

Marquette University
Office of Marketing and Communication

EDITORIAL STYLE GUIDE

2018



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

Initials: **W.E.B. DuBois**
(no spaces — differs from MLA)

magis

Monaghan Ballroom

nonprofit

Dr. E. J. O'Brien Jesuit Residence

note space between initials

online

Père Marquette

Ratio Studiorum

theatre

United States — as a noun

U.S. — as an adjective

web

web browser

webmaster

webpage

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.

Accents on letters

The two-step process for letters with accents
(option = alt [PC])

é – option + e / letter

è – option + ` / letter

ü – option + u / letter

ö – option + u / letter

ñ – option + n / letter

å – option + a

ê – option + i / letter

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PROOFREADERS' MARKS

Mark in Margin	Instruction	Mark on the Manuscript	Corrected Type
	Delete	student housing is	housing is
	Insert	Most [^] students live	Most freshman students live
	Let stand	student housing is	student housing is
	Make upper case (capital)	Marquette <u>u</u> niversity	Marquette University
	Make lower case	the political science class	the political science class
	Make italics	Most <u>students</u> live	Most <i>students</i> live
	Transpose	housing <u>student</u> is	student housing is
	Close space	the un [^] iversity	the university
	Spell out	<u>MUSG</u>	Marquette University Student Government
	Insert space	the history [^] faculty	the history faculty
	Start paragraph	Most students live ... ¶ University facilities ...	Most <i>students</i> live ... University facilities ...
	No paragraph	... in university facilities. [^] However, in university facilities. However, ...
	Set in small capitals	the <u>faculty</u>	the FACULTY
	Set in roman type	the <u>faculty</u>	the faculty
	Set in bold face	the <u>faculty</u>	the faculty
	Set in light face	the <u>faculty</u>	the faculty
	Insert period	The course is no longer offered [^]	The course is no longer offered.
	Insert comma	However [^] , we regret to inform you ...	However, we regret to inform you ...
	Insert hyphens	day [^] by [^] day	day-by-day
	Insert colon	by calling the following number [^]	by calling the following number:
	Insert semicolon	The course is not offered in the fall [^] ; it is offered in the spring.	The course is not offered in the fall; it is offered in the spring.
	Insert apostrophe	the student [^] s book	The student's book
	Insert quotation marks	... will contribute to the academic atmosphere, [^] Said Smith.	... will contribute to the academic atmosphere," Said Smith.
	Insert parentheses	Mary Brown [^] Class of 1984 [^]	Mary Brown (Class of 1984)
	Insert brackets	(Mary Brown [^] 1980-1984 [^] attended ...)	(Mary Brown [1980-1984] attended ...)
	Insert en dash	1950 [^] -1960	1950–1960
	Insert em dash	The message [^] , be successful.	The message—be successful
	Insert superior type	2 [^] =4	2 =4
	Insert inferior type	H ₀ [^]	H O
	Insert asterisk	the student [^] *	the student*
	Flush left	The course is offered at this location.	The course is offered at this location.
	Flush right	The course is offered at this location.	The course is offered at this location.
	Flush paragraph	The course is offered at this location.	The course is offered at this location.
	Ellipsis	the student [^] ...	the student ...

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 Sarah Painter Koziol 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. **It is our style to avoid using an acronym in parentheses after the full name.** But if such clarification is necessary, especially for unfamiliar external audiences, an acronym in parentheses is allowable. 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 a priest's name: "Rev. Thomas Krettek, S.J., is vice president for mission and ministry." An exception is made for religious sisters, who prefer the rendering of their orders without 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:

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., M.A. and M.F.A. *MBA follows AP style and uses no periods.*

A two-year degree is an associate degree (no "s" on associate).

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.

admissions counselor

Note “s” in admissions.

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.

Correct:

Marquette is her alma mater.

Hail Alma Mater is sung at the close of Marquette’s Commencement ceremony.

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 represents more than 114,000 living alumni, parents and friends of the university worldwide. 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.

AHPRC

Spell out Athletic and Human Performance Research Center on first reference. AHPRC is acceptable on subsequent references.

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 Francis on first reference and Francis, the pope or the pontiff, lowercase, 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 *since* 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.

Beyond Boundaries

This is the name for Marquette’s strategic plan implemented in 2017. Note capitalization and italics (considered a written document).

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. In 2013 Marquette and nine other like-minded institutions officially formed a new conference, taking the old conference’s name with them. All Marquette sports teams play in the Big East Conference. Marquette first joined the conference in 2005.

BioDiscovery District

Current name for campus master plan building project to incorporate science buildings.

bishop/archbishop/cardinal/pope

See **archbishop**.

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, when referring to Marquette. Other company and organization boards should be lowercase.

Correct:

The Board of Trustees can have no fewer than 25 members. The Board can have no more than 40 members.

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 “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

Use the full name of a building on first reference in external publications as an acknowledgement 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).

business faculty titles

The titles of Drs. Belasco, Fisher, Jolly and Milokavich should read as “assistant professor of practice of ...” with the ellipsis standing for their specialty (i.e., sales, marketing, finance).

campus master plan

Do not capitalize.

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,” or “of” in titles unless they are the first word of the title. (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:

Dave Murphy, vice president, will speak at the meeting. Vice President Dave Murphy will speak at the meeting. The office's vice president, Dave Murphy, will speak. (Vice president is Dave Murphy'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.)

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

See **archbishop**.

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
Ed	Education (fall 2008+)
Eng	Engineering
Grad	Graduate School
H Sci	Health Sciences (1997+)
Hon Deg	Honorary Degree
Jour	Journalism (before 1988)
Law	Law School
Med	Medical School (last class:1967)
Med Tech	Medical Laboratory Technology (before 1997)
Nurs	Nursing
PT	Physical Therapy (before 1997, went to doctoral status in 2005)
Prof St	College of Professional Studies (ended in 2016)
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. Magazines are exempt and can use Klingler College of Arts and Sciences and Diederich College of Communication on first reference:

Helen Way Klingler College of Arts and Sciences
(no &, second reference: Klingler College)

College of Business Administration

J. William and Mary Diederich College of Communication
(no "s" at the end or &, second reference: Diederich College)

College of Education

College of Health Sciences

College of Professional Studies

College of Nursing

Graduate School

Graduate School of Management

Law School

Opus College of Engineering (second reference: Opus College)

School of Dentistry (do not use Dental School)

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 (exception: Law School uses serial commas). 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, criminology and law studies, and theology. (Use the comma before "and" to clarify that criminology and law studies 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."

Commencement is celebrated in May. Marquette no longer celebrates Mid-year Commencement. The last time that event was celebrated was December 2013.

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 University Staff Assembly will meet at 3 p.m.

The assembly includes 15 officers.

The Commons

Capitalize "The" in all references to this residence hall.

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. (See **corporation**.)

Correct:

The 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* 33 members, including Jesuits, alumni and business leaders. (The board includes 33 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. (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, lowercase, 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 the 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. Representatives from Best Breads Inc. also will attend the meeting.

course work

Two words in all uses.

credentials

Do not use periods in abbreviations of licensed credentials, such as RN (registered nurse) and PE (professional engineer), following a person’s name. Use periods in degrees used as credentials. (See **academic degrees**.)

Cullinan, Dr. William E.

Prefers his name as above and with his director of the Integrative Neuroscience Research Center title included with his dean title.

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 fliers, 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.

Deans Council

No possessive.

deans (endowed)

The College of Business Administration deanship is endowed and should be referred to as the James H. Keyes Dean of Business Administration. See **Till, Dr. Brian D.**

The Opus College of Engineering deanship is also endowed and should be referred to as the Opus Dean of the Opus College of Engineering.

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 **only** (not other universities' departments). 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, lowercase "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 many 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.

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

email

May be used as a noun or verb. Do not capitalize. When writing out university email addresses, use all lowercase letters.

Correct:

laura.smith@marquette.edu

Incorrect:

Laura.Smith@Marquette.edu

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.

Facebook

The first letter of the social media site is capitalized in all instances, even though its logo features a lowercase "f." For more information about social media at Marquette, including university accounts and recommendations, go to marquette.edu/social.

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. (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. Note commas before and after S.J.

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 2013. 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 not need to be set in italics or translated. (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 Book Marq/**bookstore**).

God

Capitalize subsequent references to He and Him.

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. This symbol may be used **only by permission**. For permission, call the Athletics Department at 288.6303. (See **MU/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 acknowledgement 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. Also, do not hyphenate health care when used as a compound modifier.

holistic

Not "wholistic"

home page

Two words per AP

Hunger Clean-up

hyphens

Hyphenate 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**.

initials

There is no space between the letters when there is more than one initial in a name. Note that this is different from the MLA style. Use the MLA style in academic publications such as *Renascence*.

Correct:

W.E.B. DuBois

Exception:

Dr. E. J. O'Brien Jesuit Residence

Innovation Alley

Name for proposed Engineering/Business Administration building in campus master plan.

insure/ensure

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

internet

Lowercase in all uses.

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.

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.

Kearney, Joseph D.

Dean of the Law School prefers middle initial in his name.

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, he raised \$200 million dollars (indicates he did this 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. The 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.

macebearer

One word

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 lowercase 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.

MBA

No periods

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. Months can be spelled out when used in posters, fliers and postcards.

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 March 25, 2013. Flowers were planted in May 2012. Please hold the date of Oct. 27, 2013, for the dinner. His birthday is Sept. 15.

more than

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

MU, MU monogram

Do not use the abbreviation "MU" in external publications. The MU monogram is **trademarked and was developed explicitly 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. (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.

Dr. E. J. O'Brien Jesuit Residence

Note extra space after "E."

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.

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, 749 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**.

patent names

Use italics, not quotation marks.

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

plus

Spell out, do not use +.

Correct:

There are a 100-plus students involved.

pope/archbishop/bishop/cardinal

See **archbishop**.

president

The term president is not capitalized unless it immediately precedes a person's name as a formal title. Never abbreviate president, and do not include a president's academic title when referencing his or her title as president of the university. On second reference, Marquette's president can be referred to as President Lovell. This also refers to deans.

Correct:

The president of Marquette University is Dr. Michael R. Lovell. Marquette University President Michael R. Lovell addressed the group. He was named president of the university. The president of the university spoke.

Incorrect:

Dr. Michael R. Lovell is the President. Pres. Michael R. Lovell will speak. President Dr. Michael R. Lovell will speak. College of Education Dean Dr. Bill Henk spoke to the group.

programs

Capitalize the name of a program when the word "program" follows. Only capitalize "program" if it's officially part of the name.

Correct:

Educational Opportunity Program

Trinity Fellows program

publication titles

Titles of publications should be set in italics, not underlined or in quotes. This is different from AP style. This includes books, films, magazines, movies, newspapers, plays, songs, speeches, television programs, computer/video games 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, handbooks and similar publications.

Correct:

Many students watch *60 Minutes* on Sunday evening. The university magazine, *Marquette Magazine*, is published three times a year. 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, even if it is in the middle of another 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. The 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 **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 Jesuit has not yet been ordained, do not use Rev., but include S.J. after his name. Do not abbreviate as Fr. Use Father Lastname in subsequent references. (See **Father** and **Society of Jesus**.)

Correct:

Rev. Robert A. Wild, S.J., was president of Marquette for more than 15 years. Father Wild attended many basketball games.

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**.) Also, note that there is always a comma before the S.J., and after, in a sentence.

Correct:

Rev. Robert A. Wild, S.J., was president of Marquette for more than 15 years.

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.

707 Hub

Spelled as above on first reference. When “hub” is used alone in subsequent references, it should be lowercase.

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. “Sr.” is not an acceptable abbreviation for “Sister.”

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**.

Spiritual Exercises

Italicize all references.

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.

students

In Advancement materials, students will be referred to as students from his/her college, **not as future graduates**.

Correct:

Arts student; Business student; Communication student; Dental student; Education student; Engineering student; graduate student; Health Sciences student; Law student; Nursing student

Incorrect:

Joe Smith, Arts ‘20

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 Carolina	NC	N.C.
Florida	FL	Fla.	North Dakota	ND	N.D.
Georgia	GA	Ga.	Ohio	OH	Ohio
Hawaii	HI	Hawaii	Oklahoma	OK	Okla.
Idaho	ID	Idaho	Oregon	OR	Ore.
Illinois	IL	Ill.	Pennsylvania	PA	Pa.
Indiana	IN	Ind.	Rhode Island	RI	R.I.
Iowa	IA	Iowa	South Carolina	SC	S.C.
Kansas	KS	Kan.	South Dakota	SD	S.D.
Kentucky	KY	Ky.	Tennessee	TN	Tenn.
Louisiana	LA	La.	Texas	TX	Texas
Maine	ME	Maine	Utah	UT	Utah
Maryland	MD	Md.	Vermont	VT	Vt.
Massachusetts	MA	Mass.	Virginia	VA	Va.
Michigan	MI	Mich.	Washington	WA	Wash.
Minnesota	MN	Minn.	West Virginia	WV	W.Va.
Mississippi	MS	Miss.	Wisconsin	WI	Wis.
Missouri	MO	Mo.	Wyoming	WY	Wyo.

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.

Till, Dr. Brian D.

James H. Keyes Dean of Business Administration (acceptable in Business Administration collateral to shorten to James H. Keyes Dean of Business). Prefers use of middle initial.

time of day

See **a.m.**, **p.m.**, **noon** and **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:

Dave Murphy, vice president for marketing and communication, will speak at the meeting. Vice President for Marketing and Communication Dave Murphy will speak at the meeting. Doug Frohmader is the university’s creative director and works in the Office of Marketing and Communication, which is headed by Dave Murphy, vice president for marketing and communication. Dave Murphy of marketing and communication will speak.

The university’s president, Dr. Michael R. Lovell, welcomed students. (President is Dr. Lovell’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 Michael R. Lovell was expected to attend. (See **capitalization, department names (university), publication titles** and **religious orders**.)

titles (publications)

See **publication titles**.

toward

Never towards

Tumblr

The first letter of the social media site is capitalized in all instances, even though its logo features a lowercase “t.” For more information about social media at Marquette, including university accounts and recommendations, go to marquette.edu/social.

Twitter

For more information about social media at Marquette, including university accounts and recommendations, go to marquette.edu/social.

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 Dave Murphy will speak at the meeting.
Dave Murphy, vice president for the Office of Marketing and Communication, will attend. (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.

Note the "e." 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, webpage, webfeed but web browser (two words)

Lowercase all uses of web.

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.

ZIP code

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

Endowed Chairs, Labs and Rooms

Allen-Bradley Foundation Endowed Chair in Business Administration (Bus Ad)

Allis-Chalmers Corporation Distinguished Chair in International Affairs (Arts)

AMUW Chair in Humanistic Studies (Arts)

Charles H. Kellstadt Chair in Marketing (Bus Ad)

Clay Lafferty Microsensor Research Laboratory (Eng)

Coleman Chair in Entrepreneurship (Bus Ad)

Donald F. Flynn and Beverly L. Flynn Chair in Accounting (Bus Ad)

Donald J. Schuenke Chair in Philosophy (Arts)

Edward A. Brennan Chair in Retail Marketing (Bus Ad)

Emmett J. and Martha Doerr Chair in Theology (Arts)

Fotsch Family Machine Design Laboratory (Eng)

Frederick and Barbara Pfletschinger Habermann Chair in Chemistry (Arts)

Gerald Rauenhorst Energy Workshop (Eng)

Gretchen and Cyril Colnik Chair in Communication (Comm)

Grochowski Family Student Commons (Eng)

James A. McShane Chair in Construction and Engineering Management (Eng)

John and Kate Wakerly Student Commons (Eng)

Lucius W. Nieman Chair in Journalism

Prucha Chair in American Indian Affairs (Arts)

Ralph H. Metcalfe, Sr., Chair (Arts)

Rev. Francis C. Wade, S.J., Chair (Arts)

Rev. John P. Raynor, S.J., Chair (general)

Rev. William J. Kelly, S.J., Chair (Arts)

Robert Bernard Bell, Sr., Endowed Chair in Real Estate (Bus Ad)

Robert C. Greenheck Chair in Design and Manufacturing (Eng)

Robert F. Boden Chair in Law (Law)

Stanley V. Jaskolski Discovery Learning Laboratory (Eng)

Thomas H. and Suzanne M. Werner Endowed Chair in Secure and Renewable Energy Systems (Eng)

V. Clayton Lafferty Endowed Chair in Electrical Engineering (Eng)

Wisconsin Energy Foundation Classroom (Eng)

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

Dr. Lovell uses his middle initial on all invitations.

Formatting:

President on a separate line followed by Marquette University on a separate line

OR

President of Marquette University on same line

Examples:

Dr. Michael R. Lovell
President
Marquette University

OR

Dr. Michael R. Lovell
President of Marquette University/
President, Marquette University

Dean

Name

List college on separate line

Examples:

Dr. Sally Jones
College of Business Administration

OR

Dr. Sally Jones
Dean of the College of Business Administration/
Dean, College of Business Administration

Use prefix or suffix, but never both.

Example:

Dr. Sally Jones
Sally Jones, Ph.D. (Never Dr. Sally Jones, Ph.D.)

Alumni

If anyone named in an invitation is an alumnus/a 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, i.e. The Opus College of Engineering.

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:

Friday, December 5, 2014
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:

Friday, December 5, 2014

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

Example:

The 2014 Peterson Scholarship Award Luncheon

Sunday, 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 standard university style, which is based on Associated Press 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 language is as follows:

Complimentary 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 invitations, 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.

APPENDICES

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.
Al McGuire Center	770 N. 12th St.	Marquette University Medical Center	540 N. 16th St.
Alumni Memorial Union	1442 W. Wisconsin Ave.	Mashuda Residence Hall	1926 W. Wisconsin Ave.
Business Administration Straz Hall	1225 W. Wisconsin Ave.	McCabe Hall Apartments	706 N. 17th St.
Campus Town East	1600 W. Wells St.	McCormick Residence Hall.	1530 W. Wisconsin Ave.
Campus Town West	819 N. 16th St.	Nursing (Emory T. Clark Hall).	510 N. 16th St.
Carpenter Tower Residence Hall.	1032 W. Wisconsin Ave.	O'Donnell Residence Hall.	725 N. 18th St.
Child Care Center Krueger Child Center.	500 N. 19th St.	Rec Center (Helfaer Rec Center)	525 N. 16th St.
Clark Hall (Nursing)	510 N. 16th St.	Schroeder Residence Hall.	725 N. 13th St.
Cobeen Residence Hall	1111 W. Wells St.	Schroeder Complex	560 N. 16th St.
Coughlin Hall.	1303 W. Wisconsin Ave.	Sensenbrenner Hall	1103 W. Wisconsin Ave.
Cramer Hall.	604 N. 16th St.	Service Building	1404 W. Clybourn St.
Cudahy Hall.	1313 W. Wisconsin Ave.	Straz Hall.	1225 W. Wisconsin Ave.
School of Dentistry	1801 W. Wisconsin Ave.	Straz Tower	915 W. Wisconsin Ave.
Eckstein Hall	1215 W. Michigan St.	Theatre (Helfaer Theatre)	1304 W. Clybourn St.
Education (Schroeder Complex)	560 N. 15th St.	Union Sports Annex	804 N. 16th St.
Engineering Engineering Hall	1637 W. Wisconsin Ave.	Valley Fields	1919 W. Canal St.
Haggerty Hall	1515 W. Wisconsin Ave.	Weasler Auditorium	1506 W. Wisconsin Ave.
Olin Engineering Center	1500 W. Wisconsin Ave.	Wehr Chemistry	1414 W. Clybourn St.
Frenn Apartments.	1615 W. Wells St.	Wehr Life Sciences.	1428 W. Clybourn St.
Church of the Gesu.	1145 W. Wisconsin Ave.	Wehr Physics	1420 W. Clybourn St.
Church of the Gesu Parish	Gesu Parish Center 1210 W. Michigan Ave. Milwaukee, WI 53233 <small>(all Gesu U.S.P.S. and campus mail should be directed here)</small>	Wells Street Parking Structure	1240 W. Wells St.
Gilman Apartments.	1621 W. Wells St	Varsity Theatre	1326 W. Wisconsin Ave.
Global Water Center	247 W. Freshwater Way	Zilber Hall	1250 W. Wisconsin Ave.
Gym	Gymnasium, 1532 W. Clybourn St.	16th Street Parking Structure	749 N. 16th St.
Haggerty Museum of Art	1234 W. Tory Hill	707 Building	1102 W. Wisconsin Ave.
Health Sciences (Schroeder Complex).	560 N. 16th St.	1700 Building	1700 W. Wells St.
Helfaer Theatre	1304 W. Clybourn St.		
Holthusen Hall	1324 W. Wisconsin Ave.		
Humphrey Residence Hall	1716 W. Wisconsin Ave.		
Dr. E. J. O'Brien Jesuit Residence	1324 W. Wells St.		
Johnston Hall	1131 W. Wisconsin Ave.		
Lalumiere Language Hall	1310 W. Clybourn St.		
Libraries Law Library	1215 W. Michigan St.		
Raynor Memorial Libraries	1355 W. Wisconsin Ave.		

*** To be used for FedEx and UPS deliveries.
The ZIP code for these deliveries is 53233.**

**For regular U.S. Postal Service delivery, you must
use the following format to avoid delivery delays:**

**Name
Department
Marquette University
P.O. Box 1881
Milwaukee, WI 53201-1881**

Full names of Marquette buildings

Academic buildings

707 Building (Old Line Life Insurance Bldg.)
1700 Building (Physician Assistant Program)
Academic Support Facility
Alumni Memorial Union
Father Pedro Arrupe, S.J., House
Campus Town East (Addresses below 1600)
Campus Town West (Addresses 1600 or greater)
Emory T. Clark Hall (Nursing)
Charles L. Coughlin Hall
Harriet Barker Cramer Hall
Katharine Reed Cudahy Hall
School of Dentistry
Ray and Kay Eckstein Hall
Engineering Hall
Patrick and Beatrice Haggerty Museum of Art
Patrick E. Haggerty Hall and Olin Engineering Center
Gymnasium (Navy ROTC/Army ROTC)
Helfaer Building
Helfaer Tennis Stadium and Recreation Center (Named for Evan P. Helfaer)
Evan P. and Marion Helfaer Theatre
Henry and Violet Holthusen Hall (Includes Varsity Theatre)
St. Joan of Arc Chapel
Robert A. Johnston Hall
Krueger Child Care Center
Rev. Stanislaus P. Lalumiere, S.J., Language Hall
Marquette Hall
Memorial Library
Dr. E. J. O'Brien Jesuit Residence
Rev. John P. Raynor, S.J., Library
Walter Schroeder Health Sciences and Education Complex
Frank J. Sensenbrenner Hall
Service Building (Facilities Services)
Service Garage (Fabco Bldg., 26th Street and Clybourn)
Soccer Pavilion (part of Valley Fields, just west of Gatehouse)
David A. Straz, Jr., Hall
David A. Straz, Jr., Tower Hall (Res Hall, Rec Plex and Finance)
Union Sports Annex
Valley Garage (1818 W. Canal St.)
Tony and Lucille Weasler Auditorium
Wehr Life Sciences
Todd Wehr Chemistry Building
William Wehr Physics Building
Joseph and Vera Zilber Hall

Residence halls and apartments

Abbottsford Hall
Campus Town East
Campus Town West
M. Carpenter Tower Hall
Charles Cobeen Hall
Frenn Building (1615 W. Wells St.)
Gilman Building (1621 W. Wells St.)
Holton Building (1619 W. Wells St.)
Glenn Humphrey Hall
Josephine M. Mashuda Hall
Rev. James McCabe, S.J., Hall
Victor McCormick Hall
Rev. Edward J. O'Donnell, S.J., Hall
Walter Schroeder Hall
David A. Straz, Jr., Tower Hall
Rev. Robert A. Wild, S.J., Commons

Jesuit institutions

There are 28 Jesuit colleges and universities in the United States, and they belong to the Association of Jesuit Colleges and Universities.

Boston College
Canisius College
College of the Holy Cross
Creighton University
Fairfield University
Fordham University
Georgetown University
Gonzaga University
John Carroll University
Le Moyne College
Loyola Marymount University
Loyola University Chicago
Loyola University Maryland
Loyola University New Orleans
Marquette University
Regis University
Rockhurst University
St. Joseph's University
Saint Louis University
Saint Peter's University
Santa Clara University
Seattle University
Spring Hill College
University of Detroit Mercy
University of San Francisco
University of Scranton
Wheeling Jesuit University
Xavier University

ajcunet.edu



MARQUETTE
UNIVERSITY

BE THE DIFFERENCE.