

University of Indianapolis style guide

STYLE GUIDE FOR UNIVERSITY OF INDIANAPOLIS PUBLICATIONS

Follow AP style for press releases and stories posted to intercom.uindy.edu and 360 (news.uindy.edu) *The only exception is that we use Dr. to denote PhD on Intercom.*

Follow the Chicago Manual of Style for the following:

Marketing and promotional materials such as brochures, emails, one-sheets, flyers, postcards, posters, TV screen announcements etc.

Portico

Inside UIndy

UIndy.edu

For reference:

<https://www.chicagomanualofstyle.org/ganda/latest.html>

You can also Google “Chicago Manual of Style” for specific usage questions.

Notes/rules/exceptions

University of Indianapolis	UIndy	the University
Always on 1st reference in all materials	Okay for Inside UIndy on 2nd reference	Always on 2nd reference for Portico, marketing materials
	Okay for admissions, recruitment and alumni communications and marketing materials	Preferred for marketing materials and Portico

- UIndy is informal, friendly and casual - so we use it for Inside UIndy, whose audience is made up of teens and parents, and on admissions/recruitment and alumni materials.
- Past tense for attributions (said not says)
- Use the student’s last name on second reference (for Inside UIndy and Portico stories). There may be exceptions to this guideline (for example, if you are writing an email to prospective students and wish to be more casual.)
- You may refer to a student’s year of graduation and major in a few different ways. Decide what best fits your introduction.
 - Jane Smith ’18 (English) OR

- When Jane Smith '18 applied for her dream job at *The New York Times*, she knew the competition would be tough. But Smith, an English major, was prepared.
- Dr. Laura Wilson, assistant professor of political science
 - See below for more on titles
- Living-Learning Community
 - Living-Learning Communities provide students with...

Academic degrees

When referring to formal academic degrees, uppercase the first letter of the degree. For generic degrees, use the 's. Majors are upper case when part of a degree (see third example.)

Right: Seventy people hold master's degrees.

Right: She holds a Master of Arts in communication.

Right: The University of Indianapolis offers a Bachelor of Science in Accounting.

Academic departments/offices

Capitalize the name of the department and the words department, office and school only when they appear in the form of official names such as: "Department of Art & Design," "School of Education" or "Office of Student Affairs."

Right: Department of Communication, Office of Undergraduate Admissions

Right: The Department of Physics boasts the most professors.

Right: The Office of Alumni Relations is in the Division of Advancement.

Exception: Always capitalize "U" when referring to the University of Indianapolis. "The University..."

Awards

Always capitalize: Chancellor's Award, Nobel Prize, Distinguished Alumni Award.

Majors, programs

Lower case for all programs/tracks (specializations or concentrations), majors and minors (exception is the Honors College, which has caps for both words).

Right: The kinesiology program is quite rigorous.

Right: We offer a program in accounting.

Right: The environmental science major is now available.

Academic, Courtesy and Formal Titles

Lowercase titles unless they precede a name. Second and subsequent references generally use last names only. The title Dr. may be used when the person holds an earned doctoral degree—either a PhD, EdD, DVM or MD. A Juris Doctorate (JD) is not considered a doctoral degree.

Use Dr. on first reference only.

Right: Dr. Lawrence Belcher

Right: Vice President for Advancement Christopher Molloy

Right: David Selby, chief of University of Indianapolis Police

NOTE: We can use Dr. to denote someone with a PhD for Portico, Inside UIndy, Intercom, emails and marketing materials. The only place we don't use it is 360, where we post press releases (so we're following AP style strictly.)

Quotes or italics?

Use italics for composition titles including books, plays, symphonies, movies, newspapers, magazines and TV/radio programs. Use quotations for articles, shorter compositions, dance pieces.

Right: *The Elements of Style; Gone With the Wind*

Right: "People" from *Funny Girl*; "Moving Midnight" from *Danscore 2004*

Right: "A Wise Skepticism: An Introduction to Book Reviewing," published in the 2003 *American Theological Library Association Summary of Proceedings*

Right: "Sport Fandom Influences, Interests and Behaviors Among Norwegian University Students," published in *International Sports Journal*, Winter 2009

Commas

Use the Oxford comma.

Please bring me my jacket, snow boots, and gloves.

Numbers

Write out one through ten

Use numerical figures if more than ten

Dr. Jane Smith has published seven articles on muon spin rotation.

Dr. Lawrence Sondhaus has authored 13 books on European history.

Exception:

If number is followed by a qualifier (e.g. \$5 million), use the numeric figure.