Purpose for Guide:

The purpose of following a particular "style" when writing and producing marketing materials is simple: consistency. A consistent voice and grammatical style throughout the array of marketing materials we produce is a big step toward Benedictine University appearing organized, authoritative and efficient.

For the most part, Benedictine marketing materials follow the Associated Press style guidelines. This is the style used most frequently by newspapers and magazines, and following it ourselves makes it much simpler for reporters to take our news and information and use it as needed.

The following are some of the most common guidelines. These should be followed when composing copy for any University marketing materials including but not limited to brochures, flyers, invitations, ecoms, websites or newsletter articles.

* This guide is a fluid document and subject to change. For the most up-to-date version, visit ben.edu/marcom.
Branding Guidelines

Branding is an important tool and something every member of the Benedictine University community is responsible for maintaining. It is imperative everyone makes themselves aware of the basics, uses official graphic elements and follows established design guidelines to maintain the University’s brand.

The following are some guidelines to follow Benedictine branding rules:

- **Only one cross** should be used per page.

- If a ribbon cross treatment is used on a piece, **then** the BenU logo **should not** also be used on the same page. The University name **must** be typeset.

- Be careful **not** to overuse the “B” spirit mark on a piece.

- The “B” spirit mark **should not** be used without the BenU name. It is still in the recognition-building stage and **should be** accompanied by the full University name.

- The “B” spirit mark can be used to replace the word “be” in certain instances and **only once** per piece. The use of the “B” in this manner **must** have MarCom approval to ensure proper branding.

- The “B” spirit mark should **never** be used as the first letter of the University name, to start any other words or to be used within a word to replace the letter “b.”

- The Benedictine cross is protected and **should not** be used as a spirit mark or **altered or affixed** to another image.

- The colors used on University logos or spirit marks should not be altered.

- The Eagle head spirit mark is protected for Athletics use **only**.

- The University seal is protected for the Office of the President’s use **only**.

Current Rankings

- In 2012, *The Chronicle of Higher Education* ranked Benedictine University as the No. 1 fastest-growing campus in the country among private nonprofit research universities between 2000-2010.

- *Forbes* magazine named Benedictine among “America’s Top Colleges” for the second consecutive year in 2012.

- Benedictine’s Master of Business Administration (M.B.A.) program is listed by *Crain’s Chicago Business* as the fifth largest in the Chicago area in 2012.

- *TheBestColleges.org* ranked Benedictine third among the top online Catholic colleges and universities in 2013 and the online Master of Science in Nursing (M.S.N.) program fourth in the nation for 2013.

- *TheBestColleges.org* ranked Benedictine’s online Master of Public Health (M.P.H.) program fifth in the nation for 2013.

- *TheBestSchools.org* ranked Benedictine’s online Master of Public
Health (M.P.H.) program among the top 15 in the nation for 2012.

- U.S. News & World Report consistently lists Benedictine among the top colleges and universities in the nation and ranked Benedictine’s online Master of Science in Nursing program among the top 50 in the country. The University was recognized in 2011 as eighth in Illinois for highest average freshman retention rate and sixth in Illinois for racial diversity.
- U.S. News & World Report named Benedictine University to its list of “Best Online Bachelor’s Programs” in the nation for 2013.
- StateUniversity.com ranks Benedictine University as the safest four-year school in Illinois (third among all Illinois colleges and universities) based on a scale that accounts for the severity and frequency of on-campus crime in 2011.
- Listed as a 2012 “Military Friendly School” by G.I. Jobs, a veteran-owned publication focusing on post-military education and employment.

Traditional Undergraduate Degrees

Bachelor of Business Administration (B.B.A.) in Accounting
Bachelor of Arts (B.A.) in Bilingual Journalism
Bachelor of Science (B.S.) in Biochemistry/Molecular Biology
Bachelor of Arts (B.A.) in Biology
Bachelor of Science (B.S.) in Biology
Bachelor of Business Administration (B.B.A.) in Business Analytics
Bachelor of Business Administration (B.B.A.) in Business and Economics
Bachelor of Business Administration (B.B.A.) in Business with Science Applications
Bachelor of Science (B.S.) in Chemistry
Bachelor of Science (B.S.) in Clinical Laboratory Science
Bachelor of Arts (B.A.) in Clinical Life Science (Perfusion Technology or Respiratory Care)
Bachelor of Arts (B.A.) in Communication Arts
Bachelor of Science (B.S.) in Computer Information Systems
Bachelor of Science (B.S.) in Computer Science
Bachelor of Arts (B.A.) in Criminal Justice
Bachelor of Science (B.S.) in Diagnostic Medical Sonography
Bachelor of Arts (B.A.) in Economics
Bachelor of Arts (B.A.) in Elementary Education
Bachelor of Arts (B.A.) in Engineering Science
Bachelor of Arts (B.A.) in English Language and Literature
Bachelor of Science (B.S.) in Environmental Science
Bachelor of Arts (B.A.) in Exercise and Sports Studies
Bachelor of Business Administration (B.B.A.) in Finance
Bachelor of Fine Arts (B.F.A.) in Fine Arts
Bachelor of Arts (B.A.) in Global Studies
Bachelor of Arts (B.A.) in Graphic Arts and Design
Bachelor of Science (B.S.) in Health Science
Bachelor of Arts (B.A.) in History
Bachelor of Arts (B.A.) in International Business and Economics
Bachelor of Arts (B.A.) in International Studies
Bachelor of Business Administration (B.B.A.) in Management and Organizational Behavior
Bachelor of Business Administration (B.B.A.) in Marketing
Bachelor of Science (B.S.) in Mathematics
Bachelor of Arts (B.A.) in Medical Humanities
Bachelor of Arts (B.A.) in Music
Bachelor of Arts (B.A.) in Music Education
Bachelor of Science (B.S.) in Nuclear Medicine Technology
Bachelor of Science (B.S.) in Nutrition
Bachelor of Arts (B.A.) in Philosophy
Bachelor of Arts in (B.A.) in Physical Education
Bachelor of Science (B.S.) in Physics
Bachelor of Arts (B.A.) in Political Science
Bachelor of Arts (B.A.) in Psychology
Bachelor of Science (B.S.) in Radiation Therapy
Bachelor of Arts (B.A.) Social Science
Bachelor of Arts (B.A.) in Sociology
Bachelor of Arts (B.A.) in Spanish
Bachelor of Arts (B.A.) in Special Education
Bachelor of Arts (B.A.) in Studio Art
Bachelor of Arts (B.A.) in Theology
Bachelor of Arts (B.A.) in Writing and Publishing

**Adult Accelerated Undergraduate Degrees**

Associate of Arts (A.A.) in Business Administration
Bachelor of Business Administration (B.B.A.) in Accounting
Bachelor of Arts (B.A.) in Criminal Justice
Bachelor of Business Administration (B.B.A.) in Finance
Bachelor of Arts (B.A.) in Management
Bachelor of Science in Nursing (B.S.N.)
Bachelor of Arts (B.A.) in Organizational Leadership

Graduate Degrees

Master of Arts in Education (M.A.Ed.)
Master of Business Administration (M.B.A.)
Master of Education (M.Ed.) in Leadership and Administration
Master of Education (M.Ed.) in Reading and Literacy
Master of Education (M.Ed.) in Special Education
Master of Public Health (M.P.H.)
Master of Science (M.S.) in Accountancy
Master of Science (M.S.) in Clinical Exercise Physiology
Master of Science (M.S.) in Clinical Psychology
Master of Science (M.S.) in Leadership
Master of Science (M.S.) in Management Information Systems
Master of Science (M.S.) in Management and Organizational Behavior
Master of Science in Nursing (M.S.N.)
Master of Science (M.S.) in Nutrition and Wellness
Master of Science (M.S.) in Science Content and Process

Style for Adult Accelerated Undergraduate and Graduate Degrees

- Do not use the word “traditional;” use “accelerated” or “flexible”
- Evening and weekend should be included together “adult accelerated evening and weekend”
- When explaining what flexible means, use: “Our flexible programs meet the needs of working professionals, with classes offered in a variety of times to meet the needs of the busy adult.”
- Locations are Lisle main campus, Moser Center in Naperville, Bellwood Learning Center, and multiple locations throughout the Chicago area (including Tinley Park, Chicago and Grayslake).
- Do NOT use “Study teams.”
- “Accelerate your opportunities. The adult undergraduate programs at Benedictine University.”
programs at Benedictine University.”

- Images should represent diversity to reflect demographics and use Benedictine students/locations when possible.

**Doctoral Degrees**
Doctor of Philosophy (Ph.D.) in Organization Development
Doctor of Education (Ed.D.) in Higher Education and Organizational Change

Doctor of Philosophy (Ph.D.) in Values-Driven Leadership

Doctor of Business Administration (D.B.A.) in Values-Driven Leadership

**Style Guide Key**

**A**

*abbot* Capitalize if part of a proper name. Lowercase if it is used without a name.

*abbreviations* It is not necessary to spell out the most common abbreviations on first reference.


*accept, except* Accept means to receive. Except means to exclude.

*Accountancy* Master of Science (M.S.) in

*Accounting*, Bachelor of Business Administration (B.B.A.) in

*acronyms/initials* Spell out on the first use (Master of Public Health program), use initials thereafter (M.P.H.).

**HOWEVER**, in text you should indicate the initial/acronym immediately following first use, so as not to confuse the reader i.e., The Master of Public Health (M.P.H.) program offers comprehensive education in the area of managed care. Students enrolled in the M.P.H. program may opt to take a concentration of coursework in this area.

**Admissions** or Office of Admissions

*admissions counselor*

*advisor* All references to advisor should end in “or” per advising industry standard.

*affect, effect* *Affect*, as a verb, means to influence: The game will affect the standings. *Affect*, as a noun, is best avoided. *Effect*, as a verb, means to cause: He will effect many changes in the company. *Effect*, as a noun, means result: The effect was overwhelming. He miscalculated the effect of his actions.

*after* No hyphen after this prefix when it is used to form a noun: aftereffect, afterthought follow with a hyphen if used to form compound modifiers after-dinner drink, after-theater snack.

*afterward* Not afterwards.

*ages* Always use figures. The girl is 12 years old. The law is 8 years old. Use hyphens when expressed as adjectives
before a noun. See AP Stylebook for more information.

**All-American** Always capitalized and hyphenated

**all-conference, all conference** Hyphenate when used as an adjective, he played in the *all-conference tournament*, do not when used as a noun, he played *all conference*.

**alumnae** Used only when referencing a group of female graduates.

**alumnus, alumna** Most of the time we will use *Alumnus* when referencing a singular male graduate and *Alumna* for referencing a singular female graduate. If used in a context like a letter addressing a graduate without knowledge of gender, we use *Alumnus*.

**alumni** Used when referencing a group of only male, or both male and female graduates.

**Amnesty International** Student club.

**among, between** Between introduces two items, among introduces more than two in most cases.

**and vs. & ALWAYS** Use the spelled out word "and."

**annual** never say “First Annual.” You can’t say you have an annual event if you’ve never had it before. Also, lowercase first, second or third annual event in text. Note: In a headline or graphic design project, this could change.

**apostrophe ( ’ )** Should always be a closed quote. See the “possessives” entry on Page 27.

**Appreciative Inquiry** A trademarked organizational development model, discipline or way of evaluating positive change.

**associate degree** Not associates or associate’s.

**Association of Latino American Students** Student club.

**Athletics** Not an “Office of” or “Department of” but may use lowercased “department” after Athletics.

**B**

**bachelor’s degree**

**Bachelor of Arts, Bachelor of Science** May also use B.A. or B.S.

**backward** Not backwards.

**Barnes & Noble at Benedictine University** not campus bookstore.

**Bartlett Golf Center**

**Benedictine** *Pronounced* (Ben-ah-dic-tin) NOT (Ben-ah-dic-teen)*

**Benedictine Battle Crew** Student club.

**BenBash** Celebrates graduating seniors and occurs in spring (usually April).

**BenCard** Is the ID card for University students, faculty and staff.

**BenFest** Occurs at the end of Welcome Weekend.
Benedictine Fitness Center

**Benedictine Heritage Lecture** Title is capitalized, but may add the word “series” in lowercase on the end as necessary.

**Benedictine Pedagogy Conference**

**Benedictine University** Abbreviation of BenU is acceptable on second reference, but in most situations Benedictine or Benedictine University is preferred. Note: BenU should not be used alone without reference to proper name in most cases.

*(SPECIAL CIRCUMSTANCES)*

When referring to Benedictine University in text, **ALWAYS** capitalize (i.e., Students must follow University procedures for moving into the residence halls.) When referring to universities in general, always lower case (i.e., Families across the nation are struggling to keep up with rising university tuition and fees.).

**Benedictine University Library** Use library on second reference.

**Benedictine University at Mesa branch campus.**

**Benedictine University at Mesa Services Center** Services center on second reference.

**Benedictine University at Springfield branch campus.**

**Benedictine University Unity Foundation (BUUF)** Student club.

**Best Buddies** Student club.

**Binh Duong University**

**Biological Sciences, Department of bishop** Capitalize if in front of name.

**Black Student Union** Student club.

**Board of Trustees**

**Borselino Family Football Center**

**branding** See Page 2.

**Brother** Use Br. always before names.

**Bulldogs** Benedictine University at Springfield mascot.

**Business and Finance, Department of**

**Campus Crusade for Christ** Student club.

**Cannot** Always one word.

**Capitol** Capitalize *U.S. Capitol* and *the Capitol* when referring to the building in Washington

**Career Development, Office of**

**Center** Capitalized if part of proper title, if making a second reference and only using the word “the center…” do not capitalize center.

**Center for Civic Leadership**

**Center for Lifelong Learning**

**Center for Mission and Identity**

**Center for Values-Driven Leadership**
century (lowercase) Spell out numbers less than 10: the first century, the 21st century.

CEO Acceptable on first reference for Chief Executive Officer.

check-in (n. and adj.) check in (v.)
check out (n. and adj.) check out (v.)

Chemistry, Department of

China Ben Student group whose mission is to assist Chinese students and promote Chinese culture on the Benedictine campus.

Class year
Undergraduate C12
Graduate M.S.’12
Note: A comma always goes behind the class year in a sentence and between the last name and class year: John Smith, C12, is returning to campus.

Note: current students should not be assigned a class year. They should be noted by year in school, i.e. freshmen, sophomore, junior, senior. Class years are not used for people who did not earn a Benedictine degree. If they attended two or more years but did not graduate, the years they attended should be in parenthesis after their name: John Smith (1987-89)

Club 350 Student club.

Coal Ben

College of Business

College of DuPage

College of Education and Health Services

College of Liberal Arts

College of Science

colons Capitalize the first word following the colon only if it is part of a complete sentence.

Commencement Treat the same as the University entry when referring to Benedictine’s Commencement, capitalizing in all references.

Communication Arts/Fine Arts, Department of

Company names Use Co. or Cos. When a business uses either word at the end of its proper name: Ford Motor Co., American Broadcasting Cos. Do not use a comma before Inc. or Ltd. See AP Stylebook for more information.

composition titles For names of books, computer games, movies, plays, poems, album and song titles, radio and television programs, lectures, speeches and works of art: Capitalize the principal words of four or more letters. Capitalize an article – the, a, an, or words of fewer than four letters if it is the first or last word in a title. Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs of reference material.

(SPECIAL CIRCUMSTANCES) Professor presentation/speech titles do not have to have all words capitalized.
course acronyms and numbers
Do not hyphenate between the letter acronym and course number, i.e. CMSC 181, LITR 263, MGT 235.

CPA Acceptable on first reference for Certified Public Accountant.

CPR Acceptable in all references for cardiopulmonary resuscitation

credit hour vs. credit-hour
12 credit hours (credit is an adjective being used to describe hours. What kind of hours? "credit hours." How many? 12. Ergo, 12 credit hours. It’s the same as saying "I have driven 10 blue Chevys."

12 semester credit hours (same thinking as above. Semester is not an element of hours). As in...“The program requires completion of 33 semester credit hours.” If you hyphenated “33-semester,” you would create confusion. Does the program require 12 semester credits?

12 semester credit-hour program. “Credit” and “hour” are both nouns. EXAMPLE: “I have 12 credits toward my degree.” “I went to class for three hours.” Together they are being used as a compound adjective to describe “program.” It’s a “credit-hour program.”

daylight saving time Not “savings” time.

Day One Capitalize and spell out as chronological device for summarizing multi-day events.

dean Capitalize when used as formal title before a name.

Dean’s List, Dean’s Recognized List Capitalize if we are talking about Benedictine’s Dean’s lists.

decades Use an apostrophe to indicate numerals that are left out; show plural by adding the letter s: the 1890s, the ’90s, the mid-1930s.

degrees Associate not associate’s degree master’s degree specialist degree is found in some programs of education or psychology and is awarded for study beyond the master’s degree but below the doctorate.

*look up specific Benedictine degrees in guide to see how they should be listed in first and second references.

degrees should follow the person’s name. In other sentence constructions you may say “Roberts earned his master’s degree in Engineering from the University of Illinois…”

Never use Roberts received, holds or was awarded with a degree. They should also be listed in descending order with the most recent degree first. For example: Ph.D.’12, M.B.A’08, C06.

Department Capitalize all department names when speaking of them in specifics. For example, the Department of Biological Sciences.

D

Dalian Nationalities University
University in Dalian, China that Benedictine has partnered with and offers exchange programs there.

Dan and Ada Rice Center

dates Monday, November 13, 2002
**dimensions** Use figures and spell out inches, feet, yards, etc. Hyphenate adjectival forms when they describe a noun, 18,000-square-foot center. See *AP Stylebook* for more.

**Dining Services**

**Diocese** Capitalize as part of a proper name: The Diocese of Joliet.

**Directions and Regions** Lowercase north, south, northeast, northern, etc., when they indicate compass direction. If area is widely known, capitalize: the South Side of Chicago, the Lower East Side of New York. See *AP Stylebook* for more information.

**Doctor** or **Dr.** Should not be used in professional titles. Use Ph.D. to describe the title of someone who earned a doctorate degree. Use M.D. after the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, or doctor of podiatric medicine degree.

**doctorate** We do not refer to academics with Ph.D.s as Dr.s. We simply say they have a Ph.D. or include it after their name i.e.: James Ludema, Ph.D. or Therese Yaeger, Ph.D. Doctorate stands alone as in “He earned his doctorate in Philosophy.” Use doctoral as an adjective before degree — “a doctoral degree is preferred when seeking employment as a professor at a university or college.”

**dorm** Is never used. The proper term is residence hall.

**drinks** Do not use this word as it connotes alcohol consumption. Use beverages instead.

**DuPage County**

**Eagle Walk** Event held during Welcome Weekend for past alumni to welcome freshmen students into the University.

**Education Abroad** Is capitalized and is the official program name at the University. Lowercase “study abroad,” as it is mostly a generic term.

**email** One word.

**emeritus** This word often is added to formal titles to denote that individuals who have retired retain their rank or title. Benedictine Professor Emeritus John Smith.

**em-dash** Text then space – space. Because different programs will create different size dashes, to properly create the accepted MarCom style in Microsoft Word, manually type two dashes (- -) then hit RETURN, which should automatically create the properly formatted dash. Then hit backspace, ADD the proper space after the em dash, if it is not already there, then proceed with text.

For example: “I am a man – Spongebob thinks to himself.”

**entitled, titled** Use entitled to mean a right to do or have something. “She was entitled to the promotion.” Use titled when you are introducing the title of a book, poem, play, song.
Ernie the Eagle. University mascot.

Ex Corde Ecclesiae, or Apostolic Constitution Ex Corde Ecclesiae, was issued by Pope John Paul II and provides an overview of the mission and vision of Catholic universities.

Facebook

farther, further  Farther refers to a physical distance. He walked farther into the woods. Further refers to an extension of time or degree: She will look further in the mystery.

Father  Use Fr. May also use Frs. if referring to two or more priests.

fax numbers  Fax (630) 829-6194

fellow  Capitalize only when it refers to someone’s complete title, i.e. John Haught is a Senior Fellow of Science and Religion at the Woodstock Theology Center at Georgetown University.

fewer, less  Generally, use fewer for individual items, less for bulk or quantity.

Fireside Lounge

First Floor  Capitalize if it is used in a location listing, lowercase if it is used in a paragraph. Do not confuse first floor with lower level, as lower level would be below the first floor in some buildings, i.e. Lownik Hall.

First Responder Program  Do not ever use: First Responders Program or First Responder’s Program.

first-team all conference  Always hyphenate first-team.

flier, flyer  Flier is the preferred term for an aviator or a handbill. Flyer is the proper name of some trains and buses: The Western Flyer.

forward  Not forwards.

Founders’ Woods Apartments

Foursquare

fall  Lowercased when referring to the season, uppercase when referring to an academic term – Fall 2012 semester.

Fr. Michael E. Komechak, O.S.B., Art Gallery

fractions  Avoid using fractions. Estimate to the next number: “The degree can be completed in less than two years, more than two years, less than three years, etc.” See AP Stylebook for more information.

fundraising, fundraiser  One word in all cases.

Gay Lesbian or Whatever  Student club.

GED

giveaway, give-a-way  Hyphenate only when the word is being used as an adjective, i.e., attendants grabbed give-a-way pens and pencils.
Good Friday

**Gospel Choir** Student club.

**GPA** No periods – acceptable in all references never written out.

**grade, grader** Hyphenate in combining forms: a fourth-grade student, a 12th-grade student, first-grader, 10th-grader.

**H**

**health care** is two words

**Health Science**, Bachelor of Science (B.S.) in

**Hindu Student Association (HSA)** Student club.

**History, Philosophy and Religious Studies**, Department of

**home page** two words not capitalized.

**hyphen** See AP Stylebook.

**I**

**i.e.** Abbreviation for Latin id est, or that is and is always followed by a comma.

**Illinois** On publications and on address labels = **IL** In text: **Ill.** but spell out if aesthetically relevant to publication.

**Intercultural House** The residence facility in Founders’ Woods that provides students with the opportunity to be randomly placed with a roommate of a different background, religion, life experience and/or country.

**Internet** A decentralized, worldwide network of computers that can communicate with each other. The World Wide Web, like email, is a subset of the Internet. Do not use interchangeably. See AP Stylebook for more information.

**International Business, Anthropology and Economics**, Department of

**International Club**

**International Programs and Services**, Office of

**items in a series** Do not use commas before the words "and" and "or" in a series (i.e., Please complete sections one, two and three of the financial aid application.) Unless there is an “and” in the final item. Example: “This program was sponsored by the College of Business, Office of Admissions, and Adult and Professional Studies.

**ipad, iphone, ipod** Use IPod, IPhone or IPod when the word starts a sentence.

**it’s, its** **It’s** is a contraction for it is or it has: **It’s** up to you. **It’s** been a long time. **Its** is the possessive form of the neuter pronoun: The company lost **its** assets.

**its vs. their** Use **their** as a pronoun in place of people; **its** as a pronoun in place of things, organizations, teams.

**J**

**Jaeger Hall**
Jr. Never set off with two commas, only one after Jr. not before. Tom Smith Jr.,

Junior, Senior Abbreviate as Jr., and Sr., only with full names of persons or animals. Do not precede by a comma.

Jurica Tallgrass Prairie

Jurica-Suchy Nature Museum

K

Kappa Delta Pi Student club.

Kindlon Coffee Shop

Kindlon Hall of Learning

Kiva Club Student club.

Koinonia Three-day Benedictine retreat with a Catholic focus. Non-Catholics are welcome to attend.

Krása Student Center on first reference. Krása Center acceptable in additional references.

Krása Center Quad

Krása Dining Room Is the preferred usage.

L

Lake St. Benedict Also known as the slough.

Leadership, Master of Science (M.S.) in

legislative titles In first reference form use Rep., Reps., Sen. and Sens. as formal titles before names. Add U.S. or state before title to avoid confusion. U.S. Senator Dick Durbin (D-Ill.)

locations Always provide full location information:

<table>
<thead>
<tr>
<th>Birck Hall, Room 112 (inset in paragraph)</th>
<th>Birck Hall, room 112 (for listed location)</th>
<th>Krása Student Center, Lower Level (for listed location)</th>
<th>Krása Student Center, lower level (inset in paragraph)</th>
</tr>
</thead>
</table>

Lower Level Capitalize only if in a listed location. Lowercase if used in paragraph. Do not confuse lower level with first floor, as the lower level would be below the first floor, i.e. Lownik Hall.

Lownik Hall

M

Mass It is celebrated, not said. Always capitalize when referring to the ceremony, but lower case any preceding adjectives: high Mass, low Mass, requiem Mass.

Math Club

Mathematical and Computational Sciences, Department of

master vs. master’s Use master when using full degree name. He earned a Master of Arts in Journalism. Use master’s when referenced to shortened degree name only. He earned his master’s degree in Journalism.
midnight Do not put a 12 in front of the word midnight as this would be redundant. Choose one or the other. It is part of the day that is ending, not the one that is beginning.

military titles Capitalize a military rank when used as a formal title before an individual’s name. See list in AP Stylebook to determine whether title should be spelled out or abbreviated.

minister It is not a formal title in most religions, with exceptions such as the Nation of Islam, and is not capitalized. Where it is a formal title, it should be capitalized before the name: Minister John Jones

Moser Center or Margaret and Harold Moser Center Shorter name is preferred.

Moser College of Adult and Professional Studies Use “College” when describing programs and function. Use “Center” when describing where classes are held and location.

Munch Money Part of the University’s meal plan options. It is money that can be applied to a student or staff member’s BenCard for use at the Kindlon Coffee Shop or at the Coal Ben.

Muslim Student Association (MSA)

Music, Department of

Northern Athletics Collegiate Conference (NACC) Is comprised of Benedictine University and 11 other private colleges and universities from the shared border states of Illinois and Wisconsin, all of which are NCAA Division III members.

NCAA National Collegiate Athletic Association

Neff Farmhouse The original structure the monks of St. Procopius Abbey purchased with the land in 1896. It was used as a home for the University’s retired caretaker until 2010.

Neff Welcome Center. Center of the University’s freshmen enrollment operations.

Neuzil Hall

New Year’s, New Year’s Day, New Year’s Eve

next generation learning Use in place of 21st century learning to describe our programs in Mesa.

No. Use as the abbreviation for number in conjunction with a figure to indicate position or rank: No. 1 man, No. 3 choice.

nonprofit

noon Either use noon or 12:00 p.m. Do not use both.

numbers/percentage Always spelled out as percent. Spell out numbers less than 10; 10 and up, use digits. Never use 00 after a decimal point to indicate dollar amount. It is $68, not $68.00. Only use figures after a decimal point if it is
greater than zero, as in $68.01. If the number is large, like 1 to 9 million or billion – do not spell out the number – use the numeral.

(SPECIAL CIRCUMSTANCES)
A number that identifies a calendar year may be used at the start of a sentence (i.e., 1976 was a very good year.) Spell out zero through nine, use numbers for 10 and above. Spell out numbers at the beginning of a sentence, or if necessary, recast or rewrite the sentence.

Nutrition, Department of Nutrition Club

Office When “Office” is in front of the name of the organization, it is always capitalized). When more than one office, use Offices. Example: Contact the Office of Financial Aid. Lowercase when office comes after the name. Example: The Financial Aid office is located in Lownik Hall.

Ondrak Hall

Online

Optometry Club

Over It generally refers to spatial relationships: The plane flew over the city. More than is preferred with numerals: Their salaries went up more than $20 a week.

Parking garage

Percent Always use figures.

Personal titles When used before a full name: Dr. (medical), Gov., Lt. Gov., Mr., Mrs., Rep., the Rev., Sen. and certain military designations, i.e. Lt. Col. See AP Stylebook for more information.

Pharmacy Club

Phone numbers Use parentheses for the area code, followed by a space and then the number: (630) 829-6000.

Physics/Engineering, Department of

Pick up (n. and adj.)

Pick up (v.)

Playoff Use as a verb, play-offs Use as a noun

Podcast

Position titles Lowercase titles when they come after a proper name (i.e., Elliott Peppers, media relations manager); words such as: program, certificate or degree in the normal context of a sentence (i.e., Students wishing to obtain a certificate may do so by completing six courses.)

Possessives See AP Stylebook.

Pre-Dental Club

Program names When referring to our academic programs in Health, Education, Business, Science or anything else, capitalize the name of the academic field “Health,” “Education,” “Business” “Science” as in “The Benedictine graduate programs
in Health.” This is used as an umbrella for all of the programs housed in this particular area. For example at the graduate level, the Master of Science in Clinical Psychology, Master of Public Health, Master of Science in Nutrition and Wellness, Master of Science in Clinical Exercise Physiology and Master of Science in Nursing programs are all under the Health program.

Lowercase the name of the program if used as an adjective: Benedictine’s graduate business programs, or the graduate business programs are designed for the…

When referring to another university’s programs, lowercase unless we know the exact name of the program.

This should not be a problem for any alumni or student of Benedictine. We should always be able to find the exact program. For example:

“Elliott Peppers earned a master’s degree in Public Health from Benedictine.”

We should never say: “Elliott has a master’s in health from Benedictine.” But we could say: “Elliott is a student in a graduate health program at Benedictine.”

Proper names On first use, always include the person’s complete proper name. On second reference, use only the last name (i.e., “Enrollment in the program has risen,” according to Mercy Robb. "It has continued to grow throughout the last five years,” said Robb.).

(SPECIAL CIRCUMSTANCES) If you are making a conscious effort to present a more casual approach in your writing, you may use first name only on the second reference. However, this decision should be reflected throughout the entire publication and in all related pieces.

Psychology and Sociology, Department of

Psych-Soc Club Student club

Public Health, Master of; M.P.H. on second reference.

Q

Q-and-A format

Quarter Only capitalize when referring to academic programs as part of a formal title that includes the year, i.e. “The Fall 2012 Quarter.” Lowercase in all other uses. See Seasons entry for more information.

R

Regions see directions and regions

Residence Life, Office of

Residence halls Never dorms, lowercase residence hall/s unless it is being used with the proper name of the building.

Rev. When this description is used before an individual’s name precede it with the word “the.”

Rev. Dr. Martin Luther King Jr. Breakfast

Road or Rd. Always spell out when it is used in mailing addresses. If using our full University address (or may vary
depending on design space constraints), use Rd.

room Capitalize the word “Room” when a number listing is used, i.e., Krasa Student Center Room 275.

Rotaract Student club.

RSVP The abbreviation for the French repondez s’il vous plait, it means please reply. No periods between letters.

S

SAT Use only the initials in referring to the previously designated Scholastic Aptitude Test or the Scholastic Assessment Test.

Scholars Program

Scholl Hall

Science Content and Process, Master of Science (M.S.) in

seasons: Lowercase fall, spring, summer or winter.

(Special Circumstances):
If the season is referring to an academic program or a catalog of courses, only capitalize the season if the year is included in the formal title, i.e. “Spring 2012 Course Guide” or “Business 100 will be offered online during the Spring 2012 Quarter. Note: make sure to capitalize Semester and Quarter if used in full title.

Semester Only capitalize when referring to academic programs as part of a formal title that includes the year, i.e. “The Fall 2012 Semester.”

Lowercase in all other uses. See Seasons entry for more information.

Service Desk Formerly Help Desk, is the University IT department’s main point of contact.

Sheyang Jianzhu University

Shenyang University of Technology

Sister Use Sr. always before names.

Smiles in the City Student club.

Soldiers, Sailors, Airmen, Marines and Coast Guard (SSAMCo) Student club.

STAND Student club.

states Spell out names of 50 U.S. states when they stand alone. See AP Stylebook for more on abbreviations when used with in conjunction with city names.

Student Activities

Student Life

Student Health Services

Student Senate

Student Success Center

Students for Life Student club.

Studio Art, Bachelor of Arts in

study abroad Not an official program. Generic term, so should be lowercased. See Education Abroad for the program.

St. Procopius Abbey Use the Abbey capitalized on second reference when referring to our Abbey. Lowercase general use of word abbey.

St. Procopius Abbey Ceremony
Thank you, thank-you

In context where someone said the word: John Smith says “Thank you” to the University put the word in quotations and capitalize the “T” in Thank. If used as a compound-modifier, use: Smith wrote the University a thank-you letter.

that Use the conjunction that to introduce a dependent clause if the sentence sounds or looks awkward without it. There are no hard-and-fast rules, but in general: That usually may be omitted when a dependent clause immediately follows a form of the verb. See AP Stylebook for more information.

that, which

(If you can drop the clause and not lose the meaning of the sentence, use which, otherwise, use that. A which clause is surrounded by commas; no commas are used with that clauses.)

their, there, they’re Their is a possessive pronoun They went to their house. There is an adverb indicating direction: We went there for dinner. There also is used with the force of a pronoun for impersonal constructions in which the real subject follows the verb: There is no food on the table. They’re is a contraction for they are.

time elements Lower case, periods, one space after the time.

Incorrect: 3pm, 5:30 am, 1-4:30pm, 9 am-2pm.

Correct: 3:00 p.m., 5:00 a.m., 1:00-4:30 p.m., 9:00 a.m.-2:00 p.m.

titles Never use underlining. Use italics for newspapers, journals and broadcast news agencies: CNN, ABC, NBC etc.

Use “quotes” for articles, presentations, books, magazines and the titles of T.V. shows, (i.e. the “Today” show.)

Course titles: plain with appropriate capitalization

(Special Circumstances)

New courses or program titles have “quotes” on first reference. When referencing the “third, fifth or sixth, etc.” edition of a book, capitalize the word if it comes after the title: “Strategies in Organization Development Fifth Edition” Lowercase if it comes before the title: the fifth edition of “Strategies in Organization”

toward Not towards.

Tri-Beta Student club.

T-shirt

TV

24/7

Twitter

United States Always spelled out as a noun, abbreviate as an adjective as in U.S. Army. Abbreviated with periods except in a title, headline.
University Capitalize when referencing Benedictine University. Lowercase when referencing university in a general sense such as “a university-setting.”

University Ministry

V

Village of Lisle-Benedictine University Sports Complex

Values-Driven Leadership, Center for

Values-Driven Leadership, Doctor of Business Administration (D.B.A.) in

Values-Driven Leadership, Doctor of Philosophy (Ph.D.) in

W

Web Short form of World Wide Web, it is a service, or set of standards, that enables the publishing of multimedia documents on the Internet. The Web is not the same as the Internet, but is a subset; other applications, such as email, exist on the Internet.

Web-based program, treat as compound-modifier.

Web feed Uppercase Web and use as two separate words.

Web page Use website in most cases, when referring to most sites that contain other web links within it. If referencing a single page with no links, use Web page.

website One word.

Welcome Weekend Weekend before the first day of classes where students typically move in and get settled and explore campus. Several events occur throughout the weekend, including the Alumni Picnic, Eagle Walk and BenFest.

western suburbs Do not capitalize.

who’s, whose Who’s is a contraction for who is, not a possessive: Who’s there? Whose is the possessive: I do not know whose coat it is.

Who, whom Who is the pronoun used for references to human beings and to animals with a name. It is grammatically the subject (never the object) of a sentence, clause or phrase: The woman who rented the room left the window open. Who is there?

Whom is used when someone is the object of a verb or preposition: The woman to whom the room was rented left the window open. Whom do you wish to see?

Wi-Fi For wireless networking standards.

Writing and Publishing, Bachelor of Arts (B.A.) in