

January 2014

Editorial Style Guide

Temple's Editorial Voice and Communications Identity

The editorial style of all university communications should be straightforward, descriptive, active and concise, avoiding overly academic tones, passive voice and unwieldy sentences. The voice should be bold, individualistic, conversational and authentic.

EXAMPLE

On an unseasonably mild night in December, the Philadelphia Mausoleum of Contemporary Art is packed. Dressed in their finest, partygoers sip cocktails and dance below a glittering disco ball. There's even a countdown to midnight. It could be a New Year's Eve celebration, but it's a decidedly different event.

The cocktails are named after the Seven Deadly Sins. The music is performed by a glam-rock band outfitted in bespangled *Mad Max*-esque garb. Images of a postapocalyptic world flash on a screen behind the band. The walls are decorated with artwork depicting Earth and humanity in various scenes of ruin and decay: an empty Ben Franklin Bridge, the soiled head of a doll in an empty room, an asteroid destroying the planet.

Amid the ominous decor, the revelers are buoyant. This is exactly what they came for. It is Dec. 21, 2012, and they are celebrating the end of the world.

Editorial Style and Consistency

For many years, writers and journalists around the world have relied on style guides to ensure correctness and consistency in punctuation, spelling, capitalization, abbreviations and usage.

As its official style guide, Temple University has adopted The Associated Press Stylebook, which is derived from Webster's New World College Dictionary.

The Temple University Editorial Style Guide contains guidelines that are specific to Temple University. Some are exceptions to the AP Stylebook.

When writing, you should verify your style with the entries in the Temple University Editorial Style Guide, the AP Stylebook and Webster's New World College Dictionary, in that order. The AP Stylebook also is available via online subscription (apstylebook.com), and a mobile version is available at getapmobile.com.

It is critical to maintain a consistent style throughout your projects with regard to spelling, capitalization, abbreviations and usage. This helps ensure that your message is strong, clear, cohesive and professional.

When writing for academic journals/papers and industry-specific literature, please consult industry sources for the style appropriate to your publications.

For the most recent version of this guide, as well as updates and opportunities for feedback and suggestions, go to temple.edu/getcreative. Should you need further editorial guidance, contact Maria Raha at rahamari@temple.edu or 215-926-2553.

To verify academic and courtesy titles, consult individual departments or their websites.

Academic and Courtesy Titles

Also see “Administrative Titles.”

Check all academic and courtesy titles before your work is distributed, approved, posted or printed. To verify current academic titles, refer to individual school/college or academic unit websites.

COACH

Uppercase when used before names. Lowercase after names and when standing alone.

EXAMPLES

Men’s Basketball Coach Fran Dunphy has led the Owls to six straight NCAA tournament appearances. “We’ll make another NCAA appearance with Coach Dunphy at the helm,” says Will Cummings, Class of 2015.

.....
The coach added two hours to the length of Tuesday’s practice.
.....

DEAN

Uppercase when used before names. Lowercase after names and when standing alone.

EXAMPLES

“With the addition of two new programs, we expect our enrollment to increase,” Dean Teresa Soufas says.

.....
“Dean Soufas will attend tomorrow’s meeting,” the student says.
.....

Teresa Soufas, dean of the College of Liberal Arts, expects enrollment to increase.
.....

DR.

Use only in direct quotes.

EXAMPLES

Ramin Ansari works in the Department of Neurology. He also is a board-certified doctor.

.....
“Dr. Ansari’s research about drug delivery is exceptional,” says Larry Kaiser, dean of the School of Medicine.
.....

ENDOWED/NAMED PROFESSORSHIPS, CHAIRS AND FELLOWSHIPS

Capitalize in all instances. On second reference, use “the professorship,” “the fellowship” or “the chair.”

EXAMPLES

Peter H. Huang was the first Harold E. Kohn Chair in Law. As chair, Huang oversaw many symposia.

Both Stephen Hawking and Sir Isaac Newton have held the Lucasian Professorship of Mathematics at Cambridge University.

MISS , MR., MRS., MS.

Use these titles only in direct quotes.

PROFESSIONAL SUFFIXES

Avoid the use of professional suffixes, such as DDS, Esq., JD, MD, PhD.

PROFESSOR

Uppercase before a name, and lowercase after a name and when standing alone. Do not abbreviate. On first mention, specify the professor’s teaching specialty and, if applicable, his or her named professorship—such as the Laura Carnell Professorship. Avoid one title or the other if doing so creates unwieldy copy.

EXAMPLES

The award was given to Professor of Journalism Ed Trayes.

The award was given to Ed Trayes, professor of journalism.

The professor canceled class.

Laurence Steinberg, Laura Carnell Professor of Psychology, submitted an amicus brief to the Supreme Court.

Academic Degrees

Temple’s preference is to omit periods within academic degree codes. However, the use/nonuse of periods is discretionary and should be consistent throughout your print and online documents. If a degree has more than one correct construction—i.e., a master of education degree can be presented as either MEd or EdM—one style should be selected and used consistently throughout your documents. For additional guidance in other uses, consult the AP Stylebook.

When spelling out degree names—i.e., a master of education degree—do not capitalize the degree.

EXAMPLES

Steven Jones waited tables at night while earning his MBA at Temple. He also got his BA in history at Temple.

Joe earned his bachelor of mechanical engineering degree from Temple University. He also has two master's degrees.

Kelly earned her bachelor's degree from the College of Education.

For a complete list of Temple's academic degree programs, consult temple.edu/academics/degree-programs.

LIST OF ACADEMIC DEGREES AND CODES

AS Associate of Science

BACHELOR'S DEGREES

BA	bachelor of arts	BSE	bachelor of science in engineering
BBA	bachelor of business administration	BSEd	bachelor of science in education
BFA	bachelor of fine arts	BSEE	bachelor of science in electrical engineering
BM	bachelor of music	BSET	bachelor of science in engineering technology
BS	bachelor of science	BSME	bachelor of science in mechanical engineering
BSArch	bachelor of science in architecture	BSN	bachelor of science in nursing
BSAT	bachelor of science in athletic training	BSW	bachelor of social work
BSBIOE	bachelor of science in bioengineering		
BSCE	bachelor of science in civil engineering		

MASTER'S DEGREES

LLM	master of laws	MMT	master of music therapy
MA	master of arts	MOT	master of occupational therapy
MAcc	master of accountancy	MPH	master of public health
MArch	master of architecture	MS	master of science
MBA	master of business administration	MSBIOE	master of science in bioengineering
MEd	master of education	MSCE	master of science in civil engineering
MFA	master of fine arts	MSEd	master of science in education
MHM	master of healthcare management	MSEE	master of science in electrical engineering
MJ	master of journalism	MSEnvE	master of science in environmental engineering
MLA	master of liberal arts	MSME	master of science in mechanical engineering
MLArch	master of landscape architecture		
MM	master of music		

MSN	master of science in nursing	MTHM	master of tourism and hospitality management
MSW	master of social work		

PROFESSIONAL DEGREES

DBA	doctor of business administration	EdD	doctor of education
DDS	doctor of dental surgery	EDS	school psychology education specialist
DMA	doctor of musical arts	JD	doctor of jurisprudence
DMD	doctor of dental Medicine	MD	doctor of medicine
DNP	doctor of nursing practice	PharmD	doctor of pharmacy
DOT	doctor of occupational therapy	PhD	doctor of philosophy
DPM	doctor of podiatric medicine	SJD	doctor of juridical science
DPT	doctor of physical therapy		

Academic Departments, Offices, Centers, Institutes and Programs

Uppercase the names of all academic departments and the centers, institutes and programs they govern. However, lowercase when saying “the department,” “the center,” “the office.” It is acceptable to reverse the word order and eliminate the word “of.”

To verify official names and spellings of academic departments, offices, centers, institutes and programs, consult individual offices or their websites.

EXAMPLES

Department of History or History Department

... the Institute for Public Affairs

... the Computer and Information Sciences Department in the College of Science and Technology

The program hired three graduate students.

The Diamond Research Scholars Program received 72 nominations.

“Acres of Diamonds”

The title of Temple Founder Russell Conwell’s speech is placed in quotation marks.

Acronyms

All organizations, schools/colleges, etc., referred to by acronyms should be spelled out on first reference, with their acronyms in parentheses following the full name only if the acronym will be used on second reference. Do not use periods in acronym names. Never begin sentences with acronyms; recast sentence or spell out full name instead.

Avoid unwieldy acronyms, and only use them to refer to Temple units that have widely known acronyms (such as “CST”). Also see “Colleges, Schools.”

EXAMPLE

The School of Media and Communication (SMC) was renamed in 2012. Dean David Boardman now oversees SMC.

Administrative Titles

To verify official names and spellings of university administrative titles, consult individual offices and divisions or their websites.

Also see “Academic and Courtesy Titles.”

PRESIDENT, PROVOST, CHAIR

Uppercase before the name, but lowercase when the title follows a name or stands alone. Use “chair” for both men and women; avoid “chairman,” “chairperson,” “chairwoman.”

EXAMPLES

Louise Miller was named interim chair of the department until a permanent successor is found.

Interim Chair Louise Miller attended the event.

VICE PRESIDENT, VICE PROVOST, TRUSTEE

Uppercase before the name, but lowercase when the title follows a name or stands alone.

EXAMPLES

Vice President for Student Affairs Theresa Powell spoke at the luncheon.

Theresa Powell, vice president for student affairs, announced a new initiative.

There was one abstention, by Trustee Daniel Polett.

Daniel Polett is a trustee.

Administrative Units

To verify official names, spellings and abbreviations/ acronyms of university administrative units, consult individual offices and divisions or their websites.

Capitalize the official names of all administrative units of Temple University on first reference. Afterward, use “the department,” “the office,” “the division,” “the section.”

If a unit has a well-known abbreviation or short form, it also may be used on second and subsequent references. However, avoid overusing acronyms.

EXAMPLES

The Office of University Housing and Residential Life is responsible for student housing assignments. University Housing began accepting residents for Mitchell and Hilarie Morgan Hall in fall 2013.

Oleh Haluszka is chief of the Section of Gastroenterology in the School of Medicine. Oleh Haluszka runs the section.

Division of Student Affairs. On second reference: “the division” or “Student Affairs”

Center for Innovation in Teaching and Learning. On second reference: “the center”

The Division of Student Affairs is planning additional recreation activities. The division is headed by Theresa Powell.

THE CORRECT NAMES OF SOME COMMONLY MISNAMED UNITS

Computer Services

Department of Campus Safety Services (Campus Safety on second reference); never “Temple Police”

Temple University Press (never “Temple Press”)

Advisor

Use “advisor,” not “adviser.”

Alumna, Alumnae, Alumni, Alumnus

Use “alumnus” when referring to one man. Use “alumna” when referring to one woman.

Use “alumnae” when referring to a group of women. Use “alumni” when referring to a group that includes all men or both men and women. Do not use “alum” or “alumni/ae.”

Alumni Degree Information

See “College, School Alumni Codes.”

American Athletic Conference

On first reference, use “American Athletic Conference.” “The American” or “the conference” may be used on second reference. Never use “AAC.”

Athletic Team Names

Also see “Owls, the.” Capitalize “Owls,” but lowercase Temple’s other athletic team names.

EXAMPLES

Temple cheerleaders

Temple football

Temple men’s basketball

Temple women’s basketball

Board of Directors, Board of Trustees, Board of Visitors

Uppercase on first reference and when using the full phrase. On second reference, use “the board.”

EXAMPLE

The Temple University Board of Trustees held a meeting yesterday afternoon. The board discussed scholarship initiatives.

Buildings, Rooms

To verify official names, spellings and abbreviations/ acronyms of university administrative units, consult individual offices and divisions or their websites.

If you notice an omission from this list, contact Maria Raha.

Capitalize names of university buildings; do not abbreviate: Annenberg Hall, Howard Gittis Student Center, The Liacouras Center.

Pearson and McGonigle Halls are commonly misnamed Pearson-McGonigle Complex. The new buildings should still be referred to as “Pearson and McGonigle Halls”—no official name change has been approved yet by the board.

TEMPLE BUILDINGS, NAMED FACILITIES, AND COMMON LANDMARKS AND FEATURES

MAIN CAMPUS

Academic and Administrative Buildings

1810 Liacouras Walk
Alter Hall
Anderson Hall
Annenberg Hall
Architecture Building
Barrack Hall

Barton Hall
Beury Hall
Biology-Life Sciences Building
Carnell Hall
Conwell Hall

Engineering Building	Shusterman Hall
Gladfelter Hall	Speakman Hall
Kiva Auditorium	Sullivan Hall
Klein Hall (Law School)	Temple Performing Arts Center
Mitten Hall	Tomlinson Theater
Samuel L. Paley Library (or "Paley Library")	Tuttleman Learning Center
Presser Hall	Tyler School of Art
Randall Theater	Wachman Hall
Ritter Hall	Walk Auditorium
Ritter Hall Annex	Weiss Hall
Rock Hall	

Athletics Facilities

Donald & Nancy Resnick Men's Practice Court	Liacouras Center, The Nancy & Donald Resnick Academic Support Center
Edberg-Olson Athletic Hall	
Geasey Field	Pearson and McGonigle Halls
Independence Blue Cross Recreation Center	Temple University Fitness

Campus Landmarks and Miscellaneous Features

12th Street Food Pad	Conwell Inn
Alumni Circle	Founder's Garden
Bell Tower	Liacouras Walk
Beury Beach	Polett Walk

Student Life Buildings

1300 Residence Hall	Hall" on second reference)
1940 Residence Hall	Newman Center
Edge Student Village, the	Oxford Village
Edward H. Rosen Hillel Center for Jewish Life (or "Hillel Center")	Peabody Hall
Elmira Jeffries	Student Pavilion
Hardwick Hall	TECH Center
Howard Gittis Student Center	Temple Towers
James S. White Hall	Triangle Apartments
Johnson and Hardwick Residence Halls	Triangle House
Kardon/Atlantic Terminal Building	Valaida S. Walker Food Court
Louis J. Esposito Dining Center	
Mitchel and Hilarie Morgan Hall ("Morgan	

Other Named Facilities (not a complete list)

Alice Tully Library (Boyer)	Irvin Borowsky Glass Studio (Tyler)
Charles L. Blockson Afro-American Collection	Joe First Media Center (SMC)
Esther Boyer Theater	Kal and Lucille Rudman Media Production Center (SMC)
Fox-Gittis Room (The Liacouras Center)	Lew Klein Hall (Temple Performing Arts Center)

AMBLER CAMPUS

Administration Building	Ground Cover Gardens
All-American Selection Display Garden	Haines House
Ambler Arboretum	Hilda Justice Building
Ambler Campus Greenhouse	Intercollegiate Athletics Field House
Ambler Campus Library	Louise Stine Fisher Garden
Ambler Learning Center	PECO Green Roof Garden
Bright Hall	Philip R. and Barbara F. Albright Winter Garden
Class of 1990 Garden	Red Barn Gym
Colibraro Conifer Garden	Research Trial Garden and Greenhouse
Cottage Hall	Rose Cottage
Dixon Hall	Skip Wilson Field
Douglass Module	Sustainable Wetland Garden
East Hall	Viola Anders Herb Garden
Ernesta Ballard Healing Garden	West Hall
Formal Native Plant Garden	Widener Hall
Formal Perennial Garden	Woman's National Farm & Garden Visitors Center (formerly "the Headhouse")
Freud Module	Woodland Gardens
Gilbert House	

HEALTH SCIENCES CENTER

Boyer Pavilion	Outpatient Building
Ford Building	Park Avenue Pavilion
Hudson Building	Parkinson Pavilion
Jones Hall	Rock Pavilion
Kendig Museum (School of Pharmacy)	School of Pharmacy
Kresge Science Hall	Shriners Hospitals for Children Pediatric Research Center
Kresge West Building	Simmy and Harry Ginsburg Health Sciences Library
Maurice H. Kornberg School of Dentistry (or "Kornberg School of Dentistry"; "Kornberg" on second reference. Never mention the Dental School without using "Kornberg.")	Student Faculty Center
Medical Education and Research Building	Temple University Children's Medical Center
Moulder Center for Drug Discovery Research (on second reference: Moulder Center)	Temple University Hospital ("TUH" on second reference)
	Temple University Physicians Medical Office Building

OTHER TEMPLE BUILDINGS IN PHILADELPHIA (NOT A COMPLETE LIST)

Charles E. Krausz Library (School of
Podiatric Medicine)

Podiatric Residence Hall

Temple Administrative Services Building
("TASB" on second reference)

Temple University Center City ("TUCC" on
second reference)

Campus Names

On first reference, capitalize formal campus names as follows:

Ambler Campus

Health Sciences Center ("HSC" is acceptable on second reference; commonly misnamed "Health Sciences Campus.")

Main Campus

Temple University Center City ("TUCC" on second reference)

Temple University Fort Washington

Temple University Harrisburg (Do not use "TUH" on second reference. The hospital is referred to as "TUH.")

Temple University Japan ("Temple Japan" or "TU" on second reference)

Temple University Rome ("Temple Rome" on second reference)

Lowercase when saying "the campus" or when referring to more than one campus.

EXAMPLE

The Main, Ambler and Fort Washington campuses were closed Dec. 24.

Chair, Chairman, Chairperson, Chairwoman

See "Administrative Titles."

Cherry and White

Lowercase and spell out "and" when referring to Temple's colors.

Cherry Crusade, the

Capitalize the name of Temple's spirit squad.

Cherry On

Capitalize when referring to the Temple spirit initiative.

Cherry & White Day, Cherry and White Night

See “Temple-specific Events.”

Childcare

One word in all instances.

Class of

Uppercase when referring to a singular graduating class. Lowercase when referring to more than one graduating class.

EXAMPLES:

The Class of 2013's Commencement ceremony took place May 16, 2013.

Reunions were held for the classes of 1963, 1988 and 2003 during Alumni Weekend 2013.

Coach

See “Academic and Courtesy Titles.”

College, School Alumni Codes

School and college codes are used to designate degree and graduation information, and are not to be used in any other capacity in copy. Any communications that extend beyond the constituency of an individual school or college should include the degree-code conventions included below, regardless of the level of degree received. Individual schools and colleges can continue to refer to graduate information by degree. Either treatment should be applied consistently throughout your print and online materials.

EXAMPLE

Bob Saget, *SMC '78*, is a Temple alumnus.

In *Temple* magazine: In order to easily distinguish the graduation information from other copy, graduation information is italicized. Commas that set off the degree and graduation information are formatted in roman, or plain, type.

If an alumnus has earned more than one degree from the same school or college, the code should be listed only once: *SMC '77, '90*.

If an alumnus has earned more than one degree from different schools or colleges, each school or college code should be included: *LAW '00, CLA '08*.

LIST OF SCHOOL AND COLLEGE CODES

BYR	Boyer College of Music and Dance	MED	School of Medicine
CHPSW	College of Health Professions and Social Work	PHR	School of Pharmacy
CLA	College of Liberal Arts	POD	School of Podiatric Medicine
CST	College of Science and Technology	SED	School of Environmental Design
DEN	Kornberg School of Dentistry	SMC	School of Media and Communication
EDU	College of Education	SSW	School of Social Work
ENG	College of Engineering	TFM	Division of Theater, Film and Media Arts
FOX	Fox School of Business	THM	School of Tourism and Hospitality Management
HON	Honorary Degree	TYL	Tyler School of Art
LAW	Beasley School of Law		

Colleges, Schools

Uppercase only when part of an official name. On second reference, use “the school” or “the college.” Avoid overusing abbreviations or acronyms, such as “CLA” for the College of Liberal Arts or “CST” for the College of Science and Technology.

The following are the official names of the colleges and schools within Temple University and their preferred second references.

Beasley School of Law	Law School
Boyer College of Music and Dance	Boyer, Boyer College
Center for the Arts	
College of Health Professions and Social Work	
College of Education	
College of Engineering	
College of Liberal Arts	CLA
College of Science and Technology	CST
Division of Theater, Film and Media Arts	
Fox School of Business	Fox School, Fox

Maurice H. Kornberg School of Dentistry	Kornberg Dental, Kornberg ("Kornberg" must be included in all references.)
School of Environmental Design	
School of Media and Communication	
School of Medicine	Medical School
School of Pharmacy	
School of Podiatric Medicine	Podiatry School, TUSPM
School of Social Work	
School of Tourism and Hospitality Management	STHM
Tyler School of Art	Tyler

College/University

Other than as a part of a proper name, all instances should be lowercase.

EXAMPLES

Boyer College of Music and Dance

Within Temple University, there are 17 schools and colleges.

Take a tour of the university with a student guide.

Commencement, Convocation

See "Temple-specific Events."

Conferences, Events, Symposia

The titles of conferences, events and other symposia should be capitalized, but not placed in quotation marks or italicized. Place specific elements of such events—such as conference panel discussions—in quotation marks.

Conwell, Russell

On first reference, use "Temple Founder Russell H. Conwell"; on all subsequent references, use "Conwell."

Course Numbers, Names

Use Arabic numerals and capitalize the subject when used with a numeral. Names of courses standing alone should be capitalized and italicized. Use a colon after the course number when course subjects and numbers are used with the course name.

EXAMPLES

Math 0055

Introduction to Mass Media

Economics 0250: International Trade

Daycare

One word in all instances.

Dean

See “Academic and Courtesy Titles.”

Dean’s List

The word is singular possessive, takes an apostrophe and is capitalized.

Degrees

See “Academic Degrees.”

Departments

See “Academic Departments” and “Administrative Units.”

Diamond Dollars

Diamond Gems

Capitalize the name of Temple’s dance squad.

Dissertations, Theses

Italicize the titles of dissertations and theses. See “Titles of Works” for further guidance.

Email

See “Internet-related Terms and Phrases.”

Ethnicity

The preferred nomenclature is as follows. Most are hyphenated only when used as an adjective preceding a noun.

EXAMPLES

As a noun: African American

As an adjective: e.g., African-American history

Asian American

Caucasian American

Hispanic American

Latino

Native American

multiethnic

Exception: Because the “Latin” in Latin American is both the name of the region (Latin America) and the name of the ethnicity associated with that region (Latin American), “Latin American” is never hyphenated.

Faculty

When referring to the whole faculty, the word is singular. If referring to members of a group, the term is plural. A way to ensure your subject/verb agreement is accurate, add “members” after “faculty” when speaking of a particular, specific group of teachers.

EXAMPLES

The faculty assembles each Tuesday.

Some faculty were present at the inauguration celebration.

Grade-point Average

Hyphenate “grade-point.” “GPA,” capitalized and without punctuation, may be used on second reference.

Healthcare

One word in all instances.

Health System

See “Temple Health.”

Homecoming

See “Temple-specific Events.”

Hooter the Owl

Capitalize the name of Temple’s mascot.

Internet-related Terms and Phrases

When using internet-related words, note the following spelling and capitalization policies, some of which are exceptions to the AP Stylebook: internet, email, online, the web, web page, website, web address, World Wide Web.

Majors

Names of majors are always lowercase.

EXAMPLE

Jane Smith majors in biology.

Names

Use the person's full name (as listed in Temple's Cherry & White Directory), unless he or she is widely known by, or prefers, a less formal address or nickname. Avoid courtesy titles, such as Mr. or Ms., except in direct quotes.

Offices

See "Academic Departments" and "Administrative Units."

OWLcard, OWLnet

See "Temple-specific References/Applications."

Owls, the

Also see "Athletic Team Names."

Phone Numbers

Use area codes with all phone numbers and maintain a consistent format and style within your communications. Exceptions may be made for design style and display copy. 215-123-4567, 215.123.4567 and (215)123-4567 are all acceptable formats. The preferred format is (215)-123-4567.

All Main Campus and TUCC numbers begin with 215-204; Health Sciences Center numbers begin with 215-707; and TASB, 215-926. Ambler and Fort Washington numbers begin with 267-468.

Do not use the intercampus phone system abbreviations (e.g., 1-2345, 2-3456, 3-4567) in printed or online materials to which the public has access. Those abbreviations are for internal use only and not for public dissemination. For all published material, use complete phone numbers.

Note: If a phone number uses letters or spells out a word, give the numeric equivalent. Not all keypads are consistent, and web links require numbers.

President

See "Administrative Titles"; "Theobald, Neil D."

Professor, Assistant/Associate Professor

See “Academic and Courtesy Titles.”

Provost

See “Administrative Titles.”

Publication Titles

See “Titles of Works.”

RSVP

Use when referencing an event to which a specific person has been invited. Do not use for events in which a general invitation is made; in that case, use “register.” Do not precede “RSVP” with “please,” as the latter is included in “RSVP” already. Do not separate initials with periods. Exceptions to punctuation may be made for design style and display copy.

School, College Codes

See “College, School Alumni Codes.”

To verify official names and spellings of school and college department names, check with individual departments or their websites.

Schools, Colleges

See “Colleges, Schools.”

Semester/Session

In all instances, lowercase seasons that identify sessions or semesters: fall semester, winter session, summer 2013.

Social Media

Facebook, hashtag, Instagram, LinkedIn, Twitter, YouTube

Since its 2011 edition, the AP Stylebook has included a section that provides guidance about social media. For further information about such style, consult the most recent editions of that book.

Social Security Numbers

Refer to policy 04.75.11 on the Policies & Procedures website, policies.temple.edu, for guidance on when to use a person's Social Security number versus his or her Temple University ID.

Also see "TUid."

Stella the Owl

Capitalize the name of Temple's living sideline owl.

Student Center

It is no longer the Student Activities Center. Do not use the abbreviation "SAC." The two buildings comprising the center are designated "North" and "South", and both are called the Howard Gittis Student Center. On subsequent references, use "Student Center." ("Howard Gittis" may be omitted for clarity, depending on context.)

EXAMPLE

The Temple Student Government Executive Council meets in Howard Gittis Student Center South, Room 200.

Student-athlete

In accordance with NCAA style, always hyphenate the term.

"T for Temple U"

Temple's fight song is placed in quotation marks.

Team Names

See "Athletic Team Names."

Temple Athletics

Capitalize “Athletics” only when referring to the university department. Lowercase when using it generally.

EXAMPLES

Temple Athletics held a basketball clinic for high school students.

Temple has numerous athletic programs.

Temple Health

Temple University Health System is now referred to as “Temple Health.”

TEMPLE HEALTH FACILITY NAMES

Fox Chase Cancer Center

Jeanes Hospital

Northeastern Ambulatory Care Center

Temple Health Oaks

Temple Health Women’s Care at Elkins Park

Temple Physicians

Temple ReadyCare

Temple University Hospital

Temple University School of Medicine

TUH—Episcopal Campus

Temple Made

Temple Made is capitalized; it is not set apart with quotation marks or italics. Temple Made should not be applied to all types of communications. For further guidance about using the Temple Made voice and design, contact Creative Services or consult the Temple Made style guide at temple.edu/getcreative.

Temple “T”

Place “T” in quotation marks.

Temple-specific Events

When referring to Temple events, capitalize all instances of Alumni Weekend, Cherry & White Day, Cherry and White Night, Commencement, Convocation, Homecoming and Welcome Week.

Temple-specific References/Applications

OWLcard is the term for the card itself. The TUID is the university-provided ID number printed on the OWLcard. Also see “TUID.”

OWLcard	TUmail
OWLnet	TUmarketplace
TUcalendar	TUportal
TUID	

Theobald, Neil D.

Also see “Administrative Titles.”

On first reference, use “Temple President Neil D. Theobald.” “President Theobald” may be used on all subsequent references.

Theses, Dissertations

See “Dissertations, Theses.”

Time Formatting

The preferred format is lowercase and punctuated: “a.m.” and “p.m.” However, the key is consistency within documents. Formatting is flexible to accommodate design, as long as such formatting is consistent.

Titles

See “Academic and Courtesy Titles,” “Administrative Titles.”

Titles of Works

This entry is an exception to AP style. The titles of all albums, art exhibits, books, courses, dissertations, films, magazines, newspapers, plays, television series, theses, web series and other full works should be italicized. Place titles of articles, book chapters, individual works of art, poems, scenes from films, songs, stories, television episodes and other parts of works in quotation marks.

PUBLICATION TITLES

Always include the complete name of the work on first reference. Take particular note of when ampersands are used in titles and whether or not the publication's formal name includes the word "The." Italicize names of magazines, newspapers and other publications; do not use quotation marks.

Lowercase—and do not italicize—the words "the" and "magazine" when they are not part of a formal publication title.

Note: If your body copy is in italics, use roman type for the publication name to set it apart from the rest of the text.

EXAMPLES

The New York Times, Temple magazine, U.S. News & World Report

The Philadelphia Inquirer, Philadelphia magazine, The Temple News

On second reference: *U.S. News, the Times, the Inquirer*

Note: There is no space between U.S. and News in U.S. News & World Report when the publication's full title is used. When U.S. News is used on second reference, include a space between "U.S." and "News."

Trustee

See "Administrative Titles."

TUcalendar, TUID, TUmial, TUmarketplace, TUportal

See "Temple-specific References/Applications."

TUID

The TUID is the personal identification number assigned to all students, faculty and administrative staff at Temple; it is used in place of a Social Security number. Note its spelling: mixed uppercase/lowercase, roman type, no periods.

Also see "Social Security Numbers" and "Temple-specific References/Applications."

Web Addresses

The prefixes `http://` and `www.` may be omitted from web addresses but should be tested in a browser. Secure web addresses beginning with `https://` or `ftp://` should include those prefixes. The preferred format should be consistent throughout your print or digital materials.

EXAMPLES

temple.edu

.....
`https://directory.temple.edu`
.....

All web addresses should be tested in a browser before copy is finalized.

Punctuate after a web address at the end of a sentence. To avoid confusion, consider formatting URLs/email addresses differently than copy text (bold, italics, different color) to differentiate from copy punctuation.

Web addresses in lists or tabular material do not require end punctuation.

Keep web addresses on one line when possible, and break only at a forward slash when necessary. Remember that web addresses broken over two lines will contain a hyphen, also used in specific URLs. Correct those breaks to avoid confusion.

Welcome Week

See “Temple-specific Events.”

-wide

Do not hyphenate: campuswide, nationwide, universitywide, worldwide.



Type Tips and Common Copy Errors

Type Tips and Common Copy Errors

There are various grammatical rules for when and how to use commas, semicolons and other punctuation marks. Consult the “Punctuation Guide” in the back section of the AP Stylebook for guidance. The most common punctuation errors encountered at Temple are included here.

To improve readability and the layout of your documents, typographical standards must be maintained. A few type tips are included here, but for further guidance on typography, contact Art Director Jacqueline Spadaro at jspadaro@temple.edu or 215-926-2563.

Ampersands

Ampersands are used in copy only when they are a part of an official name or title. Exceptions may be made for display copy and design.

Apostrophes and Years

When an apostrophe is used to replace the first two digits of a year, always use the closed apostrophe: ’

EXAMPLE

Bill graduated in ’05.

FORMATTING CLOSED APOSTROPHES

PC: Insert > Symbols > Special Characters > Single closing quote

Mac: shift + option + right bracket key

Google Docs: Insert > Special Characters > Symbol > Punctuation > ASCII Based > Paired

Dashes and Hyphens

EM DASHES

Em dashes (—) are most commonly used in sentences to indicate a pause or a transition. They should be placed without spaces on either side of the dash.

EXAMPLE

The semester will begin on Tuesday—unless the weather prevents it.

FORMATTING EM DASHES

PC: Ctrl + - (on the number keypad at right)

Mac: option + shift + hyphen

Google Docs: Insert > Special Characters > Symbol > Punctuation > Dash/Connector

EN DASHES

En dashes (–) are most commonly used to indicate a range (e.g., as an indicator of “from/to”). They should be placed without spaces on either side of the dash.

EXAMPLE

The 2012–2013 academic year welcomed Temple’s largest-ever freshman class.

DO NOT MIX “FROM/TO” AND EN DASHES.

Incorrect: Construction on Mitchell and Hilarie Morgan Hall occurred from 2010–2013.

Correct: Construction on Mitchell and Hilarie Morgan Hall occurred from 2010 to 2013.

FORMATTING EN DASHES

PC shortcut: Ctrl + - (on the number keypad at right)

Mac: option + hyphen

Google Docs: Insert > Special Characters > Symbol > Punctuation > Dash/Connector

HYPHENS

Hyphens (-) join multiword compounds, indicate when a word is carried over to the next line of copy and denote sports scores, among other functions. They should be placed without spaces on either side of the hyphen.

EXAMPLES

The 85-year-old student was the oldest graduate at Commencement.

The Owls beat Duke 121-120.

Ladders and Repetitions

“Ladders” are two or more consecutive lines of copy in which the same word appears in the same place. Avoid beginning or ending two (or more) consecutive lines with the same word.

Do not allow more than two hyphens at the ends of consecutive lines.

Line Breaks

During the design process, line breaks are adjusted to control how and where a line of type continues on the next line.

When words are hyphenated and carried on to the next line, consult Webster’s New World College Dictionary to confirm that the word is broken accurately between syllables.

A subject’s first and last names should not be broken at the end of a line.

Proper nouns should not be hyphenated and carried over to the next line.

Words in pull quotes and headlines should never break at the end of a line.

Hyphenated compound words should break only where the hyphen falls between words.

Multiword Compounds and Capitalization

When a compound word is hyphenated and capitalized, and the second word is not a proper noun, the second word in the compound is not capitalized—even in headlines.

EXAMPLE

CORE Researches Zero-calorie Drinks

EXAMPLE OF EXCEPTION FOR PROPER NOUN

Mid-Atlantic Region Digs Out of Snowstorm

Numbers

Consult the “Numerals” entry in the AP Stylebook for further guidance.

Spell out numbers zero through nine, except for addresses, ages, dates, percentages, prices, times and years or in tabular material when space is minimal.

Use Arabic figures for 10 and above, except when the number is the first word in a sentence.

EXAMPLE

Ten people enrolled in the course. Last week, 13 students attended the meeting; two 18-year-olds left before adjournment.

Quotation Marks

There is a difference between prime marks (”) and quotation marks (“”). When using quotation marks, use smart quotes (“”); prime marks are used only as symbols of measurement. (This also applies to sans-serif fonts, such as Arial or Helvetica.)

Spacing

One space between sentences is standard. Additional spaces should be removed.

State Names, Abbreviations

Use the traditional, non-U.S.-Postal-Service abbreviations when the name of a state follows the name of a city and does not include the ZIP code.

TRADITIONAL STATE ABBREVIATIONS

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

Spell out full state names when standing alone in body copy. They can be abbreviated in tabular material to save space.

The following state names are never abbreviated in body copy: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. The District of Columbia also is spelled out when it is not listed as Washington, D.C.

Note: Temple magazine eliminates the "Pa." from Philadelphia. It also uses the AP dateline rules for cities around the world, in which the addition of select states and countries is unnecessary. For more guidance about this rule, consult the "Datelines" section of the AP Stylebook.

When a full address is given with the ZIP code, use the two-letter, uppercase U.S. Postal Service abbreviation. Please refer to the AP Stylebook for U.S. postal codes.

EXAMPLE

Rutgers University is in New Brunswick, N.J.

Next week's meeting for journalism students will be held in Annenberg Hall, 2020 N. 13th St., Philadelphia, PA 19122-6015.

Widows and Orphans

Layouts should be checked for widows and orphans.

Do not leave a single word as the last line in a paragraph (widow).

Do not end a column or page with only the first line of a paragraph (orphan), and do not begin a column or page with the last line of a paragraph (widow).

Ends of paragraphs that are less than half the length of a full line are not ideal and should be avoided. Short lines at the ends of consecutive paragraphs are not ideal and should be avoided.

One word that finishes a sentence at the top of a new page or column—even if it is a part of a full line of copy—is not ideal and should be avoided.



Questions?

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