

# Colby·Sawyer College

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## EDITORIAL STYLE GUIDE





## Colby-Sawyer College Style Guide

To achieve consistency in Colby-Sawyer College's written communications and publications, Marketing & Communications has developed an editorial style guide for the campus community. The *Colby-Sawyer College Style Guide* establishes the college's preferences in the punctuation and style of many commonly used words and phrases in our academic environment. In addition, the style guide offers general editorial guidelines in a number of other troublesome areas for writers and editors.

College style guides have as their foundation one or two widely used editorial style manuals and dictionaries. Colby-Sawyer College uses *The Associated Press Stylebook* as its primary style guide. For style issues not addressed by AP, we turn to *The Chicago Manual of Style*, 17th ed. Our primary reference book on spelling is *Webster's Collegiate Dictionary*.

For scholarly research, faculty members should use the style guides appropriate to their discipline. Academic style guides include, but are not limited to the *Publication Manual of the American Psychological Association* (APA), *The Chicago Manual of Style* and the Modern Language Association's *MLA Handbook*.

For further assistance, please contact Marketing & Communications at [communications@colby-sawyer.edu](mailto:communications@colby-sawyer.edu). We welcome your suggestions for additions to the *Colby-Sawyer College Style Guide*.

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## Abbreviations and acronyms

Abbreviations and acronyms should be used sparingly and only after spelling out the words on first usage.

*Students who earned a 3.5-grade point average (GPA) or above and maintained at least 12 credit hours were named to the Dean's List last spring.*

*They need to maintain a GPA of at least 3.5 each semester to remain on the Dean's List.*

Exceptions can be made for widely understood acronyms such as FBI, CIA and GOP.

## Academic courses

Capitalize the proper names of individual courses: *First-year students take Writing 101, a required course. First-year students take Introduction to Academic Writing, a required course.*

Lowercase fields of study in general, unless they include a proper noun or adjective: *She studies biology, but her brother is interested in American history and English.*

## Academic degrees

Abbreviations of academic degrees should not include periods or internal spaces: AA, AS, BA, BS, DNP, MA, MBA, MSW, PhD.

When academic degrees follow a person's name in the middle of a sentence, the degree is set off by commas: *John Smith, PhD, was the featured speaker.*

Do not include abbreviations for associate or bachelor's degrees following a person's name unless adhering to the conventions of a particular profession, as with BSN.

Capitalize full and formal names of specific degrees: *Bachelor of Science, Bachelor of Arts, Doctor of Philosophy.*

When referring to bachelor- and master-level academic degrees, lowercase the first letter of the degree and use an apostrophe: *bachelor's and master's degrees* (never bachelors and masters degrees).

*In 2000, John Smith earned a bachelor's degree in psychology. The following year, his wife also pursued a Bachelor of Arts degree.*

Do not use the possessive form when referring to an associate-level degree: *She earned an associate degree in 2021.*

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

"Doctoral" is an adjective and "doctorate" is a noun: *They all earned doctoral degrees. They all earned doctorates.*

The most common degrees include AA (Associate of Arts), AAS (Associate of Applied Science), AS (Associate of Science), BA (Bachelor of Arts), BFA (Bachelor of Fine Arts), BS (Bachelor of Science), BSN (Bachelor of Science in Nursing), MA (Master of Arts), MBA (Master of Business Administration), MEd or EdM (Master of Education), MFA (Master of Fine Arts), MPH (Master of Public Health), MS (Master of Science), MSN (Master of Science in Nursing), MSW (Master of Social Work), DNP (Doctor of Nursing Practice), EdD (Doctor of Education), JD (Juris Doctor) and PhD (Doctor of Philosophy).



Do not use a courtesy title such as “Dr.” and “Mrs.” when including an individual’s academic degree: *Dr. Arnold Robinson* or *Arnold Robinson, PhD* (not *Dr. Arnold Robinson, PhD*). List only the highest degree a person has received unless adhering to the conventions of a particular profession that dictates otherwise: *Tammy Smith, PhD*, (not *Tammy Smith, BA, MA, PhD*).

## Academic programs

Capitalize the names of the college's schools: School of Arts & Sciences, School of Business & Social Sciences, and School of Nursing & Health Sciences. Do not capitalize the names of programs within the schools, unless the program contains a proper noun.

*She teaches in the biology program, which is housed in the School of Arts & Sciences.*

*He graduated from the English program in 2004.*

For official names of academic programs, consult the most recent edition of the *Colby-Sawyer College Catalog*.

## Academic titles, titles

Capitalize a person’s title when placed before the name: *Academic Dean Jane Smith*.

Do not capitalize titles when listed after a name or titles that do not include a name.

*Jane Smith, director of the Dan and Kathleen Hogan Sports Center, led the discussion.*

*Let’s invite the vice president to the event.*

Do not capitalize department names in a person's title when listed after their name unless the department contains a proper noun.

*Jane Smith, director of campus safety, was in attendance.*

*Jane Smith, director of the Dan and Kathleen Hogan Sports Center, led the discussion.*

Capitalize a shortened title before a name when the department name appears elsewhere in the sentence.

*Campus Safety will be present for the duration of the event, according to Director Jane Smith.*

**Courtesy titles:** The preferred use in periodicals and news writing is to drop the courtesy title in text material: “Smith” rather than “Mr. Smith.” Omit the courtesy titles Dr., Miss, Mr. Mrs. or Ms. and use first and last names in the first reference. Use only the last name in subsequent references.

Do not use “Mr.” in any reference to a married couple unless it is combined with “Mrs.”: *Mr. and Mrs. John Smith* or *Mr. and Mrs. Smith*.

Do not use courtesy titles and academic degrees together: *Dr. John Jones* (not *Dr. John Jones, MD*) Note: These rules do not apply to correspondence such as business letters.

Give academic credentials at first mention if appropriate and use only last name without the courtesy title in subsequent references.

*Jane Smith, PhD, is the recipient of the Jack Jensen Award. Smith came to the college in 2010.*

## Admissions

“Admissions” is plural and has no apostrophe.

## Advisor

Use “advisor” and not “adviser.”

## Advisory bodies

Capitalize references to a specific body of advisors, including the Alumni Council, Board of Trustees and President’s Alumni Advisory Council. When using “board” or “council” alone in subsequent references, use lowercase.

*The Colby-Sawyer College Board of Trustees meets four times each year.*

*The board’s meetings take place in February, May, June and October.*

## Affect, effect

Each is used as a verb and a noun. In practice, however, “affect” is used most often as a verb and usually means to influence or change: *Many drugs affect the nervous system.*

“Affect” as a verb can also mean to feign or simulate: He affected poor grades to gain sympathy. When used as a noun, “affect” means a feeling or emotion (as distinguished from thought or action): *He had a flat affect.*

“Effect” is used most often as a noun and means a result or outcome: *Many drugs have serious effects on the nervous system. His complaints had no effect on the dean.*

When used as a verb, “effect” means to cause or bring about: *To effect change in the patient’s condition, physicians had to use drugs.*

## Allude, elude

To “allude” is to make an indirect reference to something. To “elude” someone or something is to avoid, evade or escape from the person or thing.

## Alma mater

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

## Alumnus, alumni, alumna, alumnae

Identify alumni in the following manner:

alumna: feminine singular

alumnae: feminine plural

alumnus: masculine singular

alumni: masculine plural *or* masculine and feminine plural

*She is a Colby-Sawyer alumna.*

*Abbey Hall alumnae gathered during Reunion 2022.  
The alumni held their reunion banquet in Wheeler Hall.*

Class years should appear after a graduate's name in college publications. Identify Colby-Sawyer alumni by their class year(s) with an apostrophe before the year. The apostrophe should slant to the right.

*Jane Smith '74 plans to attend Homecoming this year.*

For more detailed information on identifying class years in publications, please see the class years entry.

## **Ampersand and plus sign**

Use an ampersand in the names of the college's schools: *School of Arts & Sciences, School of Business & Social Sciences, School of Nursing & Health Science* and in place of the word "and" in department names: *Marketing & Communications; Graduate & Professional Studies; Diversity, Equity & Inclusion*.

Use a plus sign when referring to the art center: *Davidow Center for Art + Design; Center for Art + Design*.

Use an ampersand in corporate titles only when it is part of the official title: *Sherman, Cooper & Leeds*.

Do not use an ampersand with courtesy titles in text: *Mr. and Mrs. Sanford* (Not: Mr. & Mrs. Sanford).

In other instances, do not replace the word "and" with an ampersand in running text.

## **Anybody, any body, anyone, any one**

Use "anybody" or "anyone" (one word) when making an indefinite reference: *Anyone can do it*. Use "any body" or "any one" (two words) when emphasizing or singling out one element of a group: *Any one of them can do it*.

## **Anti- (also see Hyphenated words)**

Hyphenate all except the following words, which have specific meanings of their own:

antibiotic	antipasto
antibody	antiperspirant
anticlimax	antiphon
antidepressant	antiphony
antidote	antipollution
antifreeze	antipsychotic
antigen	antiseptic
antihistamine	antiserum
antiknock	antithesis
antimatter	antitoxin
antimony	antitrust
antiparticle	antitussive

## Apostrophe

Use apostrophes in contractions or to show possession: *It's time for class to begin. The student's books are heavy.*

Do not use an apostrophe when forming plurals of dates or acronyms: *1890s, 1920s, 1990s, MDs, PhDs.*

Names of people and other proper nouns form the plural in the usual way by adding -s or -es: *The Danforths attended the ceremony, but the Joneses could not attend.*

Follow these guidelines for possessives:

- Plural nouns not ending in s: add 's.
  - *The alumni's contributions, women's rights.*
- Plural nouns ending in s: add only an apostrophe.
  - *The girls' books, states' rights.*
- Nouns plural in form, singular in meaning: add only an apostrophe.
  - *Mathematics' rules, the United States' population.*
- Nouns spelled the same in singular and plural meaning: treat as plural nouns.
  - *A corps' location, two corps' troops.*
- Singular nouns not ending in s: add 's.
  - *The student's notebook.*
- Singular nouns ending in s sounds such as ce, x, and z: add 's (stylebooks vary on this rule).
  - *Marx's theories, the justice's decision.*
- Singular nouns ending in s: add 's unless the next word begins with an s.
  - *The hostess's invitation; the hostess' seat.*
- Singular proper names ending in s: use only an apostrophe.
  - *Achilles' heel, Dickens' novels, Williams' plays.*

## Athletic teams

Use lowercase for the names of athletic teams.

*The women's basketball team won the championship.*

## Board of Trustees, committees, councils

Capitalize when using this official name, both with and without "Colby-Sawyer College." (This rule also applies to the college's other committees, councils, clubs and organizations.) In subsequent references, lowercase the "board" and "trustees" when the word stands alone:

*The Board of Trustees began the meeting. The board members discussed funding for the new science center.*

Uppercase "Trustee" when it precedes a person's name. Lowercase when the title follows the person's name. (Also see Titles.)

*Is Trustee Jane Smith attending the board meeting?*  
*John Jones, trustee, lives in the Boston area.*

## Buildings, facilities

In text, use the full name of the college's facilities in the first reference and the shortened version in subsequent mentions within shorter documents. In longer documents, the full names will need to be mentioned more often; introduce the full name in each new chapter or section of long texts. The college's facilities are listed below, along with their full name and acceptable abbreviated versions (when applicable).

### *Full Names*

Caretaker's Cottage  
Cleveland Colby Colgate Archives  
Clements Hall  
Colgate Hall  
Colby Homestead  
Curtis L. Ivey Science Center  
Dan and Kathleen Hogan Sports Center  
David L. Coffin Field House  
Davidow Center for Art + Design  
Everett and Ruth Woodman Dance Studio  
Elizabeth Kind Van Cise Fitness Center  
Frances Lockwood Bailey Graphic Design Studio  
Galligan's Pub at Lethbridge Lodge  
Harrington Center for Experiential Learning  
James House  
Kelsey Athletic Campus  
Lethbridge Lodge  
Marian Graves Mugar Art Wing  
Marian Graves Mugar Art Gallery  
Mercer Field  
Mercer Hall  
Niblock Black Box Theater  
Patricia D. Kelsey Tennis Courts  
President's House  
Sally Shaw Veitch '66 Track and Field  
Sawyer Fine Arts Center  
Sue's Sugar House  
Susan Colgate Cleveland Library/Learning Center  
Sustainable Classroom  
Teaching Enrichment Center  
Thornton Living Room  
Ware Student Center  
Wheeler Hall  
William H. & Sonja Carlson Davidow '56  
Fine Art Gallery  
William T. Baird Health and Counseling Center  
  
Windy Hill School

### *Abbreviated Names*

cottage  
archives  
Clements  
Colgate  
Homestead  
Ivey Science Center  
Hogan Center  
field house  
Center for Art + Design  
dance studio  
fitness center  
Sawyer computer lab  
the pub  
Harrington Center  
James House  
Kelsey Fields  
the Lodge  
art wing  
gallery  
Mercer Field  
Mercer Hall  
black box theater  
Kelsey Courts  
President's House  
track  
Sawyer Center  
sugar shack  
library  
Sunshack  
TEC  
Thornton  
Ware  
Wheeler  
  
fine art gallery  
Baird, Baird Health  
Center, Baird Health  
& Counseling, BHCC  
Windy Hill

The college's housing facilities should be referred to collectively as "residence halls" (not "dorms" or "dormitories") and individually by their full names:

Abbey Hall  
Austin Hall  
Best Hall  
Burpee Hall  
Colby Hall

Danforth Hall  
Lawson Hall  
McKean Hall  
Page Hall  
Rooke Hall  
Shepard Hall

In class notes and in quotes from alumni, it is appropriate to refer to residence halls by their names at the time: Abbey Dorm, Burpee Dorm.

The college-owned student apartments should be referred to collectively as “college houses” and individually by their full names:

Gray House  
London House  
Red House  
White House  
Yellow House

They should not be referred to as “off-campus housing” or “off-campus apartments.”

## Bulleted lists

Use bullets to introduce individual sections of a list. Use Microsoft Word default setting for spacing (indent the entire bulleted list at 0.25" and use 0.25" between bullet and text). Capitalize the first word following the bullet. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase. Use parallel construction for each item in a list. Introduce the list with a short phrase or sentence followed by a colon.

*Receptions will be held in these locations:*

- *Room 101, Ivey Science Center.*
- *Room 304, Colgate Hall.*
- *Room 103, Mercer Hall.*

## Business letters

In formal letters written by Colby-Sawyer College faculty and staff for internal and external audiences, the block-style letter is the preferred format. In block style, the contents of the letter are placed flush left on the page (see example on page 28).

## Capitalization

According to the college’s preference, capitalize the following words or phrases: the formal or full names of the Colby-Sawyer College’s departments, events, initiatives, offices, organizations, programs and publications.

Capitalize people’s titles only when they precede the individual’s names. In general, capitalize proper nouns (*English Channel*) and popular names of events, places, etc. (*World Series, Eiffel Tower*)

Below is a sample list of words and phrases that are commonly used at Colby-Sawyer College. According to the capitalization guidelines mentioned above, most of these words/phrases require capitalization (uppercase initial

letter in each word/phrase). Those that do not require capitalization refer to initiatives or programs in general rather than to a specific Colby-Sawyer initiative or program.

Academic Review Board  
Annual Fund  
Capstone  
Quantitative Literacy  
First-Year Experience

Harbor Day  
Integrative Experience  
Liberal Education Program  
Mountain Day  
Retention Committee

## Chairman, chairwoman, chairperson

“Chair” is preferred: *She is the department chair.*

Use “chair” unless a particular individual expresses another preference.

## Classes, courses

Lowercase when making a general reference to courses, unless the subject includes a proper noun or adjective.  
*He studies history, political science and English.*

Uppercase when referring to a specific class or when the class name includes a proper noun or adjective.  
*She took Introduction to Psychology.*

Do not use course code abbreviations in a sentence.  
*She took Introduction to Psychology.* (Not: *She took PSY 101.*).

## Class years

Class years should appear after a graduate’s name in college publications anytime their full name is used. Use the final two digits of the year with an apostrophe before the year. The apostrophe should slant to the right.  
*Jane Smith ’74 plans to attend Homecoming this year.*

If a person has more than one degree from the college, place a comma and space between the class years.

Use the following designations for specific program completion:

For associate programs other than med tech: 'YR  
*Sally Young '76*

For med tech associate: 'YR MT  
*Sally Young '42 MT*

For alum with both associate and bachelor’s degrees: 'YR, 'YR  
*Sally Young '76, '78*

For bachelor’s only: 'YR  
*Sally Young '97*

For bachelor’s and master’s: 'YR, 'YR DEGREE  
*Sally Young '21, '22 MBA*  
*Sally Young '18, '22 MSN*

*Sally Young '20, '24 MSW*

For associate, bachelor's and master's: 'YR, 'YR, 'YR DEGREE

*Sally Young '16, '18, '22 MSN*

For master's only: 'YR DEGREE

*Sally Young '22 MSN*

For parent of alum: P'YR

*Sally Young P'20*

For grandparent of alum: GP'YR

*Sally Young GP'20*

For alum with multiple degrees who is also the parent and grandparent of alum:

*Sally Young '66, '68, P'93, GP'21, '23 MBA*

## Clubs, committees, councils

The full and official names of clubs, committees, and other college organizations and groups should be capitalized. In subsequent references to the club or committee, lowercase the word.

When referring to clubs, use the singular form of verbs and pronouns, even if the club name is plural: *The CSC Players is sponsoring a series of one-act plays.*

## Co- and co (also see Hyphenated words)

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

co-author

co-chair

co-defendant

co-host

co-owner

co-partner

co-signer

co-sponsor

co-star

co-worker

Use no hyphen in other combinations:

cocurricular

codirect

cofacilitate

cooperate

coordinate



## Coed, coeducational

Avoid the use of “coeducational,” which implies a gender binary, when referring to the college’s current status. Use “coeducational” in print rather than the informal “coed” when referring to the college’s move away from being a women’s college. Use “mixed gender” to refer to residence halls that do not exclusively house one gender. Use “gender neutral” when referring to residence halls that allow roommates of any gender to live together.

Never use “coed” to refer to a female college student.

## College

Use the full name of Colby-Sawyer College in the first reference. In subsequent references, use “Colby-Sawyer” or “the college.” Use “CSC” only in circumstances in which space is tight, such as on apparel or in a direct quote. Capitalize the word “college” only when used with Colby-Sawyer. Always lowercase “college” when the word stands alone.

*He graduated from Colby-Sawyer College in 2015.*

*When he’s visiting New Hampshire, he often visits the college.*

*The college welcomes applicants from all backgrounds.*

## College addresses

The college’s address should appear as follows:

Colby-Sawyer College  
541 Main Street  
New London, NH 03257

When including the name of the department or building, use the style shown below:

School of Arts & Sciences  
Colby-Sawyer College  
541 Main Street  
New London, NH 03257

When citing Colby-Sawyer email and web addresses in text:

email: [jdoe@colby-sawyer.edu](mailto:jdoe@colby-sawyer.edu)  
website: [colby-sawyer.edu](http://colby-sawyer.edu)

Do not italicize, bold, underline or capitalize letters to emphasize web addresses. Add a hyperlink for a URL whenever possible. Place a period after the URL when it falls at the end of a sentence.

## Commas

The following are the *Associated Press Stylebook’s* (2023) preferences for comma placement.

Dates:

- No comma between month and year, season and year: *May 2023; fall 2022.*
- Comma between specific date and year: *April 3, 2014.*
- Comma after year when a specific date is mentioned mid-sentence: *Feb. 8, 2019, was the date of the*

*party.*

Dependent and independent clauses:

- No comma between clauses in a compound sentence if the second half of the sentence does not contain its own subject and verb (dependent clauses). *The mailroom is located in the Ware Student Center and can meet all your needs.*
- Comma between the two independent clauses of a compound sentence (preceding the conjunctions “and,” “but,” “or,” “nor,” “for,” “so,” and “yet”). The second half of the sentence must contain its own subject and verb: *Wheeler Hall is in the Ware Campus Center, and it is often used for college events.*

Introductory elements, interjections and direct address:

- Comma after introductory elements, interjections and direct addresses: *If the research grant is awarded, we will begin the project at once. In addition, we will write the article.*

Locations:

- Comma after each element when using a city name with a state or country name: *She is a Huntsville, Alabama, native.*

Series:

- No serial comma before the conjunction in a simple series: *She has lived in Best, Burpee and Danforth Halls.*
- Serial comma in the following instances:
  - If an element requires a conjunction: *The dining hall served orange juice, toast, and ham and eggs for breakfast.*
  - If the conjunction concludes in a complex series of phrases: *The main issues to consider are whether the students have attended the class regularly, whether they have completed the required assignments each week, and whether they have engaged in classroom discussions.*

With equal adjectives:

- Comma to separate series of adjectives equal in rank. If the commas could be replaced by the word “and” without changing the meaning, the adjectives are equal: *a dark, dangerous street.*
- No comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, which is the equivalent of a single noun: *a cheap fur coat, a private liberal arts college.* (The noun phrases are *fur coat* and *liberal arts college*.)

## Compose, comprise

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

*She composed a song.*

*The United States is composed of 50 states.*

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

*The United States comprises 50 states.*

## Composition titles

Colby-Sawyer College uses the Modern Language Association (MLA) style for composition titles.

Italicize titles of books, journals, magazines, newspapers, newsletters and long poems published as books. When the surrounding text is already italicized, set the title or word in regular type (no italics).

Place in quotation marks the names of articles, exhibitions, films, lectures, plays, songs and television shows.

Capitalize the principal words, including prepositions and conjunctions of four or more letters.

Capitalize an article (the, a, an) or words fewer than four letters if it is the first or last word in a title.

## Courseload, coursework

One word.

## Currently, presently

“Currently” means now; “presently” means in the near future.

## Curriculum

Use “curricula” or “curriculums” in plural form.

## Dash (also see Hyphenated words)

There are several types of dashes; the hyphen and the em dash are the two used in college publications.

- Hyphen (-): Use to indicate continuing or inclusive numbers or time periods. Do not insert spaces before and after the hyphen: *1964-1966; March-June 1991.*
- Em dash (—): Use to indicate a sudden break to inject explanatory or qualifying material into a sentence. Use a space before and after an em dash: *The people — the ones who were the most interested — made special effort to attend the meeting.* (Shortcut in Word: Alt+0151.)

## Dates

Days, weeks and months:

- Use Arabic numerals without the use of ordinals (*1st, 2nd, 3rd*, etc.).
- Spell out days of the week.
- Spell out the months with fewer letters: March, April, May, June, July. Never abbreviate any months when they do not immediately precede a date. When followed by a number, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec.: *April 5 and Dec. 25.*

Date Spans:

- Consecutive dates can be written in one of two ways:  
*The workshop will be held Jan. 2 to 25.*  
*The workshop will be held Jan. 2-25.*
- Use “through” when event duration extends to next month.  
*Rehearsals will run from March 25 through April 5.*
- Though acceptable in AP, avoid constructions that use “from” with a hyphen and replace the hyphen with “to.”  
*She served as a trustee from 2000 to 2010.* (Not: *She served as a trustee from 2000-2010.*)

- When referencing year spans from the same century without the “from/to” construction, drop the first two digits in the second year.

*She taught at the college during academic year 2022-23.*

Years, decades and centuries:

- Use figures without commas: *1995*.
- Use an –s without an apostrophe to indicate spans of decades or centuries: *the 1990s, the 1800s*.
- Decades: Use numerals to indicate decades of history: *He began college in the '90s*. Use an apostrophe to indicate numerals that are missing and add an –s to indicate the plural: *the '90s, the Gay '20s*.
- Centuries: Lowercase century, spelling out numbers less than 10: *the first century, the 21st century*.

## Departments, offices

Capitalize the words “department” and “office” when they appear with official divisional names. In subsequent references, lowercase them when they stand alone.

*The Department of Campus Safety will conduct snow removal on Tuesday. Contact the department directly for more information.*

*The Admissions Office hosts an annual Open House. Visitors should check in at the office.*

Capitalize the names of offices and departments whose names are recognizable even without the word “office” or “department”: *Access Resources, Admissions, Advancement, Campus Safety, Human Resources, Marketing & Communications, Residential Education*, etc.

## Directions, regions

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

*Admissions counselors are traveling throughout the Northeast.*

## Disabilities

Follow *AP Stylebook* guidance:

The terms “disabilities” and “disabled” include a broad range of physical, psychological, developmental and intellectual conditions both visible and invisible. Perceptions of disabilities vary widely. Language about disabilities is both wide-ranging and evolving. Disabled people are not monolithic. They use diverse terms to describe themselves. Many, for example, use the term “people with disabilities.” Both “people with disabilities” and “disabled people” are acceptable terms, but try to determine the preference of a person or group.

Use care and precision, considering the impact of specific words and the terms used by the people you are writing about. When possible, ask people how they want to be described. Be mindful that the question of identity-first vs. person-first language is vital for many.

The terms *disabilities* and *disabled* are generally embraced by disabled people and are acceptable when relevant. Do not use euphemisms such as “handi-capable,” “differently abled” or “physically challenged,” other than in direct quotations or in explaining how an individual describes themselves. Do not use “handicap” for a disability or “handicapped” for a person.

Limit use of the term “disorder” other than in the names of specific conditions, as well as words such as “impairment,” “abnormality” and “special.”

In general, refer to a disability only if relevant to the story, and if a medical diagnosis has been made or the person uses the term.

## Email

Do not hyphenate. Use lowercase “e” in email, unless the word begins a sentence. Email addresses for publication should be written out in lowercase as follows: jsmith@colby-sawyer.edu

In printed texts, do not italicize, bold, underline or use all capital letters to emphasize email or web addresses.

Use a hyphen with other e- terms: e-book, e-business, e-commerce.

## Emerita, emeritus, emeritae, emeriti, emerit

These honorary titles are formally designated to specific individuals who have retired from their positions and should be used in conjunction with these individuals’ formal titles. Similar to the word “alumni,” the endings used with emeriti vary according to gender and singular/plural references. Do not use italics for these commonly used words.

emerita: single feminine  
emeritus: single masculine  
emeritae: plural feminine  
emeriti: plural masculine  
emerit: gender neutral

The honorary title is used in conjunction with the formal title and can precede or follow the person’s name. Titles that precede a formal name are capitalized, and those that follow are lowercased. When standing alone, titles are always lowercased.

*John Smith, professor emeritus, attended Commencement this year.*  
*Dean Emerita Jane Smith retired in 1968.*

## Entitled, titled

“Entitled” means a right to do something. Do not use it to mean “titled.”

*Students are entitled to a free ticket to the performance.*  
*The performance is titled Swan Lake.*

## Events, initiatives

Capitalize the full names of formal events and special services held at the college: Mountain Day, Homecoming, Commencement, Orientation. Lowercase abbreviated versions of the formal event:

*New students must attend Orientation.*

*They receive orientation materials at the registration desk.*

## Faculty

A plural noun that refers to the college's teachers and instructors. Lowercase "faculty" unless the word is part of a specific name or title: *She participated in the Faculty Colloquium.*

## First-year student, returning student

"First-year student" or "entering student" is preferable to "freshman." "Returning student" is preferable to "upperclassman." Do not capitalize first-year, freshman, sophomore, junior or senior unless the word begins a sentence: *He is a senior biology major.*

Do not capitalize class designations: *The senior class sponsored the lecture.*

## Foreign words or phrases

Foreign words and phrases may be set off in italics if they are likely to be unfamiliar to readers. Many foreign phrases used in academe, including Latin honors such as "cum laude" and the honorary title "emeritus" have become established parts of the English language and should be set in regular type. Additionally, foreign phrases that have been adopted as names of national honor societies and fraternities/sororities do not require italics: Alpha Chi, Sigma Chi. (If the word or phrase appears in an English dictionary, it's safe to assume it's a familiar word and does not require italics.)

## Full time, full-time

Hyphenate when used as a compound modifier before the noun.

*He works full time.*

*She is a full-time student.*

## Fundraising, fundraiser

One word, in all cases.

## Gender-inclusive language

Follow *AP Stylebook* guidance:

In general, use terms that can apply to any gender. Such language aims to treat people equally and is inclusive of people whose gender identity is not strictly male or female. Consider any word or term that

has the effect of emphasizing one gender over another. Is there another word that could be substituted? For example: *search* instead of *manhunt*. *Police officer* instead of *policeman*. *Door attendant* instead of *doorman*.

## Google

A trademark for a web search engine. “Google,” “Googling” and “Googled” are used informally as a verb for searching for information on the internet.

## Graduate

Lowercase when referring to the general status of a “graduate.”

*Tom Reynolds is a graduate of the college.*

## Graphics standards, logos

The Graphics Standards Manual provides guidelines that must be followed to ensure that all the components of our visual identity program are implemented correctly and consistently. The guidelines cover usage of the visual identity program in college stationery, print and digital media, as well as in logo clothing and merchandise.

College community members who wish to implement the visual identity are strongly recommended to consult with Marketing & Communications for assistance. For assistance with logo use and to access logos, please submit a project request form to Marketing & Communications.

Access the Colby-Sawyer College Graphic Standards Manual on the college website.

## Healthcare

One word, unless it appears in a proper name as two word.

*She is completing an internship in healthcare administration.*

*She is completing an internship with MVP Health Care.*

## Homepage

One word. Do not capitalize homepage unless it begins a sentence.

## Hyphenated words (also see Anti-, Co-, co; Off-, -off)

When in doubt about whether to hyphenate a word first consult the *AP Stylebook*. If the word is not listed there, consult *Webster's Collegiate Dictionary*.

Use a hyphen to avoid ambiguity and in the following situations:

- Compound modifiers: In general, when two or more words modify a noun, use hyphens: a three-year-old child, a well-known physician. Do not hyphenate compounds that include “very” or adverbs ending in “-ly”: a very delicate procedure, an expertly performed operation. Most compound modifiers are not hyphenated when they appear after a noun. The exception to this is modifiers that follow forms of the

verb “to be”: The program, well known for its success, is part of the School of Social Sciences & Education. The program is world-renowned. However, compounds with the prefix “well” are usually not hyphenated when they follow forms of “to be.”

- Compound words: Avoid hyphenating compound words whenever possible, unless hyphens are necessary to avoid confusing the reader or to avoid an awkward junction: freelance, inpatient, statewide, nonresident, noncredit, posttraumatic but co-opt, anti-utopian. Check a current dictionary for specific words. Certain compounds should be spelled as two words when used as adverbs or nouns (full time, part time, off campus) but hyphenated when used as adjectives: She has a part-time job in order to attend school full time. On-campus housing is limited, and many students live off campus. Use a hyphen when the base word begins with a capital letter: non-American.
- Breaks: If a word already contains a hyphen, do not break it at the end of a line: self-knowledge not self-knowl- edge. Do not allow a single letter of a word to stand alone at the beginning or end of a line: *Not E-gyptian, not a- lone.*

## It's, its

“It’s” is a contraction that means “it is,” or “it has.” “Its” means “belonging to it.”

*It's going to be a great year.*

*The dog wagged its tail.*

## Junior, Senior, II, III

Abbreviate as *Jr.* or *Sr.* only with full names. Do not precede “Jr.” and “Sr.” or numerals by a comma unless the named individual has indicated a preference for it.

*John Smith Sr. is a newly appointed trustee.*

The notation II or 2nd may be used if it is the individual’s preference.

If necessary to distinguish between father and son in second reference, use *the elder Smith* or *the younger Smith*.

## Majors, minors and fields

Lowercase the college’s majors, minors and fields of study.

*She changed her major from psychology to nursing.*

*He enjoyed his classes in business administration, but decided to major in studio art.*

For official names of majors and minors, consult the most recent edition of the *Colby-Sawyer College Catalog*.

## MBA program

Refer to the Master of Business Administration designed as a fifth year add-on to a bachelor’s degree program as 4+1 Master of Business Administration or 4+1 MBA to differentiate the program from other MBA offerings at the college.

## Me, myself and I

“I” is a subject and “me” is an object of a sentence:

*I am going to the concert.*



*Irene and I went to the park. (Not: Irene and me went to the park.)*

*Will you go to the concert with me?*

*Professor Doe gave Jane and me 100s on the test. (Not: Professor Doe gave Jane and I 100s on the test.)*

“Myself” is used to refer back to the subject (it is a reflexive pronoun) and sometimes as an intensifier:

*I am beside myself with grief.*

*(Intensifier) I myself would never do such a thing.*

## Monetary units (also see Numerals)

Use the dollar sign and numbers when representing money in text unless it’s the first word in sentence. Do not use a decimal and two zeros unless the number of cents must be specified.

*She spent \$25 on her psychology textbook and \$8.50 on new stationery.*

In amounts less than a dollar, write as figures and spell out the word “cents”: 85 cents.

*A small cup of coffee costs 85 cents.*

For amounts of \$1 million or more, use the \$ sign and numerals up to two decimal points. In general, avoid long numbers with lots of zeroes, as in 7,000,000,000. Do not link the numerals and the word by a hyphen.

*The benefactor established a new \$1.5 million endowment.*

*The building will cost \$3,500,500.*

## Names (see also Academic titles)

With the first reference in formal prose, use a person’s full name and title; in the second reference, use the title and last name of the individual when the title is significant with the context. Otherwise, use the person’s last name only in subsequent references. With students, use their full name in the first reference and only their last name in subsequent references. If two or more people share a surname, as with spouses or siblings, use their first and last name to differentiate between them. (In some informal texts or correspondence, the person may be referred to by their first name in subsequent references.)

Joe Jones ’26 met with his advisor for the first time this week. Jones discussed his interest in adding another course to his schedule.

Professor John Doe’s daughter, Jane Doe ’27, is a student at the college. Jane Doe studies nursing.

## Nondiscrimination

Colby-Sawyer College’s communications should reflect our commitment to equal opportunity and nondiscriminatory practices in all aspects of employment and education. Respect and a balanced representation should be given regarding gender, race or ethnicity, color, national origin, religion, age, mental or physical disability, family or marital status, sexual orientation, veteran status, genetic information or gender identity. Nondiscriminatory principles apply to all written materials.

## Numerals (also see Monetary units)

The standard guideline is to write out numbers one through nine as words and write the numbers 10 and above as figures. If a number starts a sentence, it should be written out.

*There are seven women and 11 men in the group.*

*Twenty people went on the field trip.*

Academic course numbers: Use figures: *Writing 101, Philosophy 213*

Grades: Use figures for grades 10 and above. Spell out first through ninth: 10th grade, fourth grade, fifth-grader.

Ordinal numbers: Spell out first through ninth and write figures starting with 10th. Do not use superscript with ordinals: *first in line, the 14th Amendment*.

### **Off-, -off (also see Hyphenated words)**

Follow *The Associated Press Stylebook*. If the word is not there, follow *Webster's New World College Dictionary*. If not listed in either source, hyphenate the word.

Some commonly used combinations with a hyphen:

off-color off-peak

off-white send-off

Some combinations without a hyphen:

cutoff liftoff offhand offset offshore

offside offstage playoff standoff takeoff

## On campus, on-campus

“On-campus” is used as an adjective to modify a noun. “On campus” is used to modify a verb.

*Students live in on-campus housing.*

*She works on campus.*

## Over, more than

Though both can be used to indicate greater numerical value, college preference is to use “over” to refer to spatial relationships and “more than” to refer to numbers or amounts.

*The shelf is over my head.*

*The group raised more than \$60.*

*More than 50 people attended.*

## Part time, part-time

Hyphenate when used as a compound modifier.

*He works part time.*

*She is a part-time student.*

## Percent

Express numbers as numerals and use the % symbol except when they begin a sentence. Use the word “percentage” when it is used without a number.

*Eighty percent of the faculty attended the meeting.*

*More than 90% of the class passed the test.*

*The percentage of students who did not register was small.*

## President

Capitalize when preceding a name. Lowercase in all other uses.

*President H. Leslie Sawyer was the first president of the college.*

*Eugene M. Austin was the second president.*

## Programs (also see Academic departments, programs)

Capitalize “program” only when used as part of the official name of a work unit or established activity, event or program: *Wesson Honors Program*.

## Pronouns

Use the singular they (they/them/their) when referring to people who use those pronouns themselves. Clarify if the use of the singular they is not clear in context: *Rogers, who uses the pronoun they, says they will look for a position in human services.*

Don’t refer to “preferred” or “chosen” pronouns. Instead, use “the pronouns they use,” “whose pronouns are,” “who uses the pronouns,” etc.

Use plural verbs with they/them/their even when used as a singular pronoun. The singular reflexive “themselves” is also acceptable when referring to people who use they/them/their.

Don’t make assumptions about a person’s gender identity based on their pronouns, or vice versa. Don’t assume a person’s pronouns based on their first name.

Do not presume maleness in constructing a sentence by defaulting to he/his/him. When necessary, use “they” rather than “he/she,” “s/he” or “he or she” for an unspecified or unknown gender. Reword to avoid the pronoun if possible.

*Advisors reached out to anyone who changed their major.*

*Advisors reached out to anyone who changed majors.*

A singular *they* may also be used when an anonymous source's gender must be shielded.

## Publication titles

Italicize the names of college publications, both print and online, including, but not limited to, the following: *Colby-Sawyer College Catalog*, *Code of Community Responsibility*, *Colby-Sawyer Magazine*, *CSC Blueprint*, *Strategic Plan*.

## Quotation marks

The period and comma always go inside the quotation marks: *He said, "I'm leaving."* or *"I'm leaving," he said.*

The dash, semicolon, question mark and exclamation point go inside the quotation marks only when they apply to the quoted matter: *He yelled, "Stop!" Can you believe he actually yelled, "Stop"?*

Direct quotation: When reporting the exact words of speakers or writers, surround their words with quotation marks: *"I have no intention of staying," he said.* For dialogue or conversation, place each person's words in a separate paragraph, with quotation marks at the beginning and the end of each person's speech. If a person speaks continuously for more than one paragraph, place quotation marks at the beginning of every paragraph in the speech, but do not place quotation marks at the end of paragraphs until the final paragraph in the speech.

Single quotation marks: Use only when quotes appear inside a quotation: *"He told her, 'I don't need this class.'" There are no spaces between the single and double quotations.*

## Quotations

Whenever possible, direct quotations should reflect a person's words without edits to correct grammar, usage, etc. In those cases, paraphrase may be more effective than direct quotation. If clarification is essential, use brackets to set the clarification apart from the quote.

*"He [the student] said that he [the professor] would arrive before noon."*

Use brackets to indicate that wording has been changed for clarity, e.g., tense change or changing a pronoun to a noun.

*"[Capstone] was challenging," she said, "but I had an amazing sense of accomplishment when it was done."*

Do not use (*sic*) to show that a person's words contain an error.

Avoid substandard spellings like "gonna" or "wanna" to reflect regional accents or informal pronunciation.

## Race

Follow *AP Stylebook* guidance:

Avoid broad generalizations and labels; race and ethnicity are one part of a person's identity. Do not write in a way that assumes *white* is default. Consider carefully when deciding whether to identify people by race.

Capitalize Black when using it as an adjective in a racial, ethnic or cultural sense: *Black people, Black culture, Black literature, Black studies, Black colleges.*

Capitalize Indigenous when using the terms to refer to the original inhabitants of a place. Use “Indigenous peoples” when referring to multiple Indigenous groups. Use “Indigenous people” when referring to multiple individuals from different Indigenous groups.

Latino is often the preferred noun or adjective for a person from, or whose ancestors were from, a Spanish-speaking land or culture or from Latin America. Latina is the feminine form. Some prefer the gender-neutral term Latinx, which should be confined to quotations, names of organizations or descriptions of individuals who request it and should be accompanied by a short explanation: *Hernandez prefers the gender-neutral term Latinx.*

## Social media

Social media refers to tools that allow the sharing of information and creation of communities through online and mobile networks of people. The most popular include social networking sites and content sharing services like Facebook, LinkedIn, Instagram, Snapchat, TikTok, YouTube, Threads and X.

Colby-Sawyer College's social media accounts include Facebook, Instagram, LinkedIn, TikTok, X (formerly Twitter), Pinterest and YouTube. These accounts are maintained by various campus offices, including Admissions, Advancement, Athletics, student clubs/organizations and Marketing & Communications.

## States

When standing alone, write out state names. When states appear in text with a town or city, write out the state name. Use AP abbreviations for states in datelines, lists, credit lines, tables and short-form listings of political party affiliations. Use U.S. Postal (PO) abbreviations as mailing addresses only.

AP	PO	AP	PO
Ala.	AL	Mont.	MT
Alaska	AK	Neb.	NE
Ariz.	AZ	Nev.	NV
Ark.	AR	N.H.	NH
Calif.	CA	N.J.	NJ
Colo.	CO	N.M.	NM
Conn.	CT	N.Y.	NY
Del.	DE	N.C.	NC
D.C.	DC	N.D.	ND
Fla.	FL	Ohio	OH
Ga.	GA	Okla.	OK
Hawaii	HI	Ore.	OR
Idaho	ID	Pa.	PA
Ill.	IL	Puerto Rico	PR
Ind.	ID	R.I.	RI
Iowa	IA	S.C.	SC
Kan.	KS	S.D.	SD
Ky.	KY	Tenn.	TN
La.	LA	Tex.	TX

Maine	ME	Utah	UT
Md.	MD	Vt.	VT
Mass.	MA	Va.	VA
Mich.	MI	Wa.	WA
Minn.	MN	W. Va.	WV
Mo.	MO	Wis.	WI
Miss.	MS	Wyo.	WY

## Student-athlete

Use hyphen rather than a slash to refer to student-athletes.

## Telephone numbers

Telephone numbers should be written as follows:

On campus: ext. 3000

Formal media correspondence: (603) 526-3000

Print, publications and casual correspondence: 603.526.3000

## Temperature

Use figures unless the temperature is zero: *It's minus 5 degrees. I hope it warms to 9 or 10.*

## That, which

There is a difference between that and which. Use that for restrictive clauses — clauses that are essential to the meaning of the sentence. Use which for nonrestrictive clauses — clauses that, if removed, would not change the meaning of the sentence. Set off the nonrestrictive clause with commas. If a sentence has two “that”s in it, and the reader may be confused, it’s OK to substitute a which for one of the “that”s.

*The book that she wanted was not in the library.*

*The books, which are on the kitchen table, are overdue at the library.*

## Time

Times should be written without a colon or double zeros, unless listing a specific time after the hour: *The reception begins at 7 p.m., with dinner at 7:45 p.m.*

In prose, the “a” and “p” and “m” in “a.m.” and “p.m.” should always be lowercased and followed by periods. The words “noon” and “midnight” should be lowercased. Styles may vary for invitations and event listings.

## Titles (also see Academic titles; Composition titles)

Capitalize a person’s title when put before the name.

*Academic Dean Jane Smith*

*Vice President for Admissions & Financial Aid John Doe*

Do not capitalize titles when listed after a name or titles that do not include a name.

John Jones, director of human resources, led the discussion.

Let’s invite the academic vice president to the event.



Courtesy titles: The preferred use in periodicals and news writing is to drop the courtesy title in text material: “*Smith*” rather than “Mr. Smith.” Omit the courtesy titles “Miss,” “Mr.,” “Mrs.,” or “Ms.” and use first and last names in the first reference. Use only the last name in subsequent references.

Do not use “Mr.” in any reference to a married couple unless it is combined with “Mrs.”: *Mr. and Mrs. John Smith* **or** *Mr. and Mrs. Smith*. Do not use courtesy titles and academic degrees together: *Dr. John Jones*, not Dr. John Jones, MD.

## Undergraduate

Lowercase when referring to a student classification.

## United States

Spell out when used as a noun. Use U.S. only as an adjective.

She lives in the United States and carries a U.S. passport.

## URLs, domain names, websites

In stories, use the name of the website rather than the domain name: Facebook *not* Facebook.com.

Use only “.com” if it is part of the legal name: *Match.com*.

If a URL is at the end of a sentence, use a period.

If a URL falls between two lines, split it directly after a slash or a dot that is part of an address, without an inserted hyphen, using a nonbreaking space (Ctrl+Shift+Space).

URLs and email addresses should not be bolded, underlined or italicized unless they appear in digital material with a hyperlink.

## Web terms (also see URLs, domain names)

Capitalize web in terms such as Web page, Web service, Web address and Webmaster. In text, it’s not necessary to enclose website or email addresses in brackets, parentheses, or carets. Websites and email addresses should not be bolded, underlined or italicized.

The word website is not capitalized.

## Who, whom

Use “who” as the subject of the sentence, clause or phrase. Use “whom” as the object of a verb or preposition.



Colby·Sawyer  
College

College Communications

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f: 603.526.3990  
[www.colby-sawyer.edu](http://www.colby-sawyer.edu)

June 30, 2023

¶  
¶  
¶

Mr. John Smith, Vice President  
ABC Company  
876 West End Avenue, Suite 205  
Chicago, IL 60611-2846

¶

Dear Mr. Smith:

¶

This is an example of a block-style letter with mixed punctuation. The top margin should be 2.5 inches to accommodate the letterhead logo and address, but our preference is that the document be centered vertically. It is important that a  $\frac{3}{4}$  inch left margin be maintained for the entire letter. The right hand margin should be set at  $\frac{1}{2}$  inch.

¶

Letters are usually keyed in single-spacing, with a double space between paragraphs. Block paragraphs begin at the left margin with no indentations. Every letter should begin with the date on which it will be sent. The date should be 2.5 inches from the top of the page.

¶

Mixed punctuation means including the colon after the salutation and the comma after the complimentary closing.

¶

Sincerely,

¶

¶

¶

Diana Jones  
Editor

¶

AH:ri

¶

Enclosure

¶

c Jane Smith

