POLICY & STYLE GUIDE

University of Missouri–St. Louis
Marketing and Communications
policies and guidelines for
logo artwork, colors, Web pages,
grammar and style
Contents

1. Introduction ................................................................. 4
2. Color guidelines ............................................................ 5
3. Logotype policies .......................................................... 6
4. Typeface guidelines ....................................................... 8
5. Website and electronic communication policies ........... 9
6. Temporary exterior signs policy ................................. 11
7. Mass email policy ........................................................ 12
8. UMSL print policy ......................................................... 14
9. Obtaining stationary and business cards .................... 13
10. Grammar, usage and style guidelines ......................... 15

© 2014 University of Missouri–St. Louis. All rights reserved.
1. Introduction

The University of Missouri–St. Louis is recognized by its name and the symbols that represent the organization. Words, colors and the university logotype are among the visual tools the university uses to identify and distinguish itself; these tools, used together, enable the university to construct its brand identity.

It’s important that standards be in place to ensure consistency when the university communicates. Consistency helps the university establish a clearly focused and effective brand identity.

University Marketing and Communications is responsible for integrating the university’s internal and external communications. The unit publishes the UMSL Policy & Style Guide to help UMSL employees communicate with internal and external audiences in a consistent manner.


The following publications are accepted reference sources for material not covered by the UMSL Policy & Style Guide: The Associated Press Stylebook 2012; Webster’s New World College Dictionary, Fourth Edition; and UMSL Tritons Logo Usage Guide.

The UMSL Policy & Style Guide can be downloaded at umsl.edu/print. For more information or to request a hard copy of the UMSL Policy & Style Guide, please send a message to umslnews@umsl.edu.

University Marketing and Communications
University of Missouri–St. Louis
60 J.C. Penney Building
1 University Blvd.
St. Louis, MO 63121
umslnews@umsl.edu
314-516-5665
2. Color guidelines

2.1 Introduction

UMSL’s official color is red. The official secondary color is yellow. The colors are based on Pantone Matching System 201 (red) and 124 (yellow).

Reproduce the university colors to match (as close as possible) the coated PMS color chips found in the most recent Pantone Formula Guide. Depending on production technique and printing substrate, your printer may suggest using a different ink color in order to ensure the closest match in the final printed product to the PMS color chips.

2.2 Pantone Matching System

Please use the following PMS colors when printing on uncoated stock: PMS 200 (red) and PMS 1205 (yellow).

2.3 CMYK values

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>C 7, M 100, Y 65, K 32</td>
</tr>
<tr>
<td>Yellow</td>
<td>C 0, M 27, Y 100, K 0</td>
</tr>
</tbody>
</table>

2.4 RGB values

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>R 152, G 30, B 50</td>
</tr>
<tr>
<td>Yellow</td>
<td>R 234, G 171, B 0</td>
</tr>
</tbody>
</table>

2.5 Web, HTML values

<table>
<thead>
<tr>
<th>Color</th>
<th>Color Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>#981E32</td>
</tr>
<tr>
<td>Yellow</td>
<td>#EAAB00</td>
</tr>
</tbody>
</table>
3. Logotype policies

3.1 Introduction

The UMSL logotype is the core of the university’s brand identity. Used consistently, the logotype creates and maintains a connection with the UMSL brand in the minds of university audiences. Use of the UMSL logotype is required on all printed and electronically displayed materials to visually reinforce the identity of the university.

University Marketing and Communications also has created an image of the chancellor’s medallion (known as the “formal use logo”) to be used to indicate formal sanction of a few limited documents, including select invitations or certificates. The chancellor’s medallion is available only by written request. Permission to use the chancellor’s medallion should be requested through Ron Gossen, chief marketing officer, at ron@umsl.edu.

Previously, the UMSL logo shield was used in materials. While use of the UMSL logo shield is not inaccurate, University Marketing and Communications will be phasing out the UMSL logo shield in favor of the UMSL logotype. There is no need to recall items currently in circulation that contain the logo shield. However, the logotype should be used in future publications and communication vehicles.

3.2 Availability

The UMSL logotype are available for download at umsl.edu/print.

3.3 Colors

UMSL’s official color is red (PMS 201). If printing the red UMSL logo shield or logotype on uncoated stock, please use red (PMS 200). UMSL’s official secondary color is yellow (PMS 124). If printing the yellow UMSL logotype on uncoated stock, please use yellow (PMS 1205).

There are four approved versions of the UMSL logotype – red, yellow, black and white. No other colors or versions are permitted. See section 2, “Color policies,” for more information on colors.
3.4 File types

Each version of the UMSL logotype is available in four file formats – EPS, TIFF, JPEG and GIF.

EPS vector files should be used whenever possible. These files can be enlarged or reduced to the limits of readability.

TIFF raster image files should only be used when EPS files cannot be imported into a specific format. The TIFF files are high-resolution CMYK versions of the logotype.

The JPEG and GIF files are also raster images. They should not be converted into any other color space or file format. The GIF files should not be used or converted for use in print applications; use GIF files for Web pages and other electronic communications.

3.5 Logotype

3.6 Typefaces used in logotype

The typeface Compacta is used in the UMSL logotype. Do not use Compacta elsewhere – headlines, body text, captions, etc. Doing so can diminish the UMSL logotype.

3.7 Presenting the logotype

Placing the UMSL logotype on dark backgrounds should be avoided. This should not be reversed out. A white version of the logotype is available for presentation on dark backgrounds.

An ample cushion of clear space should surround the logotype. The minimum size of the clear space cushion should equal the width of the logotype (as presented), or at least 1/4 inch. The logotype should not overlap or be overlapped by type, illustration, photos, other logos or other design elements.

The minimum width of the UMSL logotype is .55 inches in printed publications. On Web pages, the logotype can be no smaller than 80 pixels wide.
Common Mistakes with logotype usage

Do not skew, scale, stretch, extrude, emboss or otherwise distort the UMSL logotype by any means including using special effects software filters. The logotype should appear exactly as they presented in sections 3.5 through 3.7. Do not change colors, add type, drop shadows or any other graphical flourishes that affect the integrity of the logotype.

Never use any gradient or other color fill on the logotype.

Logotype should not be screened back or used as a watermark.

Logotype should not be outlined.

No portion of the logotype should be obscured by any other graphic element or type.

Do not scale, stretch or otherwise distort the logotype by any means.

Do not combine the shield and logotype.
3.8 Secondary logo artwork

Unit or program logos must be accompanied by “University of Missouri–St. Louis” text. Use of unit or program logos should be in tandem with the UMSL logotype. Secondary artwork should not lessen the effectiveness of the UMSL logotype nor be used as a replacement.

3.9 UMSL Tritons logo

Only the Department of Athletics is permitted to use the UMSL Tritons logo as a primary or secondary identifier. Other campus units must submit a written request to use the UMSL Tritons logo. Send requests to Mary Ann Mitchell, sports information director, at 314-516-5660 or tierneym@umsl.edu

The UMSL Tritons Logo Usage Guide is available for download at umsl.edu/print.

3.10 Exemptions

Exemptions from logotype policies presented here should be requested in writing. Send exemption requests to Ron Gossen, chief marketing officer, at ron@umsl.edu or Bob Samples at bob@umsl.edu.
4. Typeface guidelines

4.1 Introduction
University Marketing and Communications uses a wide range of typefaces, or sets of fonts, for university communications. Within that range of typefaces is a core collection of fonts readily available on most computer software packages. You are encouraged to use these typefaces whenever possible to foster a clear, effective brand identity for the university.

4.2 Recommended font sets for Microsoft Office products

- Helvetica (headline) and Times New Roman (body text)
- Times New Roman (headline) and Helvetica (body text)
- Arial (headline) and Times (body text)
- Times (headline) and Arial (body text)

4.3 Recommended font set for print publications or custom-designed materials

Contact Marketing Services at 5429.

4.4 Typefaces used in UMSL logotype

The typeface Compacta is used in the UMSL logotype. Do not use Compacta elsewhere – headlines, body text, captions, etc. Doing so can diminish the UMSL logotype.
5. Website and electronic communication policies

5.1 Introduction

The following policies apply to the University of Missouri–St. Louis Web presence and other forms of electronic communications. The policies help maintain consistency in presenting university information and ensure the university’s Web presence accurately reflects the university’s brand identity.

Official and publicly viewable unit (e.g., division, college, school, department, center and program) websites must adhere to the following policies. All policies apply to unit sites with internal and external audiences. Some policies only apply to sites for external audiences.

5.2 Domain names

Unit websites should have an intuitive, succinct URL that’s marketable and reflects a unit’s affiliation with UMSL. URLs for unit websites should be structured per the following examples:

umsl.edu/print (Office of Printing Services)
umsl.edu/magazine (UMSL Magazine)

The use of underscores in Web addresses (umsl.edu_print) is outmoded and discouraged.

In order to obtain an intuitive, succinct URL, units must request a redirected URL from Information Technology Services. Obtaining a redirect can be accomplished using the UMSL Account Request System at https://apps.umsl.edu/webapps/sso/apps/Generic/login.cfm. For more information, contact the Technology Support Center (Help Desk) at 314-516-6034 or helpdesk@umsl.edu.

5.3 Updating content through content management system (CMS)

The CMS application (Cascade by Hannon-Hill) provides a tool for creating, editing, and publishing Web pages without having to know any HTML or other coding languages. The tool ensures that all navigation, headings, font, and style sheet information remains consistent for all UMSL pages.

Users require some brief training to learn how to use the tool. Once trained, users can access the tools through a web browser.

Training and other initial information about CMS can be found at umsl.edu/~cmsusers/

5.4 Contact information

Each page on a unit website must include the complete postal address and a telephone number for the unit. Often, this information is presented in the page footer.

Each unit website must include a “Contact Us” Web page with basic or detailed contact information for the unit, including a unit telephone phone number, e-mail address, postal address and fax number. Each unit should establish procedures for listing the e-mail addresses of individual employees on unit websites and carefully consider the risks of publishing those addresses.
Units should use the UMSL Account Request System at https://apps.umsl.edu/webapps/sso/apps/Generic/login.cfm to request generic, department e-mail accounts for their units. An example of a generic, department e-mail account is “umslnews@umsl.edu.”

Generic e-mail accounts can be published on “Contact Us” pages and other locations on unit websites.

More than one person should monitor a generic account, and units should develop standards for responding to messages to their generic e-mail accounts.

5.5 Advertising

No commercial advertising is permitted on UMSL Web pages. Advertising on pages, as described under the University of Missouri System’s MOREnet consortium agreement, is prohibited. Visit more.net for more information on MOREnet.

5.6 Prior to launch

Unit websites must meet the policies presented here before launch. Request to launch should be directed to Jon Hinderliter, assistant director of marketing and communications, at hinderliterj@umsl.edu. The request process will review the website for compliance and the prepare page for listing in the A-Z index. Please note that a trained site manager is require before any website or page goes live.

5.7 Exemptions

Exemptions from Web policies presented here should be requested in writing. Send exemption requests to Ron Gossen, chief marketing officer, at ron@umsl.edu. Some exemptions may require the approval of the Web Executive Group, which is composed of the CMO, Chief Information Officer Larry Frederick and Provost Glen Cope.
6. UMSL temporary exterior signage policy

6.1 Introduction

The purpose of campus permanent signage on campus is to direct visitors to buildings, not departments or events, while promoting the brand and campus aesthetics. The purpose of this temporary signage policy is to assure that UMSL units have the opportunity to direct patrons to their temporary event or activity, while maintaining the brand and the aesthetic value of the UMSL Campus.

6.2 Purpose

Temporary signage is to be used exclusively for way-finding/directional purposes. Temporary signs are not to be used exclusively for promotional purposes and should be designed accordingly.

6.3 Locations

Temporary signs may be placed near the entries to the campus and at each side of the street-side entry to the building or the primary curb-cut leading into the appropriate parking lot. No directional signs may be used on North Campus for a South Campus event or vice-a-versa.

6.4 Quantity

No more than six signs may be used on North Campus, one near each campus entrance and two at or near the appropriate building or parking lot. No more than four signs may be used on the South Campus, ascribing to the same purposes as North Campus.

6.5 Quality and Size

Temporary signs must meet size and graphic design standards. No temporary signs may exceed a total of 432 square inches (24” x 18”). No temporary signs may be adorned in any way (i.e., balloons, streamers, etc.)

6.6 Duration

Temporary signs are to be used in conjunction with events and are therefore restricted to definitive periods. Temporary signs may be placed the day prior to the start of the event and remain in place during the duration of the event, not to exceed one week. No exceptions will be granted for events or activities lasting more than one week in duration.
6.7 Removal

Temporary signs must be removed within 24 hours of the conclusion of the event or at the end of the one-week showing period. Signs exceeding the posting duration will be removed and destroyed. Repeated violation of this policy will result in labor charges for removal being billed to the offending unit.

6.8 Unapproved signs

Temporary signage promoting commercial entities is prohibited by policy. Temporary signs placed on campus for promotional purposes will be removed and destroyed. The offending unit will be notified and be asked to comply with policy. Repeat offenses will be dealt with through the campus administrative processes.

6.9 Administration

The temporary signage policy is a component of overall UMSL brand management and is administered by UMSL Marketing & Communications.

6.10 Variances

In order to maintain the brand integrity of the campus, allowed variances will be rare and exceptional. Requests for variances from the temporary signage policy should be addressed to Ron Gossen, chief marketing officer, at ron@umsl.edu. Due consideration will be made on an individual basis and any variances allowed will not be considered precedence.
7. UMSL mass email policy

University Marketing and Communications has established a master contract with Emma to serve as the mass email communication and marketing vendor for the University of Missouri–St. Louis. All deans, directors and department chairs who wish to use the UMSL database of alumni, donors, friends, faculty, staff or students maintained by the Office of Development Systems and Alumni Records or Information Technology Services must create a sub-account with Emma.

Details of this policy include:

• This policy covers electronic communication intended for 25 or more recipients to be delivered by a non-university distribution vendor. It does not affect on-campus distribution via campus email, i.e. UMSL-Wide and other lists owned by campus entities.

• Emma is a full-service provider for sending mass emails efficiently, tracking responses to those emails and receiving robust reports to analyze the effectiveness of the email campaign.

• Consolidating UMSL’s email communications ensures the integrity of UMSL’s data and that UMSL clients are adhering to all applicable laws.

• University Marketing and Communications established the master account with Emma, but all deans, directors and department chairs are responsible for establishing and maintaining their sub-accounts. At this printing, Emma charges $12 per month for each sub-account and $0.0065 per email sent.

• University Marketing and Communications worked with Emma to develop three templates for UMSL clients. The client may purchase additional templates.

• All questions related to Emma or requests to establish accounts should be referred to UMSL’s Assistant Director of Marketing and Communications Jon Hinderliter at hinderliterj@umsl.edu.

• Development Systems and Alumni Records will provide Emma with the appropriate data set for each dean, director or department chair. Data sets can include alumni, donors or friends associated with or assigned to the respective unit. Note that members of the UM System Board of Curators or UMSL Chancellor’s Council cannot be included in a distribution data set without prior approval from the Vice Chancellor for University Advancement or his/her designate.

• Information Technology Services and the Manager of Web and Electronic Communications will work together to provide Emma with the appropriate data for current faculty, staff and students.

• Deans, directors or department chairs are responsible for drafting copy and acquiring any other content.

• External email can be used to provide recipients with updates about a particular unit and inform them of upcoming activities. External email cannot be used to solicit financial
support without prior consent from the Vice Chancellor for University Advancement or his/her designate.

• Requests for waivers must be made in writing to Ron Gossen at ron@umsl.edu or Bob Samples at bob@umsl.edu.

Note: The reactivation of any canceled Emma account with less than a twelve-month billing period will incur a $150 fee.
8. UMSL print policy

All units at the University of Missouri-St. Louis must work through the Office of Printing Services for all printing needs.

The Office of Printing Services will use internal resources whenever possible to produce quality, timely and economical materials. But the associate vice chancellor for university communications at UMSL or an assigned delegate has the option of working directly with the Office of Procurement Services at UMSL to contract printing jobs with outside vendors. (See Chapter 170 of the University of Missouri System Collected Rules and Regulations.)

Requests for waivers must be made in writing to Ron Gossen at ron@umsl.edu or Bob Samples at bob@umsl.edu.

University Marketing and Communications will not provide support to the work of any individual or group of individuals who violate this policy or are granted a waiver.

Contact Printing Service at 5233 or print@umsl.edu.
9. Obtaining stationery and business cards

Authorized UMSL faculty and staff can order official university stationery and business cards from the Office of Printing Services. Orders must be placed at umsl.edu/print.

Completed orders are sent to faculty and staff through campus mail or delivered by the Office of Printing Services, depending on the size of the order. Typical turnaround is seven to 10 days.

The online ordering system enables authorized faculty and staff to order only the university’s official stationery items and business cards.

The printing of specialty stationery items or business cards requires approval of Ron Gossen, chief marketing officer, or an assigned delegate. Pricing for specialty stationery items or business cards is more than pricing for official stationery or business cards.

Call 314-516-5233 or send a message to print@umsl.edu for more information.
10. Grammar, usage and style guidelines

abbreviations, acronyms

• An abbreviation is a shortened form of a word or phrase. “CIA,” “FBI” and “GOP” are examples of abbreviations formed by using an organization’s initials.

• An acronym is a word formed from the first letter or letters of a series of words. “BIG,” for example, stands for “Biological Information Group.”

• Do not use acronyms or abbreviations the reader would not quickly recognize.

• Do not follow an organization’s full name with an acronym or abbreviation in parentheses or set off by dashes or commas. If an acronym or abbreviation would not be clear on second reference without this arrangement, do not use the acronym or abbreviation.

academic degrees

• If mention of a degree is necessary to establish someone’s credentials or their relationship with UMSL, there are two acceptable forms. Examples: Bill Doe, who earned a bachelor’s degree in philosophy in 2009, won the Outstanding Salesman of the Year award. Jim Smith, BS chemistry 1989, is an operations manager at the company.

• Use an apostrophe in “bachelor’s” and “master’s.”

• Acceptable first-reference abbreviations for degrees are “BA,” “BFA,” “BGS,” “BS,” “BSBA,” “BSN,” “BSW,” “DNP,” “EdD,” “MA,” “MAcc,” “MBA,” “MEd,” “MFA,” “MPPA,” “MS,” “MSN,” “MSW,” “OD” and “PhD.”

• When used after a name, an academic abbreviation is set off by commas: Bill Doe, PhD, spoke to the class.

• Do not precede a name with an informal title or courtesy title for an academic degree and follow the name with the abbreviation for the degree in the same reference. Wrong: Criminology Professor Bill Doe, PhD, was hired last year. Right: Bill Doe, PhD, is the newest faculty member in the department.

• Do not capitalize degrees unless abbreviated. Examples: Bill Doe, MA philosophy 1995, serves as president of his local Optimist Club. Bill Doe earned a master’s degree in English from Smith College in 1995.

• Write: an MA (not a MA). But write: a master’s degree (not an master’s degree).

See alumnus; titles, academic; and titles, doctor.

academic units

• Capitalize all names of UMSL colleges, schools, departments, divisions, offices, institutes and centers when using the unit’s full, proper name. Examples: Department of History, College of Education and Center for Eye Care.

• Academic units are lowercased when used informally. Examples: history department, department, nursing college and center.

• After the full, proper name of a school, college, office or department has been used in a first reference, do not overuse the formal name throughout the copy. Use second references, such as: school, college, office or department.

• Proper names of UMSL colleges and schools:
  * College of Arts and Sciences
  * College of Business Administration
  * College of Education
  * College of Fine Arts and Communication
  * College of Nursing
  * College of Optometry
  * Graduate School
  * Pierre Laclede Honors College
* School of Professional and Continuing Studies
* School of Social Work
* UMSL/WUSTL Joint Undergraduate Engineering Program

• Proper names of UMSL centers and institutes:
  * Center for Business and Industrial Studies
  * Center for Character and Citizenship
  * Center for Emerging Technologies
  * Center for Entrepreneurship and Economic Education
  * Center for Ethics in Public Life
  * Center for Excellence in Financial Counseling
  * Center for Excellence in Urban Education
  * Center for Eye Care
  * Center for Nanoscience
  * Center for Neurodynamics
  * Center for Teaching and Learning
  * The Center for the Humanities
  * Center for the Research and Study of Disability, Education and Culture
  * Center for Transportation Studies
  * Center for Trauma Recovery
  * Computer Education & Training Center
  * E. Desmond Lee Technology and Learning Center
  * Faculty Resource Center
  * German Culture Center
  * International Business Institute
  * Math Technology Learning Center
  * Missouri Institute of Mental Health
  * Missouri Small Business and Technology Development Center
  * Nicholas and Theodora Matsakis Hellenic Culture Center
  * Online Testing Center
  * Public Policy Research Center
  * Regional Center for Education and Work
  * Sue Shear Institute for Women in Public Life
  * Technology Support Center
  * University Child Development Center
  * Whitney R. Harris World Ecology Center

• Proper names of UMSL academic departments, divisions and areas:
  * Department of Accounting
  * Department of Anthropology, Sociology and Languages
  * Department of Art and Art History
  * Department of Biology
  * Department of Chemistry and Biochemistry
  * Department of Communication
  * Department of Counseling and Family Therapy
  * Department of Criminology and Criminal Justice
  * Department of Early Childhood, Elementary, TESOL and Special Education
  * Department of Economics
  * Department of Educational Leadership and Policy Studies
  * Department of Educational Psychology, Research and Evaluation
  * Department of English
  * Department of Finance and Legal Studies
  * Department of History
  * Department of Information Systems
  * Department of Logistics and Operations Management
  * Department of Management
  * Department of Marketing
  * Department of Mathematics and Computer Science
  * Department of Music
  * Department of Philosophy
  * Department of Physics and Astronomy
* Department of Political Science
* Department of Psychology
* Department of Secondary and K-12 Education
* Department of Theatre, Dance and Media Studies

See Department of Athletics.

acronyms
See abbreviations, acronyms.

address (noun)
- When writing a postal address with secondary delivery information (e.g., apartment, suite or building information), include the secondary information after a comma on the delivery address line.
  Example:
  Don Draper
  Sterling Cooper Draper Pryce
  241 Madison Ave., Suite 101
  New York, NY 10016
- When secondary delivery information (e.g., apartment, suite or building information) is part of an address but cannot fit on the delivery address line, write secondary information immediately above the delivery address line. Example:
  Tim Jones
  University of Missouri–St. Louis
  101 Woods Hall
  1 University Blvd.
  St. Louis, MO 63121
- Use the abbreviations “Ave.,” “Blvd.” and “St.” only with a numbered address.
  Example: 1500 Page Ave. Spell out when part of a formal street name without a number: Page Avenue. Lowercase and spell out when used alone or with more than one street: Page and University avenues.
- Do not abbreviate if number is omitted:
  East 42nd Street, West 43rd Street and K Street Northwest.
- Spell out similar words: alley, drive, road, terrace and place. Capitalize them when part of a formal name without a number. Lowercase when used alone or with two or more names.
- Always use figures for an address number:
  3541 Boston Farm Drive, 1 University Blvd.
- Spell out and capitalize “First” through “Ninth” when used as street names.
  Use figures for “10th” and above.
- Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in a numbered address: 222 E. 42nd St., 562 W. 43rd St. and 6700 K St. NW.

See states.

address (verb)
- Address a letter or an envelope but never address a problem. A problem should be: dealt with, taken up, considered, tackled, coped with or discussed. Example: At the staff meeting, the dean and the chancellor discussed (not addressed) admission requirements.
- Do not use “address” alone as a synonym for a speech or talk. Example: Bill Doe’s talk (not address) on the campus master plan impressed the faculty.

See keynote address.

adjectives, adverbs
- Omit those used as intensifiers. Examples: lovely building, fantastic party, urgently needed, strongly advise, comparatively small and new record.
- Avoid using “very” and “really.”

adopt, approve, enact, pass
The following are adopted or approved: amendments, ordinances, resolutions and rules. Bills are passed. Laws are enacted.
adviser
It’s not “advisor,” unless it is part of an official title at a non-UMSL organization.
See residential adviser.

African American
- It’s an acceptable term to describe an American black person of African descent. Also acceptable is “black.” The terms are not interchangeable. People from Caribbean nations, for example, generally refer to themselves as “Caribbean American.” Follow a person’s preference.
- It’s always capitalized.
- Do not hyphenate, unless “African-American” is part of a title or an organization’s proper name.
See races and nationalities.

afterward
Not “afterwards.”

ages
Always use figures. When the context does not require “years” or “years old,” the figure is presumed to be years. Use hyphens for ages expressed as adjectives before a noun or as substitutes for a noun. Examples: Kelly is a 4-year-old girl. The girl is 4 years old. The man, 38, has a sister, 31. The toy is for 3-year-olds. The woman is in her 40s (no apostrophe).

air-conditioned (adjective)

air conditioner, air conditioning (nouns)

a la carte, a la king, a la mode

All-America, All-American
Individual team members may be called “All-Americans.” Use “All-America” in other applications. Examples: She is an All-American. She is an All-America player.

all-around
Not “all-round.”

allow, enable, empower
- “Allow” means to let do or to let happen. Example: Matt allowed the line drive to drop down in the gap.
- “Enable” means to provide with the means, opportunity, power or authority. Example: The coach started Guerrero as designated hitter, enabling the old-timer to play both games of the doubleheader.
- “Empower” means to give power or authority. Example: After the head coach was ejected, the newly empowered pitching coach removed the pitcher from the game.

all ready, already
“All ready” means everyone is ready. “Already” is an adverb. Examples: She waited until we were all ready to leave. He already owns a car.

all right (adverb)
Never “alright.”

all time (noun)

all-time (adjective)

alphabetizing
- Use the letter-by-letter method to alphabetize up to the first comma that is not part of a series. Spaces, hyphens, apostrophes and slashes and the letters that follow them are considered part of one word. For example:
  east
  East, Far
  East, Middle
  East Bay
eastern
  Eastern Hemisphere
  easternmost
east-northeast
eastward
East-West Gateway Council
Eastwood, Clint
Eastwood, Mich.
Eastwood Elementary School

• In personal names, an initial or initials used in place of a given name come before any name beginning with the same letter. For example:
  Fitzgerald, F. Scott
  Fitzgerald, Frank
  Heinz II, H.J.
  Heinz, Henry J.

• Alphabetize acronyms and abbreviations letter by letter.

• Alphabetize numbers as if they were spelled out.

• Letters with a diacritical mark – such as an accent or umlaut – should be alphabetized as though the letter is unmarked.

• Words that begin with “Mac” and “Mc” are alphabetized letter-by-letter. For example:
  MacArthur
  Macintosh
  magazine
  McClellan
  McIntosh
  meander

alu
See alumnus, alumni, alumna, alumnae.

alumni association
See University of Missouri–St. Louis Alumni Association.

alumnus, alumni, alumna, alumnae
• “Alumnus” (“alumni” is plural) is a man who has graduated from a school.
• “Alumna” (“alumnae” is plural) is a woman who has graduated from a school.

• “Alumni” refers to a group of men or a group of men and women.
• “Alum” and “alums” are slang. Do not use.
• When identifying UMSL alumni and their degrees in a run of copy, there are two acceptable forms. Examples: Jim Smith, BSBA 1974, won the award last year. John Foster, who earned a master’s degree in political science in 1971, will run for alderman next year.
• Use an apostrophe in “bachelor’s” and “master’s.”
• Acceptable first-reference abbreviations for degrees are “BA,” “BGS,” “BS,” “BSBA,” “BSN,” “BSW,” “DNP,” “EdD,” “MA,” “MBA,” “MED,” “MFA,” “MPPA,” “MS,” “MSN,” “MSW,” “OD” and “PhD.”

See academic degrees.

ampersand (&)
• Use the ampersand when it’s part of a proper noun. Examples: Social Sciences & Business Building and Tom & Harry’s Oyster Bar.
• The ampersand should not otherwise be used in place of “and.”

and/or
It’s a shortcut that can damage a sentence and lead to confusion or ambiguity. Use either word, but not both words in a sentence. If necessary, use an “or both” phrase. Example: Please hand me the salt or pepper or both.

annual
Do not describe an event as “annual” until the event has been held in at least two successive years. In other words, do not use the phrase “first annual.” Instead, note that an organization plans to sponsor an event annually. “Inaugural” is an acceptable adjective to describe an event the first time it’s held.

anxious
It means fearful, apprehensive or worried. Never use as a synonym for “eager.”
anyone, anybody
Use a singular verb and pronoun. Wrong: Anyone can be president if they know the right people. Right: Anyone can be president if he or she knows the right people.

assure, ensure, insure
• “Assure” goes with some reference to people, and means to convince of or give confidence. Example: He assured her that he would arrive to the meeting on time.
• “Ensure” means to guarantee. Example: Winning the lottery might not ensure his happiness, but at least he could pay his mortgage.
• “Insure” involves monetary coverage according to policy. Example: She wants to insure her home in case of a fire or bad weather.

athletic facilities
• Use an athletic facility’s full, proper name on first reference. Acceptable second references include: field, court, facility and center.
• The proper names of UMSL athletic facilities are:
  * Chuck Smith Court
  * Don Dallas Soccer Field
  * Mark Twain Athletic & Fitness Center
  * UMSL Baseball Field
  * UMSL Softball Field
  * UMSL Tennis Courts
  * WingHaven Country Club
See Department of Athletics.

bandleader

Blanche M. Touhill Performing Arts Center
• It’s the full, proper name of that building. Use it on first reference. Acceptable second references: center, the Touhill and Touhill Performing Arts Center.
• Additional areas in the Touhill: Patron Room, Whitaker Rehearsal Hall, Promenade Lobby, Terrace Lobby, Promenade Level, Terrace Level and Ticket Office.
See buildings on campus.

Bugg Lake

buildings on campus
• Use a building’s full, proper name on first reference. Acceptable second references: building, hall, garage and center.
• The proper names of buildings at UMSL are:
  * Anheuser-Busch Ecology and Conservation Complex
  * Bellerive Hall
  * Benton Hall
  * Blanche M. Touhill Performing Arts Center
  * Boiler Garage
  * Campus Police Building (or “Gallery 210” when referring to the art gallery that shares the building)

a while (noun)
* Catholic Newman Center
* Chancellor’s Residence
* Clark Hall
* Education Administration Building
* Express Scripts Hall
* Fine Arts Building
* Gallery 210 (or “Campus Police Building” when referring to the police department that shares the building)
* J.C. Penney Building/Conference Center (J.C. Penney Building is acceptable on all references)
* Kathy J. Weinman Children’s Advocacy Centre
* Lucas Hall
* Mansion Hills
* Marillac Hall
* Mark Twain Athletic & Fitness Center
* Millennium Student Center
* Millennium Student Center Garage North
* Millennium Student Center Garage South
* Music Building
* Normandie Hall
* Nursing Administration Building
* Oak Hall
* Parking and Transportation Building
* Provincial House
* Recreation and Wellness Center (construction expected to be complete in 2015)
* Regional Center for Education & Work
* Research Building
* Richard D. Schwartz Observatory
* Sassin Building
* Science Learning Building (construction expected to be complete in 2015)
* Sculpture and Ceramics Annex
* Seton Center Hall

* Social Sciences & Business Building
* Social Sciences & Business Building Tower
* South Campus Classrooms Building
* South Campus Computer Building
* South Campus Garage
* Stadler Hall
* Thomas Jefferson Library
* UMSL at Grand Center
* UMSL Postal Services
* University Meadows Apartments
* Villa Building
* West Drive Garage South
* William L. Clay Center for Nanoscience
* Woods Hall

See athletic facilities and Blanche M. Touhill Performing Arts Center.

build up (verb)

buildup (noun, adjective)

Business, Technology and Research Park

See University of Missouri–St. Louis Business, Technology and Research Park.

bylaw, byline, byproduct

campus

- It’s an acceptable second reference for the University of Missouri–St. Louis and other University of Missouri System campuses. Example: Tim visited the University of Missouri–St. Louis, and he enjoyed his time on campus.
- Lowercase in all uses, except when writing “North Campus” or “South Campus.”

See North Campus, South Campus and University of Missouri–St. Louis.

campuswide
Canada
Use Montreal, Quebec City and Toronto alone without additional description. For all other Canadian cities, use the city name and “Canada.” Example: Vancouver, Canada.

captions
• Captions, like headlines, are important because they are read more often than the entire story. Every photo should include a caption unless it’s only used for design purposes. Captions should provide the reader with pertinent information, such as: first and last name of the subject(s), when the image was taken and where the action occurred.
• Always write captions as complete sentences. Avoid writing captions longer than two concise sentences.
• Write in present tense whenever possible. Never mix verb tenses in a caption.
• The description of a subject’s placement should be wrapped in parentheses and placed directly after the subject’s name. Right: Wayne Campbell (left), professor of media studies, shows Garth Algar, assistant professor of media studies, how the camera works. Wrong: Wayne Campbell, professor of media studies, (left) shows Garth Algar, assistant professor of media studies, how the camera works.
• Write “from left” wrapped in parentheses rather than “from left to right.” Example: Representing the St. Louis Cardinals at the 2010 All-Star Game are (from left) Chris Carpenter, Adam Wainwright, Yadier Molina, Albert Pujols and Matt Holliday.
• Write to the photo’s focus point when possible. Example: UMSL Chancellor Tom George (right) presents Thomas Jones with a diploma.
• After the focus point, or if there is none, list names in order from left to right unless doing so makes the caption difficult to read. Right: UMSL students (from left) John Smith, Steve Johnson and Mary Williams play touch football in front of Oak Hall. Better: UMSL student Steve Johnson carries the ball past classmates John Smith (left) and Mary Williams while playing touch football in front of Oak Hall.
• Avoid using “is pictured,” “is shown” or “pose for a picture.”
• Be specific. “The six-story residence hall” is better than “the tall residence hall.”
• Never editorialize by describing emotions of those photographed. If readers can see that the subject is angry, sad or having a good time, the picture will speak for itself. If not, let it be.
• Photo credits should be wrapped in parentheses and placed at the end of a caption. Example: Thomas Yorke reads from his book “The World’s Ugliest Holiday Sweaters” Tuesday in the Millennium Student Center. (Photo by August Jennewein)
• Photos sent to the news media should be credited as follows: (UMSL photo-August Jennewein).
carmaker
carwash
CD-ROM
It’s an abbreviation for a compact disc that acts as a read-only device. “CD-ROM” is acceptable on first reference. “CD-ROM disc” is redundant.

See compact disc.
centers
See academic units.
CEO

- Acceptable on second reference as a title before a name or as a stand-alone abbreviation for “chief executive officer.” On first reference “chief executive officer” should be used, either as individual’s title or a description of the job.
- Use “chief financial officer” and “chief operating officer” on first reference, and “CFO” and “COO” thereafter.
- Always spell out lesser-known “C-level” positions such as “chief administrative officer” or “chief risk officer.”

chair

- It’s a noun. Do not use it as a verb.
- Use it to describe a UMSL faculty member who heads an academic unit or formal committee. Example: Lars Beetlestein, chair of the Department of English, has written three critically acclaimed novels.
- Capitalize when written as part of a full, proper title that appears before a name. Example: Department of History Chair Jane Smith overhauled the performance evaluation process.
- Lowercase when appearing elsewhere or for casual, temporary positions. Examples: The search committee is headed by Joe Foster, chair of the Department of Philosophy. The meeting chair David Hetfield didn’t have much to say.
- If a non-UMSL organization uses “chairperson,” “chairman” or “chairwoman” as part of a formal title for an office, using “chairperson,” “chairman” or “chairwoman” is acceptable.

chairman, chairwoman
See chair.

chancellor
See George, Tom and titles, academic.

Chancellor’s Council
See University of Missouri–St. Louis Chancellor’s Council.

Chancellor’s Report to the Community
It’s the full, proper name for the annual event held in the spring. Use it on first reference. Acceptable second references: event and the report.

chief executive officer, chief financial officer, chief operating officer
See CEO.

cities

- Use the name of the city, town or village with the state. A comma separates the city and state, and a second comma separates the state from the rest of the sentence. Example: Shelly will travel to Hazelwood, Mo., and Springfield, Mo.
- The following U.S. cities stand alone without a state:
  - Atlanta
  - Baltimore
  - Boston
  - Chicago
  - Cincinnati
  - Cleveland
  - Dallas
  - Denver
  - Detroit
  - Honolulu
  - Houston
  - Indianapolis
  - Las Vegas
  - Los Angeles
  - Miami
  - Nashville
  - New York
  - Oklahoma City
  - Philadelphia
  - Phoenix
  - Pittsburgh
  - San Antonio
  - San Diego
  - San Francisco
  - Seattle
  - Washington

See states.

citywide
classes
Lowercase names of classes: graduate, senior, junior, sophomore or freshman. Do not use “postgraduate.”
See freshman.

class names
See course names.

clichés
Avoid them.

collegewide

colloquia, colloquium
“Colloquia” is plural. “Colloquium” is singular.

commas
• Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.
Examples: The uniforms are red, white and gold. She likes Jeff, Justin and Tom.
• But put a comma before the concluding conjunction in a series if an integral part of the series requires a conjunction.
Example: I had coffee, toast, and bacon and eggs for brunch.
• Also use a comma before the concluding conjunction in a complex series of phrases.
Example: The most important attributes the candidate has are his ability to complete multiple tasks while under pressure, knowledge of industry standards and regulations, and willingness and desire to regularly travel.
• Use commas to separate a series of adjectives that are equal in rank. Example: He is a kind, generous man.
• Use commas to introduce a complete one-sentence quotation within a paragraph.
Example: Tom Jones said, “I can’t understand her fascination with matchbooks.”
• Use commas instead of periods at the end of a quote that is followed by attribution. Example: “Give me that back,” Jennifer Smith said.

• Use commas to separate a city and state or a city and country. A second comma should separate the state from the rest of the sentence. Examples: Shelly will travel to Hazelwood, Mo., and Springfield, Mo. The film will be shot in Vancouver, Canada, and Los Angeles.

• When a conjunction such as “and,” “but” or “for” links two clauses that could stand alone as separate sentences, use a comma before the conjunction. Example: White killed the opening number, and he never looked back.

**compose, comprise**
• Compose means to form by putting together, to form the substance of, to constitute. Example: The College of Fine Arts and Communication at UMSL is composed of four departments.

• Comprise means to be made of, include. Examples: The College of Fine Arts and Communication comprises four departments.

• Never say “comprised of”; say “composed of.”

**concept, conceptualize**
• In general, avoid using these vague words. Instead, substitute: idea, notion, scheme or envision.

• It’s acceptable to use “concept” when referring to something complex. Wrong: Dean Jim Smith’s concept of parking lot use. Right: Einstein’s concept of the universe.

**Coordinating Board for Higher Education**
Not: Coordinating Board of Higher Education.

**course names**
• When the full, proper names of courses are used, capitalize the names. If course numbers appear with course names, use Arabic numbers. Examples: Bob Jones enrolled in Introduction to Communication and Contemporary Political Ideologies. Professor Bill Smith teaches Quality Management 430 and Management Science Methods 482.

• For informal use of course names, do not capitalize. Examples: Jean Taylor took ethics and economics this semester. Jim Jones earned A’s in both of his history classes.

**course work**
Two words.
curator

First reference: Joe Smith, curator, or Curator Joe Smith. Your run of copy determines whether you identify the University of Missouri System along with a curator’s name and title. Second reference: Smith or curator.

See Curators of the University of Missouri System.

Curators of the University of Missouri System

- It’s the first reference to the governing body of the University of Missouri System. The body is composed of an appointed member from each congressional district. University of Missouri System Board of Curators is also acceptable on first reference. Acceptable second references: curators, board and board of curators.
- Use the singular pronoun “it” when the group acts as a unit or in agreement. Use the plural pronoun “they” when the group acts as individuals or in disagreement.
- Do not capitalize “curator” or “curators” when used alone.

See collective nouns.

Curators’ Professor

- It’s a title awarded to a faculty member who holds the prestigious academic appointment known as a “Curators’ Professorship.” Outstanding University of Missouri System scholars with established reputations earn these professorships.
- It’s a proper noun. Always capitalize. Use an apostrophe at the end of “Curators,” per the UM System Collected Rules and Regulations. Examples: Joe Smith is a Curators’ Professor of Biology. Joe Smith, Curators’ Professor of Biology, has worked at the university for 20 years. She is a Curators’ Professor.

Curators Scholar

- It’s a title earned by University of Missouri System students who are selected in recognition of outstanding academic achievement in high school and potential for outstanding academic achievement in college.
- It’s a proper noun. Always capitalize. Do not use an apostrophe, per the UM System Collected Rules and Regulations. Examples: Bud Jones is a Curators Scholar. Bud Jones, Curators Scholar, is a gifted public speaker. Second reference: Jones, scholar (the person) or scholarship (the award).

Curators’ Teaching Professor

- It’s a title awarded to a faculty member who holds the prestigious academic appointment known as a “Curators’ Teaching Professorship.” Outstanding University of Missouri System teachers with established reputations earn these professorships.
- It’s a proper noun. Always capitalize. Use an apostrophe at the end of “Curators”, per the UM System Collected Rules and Regulations. Examples: Joe Smith is a Curators’ Teaching Professor of Biology. Joe Smith, Curators’ Teaching Professor of Biology, has worked at the university for 20 years. She is a Curators’ Teaching Professor.

cutting edge and leading edge

Trite, vague phrases that tell readers nothing. Be more specific.

See state of the art.

cutlines

See captions.
dash, en dash

- A dash is a punctuation mark that’s longer than a hyphen and is used differently.
- An en dash is a specific kind of dash that’s about the width of the letter “N.”
- To type an en dash on a PC, simultaneously press the control and minus keys. The minus key is on the numeric keypad. For a Mac, simultaneously press the option and hyphen keys.
- Use a single en dash, with no spaces to punctuate “University of Missouri–St. Louis” and other similar constructions. An en dash can join one word to a compound (e.g. “a jazz–rock ‘n’ roll hybrid”), but a hyphen cannot. “St. Louis” must be joined to “University of Missouri” with an en dash.
- Use dashes to denote an abrupt change in thought in a sentence or an emphatic pause. Examples: They will drive to Detroit next week – if his car is repaired in time. Jones created the sculpture – he sketched the first concept in 1978 – for the Bank of America branch on 13th Street.
- Use a dash before an author’s or composer’s name at the end of a quotation. Example: “If you tell the truth you don’t have to remember anything.” – Mark Twain.

See University of Missouri–St. Louis.

database

dates

- Always use Arabic figures, without “st,” “nd,” “rd” or “th.”
- If referring to the most recent date (past tense) or the most immediate date (future tense), avoid using the year in copy. For example, if copy is published on Dec. 2, 2010, any dates on or between Dec. 3, 2009, and Dec. 1, 2011, can be written without the year. Examples: Jim left for Russia on June 1. Marc Jones will be eligible for parole on Feb. 15, 2020.
- If referring to a day of the week that is within the previous six days (past tense) or upcoming six days (future tense), use only the day of the week. If the day is outside that range, use only the date. Examples: John bought groceries on Tuesday. Jane’s co-workers will throw her a birthday party on Friday. Jim’s last appointment was April 9.
- The construction “Wednesday, Oct. 8” is redundant. The date “Oct. 8” alone is preferred.
- Ranges of dates within a single month can be written two ways: Oct. 8-10 or Oct. 8 to Oct. 10. But ranges of dates that span two, or more, different months must be written: Oct. 8 to Dec. 2.

See dates and time, date and place; and years.

day care (noun)
day-care (adjective)
daylight

days of the week

- Capitalize them.
- Do not abbreviate, except when needed in tabular format. Use three letters without a period: Sun, Mon, Tue, Wed, Thu, Fri and Sat.
- Ranges of days can be written two ways: Monday-Thursday or Monday to Thursday.
- If referring to a day of the week that is within the previous six days (past tense) or upcoming six days (future tense), use only the day of the week. If the day is outside that range, use only the date. Examples: John bought groceries on Tuesday. Jane’s co-workers will throw her a birthday party on Friday. Jim’s last appointment was April 9.
- The construction “Wednesday, Oct. 8” is redundant. The date “Oct. 8” alone is sufficient.

See dates and time, date and place.
daytime
deans list
Lowercase in all uses.
decade-long (adjective)
decision making (noun)
decision-making (adjective)
Department of Athletics
It’s the full, proper name for the department. Use it on first reference. Acceptable second references: department and athletics department.
See athletic facilities, Louie and UMSL Tritons.
departments
See academic units.

Des Lee Collaborative Vision
• It’s the full, proper name for an organization housed at UMSL. Acceptable second references: DLCV and organization. Do not use “collaborative” (adjective) as a second reference.
digital versatile disc
See DVD.
digital video disc
See DVD.
dilemma
Not a synonym for: predicament, jam, trouble or problem. A dilemma is a situation in which someone faces two alternative courses of action, both of which are likely to be unpleasant, such as: the devil or the deep blue sea. Wrong: Professor Doe’s dilemma is finding time to publish papers. The dilemma our department faces is not having enough money. Right: Professor’s Doe’s problem is that he can’t find enough time to publish papers. The problem our department faces is not having enough money.
dimensions
• Use figures, and spell out “inches,” “feet,” “yards,” etc. to indicate depth, height, length and width. Hyphenate dimensions that are used as adjectives. Examples: He is 5 feet 6 inches tall. The baseball team drafted a 7-foot pitcher. The trailer is 10 feet long. The tile is 12 inches by 12 inches, the 12-by-12 tile.
• Use an apostrophe and quotation marks to indicate feet and inches (6’2”) in technical contexts only.
directions and regions
When indicating a compass direction, lowercase: north, south, east, northern, northeast, etc. Capitalize when these words designate a region. Examples: The bird flew east. The tornado headed south. Crop yields are low in the Midwest. He has a Southern accent. Snowstorms pounded the East Coast.
disabled
• In general, do not describe an individual as disabled unless clearly pertinent. If a description must be used, identify the disability and how much the person’s physical or mental performance is affected. Wrong: Professor Doe is disabled. Right: Professor Doe is visually impaired, hearing-impaired, has cerebral palsy, a partial hearing loss or a speech impairment.
• Do not use “handicapped” or “crippled” when referring to a person with a disability. The words are offensive.
• Do not sensationalize by writing a person: is afflicted with, is crippled with, suffers from or is a victim of.
• Put people first, not their disability. Examples: people who have arthritis, children who cannot hear or people with disabilities.
• Do not use the term wheelchair-bound or variations. Consider writing: uses a wheelchair or braces, walks with crutches, etc.
• Use the term “interpreter” for those who assist people who are hearing-impaired. Wrong: Bill Doe is a signer. Right: Bill Doe is an interpreter for people who are hearing-impaired.

• When it’s necessary to make a distinction, people without disabilities should be referred to as non-disabled.

disadvantaged
See underserved.

disc, disk
• Use “disc” for phonograph records and related terms (“disc jockey”), optical and laser-based devices (“laserdisc” and “videodisc”) and for “disc brake.”

• Use “disk” for computer-related references and medical references, such as “slipped disk.”
See diskette.

diskette
It’s a generic term that means “floppy disk.” It’s not synonymous with “disk.”
See disc, disk.

doctor
See titles, doctor.

dothoral, doctorate
• A person: is a doctoral candidate in a program; works on a doctoral degree; or works on a doctorate.

• Don’t write “doctorate degree” because “doctorate” is a degree. Examples: Bill Doe earned a doctorate. Jim Smith earned a doctoral degree.

DVD
• It’s similar to a CD-ROM, but it can hold more data.

• It’s an abbreviation for “digital versatile disc” or “digital video disc.” Acceptable first reference: DVD, digital versatile disk or digital video disc. Always use “DVD” on second reference.

editor-in-chief
Use hyphens. Capitalize when used as a formal title before a name. Example: Editor-in-Chief Dan Jones has worked at the newspaper for 20 years.

elderly
It’s a sensitive word for some people. Use it sparingly and carefully. Don’t use as a description for an individual, but the word can be used generically, as in: home for the elderly or concern for the elderly. Likewise, watch such descriptions as: old man, old woman, old people and senior citizen.

elected officials
See titles, elected.

ellipsis ( … )
• In general, treat an ellipsis as a three-letter word, constructed with three periods and two spaces as shown.

• Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts and documents. Do not delete copy that would distort meaning.

email
• Acceptable in all references for “electronic mail.”

• It can function as a noun, verb and adjective.

emeritus
Denotes individuals who have retired and retain their rank or title. Place “emeritus” after the formal title. Examples: Bill Doe, associate professor emeritus of journalism, and Professor Emeritus Bill Doe. The plural is “emeriti.” Example: Bill Doe, Bob Doe and Ruth Doe, professors emeriti of journalism, will speak tomorrow.
ensure
See assure, ensure, insure.

entitled
It’s the right to do or have something, not a synonym for “titled” or “called.” Examples: That company’s employees normally are entitled to severance pay. The book is titled “The Night of the Gun.”

equal opportunity/ADA institution
It’s the correct phrase to use on publications, instead of: equal opportunity employer. “ADA” is an abbreviation for the Americans with Disabilities Act. The article “an” may precede the phrase. Example: UMSL is an equal opportunity/ADA institution.

events
Random events occur. Planned events take place. Both happen.

every day (adverb)
everyday (adjective)

faculty
• Use only when referring to the singular, collective body of instructors at the university. Example: The faculty at UMSL is known for its research and teaching excellence.
• Use “faculty member” or “faculty members” when referring to an individual instructor or small group within the collective body of instructors. Examples: The faculty member’s research was written about in The New York Times. The criminology and criminal justice faculty members were honored for their research.
• The phrase “student-faculty ratio” is incorrect. UMSL has only one faculty. Use “student-instructor ratio” or “student-teacher ratio.”
• “Staff” follows the same rules as faculty.

fellow, fellowship
• Uppercase in combination with the name of a granting organization or when used as a title preceding a name. Examples: Public Policy Research Center Fellow, Fulbright Fellowship, Faculty Fellow Elliott Smith.
• When used alone, use lowercase. Example: Elliott Smith is a faculty fellow of academic affairs.
• Write “fellow of” (not “fellow in”) an organization.

financial aid office
See Office of Student Financial Aid.

firsthand

first names
See names and titles, courtesy.

fiscal year
• Always use figures without commas, and write as single-year or range. Examples: Jim completed accounting for fiscal year 2004-05. He did not have the figures for fiscal year 1999 or fiscal year 2003.
• The abbreviation “fy” or “FY” only is acceptable in tabular material or in a run of copy that “fiscal year” often is repeated. See years.

following and follow(ed)
Avoid using as a preposition. Instead, recast sentence to use either “after” or “afterward.” Wrong: He spoke following dinner. Right: He spoke after dinner.

follow up (verb)

follow-up (noun, adjective)

foreign, foreigner
Do not use when referring to students or countries. Instead, write: international student(s), country(ies) and international(s). Use “foreign” to describe: words, languages, money or names.
forward
Not “forwards.”

Founders Dinner
It’s the full, proper name for the annual event that recognizes distinguished UMSL alumni, donors, faculty and staff. The apostrophe is not used in “Founders Dinner.” Acceptable second references: dinner and event.

Founders Professor
• It’s a title awarded to a tenured faculty member who has demonstrated excellence, retired and remained a member of the university faculty.
• It’s a proper noun. Always capitalize. Examples: Joe Doe is a Founders Professor of Political Science. Joe Doe, Founders Professor of Political Science, has worked at the university for 40 years. He is a Founders Professor.

fractions
• Spell out amounts less than one, using hyphens between the words: one-half, two-thirds, four-fifths.
• Use figures for precise amounts greater than one, converting to decimals when practical.
• Some computer-software programs provide a function for creating fractions combined with whole numbers. When that option is not available, use figures with a space between the whole number and the fraction: 2 1/3, 5 9/10 or 8 13/16.

freelance, freelancer
“Freelance” is a verb and adjective. “Freelancer” is a noun.

goodbye

grade point average
• The abbreviation “GPA” is acceptable on first reference when used with figures. Example: We require a GPA of 2.5 (A=4.0).
• Spell out and do not hyphenate when used alone. Example: Your grade point average is important.

grades
Write: three A’s, two B’s and one C; and an A+ and a C-.

graduate admissions
See Office of Graduate Admissions.

graduate assistantships

Graduate School
• It’s a proper noun. Capitalize it. Acceptable second reference: school.
• Students who seek master’s and doctoral degrees at UMSL are enrolled in the Graduate School, except for those in optometry.

See majors.

gray
Not grey. But write “greyhound” when describing the animal or the bus company.

groundbreaking

handicapped
See disabled.

headlines
• They are the most important part of stories; headlines are read five times more often than body copy.
• They should be written as if the reader will read nothing else. Headlines must be accurate, clear and compatible with the story. Avoid using clichés.
• Capitalize only the first word and proper nouns.
• Proper nouns are often too long to present in their entirety within a headline. When proper nouns are too long, abbreviate them. And capitalize the abbreviated versions in the headline. Example: Business College launches new degree program (“Business College” was used in lieu of “College of Business Administration.”)
• Use Arabic numerals for all numbers in headlines, even numbers appearing at the beginning of headlines.
• Use single quotes for quotation marks. Example: Author of ‘South City Son’ captivates sold-out audience
• Use “US,” “UK” and “UN” (no periods) in all headlines.
• Use “to” not “will” when expressing future tense. Right: U2 to perform at UMSL. Wrong: U2 will perform at UMSL.

• Avoid using “a,” “an,” “the” or “and” unless part of a title or formal name. Use commas in place of “and.” Example: Cardinals, Red Sox advance to World Series.

headquarters
Takes singular or plural verb. Don’t use “headquartered” as a verb.

health care (noun)
health-care (adjective)

hip-hop

home page

incorporated
See company names.

indoor (adjective)
indoors (adverb)

Innovative Technology Enterprises
A UMSL incubator for startup companies. ITE is acceptable on second reference.

instructor
A faculty member is an “instructor in an area.” Examples: Joe Williams is an instructor in English. Bill Ward, instructor in business administration, has taught at the university for a long time.

See titles, academic.

Internet

Internet addresses
See URL.

interschool

interstate
Use the form “Interstate 70” on first reference. Thereafter, use “I-70” or “interstate.” This rule applies to all interstate highways.
in the ... at the
See locations of events.

it
• Avoid using the vague “it” when referring to something mentioned three or four paragraphs earlier.
• If at all possible, explain all “its.” Your readers will appreciate it.

italic type
• Use quotation marks around the titles of: books, movies, television programs, recordings, paintings, artwork, photographs, ships, spacecraft, theater productions, legal cases, books of the Bible and works of music.
• Do not use italic type or quotation marks for the Bible and reference books, such as almanacs, dictionaries, encyclopedias and handbooks.
See quotation marks and titles, composition.

judgment
Not judgement.

junior and senior
• Abbreviate as “Jr.” and “Sr.” only with full names of people. Do not precede by a comma. Wrong: Billy Doe, Jr. Right: Billy Doe Jr.

• When necessary to distinguish between father and son in second reference: the elder Doe or the younger Doe.

keynote address
Not: keynote speech.

kick off (verb)

kickoff (noun)

land-grant
Hyphenate when used as an adjective.
Example: The University of Missouri became a land-grant institution in the late 1800s.

laptop

lecturer
A faculty member is a “lecturer in an area.”
Examples: Joe Williams is a lecturer in English. Bill Ward, lecturer in business administration, has taught at the university for a long time.
See titles, academic.

legislature
See Missouri General Assembly.

libraries
• “University Libraries” is the full, proper name of the organization that provides information and resources to UMSL.
• The full, proper names of UMSL’s libraries and archives are:
  * St. Louis Mercantile Library
  * Thomas Jefferson Library
  * University Archives
  * Western Historical Manuscript Collection
• On first reference, use the proper names of the libraries. Acceptable second references: Jefferson library, Mercantile library, archives, collection and library.

lifelong, lifestyle, lifetime

lists
• Run-in lists and vertical lists are the two primary list styles. Both have pros and cons. Run-in lists take up less space. Vertical lists are easier to read. Use a run-in list if the list and entries are concise. Otherwise, use a vertical list. Vertical lists are also recommended whenever list entries are complete sentences.
• When using enumeration in run-in and vertical lists, use numbers when it is important for the list to be sequential or prioritized. Use letters when the element of choice is involved or to avoid confusion, such as when list entries are numbers. Example: Attendance at the last three concerts was (a) 1,007, (b) 559 and (c) 888.

• Run-in lists are cast within a sentence. They differ from vertical lists in that they are not broken out into bulleted outline form.

• Separate run-in lists with commas. Semicolons can also be used to separate run-in lists if entries are long or include commas. Examples: The colors of the flag are red, white and blue. Susan has lived in Springfield, Ill.; Hannibal, Mo.; and Dayton, Ohio.

• Letters and numbers used in a run-in list should be wrapped in parentheses. Example: Creating UMSL Magazine involves (1) reporting, (2) writing, (3) editing, (4) photographing, (5) designing, (6) printing and (7) distributing.

• Vertical lists are depicted in outline form. Use a bullet, asterisk, letter or number to begin each entry. Do not capitalize the first letter of a list entry unless it is a complete sentence. Never use commas or conjunctions between list entries. Example: In his speech, the chancellor reported:

  * New records were set for enrollment this year.
  * External funding for research experienced a 75 percent increase since 2000.
  * The university received an award for its positive impact on the St. Louis-area business community.

• Letters and numbers used in a vertical list should be followed with a period. Example: Several UMSL Tritons received all-conference honors, including:
  a. Frank Black, men’s basketball
  b. Carrie Brownstein, women’s basketball
  c. Win Butler, baseball
  d. Kim Deal, women’s tennis
  e. Jack White, baseball

locations of events
• When writing the location of an event, use the “in the … at the” construction. Examples: The blood drive will take place in the Century Rooms at the Millennium Student Center. The concert will begin at 7 p.m. Tuesday in the auditorium at the J.C. Penney Conference Center.

• For locations with a room number, follow these examples: The class meets in 401 Clark Hall. The client and designer will meet in 252 General Services Building.

long term (noun)

long-term (adjective)

long time (noun)

longtime (adjective)

Louie
• It’s the name of the mascot of UMSL and the UMSL Tritons.
• On first reference, give the reader a quick definition. Examples: Louie, the UMSL mascot, burst onto the court on the band’s opening note. Children flocked around the UMSL mascot, Louie.

See Department of Athletics and UMSL Tritons.
majors

- When identifying undergraduate students at UMSL and their majors and school years in a run of copy, refer to the following examples: Joe Smith, a junior anthropology major at UMSL, is running for treasurer. Jane Lemp, a sophomore nursing major at UMSL, wrote a paper about sexually transmitted diseases.

- When identifying students who are pursuing master’s degrees at UMSL and their fields of study, refer to the following example: Jim Smith, who’s pursuing a master’s degree in biology at UMSL, ran the meeting Tuesday.

- When identifying students who are pursuing doctoral degrees at UMSL and their fields of study, refer to the following example: Jenny Hutton, who’s pursuing a doctoral degree in chemistry at UMSL, completed the exam early.

- When identifying students who are pursuing optometry degrees at UMSL and their fields of study, refer to the following example: Joe Smith, a second-year optometry student at UMSL, began his clinical work at the Center for Eye Care.

master’s degree

See academic degrees.

media

- It’s a noun. It’s the plural form of “medium.”
- It’s the means of communication – or the tools used to store and deliver information – such as newspapers, radio, television, books, films, etc.
- “Media” is not synonymous with “news media,” which is a specific part of the media that focuses on presenting news to the public. When referring to the news media, write “news media.”

midnight

Midnight is part of the day that is ending, not the one that is beginning. Write: midnight (not 12 a.m. or 12 midnight).

See noon.

Midwest, Midwestern

See directions and regions.

Missouri General Assembly

Use on first reference when identifying the state’s legislative body. Acceptable second references: assembly and legislature.

Missouri University of Science and Technology

It’s the full, proper name for the university in Rolla, Mo. Use it on first reference. Acceptable second references: Missouri S&T, university, campus and Rolla campus.

mix, mixture

“Mix” is a verb. “Mixture” is a noun.

Wrong: The department has a mix of students.
Right: The department has a mixture of students.

modifiers

Avoid vague, overused, all-purpose modifiers, such as: a lot, kind of, sort of, very, really, quite, somewhat, both, new, rather and wide.

monthlong

months

- Capitalize them.
- When a month is used with a specific date, abbreviate only: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
- Spell out when using alone.
- When a phrase lists only a month and a year, spell out the month, and do not separate the month and year with a comma. Example: She left the country in January 2003.
• When a phrase refers to a month, day and year, set off the year with a comma. Example: He was sentenced Jan. 11, 1999, in Florissant, Mo.

• If referring to the most recent date (past tense) or the most immediate date (future tense), avoid using the year in copy. Examples: Jim left for Russia on June 1. That prisoner will be eligible for parole on Feb. 15, 2020.

See dates; time, date and place; and years.

more important, most important
Use. It’s not “importantly.”

more than
See over.

multi- and semi-

In general, do not use a hyphen. Examples: semifinal, semianual, multicultural and multipurpose. Hyphenate to avoid repeated vowels. Example: semi-invalid.

multicultural

multidisciplinary

names
• Use first and last names of the person. Examples: Bernard Campbell and Mitch Martin. On second reference: Campbell and Martin.

• In general, call children 15 or younger by their first name on second reference.

• For a married person who has a two-word surname joined by a hyphen, use the entire surname on second reference. Example: Michele Lee-Smith works at the service station. Lee-Smith has worked there for five years.

• For a married person who has a two-word surname not joined by a hyphen, use the second name on second reference. Example: Jackie Brandt McDonald lives near an office complex. McDonald walks to work every day.

• When it is necessary to distinguish between two people with the same last name, use the first name on second reference. Example: Jake and Elwood Blues merely borrowed the car to complete their mission. Elwood did most of the driving.

• In certain situations, use both names or add a title to the last name to avoid confusion. Example: UMSL Chancellor Tom George met with Express Scripts President and Chief Executive Officer George Paz. Chancellor George gave a presentation.

See junior and senior and titles, courtesy.

news media
See media.

nicknames
Place nicknames in quotes, not parentheses. Examples: Bernard “Beanie” Campbell and Frank “The Tank” Ricardo.

9/11
See Sept. 11.

non-
In general, do not hyphenate. Use a hyphen, however, before proper nouns or in awkward combinations, such as: non-nuclear. Examples without hyphen: noncredit, nonprofit, nonvoting and nontraditional.

nonprofit

noon
Noon is the middle part of the day. Write: noon (not 12 p.m. or 12 noon). See midnight.

North Campus
numerals

- Use Arabic numerals for: addresses, ages, aircraft, spacecraft, clothes sizes, dates, dimensions, highways, recipes, speeds, sports, time, weights, years and percentages (except at the beginning of a sentence).
- Use Arabic numerals before: millions, billions or trillions.
- Use Arabic numerals for money. Starting with a single million, write as: $12 million, not $12,000,000.
- Use Arabic numerals for number designations. Examples: No. 1, No. 15 and Nos. 1 and 15.
- Use Arabic numerals for temperatures. But spell out “zero.” And below “zero,” spell out “minus.” Examples: This afternoon, the high temperature may reach 35 degrees. The temperature may drop to zero. The average temperature for January was minus 5 degrees.
- Use Arabic numerals for all numbers, even numbers appearing at the beginning of the headline.
- Numbers with suffixes -nd, -rd, -st and -th are used for: political divisions (1st Ward); military sequences (1st Lt. or 7th Fleet); courts (2nd District Court); streets after the ninth; and amendments to the U.S. Constitution after Ninth. Examples: First Amendment and 10th Amendment.
- Use words instead of figures for: numbers less than 10; numbers starting a sentence, except for a year; casual uses of numbers (Thanks a million!); and fractions less than one (one-third).
- Use Roman numerals for: man who is the third or later in his family to bear a name; king; queen; pope; or world war. Examples: John D. Rockefeller III, Pope John Paul II, Queen Elizabeth II and World War I. Note: Do not insert commas between the last word and Roman numeral.

See fractions.
page numbers
• Always use figures, and capitalize “page” when used with a figure. Examples: Page 1 and Page 10.
• When a letter is appended to the figure, capitalize it, but do not use a hyphen. Example: Page 20A.
• Exception: a Page One story.

part time, part-time
Hyphenate as a compound modifier. Examples: Two part-time students work here. He attends school part time.

per
Save this word for such Latinate uses as: per capita and per diem. Use “a” or “each” instead. Examples: Bill Doe signs up for three credit hours each semester. The fee is $54 a credit hour.

percent
• It’s one word. It takes a singular verb when standing alone. It also takes a singular verb when a singular direct object follows the construction “a percentage of.” Examples: Professor Doe said 60 percent was a failing grade. The candidate said 60 percent of the vote was enough to win.
• “Percent” takes a plural verb when a plural direct object follows the construction “a percentage of.” Example: Fifty percent of the staff members were on vacation last week.

percentages
Use figures: 1 percent, 2.5 percent or 0.6 percent. See ranges.

person, people
When speaking of an individual, use “person.” In plural uses, it’s “people.” Examples: One person went to the seminar. Thousands of people attended the concert.

poor
See underserved.

postdoctoral
One word. Do not use “postdoc.”

pre-
Use hyphen if a prefix ends in a vowel and the word that follows begins with same vowel, as in: pre-elect, pre-empt and pre-exist. Otherwise, most “pre-” words are treated as one. Examples: prearrange, preregister, precollegiate, preprofessional and preseason.

presently
Use it to mean in a little while or shortly, but not to mean now or currently: Bill Doe will speak presently, not Bill Doe presently is the speaker. The latter is redundant.

prior to
Do not use. Instead, use “before.” Examples: Professor Bill Doe will speak in Kansas City, Mo., before coming to Chicago. Students will be given a quiz before spring break.

professor
• Do not refer to faculty members as professors unless they have earned that academic rank. Instead of “professor,” use the more accurate title: instructor, assistant professor, associate professor, lecturer, teaching professor or visiting professor.
• A faculty member is a “professor of an area.” Examples: Dave Johnson is a professor of English. Professor of Accounting Walter Smith has taught the introductory course for 20 years. See titles, academic.
The Quad
The quadrangle area on North Campus bordered by Thomas Jefferson Library, Social Sciences & Business Building/Tower, Express Scripts Hall, Lucas Hall and Clark Hall.

quotation marks
• Quotation marks should surround the exact words of a speaker or writer.
• Quotation marks should always surround titles of: poems, songs, presentations, talks, music movements, speeches, lectures, research articles and papers, individual television episodes, short stories, book chapters, magazine articles and news headlines (if used in run of copy).
• Use quotation marks around the titles of: books, movies, television programs, recordings, paintings, artwork, photographs, ships, spacecraft, theater productions, legal cases, books of the Bible and works of music.
• Do not use quotation marks or italic type for the Bible and reference books, such as almanacs, dictionaries, encyclopedias and handbooks.
• Do not use quotation marks or italic type for newspapers, magazines or journals.
See italic type and titles, composition and words as words.

races and nationalities
Capitalize proper names of races, nationalities, tribes and people. Examples: African American, Caucasian, Italian, Eskimo, Cherokee or Chinese. Lowercase colors: mulatto, white, red and black.
See African American.

radio stations
• On first reference, identify a radio station with its four call letters followed by its frequency, which should be enclosed in parentheses. Example: Bob Slydell works at KDHX (88.1 FM). On second reference: KDHX, radio station or station.
• Exception: St. Louis Public Radio | 90.7 FM. On second reference: St. Louis Public Radio, radio station or station.
• For radio stations outside the St. Louis area, provide the city where the station is located. Examples: Peter Gibbons was featured in a story on WBEZ (91.5 FM) in Chicago. Bob Porter works at WHYN (560 AM) in Springfield, Ill.
See St. Louis Public Radio | 90.7 FM.

ranges
• Write: $12 million to $14 million. Do not write: $12 to $14 million.
See to … from.

re-
• In general, use a hyphen if the word that follows “re” begins with an “e.” Examples: re-elect, re-election, re-enlist, re-establish and re-equip.
• For other words, the sense of the word should govern whether to use a hyphen. Examples: recover (regain) and re-cover (cover again); reform (improve) and re-form (form again); and resign (quit) and re-sign (sign again).

really
Avoid using.

rear, raise
One rears children, but raises animals and inanimate objects.

regions
See directions and regions.
residential adviser
It’s the title held by students who work for the Office of Residential Life and Housing at UMSL. Acceptable second references are “adviser” and “RA.”
See adviser.

rock ‘n’ roll

RSVP
• The abbreviation for the French “repondez s’il vous plait,” it means “please reply.”
• Do not use periods: R.S.V.P.

St. Louis
• Use it alone without additional description when identifying the city in Missouri. Do not use “city of St. Louis” or “St. Louis City.” Right: Bill lives in St. Louis. Steve works in north St. Louis. Wrong: Jennifer lives in the City of St. Louis.
• But when referring to St. Louis’ municipal government, use “city of St. Louis.” Example: The city of St. Louis began a major clean-up project of downtown.
• Other entities must be distinguished from the St. Louis. Examples: Mary lives in St. Louis County. Jen is a St. Louis-area sales representative. Bill is from west St. Louis County.
See cities.

St. Louis Public Radio | 90.7 KWMU
It’s a public radio station that’s a service of UMSL. On first reference, identify the station as “St. Louis Public Radio | 90.7 KWMU.” Acceptable second references are: St. Louis Public Radio, KWMU, radio station or station.
See radio stations.

says, said
• Among attributive verbs, “says” and “said” usually say it best. They’re short, clear, neutral and accurate. To avoid monotony, use substitutes: went on, continued or added. Avoid using: stated, declared, pointed out, noted, warned, charged, claimed or admitted.
• Never use verbs denoting non-verbal processes as attribution, such as: smiled, wept and laughed. One doesn’t smile or laugh words. One says them, smiling or laughing. Wrong: “I’m fond of him,” she smiled. Right: “I’m fond of him,” she said, smiling.
• Generally place after the source in a quote. Right: “St. Louis is nice this time of year,” she said. “I’ll have what she’s having,” Wayne Campbell says. Wrong: “St. Louis is nice this time of year,” said she. “I’ll have what she’s having,” says Wayne Campbell.
• Exception: “We need to play a hard nine,” said Tony La Russa, manager of the St. Louis Cardinals. When the title precedes the name, however, write: “We need to play a hard nine,” St. Louis Cardinals Manager Tony La Russa said.

schools
See academic units.

seasons
Lowercase: spring, summer, fall and winter. Also lowercase derivatives, such as “springtime.” Make exceptions when it’s part of a formal name. Examples: Summer Olympics and Winter Olympics.

semi-
See multi- and semi-.
Sept. 11
It’s the term for describing the terrorist attacks in the United States on Sept. 11, 2001. Use “2001” if needed for clarity. Also acceptable is “9/11.”

sexism
When a description assumes both sexes are involved, avoid the masculine references “he” and “his.” In most cases, sentences can be rewritten from singular to plural without damaging meaning or structure.
Wrong: After a student has completed the application process, he is assigned an adviser.
Right: After students have applied to the university, they are assigned advisers.

sign up (verb and noun)

South Campus
staff
See faculty.

state of the art
• Avoid this cliché. Instead, specifically describe the upgrade or improvement to office or equipment.
See cutting edge and leading edge.

State of the University Address
It’s the full, proper name for the annual event held in the fall at UMSL. Use it on first reference. Acceptable second references: event and address.

states
• For postal addresses, use standard two-letter designations without punctuation: MO, IL and KS.
• Spell out state names when they stand alone. Example: She lives in Illinois.
• Abbreviate state names in tabular material or when combined with a city name. Example: Tracy will stop in Springfield, Ill., and Litchfield, Ill.
• Eight states are never abbreviated in run of copy or as part of an address: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.
• Always use periods with such two-letter abbreviations as N.D., N.Y., S.C., N.J., except for mailing addresses.
See addresses.

statewide

step family, stepbrother, stepfather, stepmother, stepsister

structures
See buildings on campus.

Student Government Chamber

student identification
See majors.

systemwide
TA
See teaching assistant.

teaching assistant
Use it on first reference. Abbreviation is “TA.” Plural is “TAs.” The abbreviations are acceptable on second reference.

teen, teenager (nouns)
teenage (adjective)
Not teenaged.

telephone numbers
• Use figures.
• Use this form: 314-555-5555 (hyphens, not periods).
• For international numbers (from the United States), use “011” – the country code and telephone number. Example: 011-44-20-7534-1616 (hyphens, not periods).
• If extension numbers are needed, write: ext. 2 or ext. 4071. Use a comma to separate the main number from the extension. Example: 314-555-5555, ext. 101.

television
Always use “television” (not “TV”), except in direct quotes, headlines or in constructions, such as: TV dinner or cable TV.

television stations
• On first reference, identify a television station with its four call letters followed by its channel, which should be enclosed in parentheses. Example: Jim Smith works at KPLR (Channel 11). Acceptable second references: KPLR, television station or station.
• For television stations outside the St. Louis area, provide the city where the station is located. Examples: Milton Waddams was featured in a story on WGN (Channel 9) in Chicago. Bill Lumbergh works at WICS (Channel 20) in Springfield, Ill.

that, which
• The defining or restrictive pronoun is “that.” Use “that” when introducing non-parenthetic clauses, and don’t set these clauses off with commas. Example: She works in the office that was remodeled.
• The non-defining or non-restrictive pronoun is “which.” Use “which” when introducing parenthetic clauses, and set these clauses off with commas. Example: The book, which was published in 1996, won a Caldecott Medal.
• In general, consider whether the meaning of the sentence would be changed if the clause were removed. If it would, use “that” with no comma. If it wouldn’t, use “which” with a comma.

that, who
Use “that” for objects and “who” for people. Wrong: She’s the professor that won the award. Right: She’s the professor who won the award.

theater
In all uses write theater, not theatre, with exceptions for proper names.

time
• Use figures except for “noon” and “midnight.” Use a colon to separate hours from minutes. Examples: 11 a.m.; 1 p.m.; 3:30 p.m.; 11 a.m. to 3 p.m.; and 3 to 5:15 p.m.
• Avoid redundant writing. Wrong: 10 a.m. this morning or 10 p.m. tonight. Right: 10 a.m. or 10 p.m.
See midnight; noon; and time, date and place.
time, date, place
When announcing an event, try to structure sentences with the time appearing first, then date, then place. Also try to locate the time and date as close to a sentence’s verb as possible. Examples: Tim left the airport at 6 p.m. Feb. 12. Bill Doe’s class meets from 10 a.m. to noon Mondays and Fridays in 350 Macintosh Hall. Jim attended the annual convention Oct. 14 and 15 in Arlington, Va.
See dates, months and time.
titles
• In general, confine capitalization to formal job titles used directly before an individual’s name. Lowercase and spell out titles (separated by commas) when they are not used with an individual’s name or when they follow a name. Examples: Ben Stone, online editor, was hired in the fall. Online Editor Ben Stone was hired in the fall.
• Lowercase titles that serve primarily as occupational descriptions. Examples: novelist, movie star and farmer.
• Never use an occupational title with a single name. Wrong: novelist Clancy and singer Jones. Right: novelist Tom Clancy and singer Tom Jones.
See titles, formal.
titles, academic
• Capitalize and spell out formal titles such as professor, associate professor, dean, director, chair, president or chancellor only when they precede a name. Examples: Associate Professor Jonathan Hamm; Jonathan Hamm, associate professor; Professor and Chair Regina Fischer; Regina Fischer, professor and chair.
• Lowercase modifiers unless it’s a proper noun or full title. Examples: political science Chair Frank Underwood; Department of Political Science Chair Frank Underwood; Professor of Music Antoine Batiste
• Lowercase academic titles when they appear elsewhere or when not written as full, proper titles. Examples: The course will be taught by Sally Jones, associate professor of biology. The magazine was edited by instructor Jennifer Dodge. Bill Wayne, dean of the College of Education, accepted an offer to teach abroad.
• When writing titles for faculty members, do not allow the names of faculty members’ colleges or departments to excessively influence your writing. Rather, make titles specific and accurate. Right: Ben Shipmen, associate professor of counseling and family therapy (specific). Wrong: Ben Shipmen, associate professor of education (generic). Right: Laura Jones, professor of mathematics (accurate). Wrong: Laura Jones, professor of mathematics and computer science (not accurate).
See academic degrees; chairman, chairwoman; George, Tom; and titles, doctor.
titles, composition
• Quotation marks should always surround titles of: poems, songs, presentations, talks, music movements, speeches, lectures, research articles and papers, individual television episodes, short stories, book chapters, magazine articles and news headlines (if used in run of copy).
• Use quotation marks around the titles of: books, movies, television programs, recordings, paintings, artwork, photographs, ships, spacecraft, theater productions, legal cases, books of the Bible and works of music.
• Do not use quotation marks or italic type for the Bible and reference books, such as almanacs, dictionaries, encyclopedias and handbooks.
See italic type and quotation marks.
titles, courtesy

- In general, do not use the courtesy titles: Miss, Ms., Mr. or Mrs. Use first and last names of the person: Sally Ray or Bill Doe. On second reference: Ray or Doe.
- Only use courtesy titles when needed to distinguish between or among people with the same last name.
See junior and senior and names.

titles, doctor

On first reference, use the title “Dr.” for practitioners of the healing arts (including osteopaths, dentists and optometrists) but not holders of doctoral or honorary degrees.
See titles, academic.

titles, elected

- As formal titles before one or more names in regular text, use: Rep., Reps., Sen. and Sens.
Examples: Sen. Bill Wright; Sens. Wright and Smith; Rep. Tim Daly; and Reps. Daly and Davis. In other uses, spell out and lowercase: representative and senator.
- Add “U.S.” or “state” before a title only if necessary to avoid confusion.
- Spell out other elective titles in all uses. Capitalize when they are used before a name. Lowercase in other uses.
See from ... to.

toward

Not “towards.”

tritend

See UMSL Tritons.

Tritons

See Department of Athletics, Louie and UMSL Tritons.

Truman, Harry S.

Use a period after the initial. According to The Associated Press Stylebook, Truman once said there was no need for the period, because the “S” did not stand for a name. But Truman was asked in the early 1960s about his preference. He replied, “It makes no difference to me.” Also, the Harry S. Truman Library & Museum in Independence, Mo., punctuates the initial with a period.

T-shirt

Not: tee-shirt, t-shirt, teeshirt or tea shirt.
TV
See television.

UMSL
• It’s the preferred second reference for the “University of Missouri–St. Louis.”
• When used as an adjective, “UMSL” requires the article “a.” Wrong: She is an UMSL student. Right: She is a UMSL student.
• Exception: When writing a speech, a script or any copy intended to be read aloud, the article “an” may be used with the adjective “UMSL” based on the speaker’s preference.

See University of Missouri–St. Louis.

UMSL Magazine
It’s the full, proper name of the biannual magazine for UMSL.

UMSL Bookstore
It’s the full, proper name of the retail outlet located in the Millennium Student Center. Acceptable second references: bookstore and store.

UM–St. Louis
• Do not use “UM–St. Louis.” It is not an acceptable second reference for “University of Missouri–St. Louis.”
See UMSL and University of Missouri–St. Louis.

UMSL Tritons
• It’s the official nickname of the men’s and women’s teams that are part of the Department of Athletics at UMSL. On first reference in a run of copy, “Tritons” must appear with “University of Missouri–St. Louis” or “UMSL.” Example: The UMSL Tritons hosted the basketball tournament last month.
• It’s always “Tritons” (plural), never “Triton” (singular).
Example: Smith, a senior guard for the Tritons, scored a season-high 22 points.
• “Tritons” refers to “Triton,” the mythological Greek god who is the messenger of the deep. Like his father, Poseidon, Triton carries a trident, a three-pronged spear. The trident, not Triton, is what’s depicted in the UMSL Tritons logo.

See Department of Athletics and Louie.

underserved
This adjective is preferred over “poor” or “disadvantaged.”

under way
Two words in virtually all uses. One word only when used as an adjective before a noun in a nautical sense: an underway flotilla.

unique
It means one of a kind. Do not use it as a synonym for: different, outstanding or exceptional. Avoid using: more unique, very unique, most unique, quite unique, rather unique and somewhat unique.

university
It’s an acceptable second reference for the University of Missouri–St. Louis and other University of Missouri System campuses.
Example: He attended UMSL. He enjoyed his time at the university (lowercase).

University Advancement

University of Missouri–Columbia
• It’s the full, proper name for the university in Columbia, Mo. Use it on first reference. Acceptable second references: MU, Columbia campus, university and campus.
• Despite the previous guideline, the collected rules of the University of Missouri System include a rule that the “University of Missouri” can be written on first reference for the Columbia campus when relating to student and faculty recruitment, advancement, intercollegiate athletics and other similar public relations functions. To
avoid confusion, however, using “University of Missouri” is not recommended, particularly in instances when that organization’s name appears in the same run of copy as “University of Missouri–St. Louis,” “University of Missouri System,” etc.

- Use a single en dash, with no spaces to punctuate “University of Missouri–Columbia.” An en dash can join one word to a compound (e.g. “a jazz–rock ‘n’ roll hybrid”), but a hyphen cannot. “Columbia” must be joined to “University of Missouri” with an en dash.

See *dash, en dash*.

**University of Missouri–Kansas City**

- It’s the full, proper name for the organization. Use it on first reference. Acceptable second references: UMKC, Kansas City campus, university and campus.

- Use a single en dash, with no spaces to punctuate. An en dash can join one word to a compound (e.g. “a jazz–rock ‘n’ roll hybrid”), but a hyphen cannot. “Kansas City” must be joined to “University of Missouri” with an en dash.

See *dash, en dash*.

**University of Missouri–St. Louis**

- It’s the full, proper name of the organization. Use it on first reference. Acceptable second references: UMSL, St. Louis campus, university and campus.

- Use a single en dash, with no spaces to punctuate. An en dash can join one word to a compound (e.g. “a jazz–rock ‘n’ roll hybrid”), but a hyphen cannot. “St. Louis” must be joined to “University of Missouri” with an en dash.

See *dash, en dash*.

**University of Missouri–St. Louis Alumni Association**

It’s the full, proper name of that organization. On first reference: University of Missouri–St. Louis Alumni Association. The run of copy determines how the university is identified with the association. If the preceding run of copy includes “University of Missouri–St. Louis” (spelled out), then “UMSL Alumni Association” is an acceptable first reference. Acceptable second references: alumni association and association.

**University of Missouri–St. Louis Business, Technology and Research Park**

It’s the full, proper name for the park. On first reference: University of Missouri–St. Louis Business, Technology and Research Park. The run of copy determines how the university is identified with the park. If the preceding run of copy includes “University of Missouri–St. Louis” (spelled out), then “UMSL Business, Technology and Research Park” is acceptable on first reference. Acceptable second references: park and research park.

**University of Missouri–St. Louis Chancellor’s Council**

It’s the full, proper name of the organization. On first reference: University of Missouri–St. Louis Chancellor’s Council. The run of copy determines how the university is identified with the council. If the preceding run of copy includes “University of Missouri–St. Louis” (spelled out), then “UMSL Chancellor’s Council” is acceptable on first reference. Acceptable second references: chancellor’s council and council.
University of Missouri System
- It’s the full, proper name of the unified, statewide, multicampus University of Missouri System and the administration for the system. Acceptable second references: UM System, university system and system.
- Do not use “University of Missouri” to represent the “University of Missouri System.”

University of Missouri System Board of Curators
See Curators of the University of Missouri System.

universitywide
The term was dropped long ago because of its double meaning of reference to both the University of Missouri System and individual campuses. On first reference to all four campuses, use “University of Missouri System.” Acceptable second references: UM System, university system or system.
See University of Missouri System.

upward
Not “upwards.”

URL
- It’s the abbreviation for “Uniform Resource Locator,” or Web address. “URL” is acceptable on first reference in a run of copy.
- When identifying a URL in a run of copy, dropping “http://www” from the beginning of the address is preferred. Always ensure that a shortened URL, as presented to readers, is enough information to accurately identify the Web page and effectively drive readers to the desired page.
Examples: The information can be found at umsl.edu. Visit wonderschool.com and download the photograph.
- Exception: When a URL begins with “https://” the full URL must be presented.
Example: You can access your account at https://youraccount.com as early as Tuesday morning.
- When a URL does not fit entirely on one line, break the URL into two or more lines without adding a hyphen or other punctuation mark.

U.S.
- The abbreviation is acceptable as a noun or adjective for “United States.” “U.S.” can be used on first reference.
- In headlines, it’s “US” (no periods).

U-turn

versus
- When comparing two items in ordinary writing and speech, spell out.
Example: Bill Smith’s plan to improve highways versus John Butler’s proposal to overhaul the train depot was on the committee’s agenda.
- In short expressions, “vs.” is permitted.
Examples: The Buster James vs. Bill Legend bout was a classic. Students debated the long-standing issue of free vs. paid parking.
- For court cases, use “v.”
Example: Marbury v. Madison.

very
Avoid using.

veterans
Write without an apostrophe.
Examples: Veterans Administration, Veterans Day and Veterans of Foreign Wars.

videocassette (noun and adjective)

video game

videotape (noun and verb)
Washington
- Abbreviate the state as: Wash. Never abbreviate when referring to the U.S. capital.
- When the context requires distinction between the federal district and state, use: Washington, D.C., and Washington state.
See cities and states.

Web, Web page, Web feed, World Wide Web

Web address
See URL.

webcam, webcast, webmaster, website

weeklong, weekdays, weeknights

whether or not, as to whether
“Whether” alone is sufficient in most cases.
“Whether or not” means in any case.
Example: The football team will play whether or not it rains.

which
See that, which.

-wide
No hyphen, as in: citywide, continentwide, countrywide, industrywide, campuswide, nationwide, statewide or worldwide.

work force (noun)
work-force (adjective)

workplace, workstation (nouns or adjectives)

year-end (adjective)

yearlong, year-round

years
- Use commas only with a month and date. Example: Sept. 12, 1974, was a great day.
- Use an “s” without an apostrophe to indicate spans of decades or centuries, and do not use shortened forms. Wrong: ‘30s, ‘40s and ‘50s. Right: the 1800s and the 1890s.
- Avoid the phrase: by the year 2030. Instead, use: by 2030.
- Years are the lone exception to the general rule that a figure is not used to start a sentence. Example: 1974 was an awful year.
- For academic years and athletic seasons, refer to the following examples: John Blutarsky completed his degree requirements during the 1998-99 academic year. Bill Brasky retired from professional basketball after the 2001-02 season.
See dates, fiscal year and months.

ZIP codes
- Use the abbreviation “ZIP” for Zone Improvement Program, but always lowercase “code.”
- Do not put a comma between state name and the ZIP code. Example: Palm Springs, CA 00000.