EDITORIAL STYLE GUIDE

REVISED APRIL 2013

ABOUT THIS STYLE GUIDE

The Ivy Tech Editorial Style Guide was created as a reference tool to maintain consistency and clarity in writing for internal and external audiences. The guide largely follows The Associated Press Stylebook with some changes included based on Ivy Tech Community College preference.

Unless otherwise noted, AP style should be followed.

Included in this Ivy Tech Style Guide is an alphabetical listing of words and phrases with guidelines for usage, followed by a punctuation guide and a list of facts about Ivy Tech.

COMMENTS OR QUESTIONS

Please email any comments or questions to **styleguide@lists.ivytech.edu**

STYLE GUIDE

ACADEMIC DEGREES

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: Max Green, who has a doctorate in psychology.

DO NOT capitalize academic degrees when spelled out.
> **EXAMPLE:** associate, bachelor's

Use an apostrophe in bachelor's degree, master's, etc., but not with associate (no "s"). Remove possession if used formally.
> **EXAMPLE:** Master of Science, Bachelor of Arts

Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name, never after just a last name. When used after a name, an academic abbreviation is set off by commas.
> **EXAMPLE:** Max Green, Ph.D., spoke to the class.

If you are using the formal name of a degree, it is capitalized.
> **EXAMPLE:** He earned a Master of Science degree from Indiana University.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.
> **WRONG:** Dr. Max Green, Ph.D.
> **RIGHT:** Dr. Max Green, a chemist.

If two doctors are being referenced that are married, it should be: Drs. [Last Name].
> **EXAMPLE:** The Drs. Pejic donate to Ivy Tech.

ACADEMIC DEPARTMENTS

Use lowercase except for words that are proper nouns or adjectives.
> **EXAMPLE:** the department of history, the English department.

Capitalize the formal names of schools and departments, but use the informal names whenever possible.
> **EXAMPLES:** Ivy Tech Department of Communications (or: communications department)
> Ivy Tech Financial Aid Office (or: financial aid office)

DO NOT capitalize "student board" or "board of trustees" or other widely used internal elements of an organization unless used as part of the formal title.
> **EXAMPLE:** board of trustees, Ivy Tech Board of Trustees

ACADEMIC SUBJECTS

Avoid capitalizing an academic subject when it is used as a general field of study. Capitalize academic subjects when they are part of the official title of a university entity, when they are the name of a language, and when they are the official title of a course or a short title that includes the course number.

> **EXAMPLES:** The College of Sciences offers programs in agriculture, biology, and physics.
>
> He's taking The Philosophy of Rhetoric with Professor Whitley.

Don't capitalize majors, like physics, that are not proper nouns, but do capitalize ones that are, like English.

> **EXAMPLE:** She majored in communications and minored in Spanish.

ACADEMIC TITLES

Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere. Abbreviate and capitalize common titles when used before a name.

> **EXAMPLES:** Prof. Max Green
>
> Asst. Prof. Max Green
>
> Assoc. Prof. Max Green

DO NOT abbreviate titles if they follow a name or if they stand alone.

DO NOT abbreviate president, secretary, treasurer, principal, director, attorney, manager, one-syllable titles or any title that is not generally recognized in its abbreviated form.

Use Dr. only for physicians, dentists, members of the paramedical professions and clergymen who hold earned or honorary doctorates.

DO NOT capitalize an occupation or descriptive adjectives and nouns used before a name.

> **EXAMPLE:** author Max Green

Capitalize titles preceding and attached to a name, but use lowercase if the title follows a name or stands by itself. Long titles should follow the name.

> **EXAMPLES:** President Max Green
>
> Max Green, president of Ivy Tech Community College

ADDRESS

Spell out words such as avenue, boulevard and street. Spell out numbered street names of one hundred or less. Use the abbreviations NW, NE, SW, and SE in city addresses after the street name.

AGES

News style: Spell out ages nine and under, use figures for all else. When used as a modifier or a noun, use hyphens.

> **EXAMPLE:** The 55-year-old student enjoys the four-year-old building.

ALUMNUS

Alumnus is a male graduate, alumni is its plural form. Alumna is for a female graduate and its plural form is alumnae. Use alumni when referring to a group of men and women. A student who attended but did not graduate should be referred to as a former student, not an alumnus or alumna.

AWARD

Capitalize when part of the official name of an award.

BUILDING

Lowercase unless part of a formal name.

CAMPUS

Lowercase.

CAMPUSWIDE

One word, no hyphen. Also applies to all compound words ending in *wide* (statewide, countywide, etc.).

CHANCELLOR

Lowercase unless preceding a name.

COLLEGE

Always capitalize when referencing Ivy Tech Community College.
> **EXAMPLE:** Enrollment rates are up throughout the College.

Lowercase when referencing *college* in general.
> **EXAMPLE:** Max Green enjoys going to college.

COURSE TITLES

Capitalize official course titles in running text. No italics or quotation marks are necessary. When listing a course number with the department abbreviation, put a space between the abbreviation, the course number and the course name.
> **EXAMPLE:** Max Green is taking COM 102 Intro to Interpersonal Communication.

COURSE WORK

Two words.

COURTESY TITLES

Never use courtesy titles such as Mr., Mrs., Ms., etc. Use Dr. only when the person is a medical doctor and use only on first reference (see **Academic Titles**).
> **EXCEPTION:** if a story subject requests a courtesy title be used, or when referring to an elderly/retired couple.

CREDIT HOURS

Use numerals to refer to credit hours.

DATES

Always use Arabic figures, without st, nd, rd or th when used in a full sentence. Exception is when used in logos, headlines, or graphics.

When a phrase refers to a month, day and year, commas are required before and after the year.
> **EXAMPLE:** Graduation will take place May 6, 2011, at the Patrick Center Building.

When including a day of the week with the date, use a comma after the day and after the date.
> **EXAMPLE:** The award ceremony is Wednesday, June 6, 2011, at the Patrick Center Building.

When including just a month and year, do not include a comma.
> **EXAMPLE:** The center will open in March 2013.

Do not use an apostrophe when referring to a full decade: 1960s.

Do use an apostrophe to designate missing numbers: '50s.

DEPARTMENTS

Academic departments should be lowercase.

DISABLED, DISABILITY

Preferred terms, rather than handicapped. Use "people first language" that describes what a person has, not who the person is.
> **EXAMPLE:** Rather than writing "she is autistic," instead write "she has autism."

Avoid: victim of, suffers with, afflicted by, wheelchair-bound, etc. Instead use: people with disabilities, he has a physical disability, people with mental illness, accessible seating, the disabled community, etc.

EMAIL

(n. and v.) Lowercase, no hyphen.

When listing an email, uppercase IvyTech only.
> **EXAMPLE:** johndoe@IvyTech.edu

EMERITUS, EMERITA

Set off by commas. If before the name, uppercase. If after, lowercase.

FRACTIONS

Spell out amounts less than one, using hyphens: two-thirds, three-fifths, etc. Use figure for precise amounts more than one, and use decimals whenever practical: 1.5 miles, not 1 1/2 miles.

FULL-TIME (ADJ.)

Only hyphenate when used as an adjective before a noun.
> **EXAMPLE:** Max Green is a full-time student.

GPA
No periods and all capitals, including when used as a first reference.

HEALTHCARE
One word in all uses.

HIS/HER
Refrain from using masculine pronouns for generic references that are not gender-specific. Pluralize the reference or eliminate the pronoun whenever possible.

HOMEPAGE
One word.

INTERNET
Always capitalized.

INTRANET
Always lowercase.

LEGISLATIVE TITLES
On first reference, use Rep. and Sen. before the name. Spell out lowercase representative and senator in other uses. When including party and state designations, set off with commas, not parentheses, and use AP abbreviation for the state. (See **States**)

LOGIN (ADJ.), LOG IN (V.)
Use your Ivy ID to log in. Your Ivy ID is your login information.

MAJORS, MINORS
Do not capitalize academic majors or minors unless they include a proper noun.

MBA
No periods. Use with *an*, not *a*.

MONTHS
News Style: Months with more than six letters are abbreviated.
> **ABBREVIATED:** Jan., Feb., Aug., Sept., Oct., Nov., Dec.
> **NOT ABBREVIATED:** March, April, May, June, July

NAMES
Use full first and last name and title upon first reference. (See also **courtesy title.**) Refer to subjects by last name after first reference.
> **EXCEPTIONS:** children under 12 years of age, people who share the last name, and the elderly.

NEWSPAPER OR PERIODICAL NAMES

Italicize names, include location in parentheses if necessary for proper identification. Capitalize *The* if included in the publication name.

NUMBERS

News style: spell out whole numbers below 10 or at the beginning of a sentence. Spell out first through ninth. For percentages, dimensions and ages, use figures for all.

Non-news style: Spell out whole numbers from one to ninety-nine and any of these followed by hundred, thousand, million, etc. For percentages use figures but spell out *percentage*.

ONLINE

One word.

PART-TIME (ADJ.)

Hyphenate as an adjective when used before the noun.

> **EXAMPLE:** Max Green is a part-time student.

PERCENT

Spell out the word percent; do not use the symbol unless in tables, footnotes, captions, and headlines.

PHONE NUMBER

When in body of text or when spoken (i.e. radio advertisement) no numbers, just 888-IVY-LINE.
When used with logo, 888-IVY-LINE (888-589-5463).

PROFESSOR

Capitalize before a name, lowercase elsewhere.

PROGRAM

Uppercase formal names of academic programs, but do not capitalize the word *program*. When referring to a program as a major or minor, do not capitalize.

> **EXAMPLES:** The Nursing program is growing.
>
> She was studying nursing.

REGIONS

Capitalize the first letter of the region if used as a region title. Do not hyphenate.

> **EXAMPLES:** Ivy Tech Central Indiana (not Ivy Tech-Central Indiana)
>
> Ivy Tech's northeast campus

Use lowercase when referencing a geographic location.

> **EXAMPLE:** Ivy Tech Central Indiana will partner with companies in southern Indiana this fall.

R.N.

Use following a name, offset with commas.

ROOM

Capitalize before a room number.

R.S.V.P.

Use uppercase letters with periods.

SCHOOLS

Capitalize the full names of schools: School of Applied Science & Engineering Technology, School of Business, School of Education, School of Fine Arts & Design, School of Health Sciences, School of Liberal Arts & Sciences, School of Nursing, School of Public & Social Services, School of Technology.

SEASONS

Do not capitalize when used as part of an academic period.

    EXAMPLE: Ivy Tech will make changes during the fall of 2012.

Do capitalize when referencing a specific semester.

    EXAMPLE: We are getting ready for the Fall 2012 semester.

SEMESTER

Always lowercase.

SMARTPHONE

One word.

STATES

When used alone, spell out. When used with a city, follow with a comma.

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

Do not abbreviate: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

The state, not The State, unless referring to the State of Indiana.

STATEWIDE

One word, no hyphen.

STREET

Spell out unless used with a numbered address.

TIME

Use figures except for noon and midnight. Remove :00 whenever possible. Use lowercase and periods to denote time of day (**a.m.** and **p.m.**).

UNITED STATES

Spell out whenever possible. When abbreviating, include periods: U.S.

WEBSITE

IvyTech.edu/ApplyNow. Caps on letters when two or more words are part of the website. Use if redirect is established.

ZIP CODE

Use all uppercase for *ZIP* and all lowercase for *code.*

PUNCTUATION

ABBREVIATIONS AND ACRONYMS

In most cases, spell out in first reference and abbreviate any following references.

> **EXAMPLE:** Students in the Associate Accelerated Program are encouraged by their professors. As an ASAP student, you will learn tools to help you succeed.

AMPERSAND

Spell out *and* unless the ampersand is part of a proper name.

BULLETED LISTS

Do not finish items in bulleted lists with a period unless multiple complete sentences are included in the bullet.

COMMAS

The serial comma should always be used in a series of three or more.

> **EXAMPLE:** Ivy Tech offers classes in Indianapolis, Fort Wayne, and Terre Haute.

ELLIPSIS

Space before and after three periods.

ITALICS

Italicize the names of books, newspapers, magazines, named blogs, albums, movies, plays, operas, etc. Italicize unfamiliar foreign words.

LISTS

Alphabetize all items in a list unless order or hierarchy demands otherwise.

QUOTES

Always set quotes off in separate paragraphs and give attribution within the quote. Attribute quotes in the present tense:

> **EXAMPLE:** Jones says, NOT Jones said.

Exceptions apply, such as instances where quote is from the distant past.

Attribute quotes using last names, unless more than one person shares the same last name. In that case, the full name should be used.

SPACING

Remove all double spaces at the end of each sentence.

QUICK FACTS

TOTAL NUMBER OF STUDENTS SERVED ANNUALLY

200,000

DEGREE-GRANTING LOCATIONS

31

LOCATIONS

75

MAIN CAMPUS LOCATION

50 W Fall Creek Pkwy N Dr
Indianapolis, IN 46208-5752

PHONE

888-IVY-LINE (888-489-5463)

31 DEGREE-GRANTING LOCATIONS

Anderson	Lawrenceburg
Batesville	Logansport
Bloomington	Madison
Columbus	Marion
Connersville	Michigan City
Crawfordsville	Muncie
East Chicago	New Castle
Elkhart	Richmond
Evansville	Sellersburg
Fort Wayne	South Bend
Franklin	Tell City
Gary	Terre Haute
Greencastle	Valparaiso
Indianapolis	Wabash
Kokomo	Warsaw
Lafayette	