

Illinois State University

Editorial and Visual Identity Standards

Introduction: Editorial Standards

Illinois State University's identity—its name, graphic identity, and editorial presentation—are among its most valuable assets. The University's identity is an important tool that is used to shape public opinion and public perceptions about the University among many key audiences.

Therefore, it is absolutely critical that the strengths of Illinois State's identity be protected to help the University secure its position in a fiercely competitive higher education marketplace—now and in the future.

This editorial and visual standards manual has been created to help secure and protect the University's good name and image—and advance the University with many constituencies. It is the *official guide* to the correct across-the-board application of the institution's editorial and graphic identity.

Louis D. Boccardi, president and chief executive officer of The Associated Press, has written that the “orders” for writing a style manual are: “Make clear and simple rules, permit few exceptions to the rules, and rely heavily on the chosen dictionary as the arbiter of conflicts.”

The Illinois State style manual shares these same “orders.”

Publications produced by Illinois State University represent the campus to the world, helping to create a first and lasting impression of the University. The way Illinois State treats the written word and its visual identity—signature, wordmarks, logos, seal, and name—go a long way toward communicating the personality and reputation of the University.

These elements are important aspects of the University's *image* and *brand*, they help to define the University in an increasingly cluttered and competitive higher-education marketplace. They help to sharpen the University's distinctiveness.

When the public—prospective students and their parents, Illinois State students, alumni, business leaders, government officials, donors, and others—read Illinois State publications, they form an image and impression of the University.

This manual is designed to help shape that image by establishing important rules and guidelines for how the University communicates to its important publics in magazines, newsletters, brochures, posters, invitations, and other written pieces. These rules and guidelines help to ensure:

- Accuracy and consistency in editorial style
- Distinctive and consistent design
- Excellence in printing
- Economy
- Consistent and dynamic university image

University Marketing and Communications (UMC) is akin to an on-campus advertising agency. It's a unit of the University that offers several forms of assistance to clients: writing and editing, graphic design, photography, video, printing, marketing, public relations, publications management, advertising, video production, licensing, and graphic identity management services.

UMC's mission is to assist a wide range of campus clients in telling their stories to key audiences in an engaging and cost-effective fashion.

By adhering to the rules and guidelines stipulated in this manual writers across campus will influence opinions about the University, as well as help establish Illinois State's reputation and contribute to building a reservoir of goodwill for the University.

University publications can help to increase enrollment, attract funding, build alumni and donor support, and even help to ensure a full house for concerts, plays, and sporting events.

Clear writing, creative design, and accurate targeting of creative messages are essential to a publication's success and effectiveness.

For more information about University Marketing and Communications, contact:

Illinois State University
University Marketing and Communications
Campus Box 3420
Normal, IL 61790-3420

Telephone: (309) 438-8404
Facsimile: (309) 438-8411

For information about editorial standards or grammar and spelling not provided in this stylebook, refer to the current edition of *The Associated Press Stylebook* or *Webster's Collegiate Dictionary*. Other references are:

- *The Chicago Manual of Style: The Essential Guide for Writers, Editors, and Publishers*, 15th edition

- Bernstein, Theodore M. *The Careful Writer: A Modern Guide to English Usage*. Antheneum, 1965.
- Cappon, Rene J. *The Word*. The Associated Press, 1982; second edition, 1991.
- Strunk, William Jr. and White, E.B. *The Elements of Style*, fourth edition. Pearson Higher Education, 2000.

The editorial and visual standards in this manual are applicable to television, video, and digital media, as well as to printed materials.

ABBREVIATIONS

General Usage. Avoid abbreviations. Never use *ISU*. Use *Illinois State University* in the first reference and *Illinois State*, *Illinois State University*, or *the University* subsequently.

Exceptions: Festival ISU or when ISU is part of a proper name.

When the words *the University* are used in subsequent references to refer to Illinois State, capitalize *university* (that is, only when used with the definite article *the*). Lowercase the *u* when the word *university* is used generically.

- Illinois State University is one of the oldest public universities in the Midwest.
- The University was founded in 1857.
- All university units are housed on campus.

Scholarly Abbreviations. Scholarly abbreviations should be used only in footnotes or bibliographies and should be lowercase.

- app., fig., sec., supp., vol.

Ampersand. Never use an ampersand (&) instead of *and* unless the ampersand is part of a proper name.

- College of Applied Science and Technology
- *U.S. News & World Report*
- Bowling & Billiards Center
- Department of Sociology & Anthropology

Addresses. Spell out *street*, *lane*, *avenue*, *boulevard*, *circle*, *drive*, *parkway*, *road*, *north*, *east*, *south*, and *west* in narrative text. Exceptions to this rule are SE, SW, NE, and NW. (Abbreviations of *street*, *lane*, *avenue*, etc., are acceptable on mailing labels.)

- 5601 West Seminary Road
- 1600 Pennsylvania Avenue NW

Don't Abbreviate. The names of cities, states, or counties in narrative text should not be abbreviated. However, abbreviations are acceptable on mailing addresses.

Exceptions: Cities with *St.* for *Saint* and *U.S.* for *United States* when used as an adjective.

- The Museum of Science and Industry is in Chicago, Illinois.
- Normal, IL 61761
- The Empire State Building is in New York, New York.

- The United States declared its independence from England in 1776.
- There are 100 members of the U.S. Senate.

State Names. Spell out the names of the 50 U.S. states when they stand alone in text. The names of eight U.S. states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. These state abbreviations should be used in text and tables rather than the ZIP Code abbreviations that are shown in parentheses:

- Alabama—Ala. (AL)
- Arizona—Ariz. (AZ)
- Arkansas—Ark. (AK)
- California—Calif. (CA)
- Colorado—Colo. (CO)
- Connecticut—Conn. (CT)
- Delaware—Del. (DE)
- Florida—Fla. (FL)
- Georgia—Ga. (GA)
- Illinois—Ill. (IL)
- Indiana—Ind. (IN)
- Kansas—Kan. (KS)
- Kentucky—Ky. (KY)
- Louisiana—La. (LA)
- Maryland—Md. (MD)
- Massachusetts—Mass. (MA)
- Michigan—Mich. (MI)
- Minnesota—Minn. (MN)
- Mississippi—Miss. (MS)
- Missouri—Mo. (MO)
- Montana—Mont. (MT)
- Nebraska—Neb. (NE)
- Nevada—Nev. (NV)
- New Hampshire—N.H. (NH)
- New Jersey—N.J. (NJ)
- New Mexico—N.M. (NM)
- New York—N.Y. (NY)
- North Carolina—N.C. (NC)
- North Dakota—N.D. (ND)
- Oklahoma—Okla. (OK)
- Oregon—Ore. (OR)
- Pennsylvania—Pa. (PA)
- Rhode Island—R.I. (RI)
- South Carolina—S.C. (SC)
- South Dakota—S.D.(SD)
- Tennessee—Tenn. (TN)
- Vermont—Vt. (VT)
- Virginia—Va. (VA)

- Washington—Wash. (WA)
- West Virginia—W.Va. (WV)
- Wisconsin—Wis. (WI)
- Wyoming—Wyo. (WY)

ACRONYMS

University Name. Never use *ISU*. Use *Illinois State University* in first reference and *Illinois State*, *Illinois State University*, or *the University* subsequently. When the words *the University* are used in subsequent references to refer to Illinois State, capitalize *university* (that is, only when used with the definite article *the*). Lowercase the *u* when the word *university* is used generically.

- Illinois State University is one of the oldest public universities in the Midwest.
- The University was founded in 1857.
- All university units are housed on campus.

Limit Acronym Use. Avoid most acronyms. Use the full name of an entity in the first reference and a descriptive adjective in subsequent references.

- National Aeronautics and Space Administration, the federal space agency

Acceptable Acronym Use. Some acronyms are acceptable in second and subsequent references if the full name of the entity is spelled out in the first reference and followed by the capitalized acronym in parentheses.

- The Office of Residential Life (ORL) supervises room assignments. However, ORL cannot guarantee the roommate of your choice.

- The National Institutes of Health (NIH) is a global leader in biomedical research. NIH is located in Bethesda, Md.

- Millions of people worldwide live with Acquired Immune Deficiency Syndrome (AIDS) because the virus that causes AIDS crosses all cultural, economic, and sexual lines.

Acceptable Acronyms. Some acronyms are so widely known they can stand alone. Often these acronyms refer to labor unions, government agencies, or associations. Use of acronyms in this manner should be interpreted liberally. Among acronyms that can stand alone in text are CD, CD-ROM, DSL, DVD, JPEG, NAACP, NASA, NCAA, NASCAR, NBA, NFL, URL, WWW in addition to the acronyms in the following examples:

- The AFL-CIO is based in Washington, D.C.
- The PTA is a nationwide group.
- One of the federal government's leading law enforcement agencies is the FBI.

Acronym Punctuation. Acronyms should be capitalized without spaces and periods between letters.

- PTA
- FBI
- NASA
- USDA

Exception: Rsvp. Rsvp, the abbreviation for the French phrase *repondez s'il vous plait*, means, reply, if you please; therefore, say it in English and avoid confusion.

- Please reply
- Please reply no later than . . .
- Please reply no later than . . . to . . .

ADDRESSES

Address Style. The following style and sequence should be used for university addresses. Although the first two or three lines of an address may vary due to information included, the last two lines of the address—the delivery line and the city line—should be configured exactly as shown.

Illinois State University
College, department, or office
Individual's name
Campus Box 0000
Normal, IL 61790-0000

APOSTROPHE

Usage. Use an apostrophe to indicate plurals of single letters and omitted letters and figures.

- She earned two A's and three B's.
- Rock 'n' roll is here to stay.
- Class of '01.

Do not use an apostrophe when indicating eras or forming plurals of acronyms.

- 1990s
- ABCs

When a proper name is in italic type, its possessive should be in roman (upright) type.

- The *Taming of the Shrew*'s opening night was a rousing success.
- *The Daily Vidette*'s report of the event was accurate.

CAPITALIZATION

Usage. Avoid excessive capitalization. However, capitalize names of university colleges, departments, divisions, offices, and other units regardless of whether the full name or an abbreviated version is used and regardless of the order of the words in the name.

- College of Applied Science and Technology, Applied Science and Technology
- Department of Intercollegiate Athletics, Athletics Department, Athletics
- Office of Admissions, Admissions Office, Admissions

Unit vs. Function. Capitalize the first letter of university colleges, departments, offices, divisions, and other units when speaking of the *unit*, but lowercase the first letter when speaking of the *function*.

- Call Admissions at . . .
- The admissions procedure is . . .

Initial Reference. After an initial reference to Illinois State University, capitalize the word *university* when it is used alone in reference to Illinois State and is preceded by the word *the*. Lowercase the *u* when the word *university* is used generically.

- The history of Illinois State University is distinguished and is a source of pride at the University.
- All university units are housed on campus.

Professional Titles. Capitalize a professional title (for example, president, dean, or professor) when it precedes a name, but lowercase a title when it appears after the name.

- The chemistry course is taught by Professor John Doe, an expert in the field.
- The course is taught by John Doe, professor of chemistry and an expert in the field.

Committee Names. Capitalize committee names, including the word *committee*, regardless of whether the full name or an abbreviated version is used. Do not capitalize the word *committee* when used alone.

- Committee on Research and Development, Research and Development Committee
- He served on the Senior Challenge Committee. She also served on the committee.

Scholarship Names. Capitalize scholarship names, including the word *scholarship*. Do not capitalize the word *scholarship* when used alone.

- She was awarded the Jane A. Doe Scholarship this year.
- Another woman was awarded the scholarship last year.

Award Names. Capitalize award names, including the word *award*. Do not capitalize the word *award* when used alone. Also capitalize the names of awards not necessarily called awards.

- Teacher of the Year Award
- Outstanding University Researcher Award
- Distinguished Service Award
- The professor received the award for three consecutive years.
- McLean County Certificate of Achievement

Program Names. Capitalize program names, including the word *program*. Do not capitalize the word *program* when used alone.

- Illinois State University Honors Program, Honors Program, Honors
- He is an Honors student.
- Illinois State University High Potential Students Program, High Potential Students Program
- Illinois State University Student Support Services Program, Student Support Services Program, Student Support Services
- The University is noted for its Honors Program. The program is mentioned in many college guides.

Distinguished Professor. Capitalize the Illinois State University position of *Distinguished Professor* in all references, regardless of whether the professor's name is mentioned.

- She was the University's first Distinguished Professor.
- According to Distinguished Professor John Doe, the lecture will be rescheduled.

Named Professorships, Fellowships. Capitalize named professorships, fellowships, etc., regardless of whether an individual's name is included.

- John Doe, John F. Kennedy Professor of Government, will speak.
- He was University Research Professor of Diplomacy and International Affairs for more than a decade.
- She was an International Affairs Fellow at the Council on Foreign Relations.
- Fulbright-Hays Fellowship; Fulbright Scholar
- Bone Scholar, Presidential Scholar
- Donald F. McHenry Fellowship
- Illinois State University Foundation Fellowship

Alumni Chapters. Capitalize the names, including the word *chapter*, of Illinois State alumni chapters.

- Chicago Downtown/North Shore Alumni Chapter

Professional Organizations. Capitalize the names of student chapters, Central Illinois chapters, honoraries, and similar units of various professional organizations, using these formats:

- Society of Automotive Engineers Student Chapter
- American Industrial Hygiene Association Student Chapter
- Society of Automotive Engineers Central Illinois Chapter
- Eta Sigma Gamma National Health Education Honorary

Shows, Conferences. Capitalize the names of shows, conferences, etc., including the words *show*, *conference*, etc.

- Chicago Automobile Show
- Planetary Society National Conference

College Courses. Capitalize the names of courses that include course numbers and those that are languages. Lowercase the course name when no number appears.

- She teaches History 100 every semester.
- He studied French for two years before switching to Russian.
- She taught history before retiring last year.

Books, Plays, Articles, Newspapers. Capitalize the titles of books, plays, magazine articles, newspapers, etc.; capitalize the words *a*, *in*, *of*, and similar conjunction words only when they appear at the beginning or end of a title.

- The John Steinbeck classic *Of Mice and Men* is a popular novel.
- The Illinois Shakespeare Festival will present *A Midsummer Night's Dream*.
- The article "Projects Your Company Should Invest In" offers excellent guidance for venture capitalists.

Usage After a Colon. Capitalize a sentence or complete thought after a colon; lowercase a series of items or phrase.

- Here's how to find Redbird Arena: Turn west off Main Street at College Avenue.
- Classes are open in these disciplines: mathematics, history, and music.

Recognized Areas, Locations, Rooms. Capitalize the names of recognized areas, locations, and rooms on or near the Illinois State campus.

- the Quad
- East Campus, West Campus, North Campus, South Campus

- Bone Student Center Ballroom
- Circus Room at Bone Student Center
- Escalante Conference Room
- InfoCentre
- the Twin Cities (in reference to Bloomington-Normal)

Departmental Sequences. Do not capitalize departmental sequences.

- She is a food-nutrition/dietetics major.
- Sequences in the Department of Family and Consumer Sciences include apparel merchandising and design; food-nutrition/dietetics; and housing and environmental design.

Seasons. Do not capitalize seasons of the year.

- fall semester
- spring semester
- fall 1995

Box office/ticket office Usage. Do not capitalize *box office* or *ticket office*.

- Buy tickets at the Braden Auditorium box office.
- Season passes are on sale at the Redbird Arena ticket office.

Century. Do not capitalize the word *century*.

- Astronauts first landed on the moon during the 20th century.

COLON

Before a Listing. Use a colon before a listing if the introductory statement constitutes a sentence without the listing.

- Classes are offered in these subjects: history, English, mathematics, biology, and chemistry.

Citations. Use a colon between volume and page reference and between place of publication and the publisher's name.

- 12:280
- New York: Random House, 2004

COMMA

Series. Use commas to separate a series of three or more items, placing a comma after the next-to-the-last item in the series.

- Faculty members are experts in disciplines such as accounting, art therapy, education, mathematics, and sociology.

Usage. Use commas after introductory phrases, interjections, and direct address.

- If we receive a grant, research will begin immediately.
- Oh, I have another question.
- Professor, here is my paper.

Adverbial Phrases. Do not use commas after short, introductory adverbial phrases.

- Since 2002 I have earned 30 credits in English.
- In May more than 2,000 students received their degrees.

Season/Year; Month/Year. Do not use commas between the season and year or between the month and year.

- I entered Illinois State University during the fall 2003 semester.
- I will graduate in May 2004.

COPYRIGHTS

Illinois State University takes seriously the *observation* and *enforcement* of copyright laws. It is the *responsibility* of clients seeking the services of University Marketing and Communications to observe copyright laws and obtain necessary permission for reprints.

Policies. Printing Services, a unit of University Marketing and Communications, will help the Illinois State community comply with U.S. copyright laws. Printing Services' policies regarding photocopying and distributing copyrighted material are:

- No copyrighted material will be duplicated for the purpose of avoiding the proper legal purchase of that material.
- Any materials that are submitted for copying are expected to qualify as “fair use” in the context of the academic environment or have all fees paid to the copyright owner.
- Printing Services and the University will not profit from the duplicating of copyrighted materials when submitted under Fair Use protection.

Guidelines for *Fair Use*. Materials copied for use in the classroom should be tested for *purpose, nature, amount, and effect*—the four factors defined by the Supreme Court of the United States to determine qualification as *fair use*. These four factors are weighted equally and the preponderance of factors favoring *fair use* qualifies a document's status.

The briefest definitions of the four factors are:

- *Purpose* is the reason and setting for the use of copied materials.
- *Nature* is the origin and unique attributes of the material.
- *Amount* is the portion copied in relationship to the work as a whole.
- *Effect* is the impact on the value of the work caused by its duplication.

Helpful Web Sites. Several nationally respected Web sites are available to provide general knowledge of copyright issues and offer answers to copyright questions:

- Milner Library at Illinois State University
<http://www.mlb.ilstu.edu/service/copyright/home.htm>
- Copyright Management Center at Indiana University www.iupui.edu/~copyinfo
- Stanford University <http://fairuse.stanford.edu/>
- Copyright Crash Course (University of Texas)
<http://www.utsystem.edu/OGC/IntellectualProperty/cprtindx.htm>
- LibraryLaw.com <http://www.librarylaw.com/>

Fair Use Analysis. Fair use is an exemption in copyright law that allows the public to use copyrighted material under certain circumstances without obtaining permission or payment of royalties or fees. *Educational use is not automatically fair use.*

Additional Source. Another authoritative source of information about copyrights is *The Chicago Manual of Style: The Essential Guide for Writers, Editors, and Publishers*. The 15th edition of this standard reference was published in 2003.

DEGREES AND TITLES

Usage. Academic degrees may be spelled out or abbreviated. When spelled out, the first letter of principal words in the degree title should be capitalized.

- Bachelor of Arts
- Bachelor of Science
- Bachelor of Science in Education
- Bachelor of Fine Arts
- Bachelor of Music
- Bachelor of Music Education
- Master of Arts
- Master of Science
- Master of Science in Education
- Master of Fine Arts
- Master of Music
- Master of Music Education
- Master of Business Administration
- Doctor of Education
- Doctor of Philosophy

Generic Degree. When degrees are identified generically, they should be lowercase.

- bachelor's degree
- master's degree
- doctorate

Abbreviations. When abbreviated, the first letter of the principal words in the degree title should be capitalized; use periods but not spaces.

• B.A., B.S., B.S. in Ed., B.F.A., B.M., B.M.E., M.A., M.S., M.S. in Ed., M.F.A.
M.M., M.M.E., M.B.A., Ed.D., Ph.D.

Degree Subject. Use capitals for principal words in the degree title but not for the subject unless the subject is a part of the degree title.

- Bachelor of Science in elementary education
- Master of Science in accounting
- Master of Fine Arts
- Master of Business Administration

Degrees—General Terms. No capital letters are used when degrees are referred to in general terms.

- He received a bachelor's degree in education.
- She earned her master's at Illinois State University.
- A doctorate is essential for anyone wanting to teach at the college level.

Use of Dr. Use *Dr.* in the first reference as a formal title before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of osteopathy, or doctor of podiatric medicine degree. *Do* not use *Dr.* in subsequent references; use last name only on second reference. *Do* not use *Dr.* before the names of individuals who hold only honorary doctorates.

- Dr. Jonas Salk discovered the first polio vaccine.
- Drs. Smith and Jones often perform surgery as a team.

Academic Titles. Capitalize and spell out formal titles such as *chancellor*, *chairman*, etc., when they precede a name. Lower case academic titles elsewhere. Lower case modifiers. *Do* not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

- Illinois State University President Al Bowman took office in 2004.
- Al Bowman, president of Illinois State University, took office in 2004.
- Associate Professor Jane Doe spoke at a conference in Chicago.
- Jane Doe, associate professor, attended the alumni meeting.
- The department Chairman John Doe won an award.
- Wrong: Dr. John Doe, Ph.D.

Narrative Text, Business Cards, Bylines. In the initial reference to someone with a doctorate, it is preferable in informal writing to use *Dr.* before the name and make no mention of the type of doctoral degree. However, on business cards, in bylines, and for similar situations, it is preferable to use the degree abbreviation after the name. (Use degree abbreviations after names sparingly and only when credentials are pertinent.) In all instances, subsequent references should be by surname only.

- Dr. Mary Jones is an enthusiastic supporter of Redbird athletic teams. However, Jones also supports the forensics team.

- Mary Jones, Ed.D., College of Education
- By Mary Jones, Ed.D.

Professional Titles. Capitalize a professional title (for example, *president, dean, or professor*) when it precedes a name, but lowercase a title when it appears after a name.

- The government course is taught by Professor Mary Jones, an expert in the field.
- The course is taught by Mary Jones, professor of government and an expert in the field.

Emeritus. Emeritus is added to formal titles to denote that individuals who are retired have retained their rank or title. When used, place *emeritus* after the formal title.

- Professor Emeritus John Jones
- Dean Emeritus Sam Smith
- Professor emeritus (masculine); professor emerita (feminine); professors emeriti (masculine or masculine and feminine); professors emeritae (feminine); Professor Emerita Smith (Note; Emeritus and emerita are honorary designations and do not simply mean retired).

Alumni Graduation Years. The year in which Illinois State University graduates received their baccalaureate degrees should follow their names without punctuation. Graduate degrees and the year should be set off by commas.

- Susan Jones '82
- Susan Jones '82, M.S. '84, Ph.D., '87
- Susan Jones, M.S. '84
- Susan Jones, M.S. '84, Ph.D. '87

- **Courtesy Titles.** Avoid courtesy titles such as *Mr., Mrs., Miss, and Ms.*, except in second and subsequent references where they are necessary to avoid confusion. When writing about a married couple, use *Mr.* and *Mrs.* as appropriate in second and subsequent references to ensure gender equity.

- Mary Jones and her mother, Margaret Jones, widow of Professor John Jones, visit the campus frequently. Miss Jones is a major donor to the University.

- John and Susan Jones are frequent donors to the University. Mr. Jones is a graduate and Mrs. Jones is not.

HYPHEN

Compound Modifiers. In general, when a compound modifier (two or more words that express a single concept) appears before a noun, all words in the modifier (except adverbs, i.e., words ending in *ly*) should be linked by hyphens. However, do not hyphenate such word combinations when they appear after the noun.

- He is a full-time student.
- It is an easily remembered university rule.
- He attends school full time.
- It is a fund-raising event.
- Events such as fund raising are rewarding.

Compound Adjectives. Hyphenate compound adjectives.

- a literature-based problem
- a faculty-based committee

Dual Heritage. Use a hyphen to indicate dual heritage.

Exceptions: French Canadian, Latin American.

- African-American
- Mexican-American

Multiple Vowels, Consonants. Use hyphens to avoid duplicated vowels and tripled consonants.

- anti-intellectual
- shell-like

Proper Nouns, Numerals. Use hyphens in compounds in which the second element is a proper noun or a numeral.

- anti-Semitic
- mid-2003

Varied Meaning. Hyphenate when the meaning varies with the absence of punctuation.

- Re-cover varies from recover.
- Re-create varies from recreate.

Bloomington-Normal. Hyphenate Bloomington-Normal in all references, adjectival and otherwise. Do not separate the names of the cities with a slash.

- Weather in Bloomington-Normal is moderate.
- Bloomington-Normal is a growing community.
- Wrong: Minneapolis/St. Paul is a large metropolitan area.

Open Compounds. Some word combinations that would seem to need hyphens when used as adjectives actually are considered open compounds. An open compound is a combination of separate words that are so closely related as to constitute a single concept.

- He received the Teacher of the Year Award in 1994.
- She is a first grade teacher.

ITALIC TYPE

Usage in Certain Titles. Use italic type for titles of plays, television shows, films, books, journals, magazines, newspapers, newsletters, long poems published as books, long musical works, operas, oratorios, motets, and tone poems.

- The award-winning film *Casablanca* stars Humphrey Bogart and Ingrid Bergman.
- *Seinfeld* was a popular television sitcom.
- *For Whom the Bell Tolls* was written by Ernest Hemingway.
- Howard Kurtz is a columnist for the *Washington Post*.
- The opera *Madame Butterfly* was composed by Puccini.

Art, Gallery, Museum Exhibits. Use italic type for works of art and for gallery and museum exhibits.

- *One Hundred Years of Flight*, a Smithsonian exhibit, celebrates the Wright Brothers' accomplishment at Kitty Hawk.

Non-English Words. Use italic type for non-English words and phrases likely to be unfamiliar to readers. Such words should always be defined.

- Tsar Ivan the Terrible established the *Oprichnina*, which became a separate police state in Russia.

Note: Italic type is not necessary for familiar non-English words.

- A priori, mea culpa, in vitro, in vivo, ad hoc, cum laude

Proper Name-Possessive. When a proper name is in italic type, the 's making it possessive must be in roman (upright) type.

- *My Fair Lady*'s Broadway opening was critically acclaimed.
- The *Washington Post*'s reporting on the election campaign won a Pulitzer Prize.

LANGUAGE

Communicate Clearly. Eschew obfuscation. Speak English your audience understands. Avoid argot, jargon, slang, unnecessary technical talk, and universityese such as:

Applehead—a individual who believes the Apple Macintosh to be the only viable personal computer.

Computer snoot—someone who knows more than you about software or hardware and reacts to your questions by rolling their eyes in a haughty or pretentious manner.

Mouselexic—someone who has difficulty using a computer mouse.

Involuntary loss of life—death.

Revenue enhancement—a tax increase.

MISCELLANEOUS

University's Name. The University's full, formal, official name is *Illinois State University*. The informal, communicative, widely recognized name is *Illinois State*. References to *the University* are acceptable after an initial reference using the full name.

- Founded in 1857, Illinois State University is the oldest public university in Illinois and one of the oldest institutions of higher education in the Midwest. Students from throughout the nation and the world attend Illinois State. Its heritage of teacher education is a source of pride for the University.

Formal Names. When referring to scholarly journals, professional publications, honorary societies, vocational organizations, and similar entities with narrow constituencies, use the complete name, taking care to ensure that it is spelled and capitalized correctly.

- The professor's article was published in the *Bulletin of the British Ornithological Club* in August.

- *The Chronicle of Higher Education* is published weekly except for one week in August and two in December.

- Kappa Omicron Nu is a national honorary society for students majoring in the Department of Family and Consumer Sciences.

- There is a student chapter of the American Industrial Hygiene Association at the University.

Correct Names/Spellings. Here are the correct names and spellings (including capitalization and punctuation) of some university buildings, programs, and entities, as well as some other commonly used words and terms.

- Bone Student Center/Braden Auditorium
- Alumni Career Network
- Thomas Metcalf School; laboratory schools
- University High School, first mention; U-High, subsequently
- fund raising (two words when used as a noun); fund-raising (hyphenated when used as an adjective)
- FY05 when referring to fiscal year 2005
- e-mail
- Internet
- online
- Web site
- Web page
- webcam
- webcast
- webmaster
- postdoctoral
- ZIP code

Geographic Locations. When indicating the place of residence of an individual or the location of a business or other entity, use only the name of the city if it is a well recognized locale in Illinois, e.g., Chicago, Rockford, Decatur. However, use the name of the city and the state for less well-known locations or Illinois venues that are named similarly to other locations in other states, e.g., Oswego, Illinois, Mahomet, Illinois, and Springfield, Illinois (there are many other cities named Springfield, e.g., Springfield, Missouri and Springfield, Massachusetts). Admittedly, value judgments are involved in applying this rule. Therefore, when in doubt use the city name and state name.

The following is a list of U.S. and foreign cities that can stand alone in text without being accompanied by their state or nation. Factors influencing this usage are: population, frequency of the city's appearance in the news, uniqueness of the city's name, and experience showing the name to be almost synonymous with the state where it is located, according the *Associated Press Stylebook*.

- Atlanta
- Baltimore
- Boston
- Chicago
- Cincinnati
- Cleveland
- Milwaukee
- Minneapolis
- New Orleans
- New York
- Oklahoma City
- Philadelphia
- Dallas

- Denver
- Detroit
- Honolulu
- Houston
- Indianapolis
- Las Vegas
- Los Angeles
- Miami
- Phoenix
- Pittsburgh
- St. Louis
- Salt Lake City
- San Antonio
- San Diego
- San Francisco
- Seattle
- Washington

- Beijing
- Berlin
- Djibouti
- Geneva
- Gibraltar
- Guatemala City
- Havana
- Hong Kong
- Mexico City
- Monaco
- Montreal
- Moscow
- New Delhi
- Ottawa
- Paris
- Quebec City
- Jerusalem
- Kuwait City
- London
- Luxembourg
- Macau
- Rome
- San Marino
- Singapore
- Tokyo
- Toronto
- Vatican City

Political Affiliations. Let relevance be the guide in determining whether to indicate a political figure's party affiliation. When it is deemed necessary, use D for Democrat and R for Republican. Three-letter combinations without punctuation may be used to identify other affiliations.

- For U.S. senators: Sen. Richard Durbin (D-Ill.) said . . .
- For U.S. representatives: Rep. Christopher Shays (R-Conn.) said . . .
- For state senators: Sen. John Doe (D-44th District) said . . .
- For state representatives: Rep. Jane Doe (R-22nd District) said . . .
- For Illinois State alumni: Sen. John Adams '76 (R-18th District) said . . .
- For independent political figures: Rep. Bernie Sanders (Ind-Vt.) said . . .

Political Titles. When identifying a political figure, who has an *at large* status, e.g., a congressman at large, at large is two words. A diplomat with ambassadorial rank, who is not assigned to any particular nation, is referred to as an *ambassador-at large*. Do not hyphenate when used as a title, Delegate at Large Joe Smith, but hyphenate when used as an adjective, the delegate-at-large election.

Historic vs. Historical. Historic refers to something that exists but is redolent of the past; historical refers to something that no longer exists but is known to have existed.

- The garden party will be held at Ewing Manor, a historic house owned by the Illinois State University Foundation.
- It was an historical document that was lost forever in the flood.

Historical Periods and Events. Capitalize the names of widely recognized epochs in anthropology, archaeology, geology, and history. Capitalize widely recognized popular names for periods and events. Lower case the word *century* when referring to a specific period of time. Capitalize only the proper nouns or adjectives in general descriptions of a period.

- Professor Smith is a scholar of the Dark Ages and the Middle Ages.
- The Boston Tea Party played a key role in the American Revolution.
- Abraham Lincoln was president of the United States during the Civil War.
- Tsar Peter the Great was the leader of Russia during the 18th century.
- Many books have been written about ancient Greece.
- The fictional detective Sherlock Holmes was a popular literary character during the Victorian era in England.

Broadcast Media. The public radio station on the Illinois State campus should be identified by all four call letters; it also may be identified by its call letters and, in parentheses, its location on the FM dial. (The three-letter designation *GLT* should be used sparingly and only in publications for on-campus distribution.) Other broadcast

- Most university buildings are accessible to persons with disabilities.
- The number of buildings on campus accessible to persons with disabilities is significant.

Relevance of Disability. Do not mention a disability unless it is relevant.

- Most university buildings are accessible to students who use wheelchairs because of disabilities such as cerebral palsy and multiple sclerosis.

Person and Their Disability. Separate the person from the disability.

- someone with epilepsy rather than an epileptic
- someone with arthritis rather than an arthritic

Condescending Euphemisms. Avoid condescending euphemisms for people with disabilities.

- Do not use physically challenged.
- Do not use mentally different.

Respect and Sensitivity. Respect for people and sensitivity to their situations—whatever they might be—are the keys to accurate and effective writing when speaking about persons with disabilities.

Race. Remember: There is only one race—the human race—and everyone (regardless of skin color, national origin, and ethnic background) is a member of it. Write about others with the sensitivity you would want them to use writing about you.

Categorizing People. When forced by circumstances—federal guidelines, state regulations, etc.—to pigeonhole people, choose the most appropriate appellations from this list and capitalize or lowercase as indicated:

- black
- white
- Hispanic
- Asian
- Pacific islander
- native American
- native Alaskan
- other

NUMBERS

Words vs. Numerals Usage. Spell out numbers *one* through *nine* in statistical matter; use numerals for numbers *10* and above.

