Editorial Style Guide

Lincoln University
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About this Document
This guide's purpose is to facilitate clear and consistent internal and external nonacademic communications. It is produced by the Office of Communications & Public Relations. Standards are based on Associated Press Style; refer to AP Style when this guide does not provide direction. Updates and suggestions can be directed to communications@lincoln.edu. The latest version of this document is available at www.lincoln.edu/branding.

The Office of Communications & Public Relations is responsible for reviewing and approving communications to ensure compliance with editorial and graphics standards. However, the creating university unit is responsible for the content, accuracy, and initial proofreading of their internal and external communications.

Athletics Logos
The wordmark and modified seal are to be used for all University collateral, however, the athletics primary "lion" mark may be used. To learn the proper usage of the Athletics logos, please contact the sports information director or visit the Athletics website.

Contents

Editorial Style Guide

Lincoln-specific terms

Annual Fund – Capitalize both words.

A. Dennee Bibb, 1911 – This is the author of the alma mater. Use the four-digit year "1911" to avoid confusion between 1911 and 2011.

ACCUPLACER – The placement test for incoming students in English. All caps.

Co-curricular Pre-professional – The "c" and the "p" after the hyphen in each word is lowercase.

Department of Languages and Literature – Note "Languages" is plural and "Literature" is singular. Lowercase: languages and literature department.

Department of Health Science – Note "Science" is singular in all references to the department or its faculty. Lowercase: health science department.

Department of Mass Communications – Note "Communications" is plural. Lowercase: mass communications department.

First-Year Dean – Hyphenated and the "Y" is capitalized always.

FLEX - In "BHS FLEX." Capitalize this acronym for "Further Learning Experience"

First-Year Program – Use the hyphen. Do not use the "Freshman Year Program." Also, First-Year Dean, First-Year Experience.

General Education – Capitalize, but do not capitalize the words that follow such as "curriculum," "program," "courses," or "requirements."

GradesFirst – One word. Only the "G" and "F" are capitalized.

Hail! Hail! Lincoln – The correct way to punctuate the popular line from the alma mater.

Homecoming – Capitalize when referring to the Lincoln event held each fall.

Living Learning Center – Acceptable on first reference. Do not place a hyphen between "Living" and "Learning." The official name is the Thurgood Marshall Living Learning Center.

Mary Dod Brown Chapel – One "d" at the end of "Dod."

Mister and Miss Lincoln – Do not use "Mr."

Modulars – The Modulars near Dickey, Grim, and University Hall are simply "the Modulars" and it is plural to denote multiple buildings housing multiple departments. The modular unit (singular) for Public Safety next to Vail Hall should be referred to as the "Public Safety Modular."

Student Union Building – SUB is acceptable on the first reference when writing to an internal audience. The large room within the SUB is the "SUB Multipurpose Room" (no hyphen or capital P).

University City (and formerly Coatesville) – University City is the location. The programs at this location are in the "School of Adult & Continuing Education." Also acceptable: the "Philadelphia location." Do not refer to a "campus"; it is a "location."

Ware Fine Arts Center – Preferred name. It can also be called "Ware Center for the Arts," which is posted on the building placard inside.

Ware Theater – "Theater" is an "er," not a "re."

WebAdvisor – One word. Only the "W" and "A" are capitalized.

Academic degrees

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

Use an apostrophe in bachelor's degree, a master's, etc., but there is no possessive in Bachelor of Arts or Master of Science.

Also: an associate degree (no possessive).

Use such abbreviations as B.A., M.A., LL.D., and Ph.D. only when the need to identify many individuals by degree on the first reference would make the preferred form cumbersome. Use these abbreviations only after a full name -- never after just a last name.

Acronyms

Do not follow an organization's full name with an abbreviation or acronym in parentheses or set off by dashes. Incorrect: "She is a student in the School of Adult and Continuing Education (SACE)." If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it.

Department and Office Names

Capitalize the formal name of a department on the first reference. Lowercase "department" on second and subsequent references and when making generic reference to departments.

Examples:

- Department of Mathematical Sciences, the mathematics department, the math department
- Department of Mass Communications, the mass communications department
- Department of Business and Entrepreneurial Studies, the business and entrepreneurial studies department

Examples: She works in the Office of the President. She is an assistant in the president's office.

Building Names

Capitalize the names of buildings on the first reference. Lowercase names of buildings when making a general reference, which is acceptable on second and subsequent references.

Each building within the University named for a person has a short name and a long name. Long names should always be used on first reference. Use the shortened form on second and subsequent references. Avoid acronyms whenever possible, as these are unknown outside of campus and also unfamiliar to many within the campus.

Examples:

- Langston Hughes Memorial Library, the library
- Lorraine Hansberry Hall, Hansberry Hall
- Ivory V. Nelson Science Center, Nelson Science Center, Science Center (not NSC)

Freshmen

Avoid "freshman" and "freshmen." Refer to students just starting their undergraduate careers at the university as "first-year students."

Addresses and phone numbers

Spell out words in an address unless space is in short supply. If so, use the following abbreviations: Ave., Blvd., Bldg., Ct., Dr., La./Ln., Pkwy., Pl., Rd., Sq., St., Terr.

The directions N.W., S.W., and S.E are abbreviated in an address. North, South, East, and West are not abbreviated.

As part of a name, spell out the word street, or avenue. Example: Green Street Coffee House.

Campus locations

Building name first, comma, then the room with a capital R. Example: Ware Center, Room 100. Modulars, Room M3.

Floors are spelled out 1-9. Example: First Floor, Ninth Floor.

Commas and periods

Place commas and periods inside quotation marks. Colons and semicolons should be placed outside the quotation marks. All other punctuation: If the punctuation is part of the quotation, put it inside the quotation marks. If it's not, put it outside. Use one space after periods.

Dates

The U.S. preference for styling dates is the month, day, and year without the ordinal letters. Example: January 1, 2006.

Do not use st, rd, or th with dates. For example, do NOT use January 1st, 2006.

The year may be abbreviated in informal contexts. Example: class of '49.

Use "inaugural" to describe an event that is expected to occur annually. Do not use "first annual."

Graduation year

Alumni/ae names used with the year of graduation, follow this style: Jessica Jones '94. Pay special attention to the way the apostrophe curves. It should curve away from the first digit.

Do not add a comma between the last name and the last two digits of the graduation year. When using word processing software that includes "smart" quotation mark styling, the symbol that should precede a contracted class year is an apostrophe (or single closing quote), the tail of which points away from the digits. Adding "LU" between the name and year is not required; it is understood that an indication of graduation year would be from Lincoln University.

Correct: '98

Incorrect: '98

For bachelor's degree only: John Smith '97

For master's degree only: John Smith M'97

For bachelor's and master's: John Smith '97 M'04

If both an academic degree and graduation year are included, an academic degree is listed first with no comma after the degree: Jennifer Smith, Ph.D.'98, or Michael Relish, Esq. '12

In Lincoln publications, all other letters associated with an alumnus' Lincoln degree(s) such as MHS or MRS should not be included.

Email addresses

Lowercase the entire address, including proper nouns and the first letter unless a capital letter is required. Avoid beginning a sentence with an email address. Example: john.smith@lincoln.edu

University name

Lincoln University. "Lincoln" is acceptable on second reference. Do not use "The Lincoln University."

When referring to Lincoln as "the University," capitalize "University." Example: The University continues to prosper.

Latin Phrases
ex officio (two words, no hyphen, no italics, not capitalized in the text). This phrase means by virtue of office or position.

Names
Always use a person's first and last name the first time they are mentioned in a story. Only use last names on the second reference. Do not use courtesy titles such as Mr., Mrs., Miss, or Ms. unless they are part of a direct quotation or are needed to differentiate between people who have the same last name.

Personal and titles
Capitalize titles only when they appear before a name.

Example of title before a name: President John Smith, Governor Tom Corbett
Example of title after name: John Smith, president of Lincoln University
Professor example: John Smith, professor of sociology

Lowercase a descriptive title when it precedes a name. Examples: art history professor, orchestra director.

Do not capitalize titles when used alone in place of a name.
Examples: the president and regents of the university, the governor of Pennsylvania

Use "Dr." before the full name of a person who holds a doctoral degree on the first reference. Do not use "Ms." or "Mr."

Use "athletics director" in all cases rather than "athletic director".

Telephone numbers
Place a hyphen after the area code: 484-365-8000. Do not use periods or parentheses (per AP Style). Use the 10-digit number; Do not use "ext. 1234."

University address
The official university address is 1570 Baltimore Pike, Lincoln University, PA 19352.
Do not use a P.O. Box or MSC codes. Do not use "-0999" or any other four-digit code after the zip code.

Semesters
Academic semesters are lowercase. Examples: fall 2016 or spring 2017. Example: He took the course in spring 2016. Do not add a comma between the semester and year.

URLs in running text
In running text, include the "www" with the link but drop the "http://" element for websites with a URL that includes "www" for brevity's sake. If the URL has no "www," such as http://websitelink.edu, the "http://" element should not be dropped: http://websitelink.edu.
Do not drop the "https://" element used to indicate a secure site.
Do not break a line on a hyphen or insert a hyphen; it can be misleading. Try to break the URL before or after the discrete units of the URL. If the URL is at the end of a sentence, it is acceptable to add a period.
For any text larger than or separate from the running text (logos, subheads, headers, titles, etc.), the "www" or the "http" may be dropped for brevity's sake.
Only when there is a need for emphasis, set off URLS in running text by using italics or boldface.

Quotation marks
Quotation marks should be used:
- to indicate the exact words spoken or published by a person
- the first time a reference is made to a nickname
- the first time an ironic or sarcastic phrase is used.

Numbers

General rule: Spell out the numbers one through nine and use numerals for 10 and up.

Exceptions:
Spell out numbers at the beginning of a sentence.
Use numerals in percentages (4 percent, not four percent).
If more than one number is used in a sentence, spell them out unless all are 10 and over.
Ranges: use numerals and an en-dash: 1–10, not one through ten.

Time of day

To indicate specific times, use numerals with a.m. and p.m.
Delete the zeroes if the time of day is on the hour. Example: 5 p.m. not 5:00 p.m.
Use noon and midnight. Do not use 12:00 p.m. and 12:00 a.m.
Spell out the time of day in the text unless referring to a precise time. Example: She's home from class by four.
Time ranges should include an en dash, not a hyphen. Example: 2–5 p.m.
The order should be the time, date, place. Example: It will be held from 2–5 p.m. on June 15, 2017, at the Ware Center Theater.

Alumni

Never use the abbreviation "alum" in formal writing.

Use	When referring to:
alumna	feminine, singular
alumnae	feminine, plural (rhymes with "she")
alumnus	masculine, singular
alumni	masculine, plural
alumni	both masculine and feminine, plural

Contact Information

Contact information should be listed and punctuated in the following order:

Department or Office
Lincoln University
Campus building, Room number
1570 Baltimore Pike
Lincoln University, PA 19352
Telephone: 484-365-xxxx
Toll-free: 800-xxx-xxxx
Fax: xxx-xxx-xxxx
Email: name@lincoln.edu
Web: lincoln.edu