noon. Also see **dates in a series**. Exceptions may be made for tabulated material or invitations.

Correct:

3:15 p.m. to 9 p.m.

Incorrect:

3:15 to 9 p.m.; 3:15-9:00 p.m.; 3:15 PM

ampersand/and

Use an ampersand (&) to replace the word “and” only if it is part of the official legal name of a company, organization or publication.

Many courses in Marquette's Core of Common Studies are offered through the Helen Way Klingler College of Arts and Sciences.

apostrophe

Use an apostrophe to show possession or a contraction of two terms into one. Apostrophes are not used to make a plural. Also see **contractions** and **decades**.

Correct:

Hundreds of people attended the ceremony. Tacos are my favorite food. Marquette IDs must be shown at the door. I grew up in the '60s.

Incorrect:

Hundred's of people attended the ceremony. Taco's are my favorite food. Marquette ID's must be shown at the door. I grew up in the '60's.

archbishop/bishop/cardinal/pope

The preferred form for first reference is Cardinal, Archbishop or Bishop, capitalized, before an individual's name. Substitute the Most Rev. if applicable: He spoke to the Most Rev. Jerome E. ListECKI, archbishop of Milwaukee. On second reference, ListECKI or the archbishop is appropriate. If known only by a religious name, repeat the title: Pope Benedict XVI on first reference and Benedict, the pope or the pontiff, lowercased, on second.

as

Do not use “as” to substitute for “because” or “since.” This misuse can be misleading and is awkward.

Correct:

Because he was leaving, we hosted a party.

Incorrect:

As he was leaving, we hosted a party. (This misuse of “as” to mean “because” implies that the party was held during the time he was leaving, not because he was leaving.)

ASMU

If it is necessary to make a historical reference specifically to the pre-1996 student government, use "Associated Students of Marquette University" on first reference and "ASMU" on subsequent references. To refer to the post-1996 student government, use "Marquette University Student Government" on first reference and “MUSG” on subsequent references.

athletics

Always with “s” (athletics, not athletic) when referring to the Department of Intercollegiate Athletics. Questions about club sports should be referred to the director of recreational sports at 288-6976. Questions about student-athletes, athletics programs or sports teams at Marquette should be directed to the athletics department at 288-6303. The use of MU in text is limited to use by the Department of Athletics. (**See MU, MU monogram.**)

awards

If the term “award” is an integral part of the title, it should be capitalized. If not, it should be lowercase.

Correct:

The Faculty Awards for Teaching Excellence will be presented at the Père Marquette dinner. During the annual luncheon meeting, the Outstanding Researcher of the Year award was presented to John Doe. (Faculty Award for Teaching Excellence is the name of the award. Outstanding Researcher of the Year is the name of the award. In the latter, “award” is a descriptor, not a proper noun, and is not capitalized.)

bachelor/bachelor's, master/master's degree

Use an apostrophe in bachelor's degree or master's degree, etc. There is no possessive in bachelor of arts or master of science. Also: a doctoral degree or a doctorate.

backward

Never with an “s” at the end

because/since

Use because to denote a specific cause-effect relationship: *He went because he was told.* Use because to denote a time from then until now: *He graduated in 2000 and has been employed since.*

believe/feel/think

Good writing should use these terms accurately, not interchangeably. Many writers use "believe" when they mean think.

One *believes* in something. One *feels* emotions and physically *feels* an item. One *thinks* thoughts.

Incorrect:

He feels/believes we should vote on the plan.

Correct:

She believes in Santa. He feels sad about his grandmother's death. He thinks we should go.

Bible

Always capitalize in reference to the collected scriptures of the Judeo-Christian tradition. Except in casual use, avoid references to other books or guides as someone's “bible.”

Big East Conference

Note that, unlike the conference's logo, only the first letters of each word are capitalized. Marquette's first season in the conference was 2005.

bishop/archbishop/cardinal/pope

The preferred form for first reference is Cardinal, Archbishop or Bishop, capitalized, before an individual's name. Substitute the Most Rev. if applicable: He spoke to the Most Rev. Jerome E. Listecki, archbishop of Milwaukee. On second reference, Listecki or the archbishop is appropriate. If known only by a religious name, repeat the title: Pope Benedict XVI on first reference and Benedict, the pope or the pontiff, lowercased, on second.

Board of Trustees

Capitalize in formal references to the Marquette University Board of Trustees. On second reference, "Board of Trustees" or "the Board" is acceptable.

Correct:

Rev. Scott R. Pilarz, S.J., was selected by the Marquette University Board of Trustees to serve as 23rd president. The Board of Trustees is composed of 27 members, including business leaders, alumni and Jesuits. The Board voted unanimously on Aug. 31, 2010, to name Father Pilarz president.

Book Marq/bookstore

The Book Marq, 818 N. 16th St., sells textbooks for all university courses. In text, refer to it as “the Book Marq” on first reference. “The bookstore” is acceptable in subsequent references. Note, “the” is not capitalized because it is not part of the store's name.

The Spirit Shop, located in the Alumni Memorial Union, is the university's gift shop, selling licensed clothing, bumper stickers, glassware and other Marquette items. (See **gift shop**.)

book titles

See **publication titles**.

building names

Please use the full name of a building on first reference in external publications as an acknowledgment of the university's generous donors. A shortened name is acceptable on second reference (i.e., David A. Straz, Jr., Hall on first reference, Straz Hall in subsequent references).

campuswide

One word with no hyphen. Also one word with no hyphens: citywide, nationwide, worldwide, etc. But use *university-wide* (hyphen used for reading clarity with this consonant formation). When “wide” precedes a term, such as wide-ranging, it is a compound adjective and is hyphenated.

capitalization

In general, do not capitalize a term unless it is a proper noun. Do not capitalize general references to people or entities that, in specific references, might be capitalized. For instance, Marquette University is capitalized in its full form. However, university is not capitalized in **any usage** when it stands alone. Similarly, college, department, program, etc., are not capitalized unless they are used in their full form. Capitalize the major words of full titles for publications, businesses, etc. Do not capitalize “a,” “an,” “and,” “the,” “with” or “of” in titles unless it is the first word of the title. (Also see **publication titles**.)

Correct:

Marquette University was founded in 1881. The university values its history. He teaches in the Department of Theology. The department has many faculty members.

Capitalize job titles that immediately precede a person's name. Do not capitalize job titles if the title follows the person's name or is adapted from the title.

Correct:

Julie Tolan, vice president, will speak at the meeting. Vice President Julie Tolan will speak at the meeting. The officers spoke with the president. The university president, Rev. Scott R. Pilarz, S.J., welcomed students. (President is Father Pilarz's title, but it is not used as a direct title in this case. Instead, it is used as an appositive — an explanatory phrase or introduction for the name — and is not capitalized.) President Scott R. Pilarz, S.J., was expected to attend.

In most cases, it is preferable to use sentence constructions that allow lowercase titles because these are easier to read. A series of capitalized words — a person's title and a proper name — looks awkward in printed material and is difficult to read. For additional guidance, see **titles (job)**.

capitalization (of words after hyphens)

In headlines, names of events and similar instances, lowercase the word that follows a hyphen in a compound adjective, unless that word is a proper noun.

Correct:

First-year Student Convocation
Muslim-American Student Group

cardinal/archbishop/bishop/pope

The preferred form for first reference is Cardinal, Archbishop or Bishop, capitalized, before an individual's name. Substitute the Most Rev. if applicable: He spoke to the Most Rev. Jerome E. Listecki, archbishop of Milwaukee. On second reference, Listecki or the archbishop is appropriate. If known only by a religious name, repeat the title: Pope Benedict XVI on first reference and Benedict, the pope or the pontiff, lowercased, on second.

catalog

Not catalogue

Central Mall

This green space south of Raynor Memorial Libraries is used for campus events. On second reference, it is acceptable to use "mall."

chapels

See **Chapel of the Holy Family** and **St. Joan of Arc Chapel**.

Chapel of the Holy Family

Always use the full name on first reference, noting the use of "the" before the name. In subsequent references, “the chapel” is acceptable and does not need to be capitalized. Derivative forms of the name, such as Holy Family Chapel, are not acceptable in any usage.

Correct:

Mass will be celebrated at 10 p.m. in the Chapel of the Holy Family. The chapel is open for private prayer and reflection throughout the day.

CheckMarq

The gateway to student information at the university is one word.

Church of the Gesu

The proper name is Church of the Gesu, not Gesu Church. Use this name when referring to the church in general. Use Gesu Parish when referring to the entity that sponsors campus events. The parish is not part of Marquette, although the university and parish maintain a close working relationship and ministry

Correct:

The wedding will be held in Church of the Gesu.

Incorrect:

She will be baptized in Gesu Church.

city of Milwaukee, state of Wisconsin

Do not capitalize *city* or *state* in these references.

college abbreviations

The following should be used with the name of an alumnus or alumna to identify the college from which he or she earned a degree. (Do not use these abbreviations unless preceded by a person's name.) For colleges and programs that merged, closed or changed names, the years indicated in parentheses are the years of graduation to which the abbreviation applies. Note the absence of periods in these abbreviations. See **decades** for additional guidelines.

Arts	Arts and Sciences (1985+) or Liberal Arts (through December 1984)
Bus Ad	Business Administration
CJPA	Communication, Journalism and Performing Arts (December 1988 through 1994)
Comm	Communication (1995+)
Dent Hy	Dental Hygiene (before 1997)
Dent	Dental School
Eng	Engineering
Grad	Graduate School
H Sci	Health Sciences (1997+)
Jour	Journalism (before 1998)
Law	Law School
Med	Medical School (last class: 1967)
Med Tech	Medical Laboratory Technology

(before 1997)

Nurs	Nursing
PT	Physical Therapy (before 1997)
Prof St	College of Professional Studies
Sp	Speech (before 1989)

college names

Use the following proper names of Marquette colleges and schools. On first reference, use the full name of the college or school to honor the generous donor(s) after whom they are named:

Helen Way Klingler College of Arts and Sciences (no &)

College of Business Administration

J. William and Mary Diederich College of Communication (no “s” at the end or &)

College of Engineering

College of Health Sciences

College of Professional Studies

College of Nursing

Graduate School

Graduate School of Management

Law School

School of Dentistry

College of Education (as of fall 2008)

Note: These are the correct names as of today. In previous years, other programs existed and some units now called colleges were schools.

commas in a series

Use commas to separate terms in a series. Do not use a comma before a coordinating conjunction (*and*, *or*, *but*) linking a series of terms, unless it is necessary for clarity. Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction. For a series of compound terms, use semicolons.

Correct:

The meeting included students who are majoring in biology, chemistry and physics. The meeting included students who are majoring in communication studies, journalism, and broadcast and electronic communication. (Use the comma before “and” to clarify that broadcast and electronic communication is one major, not two.) The speakers include Tom Johnson, history professor; Jane Jones, chemistry professor; and Tina Abrams, accounting professor.

Commencement

Always capitalize. Do not use "graduation."

Mid-year Commencement is celebrated in December. Commencement is celebrated in May.

committee titles

When using the full proper name of a committee, capitalize all words except prepositions and articles. When using an adapted name, or referring to a committee in general, do not capitalize.

Correct:

The Committee on Staff will meet at 3 p.m. The committee comprises 15 officers.

company names

Do not use all capital letters in text to spell a company name unless the letters are pronounced individually as part of the name (i.e., *AT&T*, but *Boston Store*). Do not use a comma before “Inc.” as part of a company name. Abbreviate Company as Co. and Corporation as Corp. (but not in the middle of the name). Spell out, but do not capitalize, subsequent uses of “company” that do not include the full name. Also see **corporation**.

Correct:

American Life Insurance Co. has projected record sales for the year. The United Company of Texas has a generous employee benefits package. The company offers its employees full medical and dental coverage, as well as free on-site day care.

compose/comprise/constitute

Proper usage of these terms can be confusing. Use “comprise” as you would “include.” Use “constitute” and “compose” as you would “make up” or “consists of.” Do not use “comprised of.”

Correct:

The Board of Trustees *comprises* 27 members, including Jesuits, alumni and business leaders. (The board includes 27 members ...)

The Board is *composed* of Jesuits, alumni and business leaders. The president and vice presidents *constitute* the administrative committee. The whole *comprises* the parts.

Incorrect:

Alumni, Jesuits and business leaders comprise the Board of Trustees.

contractions

The most formal types of writing (formal invitations, presentations, etc.) prohibit the use of contractions, but they are acceptable in general writing. However, it is important to use contractions appropriately. Remember to replace the deleted letter(s) with an apostrophe and to limit the use of contractions to those widely known. (Also see **apostrophe**, **decades** and **its/it's**.)

corporation

Abbreviate as Corp. when a company or government agency uses “Corporation” at the end of its name. Spell out, lowercased, when used without the company name. If “Corporation” appears elsewhere in the official company name, spell it out and capitalize. Do not precede “Corp.” or “Inc.” with a comma.

Correct:

A representative from Better Breads Corp. will speak at the career fair. The corporation has been in business for 20 years. The Corporation for Improved Bread Baking will discuss regulations next. Representatives from Best Breads Inc. also will attend the meeting.

course work

Two words in all uses

cura personalis

The Latin phrase refers to treating people with respect for their unique qualities, gifts and challenges as individuals. Do not use variant translations. The phrase is not capitalized but should be set in italics in text as a non-English phrase.

currently

Use this term sparingly and only if its omission would be confusing. It is rarely necessary if a sentence is in the present tense. Try deleting the term and re-read the text. If it remains clear, do not use currently.

Correct:

He is enrolled in three classes. He plans to take six next semester. (It is tempting, but unnecessary, to write, “He is currently enrolled in three classes.” The verb “is” indicates present tense.)

dates in a series

In text, to specify the starting and ending date of an event, use the format: month date to month date or drop the second reference to the month if it is the same as the start date. Other exceptions may be made to meet the needs of a specific publication, such as an advertisement or invitation.

Do not use ordinals (1st, 2nd, 20th) with dates.

For clarity, especially in weekly publications or event flyers, it may be helpful to specify days of the week. Do not abbreviate days of the week. Months should be abbreviated as specified in **months**.

Correct:

April 28 to April 30; April 28–30

April 28 to May 2

Monday, April 28, to Wednesday, April 30

days of the week

Never abbreviate.

decades

References to decades do not take an apostrophe to form the plural. If the reference to the century is omitted, the apostrophe should curl toward the left, not the right. (Tip: The bottom part of the apostrophe's curl should point toward what is missing.)

Correct:

In the 1950s, many girls wore poodle skirts. In the '50s, many girls wore poodle skirts.

Incorrect:

In the 1950's, many girls wore poodle skirts. In the 50's, many girls wore poodle skirts.

degrees

See **academic degrees**.

For temperatures, use digits and the word “degrees,” not the degree symbol. Temperatures are assumed to be Fahrenheit except in scientific material or materials for a non-U.S. audience. Specify if they are not Fahrenheit.

Correct:

The temperature may drop as low as 10 degrees tonight. Keep the liquid at 15 degrees Celsius.

department names (university)

Capitalize the name of a Marquette department or office. Except in casual use or internal publications, use the full, proper name of the department or office on first reference. On subsequent references, a shortened form that drops “of” is acceptable. In references to multiple departments or offices, lower-case “department” or “office,” but capitalize the unit names. See **titles (job)** for distinctions between job titles and department or office names.

Correct:

The memo was approved by the offices of General Counsel and Public Affairs. The departments of Physics and History will present the course. The professor will present to the Department of History. The History Department has 21 professors.

disabled/handicapped

Do not use references to a person's physical capacity unless it is relevant to the subject matter. If it is necessary, try to use terms that put the “person” first, i.e., “Gary, who uses a wheelchair, was a key member of the group discussing building access.”

disc, disk

Use disc for video and audio discs. Use disk for computer disks.

doctor/doctoral/doctorate

Consult the Office of the Registrar for the official reference to a degree earned by a Marquette graduate.

Do not capitalize the name of a degree in any reference. The preferred prefix for a person holding a doctoral degree is Dr., but do not use “Dr.” and “Ph.D.” in the same reference. Similarly, do not use “Dr.” and “M.D.” in the same reference. Note the capitalization and placement of periods in “Ph.D.”

Correct:

She earned her doctoral degree in 1990. He will have a doctorate in theology as soon as he defends his dissertation. Dr. John Doe is a noted author of Shakespearean criticism. John Smith, M.D., is my physician. Dr. Smith is an endocrinologist.

dorms

Do not use the term dorm or dormitory to refer to Marquette's residence halls. Use residence hall on first reference. Hall is acceptable on second.

during/more than/over

Over is spatial and indicates a location. More than indicates a greater quantity. During indicates a time span. Do not use the terms interchangeably.

Correct:

During the past year, he has held a dozen impromptu shows with crowds of more than 50 people watching him juggle swords over his head.

effect/affect/impact

See **affect/effect/impact**.

ellipsis (...)

When using an ellipsis to indicate omitted material, type three periods and include a space before the first period and after the last period. Do not include spaces between the periods.

Correct:

Once upon a time ... and far away.

Incorrect:

Once upon a time...and far away. One upon a time . . . and far away.

email

May be used as a noun or verb. Do not capitalize.

eMarq

The university email system

emeritus/-ti/-ta/-tae

The title of “emeritus” is not synonymous with “retired.” It is an honor bestowed on a small number of retired faculty or Board of Trustee members. It should be included in references to the person's title and AFTER a person's title. Emeritus is singular male; emerita is singular female; emeriti is plural male or plural male and female; emeritae is plural female.

Correct:

John Doe, professor emeritus, will attend the reception. Jane Doe is a professor emerita at Marquette. Mary Johnson and Bill Smith, professors emeriti, will present the keynote address. Jane Doe and Jennifer Jones are professors emeritae of chemistry.

ensure/insure

Ensure means to guarantee. Virtually all non-financial references should be ensure. Insure is used only in reference to insurance policies.

Correct:

To ensure there would be no problems with the microphones, we tested them before the ceremony.

entitled

Do not use as a synonym for titled. To be entitled is to have a right to do or have something.

Correct:

I am entitled to fair compensation for the damages. The presentation is titled “Less with more.”

except/accept

Do not confuse these terms. To accept is to take in, receive or agree to. To except is to exclude or omit.

faculty

Faculty may be used as a noun or adjective. As a noun, it is collective and takes a singular verb.

Correct:

The faculty meeting is scheduled for 3 p.m. in the AMU. The faculty is pleased with the curriculum.

Father

Do not abbreviate this courtesy title for Christian religions as Fr. Use “Rev.” on first reference and Father Lastname in subsequent references. If a priest belongs to a religious order, use the initials of the order after his name, separated by periods. If a priest prefers to be called by his first name, respect his wishes in writing as well. (Also see **religious orders**, **Rev.** and **Society of Jesus**.)

Correct:

Rev. John Smith, S.J., will celebrate Mass. Father Smith also will deliver the homily. Father John will deliver the homily.

Incorrect:

Fr. Smith baptized three children. The Father administered the sacraments.

feel/believe/think

See **believe/feel/think**.

fewer/less

Fewer refers to individual items or people. Less refers to quantities. Fewer is preferred for any reference to people. Less is correct for ages, quantities, etc.

Correct:

Fewer students got the flu this year than in 2010. The aisle is reserved for those with 10 or fewer items (fewer individual items). I have less time to socialize now that I have a job. There are fewer days until the final than I thought. There is less time before Christmas than I thought.

foreign terms

Italicize non-English words and phrases whose meaning is not generally known. If a term is a common reference, such as “versus,” it does need to be set in italics or translated.

Also see ***Ad majorem Dei gloriam, cura personalis, magis, Numen Flumenque*** and ***Ratio Studiorum***.

forward

Never with an “s” at the end

Foursquare

Capitalize the name of this social media site, even though its logo uses a lowercase “f.”

full time/full-time

Hyphenate when used as an adjective. Write as two words when used as a noun.

Correct:

The full-time editor will start in September. She works full time.

fundraising, fundraiser

One word in all cases

Gesu

See **Church of the Gesu**.

gift shop

The Marquette Spirit Shop, located in the Alumni Memorial Union, is the university's gift shop, selling licensed clothing, bumper stickers, glassware and other Marquette items. In text, refer to it as “The Spirit Shop” on first reference. The Book Marq, 818 N. 16th St., sells textbooks for all Marquette courses (see **bookstore**).

Golden Angels Network

Note “s” on “Angels.” Developed by the College of Business Administration, this group of investors advises and funds selected entrepreneurial businesses developed by Marquette students, faculty and alumni.

Golden Eagles

The official name of Marquette varsity teams. The Golden Eagles logo was created for the express use of the Department of Intercollegiate Athletics and Recreational Sports. This symbol may be used only by permission. For permission to use it, call the athletics department at 288-6303. See **MU monogram**.

grade point average/GPA

Use GPA, set in uppercase letters without periods, for references to student grade averages. GPA is acceptable on first reference.

graduation

See **Commencement**.

hall names

Please use the full name of the building on first reference in external publications as an acknowledgment of the university's generous donors. A shortened name is acceptable on second reference (i.e., David A. Straz, Jr., Tower on first reference, Straz Tower on second.)

handicapped/disabled

See **disabled/handicapped**.

health care

University style is two words, but some degree programs on campus use it as a compound word, such as Healthcare Technologies Management in the Graduate School. Many companies use “healthcare” in their names. Respect their usage.

holistic

Not “wholistic”

Homepage

One word

hyphens

Hyphenate adverbs or compound adjectives. A guide to determining if a term is an adverb, adjective or compound adjective: Adverbs (most words ending in -ly) describe verbs, adjectives and other adverbs by explaining the time, place, manner or degree (a highly regarded institution, an especially trying time, a much more difficult situation). Adjectives describe nouns. Compound adjectives work as a unit to describe a noun. An easy check to determine if adjectives should be hyphenated or separated by commas is to ask if both adjectives could stand alone in modifying the noun. The expression “part-time studies” has a hyphenated adjective because it would not be clear to say “part studies” or “time studies.” The phrase “a new, purple car” requires a comma because “new” or “purple” could be used alone to modify “car.” A phrase such as “the highly competitive program” is not hyphenated because “highly” is an adverb and “competitive” is an adjective. (“Highly” is modifying “competitive,” which is modifying “program.”)

if/whether

The term “whether” implies a choice. “Whether or not” is redundant and should be avoided. It's more succinct to use “if.”

Correct:

He is debating whether to go home for the holidays. He is debating if he should go home for the holidays.

Incorrect:

He is debating whether or not he should go home for the holidays.

Ignatian

Note the correct spelling, not “Ignation.”

impact/effect/affect

See **affect/effect/impact**.

insure/ensure

Use **insure** only in reference to insurance policies. See **ensure/insure**.

its, it's

Double-check your use of these often-misused (or simply mistyped) terms. “*It's*” is a contraction of it is. “*Its*” is the possessive of *it*.

Correct:

It's about time to leave. The book's poor condition might mask *its* marvelous content.

Internet

Capitalize in all uses.

Joan of Arc Chapel

See **St. Joan of Arc Chapel**.

Judeo-Christian

Always hyphenate this term, and capitalize both components.

junior, senior

As part of a person's given name, abbreviate Jr. or Sr. Use only with the full name, and note the commas before and after the designation.

Correct:

Thomas J. Smith, Sr., will be the speaker.

keynote

One word in all instances

last/past

Be careful using “last” as a substitute for past. Past is preferred in all uses except those that are, in fact, expressing finality.

Correct:

He has been a full professor for the past five years (indicates he is still in this role). In the last 15 years, thanks to Rev. Robert A. Wild, S.J., Marquette raised \$43 million for scholarship aid (indicates money was raised in the past).

Latin

See *Ad majorem Dei gloriam, cura personalis, foreign terms, magis, Numen Flumenque* and *Ratio Studiorum*.

less/fewer

See **fewer/less**.

letter winner

Two words

library names/John P. Raynor, S.J., Library/Memorial Library/Raynor Memorial Libraries

On first reference, use Raynor Memorial Libraries, the full name of Marquette's library. John P. Raynor, S.J., Library, dedicated in 2003, is connected to Memorial Library by a bridge. Raynor Library is acceptable on second reference.

liturgy/Mass

The terms “liturgy” and “Mass” are not interchangeable. Liturgy refers to any public prayer. Mass is a Catholic liturgy and may be referred to as such, but not all liturgies are Masses. Mass is always capitalized. Liturgy is not capitalized unless it is used as part of a ceremony's title. See **Mass/liturgy**.

logo

The Marquette logo **must** appear on all university visual materials, including publications, stationery, advertising and electronic media.

The logo, university seal, MU monogram and Golden Eagles logo are official, trademarked representations of the university and may not be altered. Specific guidelines have been set for the use of all. Go to marquette.edu/omc/styleguides or call the Office of Marketing and Communication at 288-7448 for usage guidelines. For permission to use the Golden Eagles logo, call the athletics department at 288-6303.

magis

This Latin term means “more,” used in Jesuit references to indicate the continuous seeking of excellence as a means of giving more glory to God. In text, it should be lowercased and set in italics.

MarquetteCard

This official university identification card is one word.

Marqnet

The university's computer network

Marquette community

This is an acceptable term for general references, but never capitalize “community” in this use.

Mass/liturgy

Always capitalize “Mass.” Mass is celebrated or said, not conducted, performed or recited. Do not capitalize adjectives preceding Mass, such as high Mass or early Mass.

Correct:

The Mass will be celebrated at noon by Rev. Jeff LaBelle, S.J. She attends the sunrise Mass every Easter. See **liturgy/Mass**.

master of/master's

Consult the Office of the Registrar for the official reference to a degree earned by a Marquette graduate.

Do not capitalize the name of a degree in any reference. Note the use of an apostrophe in “master's.”

Correct:

He earned a master of arts degree in psychology. He earned his master's from Marquette.

midnight

Do not capitalize in text. Never use “12 midnight.” For other references to time, see **a.m.**, **p.m.**

months

Spell out all months when used without a specific date. The months March, April, May, June and July are never abbreviated. When using the other months with a specific date, abbreviate as follows: Jan., Feb., Aug., Sept., Oct., Nov., Dec.

When stating a month and year with no specific date, do not separate the month and year with a comma and do not abbreviate the month. However, a comma should follow the date when month, date and year are used together.

Correct:

The dinner will be held in January. The dinner will be held Jan. 27, 2012. Flowers were planted in September 1995. Please hold the date of Jan. 27, 2012, for the dinner.

more than

See **over/during/more than**.

MU, MU monogram

Do not use the abbreviation “MU” in external publications. The MU monogram was developed for use by our athletics programs. See **logo**.

multicultural

Use this spelling and punctuation (one word, all lowercase) in all uses of the term.

MUSG

Use "Marquette University Student Government" on first reference and "MUSG" on subsequent references. Also see **acronyms**.

Until 1996, the student government was known as the Associated Students of Marquette University. See **ASMU** for guidance about use of those terms.

nonprofit

No hyphen. Do not use not-for-profit.

noon

Do not capitalize in text. Never use “12 noon.” For other references to time, see **a.m.**, **p.m.**

Numen Flumenque

The words on the Marquette seal mean “God and River,” a reference to the journey of Jesuit missionary and Marquette namesake Rev. Jacques Marquette, S.J. It should be set in italics. Note the capitalization.

off campus/off-campus

Hyphenate when used as an adjective. Write as two words when used as a noun.

Correct:

He lives in an off-campus apartment. He lives off campus.

online

One word. Do not hyphenate.

over/during/more than

Over is spatial and indicates a location. More than indicates a greater quantity. During indicates a time span. Do not use the terms interchangeably.

Correct:

During the past year, he has held a dozen impromptu shows with crowds of more than 50 people watching him juggle swords over his head.

parking lots, parking structures

To refer to a specific Marquette parking lot, capitalize “Lot” and use the letter designation for the parking lot, such as “Lot M.” To refer to Marquette parking lots in general, use the lowercase “l.” The proper names of the Marquette parking structures are 16th Street Parking Structure, 649 N. 16th St., and Wells Street Parking Structure, 1240 W. Wells St. Do not use “parking garage” or capitalize “Structure” when used without its full name.

Correct:

During the week, I park in Lot M, but when I go to Mass on Sunday, I often park in one of the other campus lots. Visitor parking is available in the 16th Street Parking Structure at 749 N. 16th St.

part time/part-time

Hyphenate when used as an adjective. Write as two words when used as a noun.

Correct:

The part-time administrator will start in September. She works part time.

past/last

See **last/past**.

percent, percentage

Always spell out, though exceptions can be made for tabulated material. Always use figures. To indicate less than 1 percent, precede the decimal with a zero.

Correct:

We estimate that 9 percent of the surveys will be returned. The cost of pencils has increased less than 0.5 percent in the past nine years. The percentage of Catholic students has declined in recent years.

Père Marquette

The Jesuit missionary who explored the Great Lakes region and for whom the university is named was Rev. Jacques Marquette, S.J. “Père” means “Father in French. Note the direction of the accent.

Correct:

Father Marquette

Father Jacques Marquette

Père Jacques Marquette

Père Marquette

Incorrect:

Father Père Marquette

Father James Marquette

Pierre Marquette

plan to do something

Not plan on doing something

pope/archbishop/bishop/cardinal

The preferred form for first reference is to use Cardinal, Archbishop or Bishop, capitalized, before the individual's name. Substitute the Most Rev. if applicable: He spoke to the Most Rev. Jerome E. ListECKi, archbishop of Milwaukee. On second reference, ListECKi or the archbishop is appropriate. If known only by a religious name, repeat the title: Pope Benedict XVI on first reference and Benedict, the pope or the pontiff, lowercased, on second.

president

The term president is not capitalized unless it immediately precedes a person's name as a formal title. When referring to the president of Marquette, be sure to include the Jesuit designation after his name, preceded by a comma. Never abbreviate president. When referencing the president of Marquette, there is no need to include Rev. or Father when the title President is used.

Correct:

The president of Marquette University is Rev. Scott R. Pilarz, S.J. Marquette University President Scott R. Pilarz, S.J., addressed the group. She was elected president of the club. The president of the club spoke.

Incorrect:

President Rev. Scott R. Pilarz, S.J., will speak.

publication titles

Titles of publications should be set in italics, not underlined or in quotes. This includes books, films, magazines, movies, newspapers, plays, songs, speeches, television programs and works of art. Portions of publications are set in quotes: chapters of books, titles of articles, titles of comic strips, etc. Titles of a segment of a television program are set in quotes. Exceptions are the Bible and books that are primarily catalogs of reference materials, including almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications.

Correct:

Walter S. Mossberg writes the “Personal Technology” column for the *Wall Street Journal*. Many students watch *60 Minutes* on Sunday evening. The university magazine, *Marquette Magazine*, is published quarterly. Read the second chapter, "Nonverbal Communication Development Among Children", for guidance on your paper. He memorized many portions of Act I of *Hamlet*.

quotations (punctuation in)

Commas and periods always go inside (to the left of) the close quotation mark. Question marks and exclamation points that are part of the quoted material also go inside the close quotation mark. Semicolons always go outside the close quotation mark, as do question marks or exclamation points that are not part of the quoted material. Capitalize quoted material that is a full sentence.

Correct:

“Thank you for your time,” he said. He said, “Thank you for your time.” “When should we leave for the party?” he asked. (It is not necessary to use a comma to separate the quote from the attribution.) Who said “All's well that ends well”? (The quoted material is not a question.) He said the information would be “considered carefully before a decision is reached.” (Quoted material is not capitalized because it is not a full sentence.)

Ratio Studiorum

This Latin term literally translates to “plan of studies.” It is a handbook for Jesuit schools, first produced in the late 16th century and continuously adapted. Note capitalization and italics.

Raynor Memorial Libraries/Raynor Library

On first reference, use Raynor Memorial Libraries, the full name of Marquette's library. John P. Raynor, S.J., Library, dedicated in 2003, is connected to Memorial Library by a bridge. Raynor Library is acceptable on second reference.

religious orders

Male members of a religious community use the abbreviations of the community after their names, separated by periods. Religious sisters do not attach periods to the initials of their order but use commas on both sides of the initials.

See also **father**, **Rev.** and **Society of Jesus**.

residence hall

On-campus buildings in which students reside are called residence halls, not dormitories or dorms.

Rev.

This description is used on first reference before an ordained individual's name. If a priest belongs to a religious order, use the initials of the order after his name, separated by periods. If a priest has not yet been ordained, do not use Rev., but include the initials of his order after his name. Do not abbreviate as Fr. Use Father Lastname in subsequent references. (Also see **Father** and **Society of Jesus**.)

Correct:

Rev. Robert A. Wild, S.J., was president of Marquette for 15 years. Father Wild will enjoy a sabbatical year.

room numbers

All locations in a building should be identified by a room or suite number. In internal publications, it is acceptable to use a shortened form of the building name followed by the room number. In external publications, use the building name followed by a comma, the word “room” and room number in figures.

Correct for internal publications:

The group will meet in AMU, 236.

Correct for external publications:

The group will meet in the Alumni Memorial Union, Room 236.

S.J.

Use only after the full name of a Jesuit priest. Note the periods.

See **Society of Jesus**.

saint

Always capitalize and abbreviate “saint” as part of a name, including city names. As a general term, “saint” is not capitalized and should be spelled out.

Correct:

St. Ignatius founded the Society of Jesus. The St. Louis Jesuits are known for their liturgical music. Many believed Mother Teresa was a living saint.

Sister

Do not abbreviate. Capitalize and use as a title before the woman's name in all references to Catholic sisters and nuns. On first reference, use the initials of the religious order after the woman's first and last names. Do not attach periods to the initials of the religious order, but use commas on both sides of the initials of the order. On subsequent references, use the title "Sister," but follow the woman's preference in using her first or last name after the title.

Correct:

Sister Mary Jones, SSJ, was my first-grade teacher.
Sister Jones was a kind woman.

Society of Jesus

The formal name of the Jesuits, founded in the 16th century by St. Ignatius of Loyola

See **father, Rev.** and **S.J.**

speeches

See **publication titles.**

St. Joan of Arc Chapel

On first reference, always use the full name of the chapel. In subsequent references, "the chapel" is acceptable and does not need to be capitalized. Derivative forms of the name, such as Chapel of St. Joan of Arc, are not acceptable in any usage. An accepted description for the chapel is available at marquette.edu/chapel.

state abbreviations

Use the two-letter postal abbreviations for states **only** in mailing addresses (listed below; do not use periods). Otherwise, spell out the name of the state if no city is indicated. If a city is indicated, abbreviate the state name as listed. Always spell out Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

State	Postal abbreviations	Text abbreviations	State	Postal abbreviations	Text abbreviations
Alabama	AL	Ala.	Montana	MT	Mont.
Alaska	AK	Alaska	Nebraska	NE	Neb.
Arizona	AZ	Ariz.	Nevada	NV	Nev.
Arkansas	AR	Ark.	New Hampshire	NH	N.H.
California	CA	Calif.	New Jersey	NJ	N.J.
Colorado	CO	Colo.	New Mexico	NM	N.M.
Connecticut	CT	Conn.	New York	NY	N.Y.
Delaware	DE	Del.	North Dakota	ND	N.D.
Florida	FL	Fla.	Ohio	OH	Ohio
Georgia	GA	Ga.	Oklahoma	OK	Okla.
Hawaii	HI	Hawaii	Oregon	OR	Ore.
Idaho	ID	Idaho	Pennsylvania	PA	Pa.
Illinois	IL	Ill.	Rhode Island	RI	R.I.
Indiana	IN	Ind.	South Carolina	SC	S.C.
Iowa	IA	Iowa	South Dakota	SD	S.D.
Kansas	KS	Kan.	Tennessee	TN	Tenn.
Kentucky	KY	Ky.	Texas	TX	Texas
Louisiana	LA	La.	Utah	UT	Utah
Maine	ME	Maine	Vermont	VT	Vt.
Maryland	MD	Md.	Virginia	VA	Va.
Massachusetts	MA	Mass.	Washington	WA	Wash.
Michigan	MI	Mich.	West Virginia	WV	W.Va.
Minnesota	MN	Minn.	Wisconsin	WI	Wis.
Mississippi	MS	Miss.	Wyoming	WY	Wyo.
Missouri	MO	Mo.			

telephone numbers

For external print pieces, use periods to separate the numbers. For Web copy — because smart phone users can use the click-to-dial feature — use parentheses to set off an area code from the phone number, with one space between the close parentheses and the start of the phone number. These rules also apply to toll-free (800 or 888) numbers. For internal print pieces, it is acceptable to abbreviate a number as 8.1212.

Correct for external print publications:
For information, call 414.288.1212.

Correct for Web copy:
For information, call (414) 288-1212.

that/which

Use "that" for essential clauses and without commas. Use which for nonessential clauses and with commas. If you can drop the clause and not lose the meaning of the sentence, use "which." Otherwise, use "that."

Correct:
I remember the day that Eckstein Hall opened. The building, which opened a year ago, has had hundreds of visitors.

Incorrect:
It is the only building which is open Sunday.

theatre

All references should be spelled “theatre” in Marquette publications. The correct building names on Marquette's campus are: the Evan P. and Marion Helfaer Theatre, the Varsity Theatre, and the Tony and Lucille Weasler Auditorium. Most major Milwaukee-area performing arts venues also follow this spelling (only the Milwaukee Repertory Theater uses the “er” ending).

think/feel/believe

See **believe/feel/think**.

though/although/while

Although/though means in spite of the fact. *Although/though* she is the youngest in her class, she is the smartest. While denotes a time element. He got sick *while* on vacation.

time of day

See **a.m.**, **p.m.**, **noon**, **midnight**.

titles (job)

Capitalize job titles that immediately precede a person's name. Do not capitalize job titles if the title follows the person's name or is adapted from the proper title. Note that some job titles include a term that also is part of the office or department name but that those terms are not capitalized as part of the job title. This retains consistency between titles that relate to the department name and those that do not.

In most cases, it is preferable to use sentence constructions that allow lowercase titles because these are easier to read. A series of capitalized words — the person's title, then proper name — looks awkward in printed material and is difficult to read.

Correct:
Tricia Geraghty, vice president for marketing and communication, will speak at the meeting. Vice President for Marketing and Communication Tricia Geraghty will speak at the meeting. The officers spoke with the fire chief at the scene. Doug Frohmader is the university's creative director and works in the Office of Marketing and Communication, which is headed by Patricia Geraghty, vice president for marketing and communication.

The university president, Rev. Scott R. Pilarz, S.J., welcomed students. (President is Father Pilarz's title, but it is not used as a direct title in this case. Instead, it is used as an appositive — an explanatory phrase or introduction for the name — and is not capitalized.) President Scott R. Pilarz was expected to attend. Also see **capitalization**, **department names (university)**, **publication titles** and **religious orders**.

titles (publications)

See **publication titles**.

toward

Never towards

United States/U.S.

Use the abbreviation *U.S.* only as an adjective. Spell out *United States* when used as a noun.

Correct:
The U.S. Navy offers ROTC courses at Marquette. He came to the United States with his parents.

university

Do not capitalize university except in use of the full name of the institution.

Correct:
Marquette University was founded in 1881. The university values its heritage. Students can volunteer to assist in Milwaukee-area programs through the university's Office of Student Development.

university-wide

Note the use of the hyphen. Ordinarily, terms using “-wide” are not hyphenated, but the hyphen in this case is added for ease of reading.

vice president

Vice president is not capitalized except as a title immediately preceding someone's name.

Correct:
Vice President Tricia Geraghty will speak at the meeting. Tricia Geraghty, vice president for the office of marketing and communication, will attend. Also see **titles (job)** and **capitalization**.

Westowne Square

This is the name of the area west of the main entrance to the Alumni Memorial Union, south of the Weasler Auditorium. Do not refer to it as Westowne Mall or West Towne Square.

whether/if

The term “whether” implies a choice. “Whether or not” is redundant and should be avoided. It's even more succinct to use “if.”

Correct:
He is debating whether to go home for the holidays. He is debating if he should go home for the holidays.

Incorrect:
He is debating whether or not he should go home for the holidays.

Web, webcam, webcast, webmaster, website but Web page, Web feed

Capitalize the word Web only when it stands alone.

Correct:
I found it on the Web. Check out this website.

Web addresses

Lowercase all letters in a URL unless the address would be incorrect without them. Write URLs as one word. Do not include www. as a prefix unless the URL will not work without it.

Correct:
You can find out more at marquette.edu.

Incorrect:
You can find out more at Marquette.edu. You can find out more at www.marquette.edu.

while/although/though

Although/though means in spite of the fact. *Although/though* she is the youngest in her class, she is the smartest. While denotes a time element. He got sick *while* on vacation.

Years

Do not repeat the beginning numerals of a decade if they are the same as the start decade.

Correct:
Rev. Scott R. Pilarz, S.J., assumed the presidency of Marquette at the beginning of the 2011–12 year.

Incorrect:
Rev. Scott R. Pilarz, S.J., assumed the presidency of Marquette at the beginning of the 2011–2012 year.

ZIP code

ZIP is an acronym for Zone Improvement Program and should be uppercased in all uses.

MARQUETTE UNIVERSITY INVITATION PROTOCOL

Invited by:

When the president does the inviting, the Office of Marketing and Communication *and* University Special Events must be contacted before invitations are created and printed. Special Events recommends being contacted eight weeks before an event date.

President

Father Pilarz uses his middle initial on invitations. President on a separate line followed by Marquette University on separate line

OR

President of Marquette University on same line

Examples:

Rev. Scott R. Pilarz, S.J.

President

Marquette University

OR

Rev. Scott R. Pilarz, S.J.

President of Marquette University

Dean

Name

List college on separate line

Examples:

Dr. Sally Jones

College of Business Administration

OR

Sally Jones

Dean of the College of Business Administration

Use prefix or suffix, but never both

Examples:

Dr. Sally Jones

Sally Jones, Ph.D.

But never Dr. Sally Jones, Ph.D.

Alumni

If anyone named in an invitation is an alumnus of Marquette, please indicate so:

Example:

John Smith, Arts '04

When no particular person is doing the inviting: "You are invited" or "You are cordially invited"

However, it is preferred that an inanimate object not do the inviting.

The College of Engineering invites you, etc.

Whenever possible, indicate the person(s) doing the inviting. However, the Marquette Alumni Association has chapters and clubs and uses the language, "The Marquette Club of Chicago." The word "alumni" is understood, therefore it is perfectly acceptable for invitations from those entities to read:

The Marquette Club of (city) invites you ...

The Helen Way Klingler College of Arts and Sciences Alumni Association invites you ...

Inviting:**The invite**

"Name of person" invites you to ...

"Requests the pleasure of your presence" and "requests the honor of your presence" are not acceptable on university invitations.

The event

Be sure it fits the purpose of the gathering.

Example:

You are invited to join us for the Fifth Annual Awards Dinner ...

You are invited to attend a retirement party for Sally Jones

NOTE: It is never appropriate to have a "first annual."

The event information is always listed as:

Date, time, place:

Example:

Monday, March 1, 2004
6:00 p.m.
Varsity Theatre
1324 West Wisconsin Avenue
Milwaukee, Wisconsin

The date

Include the day of the week spelled out.

Include the month spelled out.

Include the date and year. Do not use ordinals (th, nd, rd) after a date.

Example:

Monday, March 1, 2004

If the year is included in the title of the event, the information should appear as:

Example:

The 2004 Peterson Scholarship Award Luncheon
Tuesday, June 22

The time

Starting time is required.

Ending time is optional and not included unless for significant purpose, i.e., a business lunch that indicates the event will end at a given time, not consuming an entire afternoon.

Use minutes when listing time, and lowercase and use periods with a.m. and p.m. List a.m. or p.m. directly after each numeral.

Example:

6:00 p.m.
not 6 p.m. (noting difference from non-invitation style)

6:00 p.m. – 8:00 p.m.

The place

Use the building name.

Use the street address when appropriate.

Use "on the campus of Marquette University," if appropriate.

Use the donor name for all named rooms.

Indicate the floor location with each word capitalized.

Example:

Alumni Memorial Union
Monaghan Ballroom
Third Floor

Alumni Memorial Union
1442 West Wisconsin Avenue
on the campus of Marquette University

Street address:

Spell out north, south, east and west.

Spell out the street name.

Spell out avenue, street, etc.

Use city and state when necessary. Spell out both.

Do not use a ZIP code in the body of an invitation.

Incidental information:

This should be set off from the rest of the invitation and implied as less significant.

Example:

Dress information

Response information:

Use a month and date. The day is optional.

List the name or department with a phone number, including area code. The most common response language includes a phone number and email address.

Example:

Please respond by March 17 to Sally Jones at 414.288.0000

Please respond by Tuesday, March 17, to Sally Jones at 414.288.0000.

Please respond by Tuesday, March 17, to universityspecialevents@marquette.edu or 414.288.7431.

If a response card is enclosed, the response language does not have to be mentioned on the invitation but can be if space allows.

The language "questions or special needs" must be included. This is in compliance with the Americans with Disabilities Act. It covers inquiries for people with disabilities or special dietary needs.

Example:

For questions or special needs, please call 414.288.0000

Parking information:

Standard parking languages is as follows:

Parking is available in the Wells Street Parking Structure located at 1240 West Wells Street or the 16th Street Parking Structure located at 749 North 16th Street.

Parking is available in the Wells Street Parking Structure located at 1240 West Wells Street.

Parking is available in the 16th Street Parking Structure located at 749 North 16th Street.

Parking is available in the Eckstein Hall Lot located at 1215 West Michigan Street.

Parking fees: There are parking fees associated with the parking structures. It is the responsibility of the initiating department to contact the parking office to negotiate parking arrangements for events. It is not preferred style to include the cost of parking on invitation, but exceptions can be made by special request.

Example:

Parking is available for \$3 in the 16th Street Parking Structure located at 749 North 16th Street.

Response card:

The card MUST include the title and date of the event as it appears on the invitation.

Example:

___ Yes, I/we will attend.

___ No, I/we are unable to attend.

Ask for name(s) with college and year.

Postage is not to be included on a response card.

Prices should appear on response card only, not on the invitation.

If an event price includes a contribution, it must include IRS language.

Example:

Each dinner reservation, less (x amount) per person, is deductible to the full extent allowed by law.

Return address:

When the president does the inviting:

Example:

Office of the President

Marquette University

P.O. Box 1881

Milwaukee, WI 53201-1881

It is not our style to write out "Post Office Box."

P.O. Box 1881 is correct.

University building delivery addresses*

Not all addresses on this list are accessible by vehicle.

Abbottsford Residence Hall	722 N. 13th St.	Marquette Hall	1217 W. Wisconsin Ave.
Academic Support Facility	735 N. 17th St.	Marquette Neighborhood	1834 W. Wisconsin Ave., Suite 100 Health Center
Alumni Memorial Union	1442 W. Wisconsin Ave.	Mashuda Residence Hall	1926 W. Wisconsin Ave.
Annex II	749 N. 17th St.	McCabe Residence Hall	706 N. 17th St.
Arts and Sciences (Marquette Hall) . .	1217 W. Wisconsin Ave.	McCormick Residence Hall.	1530 W. Wisconsin Ave.
Business Administration Straz Hall	606 N. 13th St.	McGuire Center	770 N. 12th St.
Campus Town East	1500 W. Wells St.	Nursing (Emory T. Clark Hall).	530 N. 16th St.
Campus Town West	819 N. 16th St.	O'Donnell Residence Hall	725 N. 18th St.
Carpenter Tower Residence Hall.	716 N. 11th St.	Rec Center (Helfaer Rec Center)	525 N. 16th St.
Child Care Center Krueger Child Center.	500 N. 19th St.	Schroeder Residence Hall.	725 N. 13th St.
Clark Hall (Nursing)	530 N. 16th St.	Schroeder Complex	561 N. 15th St.
Cobeen Residence Hall	729 N. 11th St.	Sensenbrenner Hall	1103 W. Wisconsin Ave.
Coughlin Hall.	607 N. 13th St.	Service Building	517 N. 14th St.
Cramer Hall.	604 N. 16th St.	Straz Hall.	606 N. 13th St.
Cudahy Hall.	1313 W. Wisconsin Ave.	Straz Tower.	915 W. Wisconsin Ave.
Dental Clinic	2906 S. 20th St. Parkway Center Milwaukee, WI 53215	Student Health Service.	545 N. 15th St.
School of Dentistry	1801 W. Wisconsin Ave.	Theatre (Helfaer Theatre)	525 N. 13th St.
Eckstein Hall.	1215 W. Michigan St.	Union Sports Annex	804 N. 16th St.
Education (Schroeder Complex)	561 N. 15th St.	Valley Fields	1818 W. Canal St.
Engineering Engineering Hall	1637 W. Wisconsin Ave.	Weasler Auditorium	1506 W. Wisconsin Ave.
Haggerty Hall	1515 W. Wisconsin Ave.	Wehr Chemistry	535 N. 14th St.
Olin Engineering Center	1500 W. Wisconsin Ave.	Wehr Life Sciences.	530 N. 15th St.
Frenn Apartments.	1615 W. Wells St.	Wehr Physics	540 N. 15th St.
Church of the Gesu.	1145 W. Wisconsin Ave.	Wells Street Parking Structure	1240 W. Wells St.
Church of the Gesu Parish	Gesu Parish Center 1210 W. Michigan Ave. Milwaukee, WI 53233 (all Gesu U.S.P.S. and campus mail should be directed here)	Varsity Theatre	1324 W. Wisconsin Ave.
Gilman Apartments.	1621 W. Wells St.	Zilber Hall	1250 W. Wisconsin Ave.
Gym	Gymnasium, 1530 W. Clybourn St.	16th Street Parking Structure	749 N. 16th St.
Haggerty Museum of Art	530 N. 13th St.	707 Building	707 N. 11th St.
Health Sciences (Schroeder Complex).	561 N. 15th St.	1700 Building	1700 W. Wells St.
Helfaer Building	750 N. 18th St.		
Helfaer Theatre	525 N. 13th St.		
Holthusen Hall	1324 W. Wisconsin Ave.		
Humphrey Hall Apartments	1716 W. Wisconsin Ave.		
Jesuit Residence	1404 W. Wisconsin Ave.		
Johnston Hall	1131 W. Wisconsin Ave.		
Lalumiere Language Hall	526 N. 14th St.		
Libraries Law Library	1215 W. Michigan St.		
Raynor Memorial Libraries	1355 W. Wisconsin Ave.		

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College of the Holy Cross

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Loyola Marymount University

Loyola University Chicago

Loyola University Maryland

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Regis University

Rockhurst University

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