

Style Guidelines for Publications & Advertising

To ensure consistency in representing the University of Minnesota, Crookston, while allowing flexibility to promote individual sub-brands, the following guidelines should be followed.

For questions on capitalization, quotes, italics, academic language, and other style guidelines, visit www1.umn.edu/urelate/style/index.html (these are being updated). Following is a list of the most common grammar questions and answers (including new usage).

> UNIVERSITY OF MINNESOTA, CROOKSTON

Name Usage

Use “University of Minnesota, Crookston” as the title of the university. Do not use a hyphen. After the first introduction, the name may be shortened to U of M, Crookston, although we prefer to use the entire name spelled out when possible.

The “University of Minnesota” is the name of the organization that comprises four campuses and should not be used to describe the Twin Cities campus. It is the “University of Minnesota Twin Cities.” Avoid terms that imply a secondary relationship to University of Minnesota Twin Cities such as “the Main U” or “the main campus.”

Chancellor Name Usage

In written publications, use Chancellor Charles H. Casey.

Internet related text and capitalization

Web site is a proper noun and is always capitalized and written as two words.

E-mail is always written with a dash, but is only capitalized in titles or at the beginning of a sentence.

Internet is a proper noun and is always capitalized.

Online is one word, no hyphen.

Contact info standards:

Use 800-862-6466 (800-UMC-MINN). DO NOT USE old 1-800 number 800-232-6466.

E-mail addresses should end with umn.edu, e.g. username@umn.edu

Web site URL – always capitalize UMC in the Web site address www.UMCrookston.edu.

When space is limited UMCrookston.edu may be used.

> GENERAL

Abbreviations

• In text, abbreviate the names of states, territories, or possessions following the name of a city or other capitalized geographical term as shown below. Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, or Utah.

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

- Time of day – use a.m. or p.m. to denote time of day in text (including periods). For wording not in narrative form, use capital P.M. OR A.M. subscript.
- Months – Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone or with a year alone: Aug. 18, 2006, or August 2006

Alumna, Alumnus, Alumnae, Alumni, Alum

Use alumnus (alumni plural) for a man who has graduated from or attended UMC. Use alumna (alumnae plural) to refer to a woman. Use alumni when referring to a group of men and women. Although considered slang, OK also to use alum (singular for either man or woman) or alums (plural for men and women). UMC defines alumni as anyone who has graduated from or attended the university or Northwest School of Agriculture (NWSA).

Ampersand

Spell out *and*. Use & only when part of an official name or to save space: Office of Development & Alumni Relations.

Capitalization

- Lower case titles when used in apposition to a name (John Jones, associate professor).
- Upper case is used only when the full and formal title precedes the name: Associate Professor Bill Smith is a great teacher.
- Generally, lower case references to proper names when not used in full: the program, the college, the university.
- Capitalize the full and correct name of offices, such as the Department of Math, Science, and Technology. Do not capitalize shorthand for an office, such as the registrar's office.
- Capitalize initial letters of major words in course titles; do not use quotation marks around course titles. Do not capitalize fields of study: Carol Cabrizzi was hired to teach Philosophy of Logic; the committee reported on the graduate program in history.
- Capitalize names of buildings, thoroughfares, monuments, etc., as well as generic

terms used as part of the names; do not capitalize generic terms used descriptively: Campus Mall, Kiehle Building, Prairie Room.

Comma

In a compound sentence, use a comma before a conjunction joining two independent clauses.

The sun shown brightly on Monday, but the day was still bitter cold.

In a series of three or more words or phrases, use a comma to separate all parts of the series.

The recipe called for thyme, rosemary, and sage.

Dates

Do not add *th*, *nd*, *rd* or *st* after a date. Write *May 10*, not *May 10th*.

Degrees

Capitalize abbreviations of degrees and use periods; do not capitalize spelled-out names of degrees: Ph.D., J.D., M.B.A., Ed.D., master of science, bachelor of arts, master of arts in journalism, bachelor's degrees or master's degrees.

Doctor Title

To avoid confusing the general public, the Dr. title is used only in reference to people with medical degrees. When referring to people with doctoral degrees, the preferred use is to list degree and title after their name, such as John Smith, Ph.D., professor of mathematics.

Emerita, Emeritus, Emeritae, Emeriti

A title bestowed on retired faculty and administrators. When used, emeritus follows the formal title. For individual female professor, correct term is professor emerita (plural is professors emeritae). When individual male professor, correct term is professor emeritus. When all-male or mixed group, correct term is professors emeriti.

Italics/Quotation Marks

Use italics for titles of complete, independent works: newspapers, books, magazines, movies, plays, etc. Put quotes around titles of works that are contained within other works, such as articles.

Numbers

Spell out numerals for 10 and above.

Placement of Quotation Marks with Punctuation

Commas and periods always go inside quotation marks. The dash, semicolon, question mark, and exclamation point go within quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence: Did you know that she said, "Let them eat cake"?

Their

Their is plural and should not replace she, he, his or her. *Students will receive their scores in the office mail box.*

Titles of Works of Art

Books, films, TV shows, and other standalone media or publications are italicized. Titles of songs, poems, TV episodes, etc. that are not stand-alone are placed in quotes. The full name of course titles — when they appear in text — are italicized and major words are capped.

Who and that

Use *who* as a pronoun modifying a person. It is incorrect to say *He is the boy that won the race*. You should use *He is the boy who won the race*.