**updated August 19, 2019*

Temple University Editorial Style Guide

Temple's Editorial Voice and Communications Identity

- The editorial style of all university communications should be straightforward, descriptive, active and concise.
- Avoid overly academic tones, passive voice and unwieldy sentences.
- The voice should be bold, individualistic, conversational and authentic.

EXAMPLE
Rare diseases get Marlene Jacobson out of bed in the morning. Six years ago, Jacobson, a molecular pharmacologist, joined the faculty of Temple's School of Pharmacy and the school's Moulder Center for Drug Discovery Research after a 24-year career in research and drug discovery at a large pharmaceutical company. As an associate professor of pharmacodynamics in the Department of Pharmaceutical Sciences and associate director of the Moulder Center, Jacobson now focuses her research on her passion: working to discover therapies for rare diseases for patients that often have no treatment options or cures.

Editorial Style and Consistency

For many years, writers and journalists around the world have relied on style guides to ensure correctness and consistency in punctuation, spelling, capitalization, abbreviations and usage. As its official style guide, Temple University has adopted the Associated Press (AP) Stylebook, which is derived from Webster's New World College Dictionary.

The Temple University Editorial Style Guide contains guidelines specific to Temple University. Some are exceptions to the AP Stylebook, and others are included to ensure internal consistency.

When writing, verify your style with the entries in this guide, the AP Stylebook and Webster's New World College Dictionary in that order. The AP Stylebook also is available via online subscription.

When guidelines are not provided by AP, Temple has picked up guidelines from the Chicago Manual of Style.

It is critical to maintain a consistent style throughout your projects with regard to abbreviations, capitalization, spelling and usage. It helps ensure that your message is clear, cohesive, professional and strong.

When writing for academic journals/papers and industry-specific literature, consult industry sources for the style appropriate to your publications.

For the most recent version of this guide, as well as updates and opportunities for feedback and suggestions, return to this document.

Should you need further guidance, contact Meaghan Bixby at meaghan.bixby@temple.edu or 215-204-7648.

academic and courtesy titles

Also see “administrative titles.”

Check all academic and courtesy titles before your work is approved, distributed, posted or printed. *To verify academic and courtesy titles, consult individual departments or their websites.*

COACH, DEAN

Uppercase when used before names. Lowercase after names and when standing alone.

EXAMPLES

- Coach Aaron McKie is the 18th head coach in Temple men's basketball history.
- The coach added two hours to the length of Tuesday’s practice.
- “We are thrilled to be part of this innovative venture, which represents the kind of collaboration that is necessary in these times when journalism is under such great financial pressure,” said David Boardman, dean of Klein College of Media and Communication.
- “Dean Boardman will attend tomorrow’s meeting,” the student said.

ENDOWED/NAMED PROFESSORSHIPS, CHAIRS AND FELLOWSHIPS

Capitalize in all instances. On second reference, use “the professorship,” “the fellowship” or “the chair.” Be careful of unwieldy copy.

EXAMPLES

- Peter H. Huang was the first Harold E. Kohn Chair in Law. As chair, Huang oversaw many symposia.
- Both Stephen Hawking and Sir Isaac Newton have held the Lucasian Professorship of Mathematics at Cambridge University.

PROFESSIONAL SUFFIXES

Avoid the use of professional suffixes, such as DDS, Esq., JD, MD, PhD. Reserve the title of Dr. for MDs and other medical degrees.

ADJUNCT PROFESSOR, ASSISTANT PROFESSOR, ASSOCIATE PROFESSOR, PROFESSOR

Adjunct faculty must be identified as such in all copy. Uppercase before a name, and lowercase after a name and when standing alone. Do not abbreviate. On first mention, specify the professor's teaching specialty and, if applicable, his or her named professorship. Include only the titles relevant to your communication to avoid creating unwieldy copy.

EXAMPLES

- The award was given to Professor of Journalism Ed Trayes.
- The award was given to Ed Trayes, professor of journalism.
- The professor canceled class.
- Laurence Steinberg, Laura Carnell Professor of Psychology, submitted an amicus brief to the Supreme Court.

academic degrees

Temple's preference is to omit periods within academic degree codes. If a degree has more than one correct construction—i.e., a master of education degree can be presented as either MEd or EdM—one style should be selected and used consistently throughout your documents.

When spelling out degree names—i.e., a master of education degree—do not capitalize the degree.

EXAMPLES

- Steven Jones waited tables at night while earning his MBA at Temple. He also got his BA in history at Temple.
- Joe earned his bachelor of mechanical engineering degree from Temple University. He also has two master's degrees.
- Kelly earned her bachelor's degree from the College of Education.

LIST OF ACADEMIC DEGREES AND CODES

For a complete list of Temple's academic degree programs, consult temple.edu/academics/degree-programs.

ASSOCIATE'S DEGREES

AS associate of science

BACHELOR'S DEGREES

BA bachelor of arts
BBA bachelor of business administration
BFA bachelor of fine arts
BM bachelor of music
BS bachelor of science
BSArch bachelor of science in architecture
BSAT bachelor of science in athletic training
BSBIOE bachelor of science in bioengineering
BSCE bachelor of science in civil engineering
BSE bachelor of science in engineering
BSEd bachelor of science in education
BSEE bachelor of science in electrical engineering
BSET bachelor of science in engineering technology
BSISE bachelor of science in industrial and systems engineering
BSME bachelor of science in mechanical engineering
BSN bachelor of science in nursing
BSW bachelor of social work

MASTER'S DEGREES

LLM master of laws
MA master of arts
MAcc master of accountancy
MArch master of architecture
MBA master of business administration
MEd master of education
MFA master of fine arts
MHM master of healthcare management
MJ master of journalism
MLA master of liberal arts
MLArch master of landscape architecture
MM master of music
MMT master of music therapy
MOT master of occupational therapy
MPH master of public health
MS master of science
MSBIOE master of science in bioengineering
MSCE master of science in civil engineering
MSEd master of science in education
MSEE master of science in electrical engineering
MSEnvE master of science in environmental engineering
MSME master of science in mechanical engineering
MSN master of science in nursing

MSW master of social work
MTHM master of tourism and hospitality management
PSM professional science master's

PROFESSIONAL DEGREES
DBA doctor of business administration
DDS doctor of dental surgery
DMA doctor of musical arts
DMD doctor of dental medicine
DNP doctor of nursing practice
DOT doctor of occupational therapy
DPM doctor of podiatric medicine
DPT doctor of physical therapy
EdD doctor of education
EDS school psychology education specialist
JD doctor of jurisprudence
MD doctor of medicine
PharmD doctor of pharmacy
PhD doctor of philosophy
SJD doctor of juridical science

HONORARY DEGREES
Honorary degrees should only be referenced in copy when they were conferred by Temple University.

DBA doctor of business administration
DCO doctor of communication
DCL doctor of civil laws
DFA doctor of fine arts
DHS doctor of humanitarian services
DPA doctor of public administration
DPS doctor of professional studies
DD doctor of divinity
LHD doctor of humane letters
LittD doctor of letters
LLD doctor of laws
MusD doctor of music
PedD doctor of pedagogy
ScD doctor of science
STD doctor of sacred theology

academic departments, centers, institutes, offices and programs

Uppercase the names of all academic departments and the centers, institutes and programs they govern. However, lowercase when saying “the department,” “the center,” “the office.” It is acceptable to reverse the word order and eliminate the word “of.”

EXAMPLES

- Department of History or History Department
- . . . the Institute for Public Affairs
- . . . the Computer and Information Sciences Department in the College of Science and Technology

- The program hired three graduate students.

- The Diamond Research Scholars Program received 72 nominations.

“Acres of Diamonds”

The title of Temple Founder Russell Conwell’s speech is placed in quotation marks.

acronyms

All organizations, schools/colleges, etc., referred to by acronyms should be spelled out on first reference, with their acronyms in parentheses following the full name only if the acronym will be used on second reference. Do not use periods in acronym names.

To verify official names and spellings of academic departments, offices, centers, institutes and programs, consult individual offices or their websites.

Avoid unwieldy acronyms, and only use them to refer to Temple units that have widely known acronyms (such as CST or CLA). Also see “Colleges, Schools.”

EXAMPLE

The College of Science and Technology (CST) is led by Dean Michael L. Klein. He became dean of CST in 2013.

administrative titles

Also see “Academic and Courtesy Titles.”

CHAIR, PRESIDENT, PROVOST, TRUSTEE, VICE PRESIDENT, VICE PROVOST

Uppercase before the name, but lowercase when the title follows a name or stands alone. Use “chair” for both men and women; avoid “chairman,” “chairperson,” “chairwoman.”

EXAMPLES

- Kate Wingert-Playdon was named chair of the Architecture Department.

- Architecture Chair Kate Wingert-Playdon attended the event.

Uppercase before the name, but lowercase when the title follows a name or stands alone.

EXAMPLES

- Vice President for Student Affairs Theresa Powell spoke at the luncheon.
- Theresa Powell, vice president for student affairs, announced a new initiative.
- There was one abstention, by Trustee Bret Perkins.
- Bret Perkins is a trustee.

administrative units

Capitalize the official names of all administrative units of Temple University on first reference. Afterward, use “the department,” “the office,” “the division,” “the section.”

If a unit has a well-known abbreviation or short form, it also may be used on second and subsequent references. However, avoid overusing acronyms.

To verify official names, spellings and abbreviations/acronyms of administrative units, consult individual offices and divisions or their websites.

To verify official names and spellings of university administrative titles, consult individual offices and divisions or their websites.

EXAMPLES

- The Office of University Housing and Residential Life is responsible for student housing assignments. University Housing began accepting residents for Mitchell and Hilarie Morgan Hall in fall 2013.
- Oleh Haluszka is chief of the Section of Gastroenterology in the School of Medicine.
- Oleh Haluszka runs the section.
- Division of Student Affairs. On second reference: “the division” or “Student Affairs”
- Center for Innovation in Teaching and Learning. On second reference: “the center”
- The Division of Student Affairs is planning additional recreation activities.

- The division is headed by Theresa Powell.

CORRECT NAMES OF SOME COMMONLY MISNAMED UNITS

- Department of Campus Safety Services (Campus Safety on second reference; Temple Police should be used for community audiences)
- Information Technology Services (not Computer Services)
- School of Podiatric Medicine (never “Podiatry School”)
- Temple Performing Arts Center (never TPAC or Baptist Temple)
- Temple University Press (never Temple Press)

To verify official names, spellings and abbreviations/acronyms of university administrative units, consult individual offices and divisions or their websites.

advertising

Temple’s advertising should follow best practices for specific platforms. For example, billboard word counts should be seven words or fewer. (https://99designs.com/blog/tips/billboard-design-tips/)

Here are a few guidelines for best practices across media.
Billboards/out of home: https://99designs.com/blog/tips/billboard-design-tips/
Digital banner ads:
https://www.adweek.com/digital/4-tips-making-banner-ads-actually-might-work-174945/

Facebook posts: https://www.sendible.com/insights/perfect-facebook-post

Instagram posts: https://sproutsocial.com/insights/instagram-best-practices/

LinkedIn posts: https://moz.com/beginners-guide-to-social-media/linkedin

Twitter posts: https://sproutsocial.com/insights/twitter-best-practices/

YouTube preroll:
https://www.smartinsights.com/digital-marketing-platforms/video-marketing/you-tube-pre-roll-video-ads/

Headline punctuation

In Temple University advertising, punctuation is not used in headlines, whether or not the headline is a full sentence.

EXAMPLES

- Nothing is beyond you
- See a need in the world and apply yourself

advisor

Use “advisor,” not “adviser.”

alumna, alumnae, alumni, alumnus

Use “alumnus” when referring to one man. Use “alumna” when referring to one woman.

Use “alumni” when referring to a group that includes all men or a mix of genders. Use “alumnae” when referring to a group of women.

“Alum” may be used when referring to a gender-neutral graduate of the university. *Never use “alum,” “alums,” “alumni/ae” in other cases.*

alumni graduation information

See “College, School Alumni Codes.”

Alumni Weekend

Always capitalize.

American Athletic Conference

On first reference, use “American Athletic Conference.” “The American” or “the conference” may be used on second reference. Never use “AAC.”

athletic team names

Capitalize “Owls,” but lowercase Temple’s other athletic team names. Also see “Owls, the.”

EXAMPLES

- Temple cheerleaders
- Temple football
- Temple men’s basketball
- Temple women’s basketball

Board of Directors, Board of Trustees, Board of Visitors

Uppercase on first reference and when using the full phrase. On second reference, “the board” is acceptable.

EXAMPLE

- The Temple University Board of Trustees held a meeting yesterday afternoon.
- The board discussed scholarship initiatives.

bibliographies (also see “reference lists” and “publications lists”)

Follow APA Style for bibliographies, reference lists and publications lists. View a guide to using the APA format for references. (APA refers to bibliographies as reference lists.)

EXAMPLE

- Chaffee, B. W. & Weston, S. J. (2010). Association between chronic periodontal disease and obesity: A systematic review and meta-analysis. *Journal of Periodontology, 81*(12), 1708-1724. doi: 10.1902/jop.2010.100321

buildings, rooms

Capitalize the names of university buildings; do not abbreviate: Annenberg Hall, Howard Gittis Student Center, the Liacouras Center.

Pearson and McGonigle Halls are commonly misnamed Pearson-McGonigle Complex or Pearson-McGonigle Hall. The buildings should still be referred to as Pearson and McGonigle Halls—the board hasn’t approved a name change yet.

BUILDINGS, NAMED FACILITIES, AND COMMON LANDMARKS AND FEATURES

If you notice an omission from this list, leave a comment in this document.

MAIN CAMPUS

Academic and Administrative Buildings

1810 Liacouras Walk
Alter Hall
Anderson Hall
Annenberg Hall
Architecture Building
Barrack Hall
Beury Hall
Biology-Life Sciences Building
Carnell Hall
Charles Library
Confucius Institute
Conwell Hall
Engineering Building
Gladfelter Hall
Kiva Auditorium
Klein Hall (Law School)
Mitten Hall
Samuel L. Paley Library (or Paley Library)
Presser Hall
Randall Theater

Ritter Hall
Ritter Hall Annex
Rock Hall
Science, Education and Research Center (SERC on second reference)
Shusterman Hall
Speakman Hall
Sullivan Hall
Temple Performing Arts Center (never TPAC or Baptist Temple)
Tomlinson Theater
Tuttleman Learning Center
Tyler School of Art and Architecture
Wachman Hall
Walk Auditorium
Weiss Hall

Athletics Facilities
Donald & Nancy Resnick Men's Practice Court
Edberg-Olson Athletic Hall
Geasey Field
Independence Blue Cross Recreation Center
Liacouras Center, the
Nancy & Donald Resnick Academic Support Center
Pearson and McGonigle Halls
(Being specific about which building contains a facility or event is also appropriate.
EXAMPLE: The Resnick Academic Support Center is located in Pearson Hall.)
Temple Sports Complex
Temple University Fitness

Campus Landmarks and Miscellaneous Features
12th Street Food Pad
Alumni Circle
Bell Tower
Beury Beach
Conwell Inn
Founder's Garden
Liacouras Walk
Polett Walk
TV1, TV2, TV—*located in Annenberg Hall*
Undergraduate Commons (The Egg)—*located in Alter Hall*

Student Life Buildings
1300 Residence Hall
1940 Residence Hall

Edge Student Village, the
Edward H. Rosen Hillel Center for Jewish Life (or Hillel Center)
Elmira Jeffries
Hardwick Hall
Howard Gittis Student Center (never Student Activities Center or SAC)
James S. White Hall
Johnson and Hardwick Residence Halls
Kardon/Atlantic Terminal Building
Louis J. Esposito Dining Center
Mitchell and Hilarie Morgan Hall (Morgan Hall on second reference)
Newman Center
Oxford Village
Student Pavilion
TECH Center
Temple Towers
Triangle Apartments
Triangle House
Valaida S. Walker Food Court

Other Named Facilities (not a complete list)
Alice Tully Library (Boyer)
Charles L. Blockson Afro-American Collection (Blockson Collection on second reference)
Esther Boyer Theater
Fox-Gittis Room (in the Liacouras Center)
Irvin Borowsky Glass Studio (Tyler)
Joe First Media Center (Klein)
Kal and Lucille Rudman Media Production Center (Klein)
Lew Klein Hall (Temple Performing Arts Center)
Resnick Academic Support Center
Shimada Resource Center

AMBLER CAMPUS
Administration Building
All-American Selection Display Garden
Ambler Arboretum
Ambler Campus Greenhouse
Ambler Campus Library
Ambler Learning Center
Bright Hall
Class of 1990 Garden
Colibraro Conifer Garden
Cottage Hall
Dixon Hall

Douglass Module
East Hall
Ernesta Ballard Healing Garden
Formal Native Plant Garden
Formal Perennial Garden
Freud Module
Gilbert House
Ground Cover Gardens
Haines House
Hilda Justice Building
Intercollegiate Athletics Field House
Louise Stine Fisher Garden
PECO Green Roof Garden
Philip R. and Barbara F. Albright Winter Garden
Red Barn Gym
Research Trial Garden and Greenhouse
Rose Cottage
Skip Wilson Field
Sustainable Wetland Garden
Viola Anders Herb Garden
West Hall
Widener Hall
Woman's National Farm & Garden Visitors Center (formerly the Headhouse)
Woodland Gardens

HEALTH SCIENCES CENTER
Boyer Pavilion
Ford Building
Hudson Building
Jones Hall
Kendig Museum (School of Pharmacy)
Kresge Science Hall
Kresge West Building
Lewis Katz School of Medicine (Katz School of Medicine if preferred on second reference; never the Medical School)
Maurice H. Kornberg School of Dentistry
(or Kornberg School of Dentistry; Kornberg on second reference. Never mention the Dental School without using Kornberg.)
Maurice J. Stone, MD Commons
Moulder Center for Drug Discovery Research (on second reference: Moulder Center)
Outpatient Building
Park Avenue Pavilion
Parkinson Pavilion

Rock Pavilion
School of Pharmacy
Shriners Hospitals for Children Pediatric Research Center
Simmy and Harry Ginsburg Health Sciences Library
Student Faculty Center
Temple University Children's Medical Center
Temple University Hospital (TUH on second reference)
Temple University Physicians Medical Office Building

OTHER TEMPLE BUILDINGS IN PHILADELPHIA (NOT A COMPLETE LIST)
Charles E. Krausz Library (School of Podiatric Medicine)
Podiatric Residence Hall
Temple Administrative Services Building (TASB on second reference)
Temple University Center City (TUCC on second reference)

Campus Names
On first reference, capitalize formal campus names as follows.

Ambler Campus
Health Sciences Center (HSC is acceptable on second reference; commonly misnamed "Health Sciences Campus.")
Main Campus
Temple University Center City (TUCC on second reference)
Temple University Fort Washington
Temple University Harrisburg (Never TUH on second reference, to avoid confusion with Temple University Hospital.)
Temple University, Japan Campus (Temple Japan on second reference)
Temple University Rome (Temple Rome on second reference)

Lowercase when the campus isn't specified or when campus is pluralized.

EXAMPLE
The Main, Ambler and Fort Washington campuses were closed Dec. 24.

bulleted lists
See "Lists."

chair, chairman, chairperson, chairwoman
See "Administrative Titles."

changemakers
An exception to AP Style. One word in all cases.

cherry and white
Lowercase and spell out “and” when referring to Temple’s colors.

Cherry Crusade, the
Capitalize the name of Temple’s spirit squad.

Cherry On
Capitalize when referring to the Temple spirit initiative.

Cherry & White Day, Cherry and White Night
Always capitalize; note the use of an ampersand versus “and.”

childcare
One word in all instances

Class of
Uppercase when referring to a singular graduating class. Lowercase when referring to more than one graduating class.

EXAMPLES

- The Class of 2016’s Commencement ceremony took place in the Liacouras Center.
- Reunions were held for the classes of 1963, 1988 and 2003 during Alumni Weekend.

coach
See “Academic and Courtesy Titles.”

college and school alumni codes
School and college codes are used to designate degree and graduation information and are not to be used in any other capacity in copy.

Any communications that extend to a Temple-specific audience beyond the constituency of an individual school or college should include the degree-code conventions included below, regardless of the level of degree received.

Individual schools and colleges can continue to refer to graduate information by degree. Either treatment should be applied consistently throughout your materials.

EXAMPLE

- Bob Saget, *KLN ’78*, is a Temple alumnus.

In *Temple* magazine: In order to easily distinguish the graduation information from other copy, graduation information is italicized. Commas that set off the degree and graduation information are formatted in roman, or plain, type.

In Temple's online news stories, no italics are used.

EXAMPLE

- Bob Saget, KLN '78, is a Temple alumnus.

If an alumnus has earned more than one degree from the same school or college, the school/college is listed only once: *CLA '77, '90*.

If an alumnus has earned more than one degree from different schools or colleges, each school or college code should be included and listed in numerical order: *LAW '00, CLA '08*.

External communications, such as advertising copy, should only include an alumnus's graduation year. No commas are necessary.

EXAMPLE

- Kevin Negandhi '98 broadcasted live from Temple University's Main Campus in October 2015.

Former Temple students who didn't graduate may be referred to as former Owls.

EXAMPLE

Former Owl Jill Scott was a student in the College of Education.

LIST OF SCHOOL AND COLLEGE CODES

BYR Boyer College of Music and Dance
CLA College of Liberal Arts
CPH College of Public Health
CST College of Science and Technology
DEN Kornberg School of Dentistry
EDU College of Education
ENG College of Engineering
FOX Fox School of Business
HON Honorary Degree
KLN Klein College of Media and Communication
LAW Beasley School of Law
MED Katz School of Medicine
PHR School of Pharmacy
POD School of Podiatric Medicine

SSW School of Social Work
STH School of Sport, Tourism and Hospitality Management
TFM School of Theater, Film and Media Arts
TYL Tyler School of Art and Architecture

Additional division: Temple's Center for the Performing and Cinematic Arts includes the Boyer College of Music and Dance and the School of Theater, Film and Media Arts.

colleges, schools

Uppercase only when part of an official name. On second reference, use "the school" or "the college."

Avoid overusing lesser-known abbreviations or acronyms, such as "EDU" for the College of Education or "TFMA" for the School of Theater, Film and Media Arts.

The following are the official names of the colleges and schools within Temple University and their preferred second references.

Beasley School of Law: Law School
Boyer College of Music and Dance: Boyer, Boyer College
Center for the Cinematic and Performing Arts
College of Education
College of Engineering
College of Liberal Arts: CLA
College of Public Health
College of Science and Technology: CST
Fox School of Business: Fox
Lewis Katz School of Medicine: Katz School (Katz must be used in all references.)
Maurice H. Kornberg School of Dentistry: Kornberg Dental, Kornberg (Kornberg must be included in all references.)
Klein College of Media and Communication: Klein College
School of Pharmacy
School of Podiatric Medicine: TUSPM
School of Social Work
School of Theater, Film and Media Arts
School of Sport, Tourism and Hospitality Management: STHM
Tyler School of Art and Architecture: Tyler

Commencement, Convocation

Always capitalize.

conferences, events, symposia

The titles of conferences, events and other symposia should be capitalized, but not placed in quotation marks or italicized. Place specific elements of such events—such as presentations—in quotation marks.

Conwell, Russell H.

On first reference, use Temple Founder Russell H. Conwell; on all subsequent references, use Conwell.

course numbers, names

Use Arabic numerals and capitalize the subject when used with a numeral.

Names of courses standing alone should be capitalized and italicized.

Use a colon after a course number when course subjects and numbers are used with the course name.

EXAMPLES
Math 0055
Introduction to Mass Media
Economics 0250: *International Trade*

daycare

One word in all instances.

dean

See “Academic and Courtesy Titles.”

Dean’s List

The word is singular possessive, takes an apostrophe and is capitalized.

degrees

See “Academic Degrees.”

departments

See “Academic Departments” and “Administrative Units.”

Diamond Dollars

Diamond Gems

Capitalize the name of Temple’s dance squad.

dissertations, theses

Italicize the titles of dissertations and theses. See “Titles of Works” for further guidance.

Englert, Richard M.

Also see “Administrative Titles.”
On first reference, use Temple President Richard M. Englert. President Englert may be used on all subsequent references.

ethnicity

Whether being used as nouns or adjectives, do not hyphenate ethnicities. The preferred nomenclature is as follows.

EXAMPLES
African American
Asian American
Caucasian American
Hispanic American
Latino
Native American
multi-ethnic

faculty

When referring to the whole faculty, the word is singular.

If referring to members of a group, the term is plural.

A way to ensure your subject/verb agreement is accurate is to add the word members after faculty when speaking of a specific group of instructors.

EXAMPLES

- The faculty assembles each Tuesday.

- Some faculty were present at the inauguration celebration.

financial aid

Direct Subsidized Loans
Direct Unsubsidized Loans

GPA

Use all caps and no punctuation in lieu of spelling out grade-point average.

he, she, ze

Ensure gendered pronouns are those with which subjects identify. The recommended third pronoun for those who do not identify with other pronouns is ze.

Though we don't often use courtesy titles, Mx. is recommended for those who don't identify with male or female courtesy titles like Ms. or Mr.

All dropdown menus and forms that include courtesy titles should also include Mx.

healthcare

One word in all instances

Health System

See "Temple Health."

Homecoming

Always capitalize.

honorary degrees

See "academic degrees" entry.

Hooter the Owl

Capitalize the name of Temple's mascot.

lists

This is an exception to AP Style based on Chicago Style.

Bulleted lists should be parallel in construction and punctuated. When appropriate, the bulleted items should end a complete sentence that has been begun in the introduction to the list.

Note that in the example below, a colon isn't included. The inclusion of bullets or other list-organizing marks like numbers or letters makes the colon superfluous.

Also note that the construction of the phrases in the bulleted points flow smoothly from the introductory phrase, and each full statement is punctuated with a period.

EXAMPLE

The purpose of the Editorial Style guide is to

- ensure that Temple's school, colleges and units are sending consistent and clear communications.

- ensure our audiences aren't distracted from, or confused by, messaging inconsistency.

Lists that create a series are also punctuated when they are completing a full sentence started by the introductory phrase.

EXAMPLE
The Temple London program aims to fully immerse students in all that London and the surrounding area have to offer. Planned by the Temple faculty program leader in London, typical field trips and excursions have included

- a tour of Parliament,
- a tour of the British Library,
- a visit to Royal Albert Hall,
- a day trip to Oxford and Cambridge, and
- a day trip to Stonehenge and Bath.

livestream
One word in all instances

majors
Names of majors are always lowercase.

EXAMPLE
Jane Smith majors in biology.

Mx.
Though Temple does not use courtesy titles, Mx. is recommended for those who do not identify with Ms., Mrs. or Mr. **All dropdown menus and forms that include courtesy titles should also include Mx.**

names
Use full names (as listed in Temple's Cherry & White Directory), unless a person is widely known by, or prefers, a less formal address or nickname. Avoid courtesy titles, such as Mr. or Ms., except in direct quotes.

North Philadelphia Special Services District
Use full title in the first reference. On second and subsequent references, "the district" may be used. Avoid acronym.

offices
See "Academic Departments" and "Administrative Units."

OWLcard, OWLnet

OWLcard is the term for the card itself. The TUid is the university-provided ID number printed on the OWLcard. Also see “TUid.”

Owls, the

Also see “Athletic Team Names.”

Oxford comma

See “Series.”

phone numbers

Use area codes with all phone numbers and maintain a consistent format and style within your communications. Exceptions may be made for design style and display copy. 215-123-4567 and 215.123.4567 are both acceptable formats, but Temple’s preferred format is 215-123-4567.

All Main Campus and TUCC numbers begin with 215-204; Health Sciences Center numbers begin with 215-707; and TASB, 215-926. Ambler and Fort Washington numbers begin with 267-468.

Do not use the intercampus phone system abbreviations (e.g., 1-2345, 2-3456, 3-4567) in printed or online materials to which the public has access. Those abbreviations are for internal use only and not for public dissemination. For all published material, use complete phone numbers.

Note: If a phone number uses letters or spells out a word, give the numeric equivalent. Not all keypads are consistent, and web links require numbers.

president

See “Administrative Titles”; “Englert, Richard M.”

provost

See “Administrative Titles.”

publications lists

See “bibliographies” or “reference lists.”

publication titles

See “Titles of Works.”

reference lists (also see “bibliographies” and “publications lists”)

Follow APA Style for bibliographies, reference lists and publications lists. View a guide to using the APA format for references. (APA refers to bibliographies as reference lists.)

EXAMPLE

- Chaffee, B. W. & Weston, S. J. (2010). Association between chronic periodontal disease and obesity: A systematic review and meta-analysis. *Journal of Periodontology, 81*(12), 1708-1724. doi: 10.1902/jop.2010.100321

RSVP

Use when referencing an event to which a specific person has been invited. Do not use for events in which a general invitation is made; in that case, use “register.”

Do not precede “RSVP” with “please,” as the latter is included in “RSVP” already. Do not separate initials with periods.

Exceptions to punctuation may be made for design style and display copy.

school, college codes

See “College, School Alumni Codes.”

schools, colleges

See “Colleges, Schools.”

series

serial comma

Temple follows AP Style, which does not use serial commas. However, if a series contains more than one “and,” a serial comma is used.

EXAMPLE

Students in the Tyler School of Art and Architecture, the Klein College of Media and Communication, and the College of Science and Technology collaborated on a research project.

semicolons vs. commas

If a series contains a series inside it, use semicolons to separate items in the series.

EXAMPLE

Matt spent the morning walking his dog and traveling to campus; the afternoon studying, attending class and grocery shopping; and the evening doing laundry, going to the gym and playing quizzo.

Social Security numbers

Refer to policy 04.75.11 on the Policies & Procedures website, policies.temple.edu, for guidance on when to use a Social Security number versus a TUid.
Also see “TUid.”

Stella the Owl

Capitalize the name of Temple’s living mascot.

Student Center

It is no longer the Student Activities Center. Do not use the abbreviation “SAC.”

The two buildings comprising the center are designated “North” and “South,” and both are called the Howard Gittis Student Center. On subsequent references, use “Student Center.”
(“Howard Gittis” may be omitted for clarity, depending on context.)

EXAMPLE

- The Temple Student Government Executive Council meets in Howard Gittis Student Center South, Room 200.

student-athlete

In accordance with NCAA style, always hyphenate the term.

team names

See “Athletic Team Names.”

Temple Athletics

Capitalize “Athletics” only when referring to the university department. Lowercase when using it generally.

EXAMPLES

- Temple Athletics held a basketball clinic for high school students.

- Temple has numerous athletic programs.

Temple Health

Temple University Health System is now referred to as “Temple Health.”

TEMPLE HEALTH FACILITY NAMES

Fox Chase Cancer Center
Jeanes Hospital

Northeastern Ambulatory Care Center
Temple Health Oaks
Temple Health Women's Care at Elkins Park
Temple Physicians
Temple ReadyCare
Temple University Hospital
Temple University School of Medicine
TUH–Episcopal Campus

Temple "T"

Place "T" in quotation marks.

Temple-specific events

When referring to Temple events, capitalize all instances of Alumni Weekend, Cherry & White Day, Cherry and White Night, Commencement, Convocation, Homecoming and Welcome Week.

Temple-specific references/applications

OWLcard
OWLnet
TUcalendar
TUid
TUmail
TUmarketplace
TUportal

their

They/them/their is acceptable in limited cases as a singular and/or gender-neutral pronoun, when alternative wording is overly awkward or clumsy. However, rewording usually is possible and always is preferable.

Also see "he, she, ze."

theses, dissertations

See "Dissertations, Theses."

time formatting

The preferred format is lowercase and punctuated: "a.m." and "p.m." However, the key is consistency within documents. Formatting is flexible to accommodate design, as long as such formatting is consistent.

titles

See “Academic and Courtesy Titles,” “Administrative Titles,” “Titles of Works.”

titles of works

This entry is an exception to AP Style. The titles of all albums, art exhibits, books, courses, dissertations, films, plays, TV series, theses, web series and other full works should be italicized.

Place titles of parts of works—articles, book chapters, individual works of art, poems, scenes from films, songs, stories, TV episodes and other parts of works—in quotation marks.

Names of magazines, newspapers and other publications are not italicized; do not use quotation marks.

PUBLICATION TITLES

Always include the complete name of the work on first reference. Take particular note of when ampersands are used in titles and whether or not the publication’s formal name includes the word “The.” Lowercase the words “the” and “magazine” when they are not part of a formal publication title.

EXAMPLES

The New York Times, Temple magazine, The Philadelphia Inquirer, Philadelphia magazine, The Temple News

trustee

See “Administrative Titles.”

TUcalendar, TUmail, TUmarketplace, TUportal, TUTV

TUid

The TUid is the personal identification number assigned to all students, faculty and administrative staff at Temple; it is used in place of a Social Security number. Note its spelling: mixed uppercase/lowercase, roman type, no periods.

Also see “Social Security Numbers” and “Temple-specific References/Applications.”

web addresses

The prefixes http://, https:// and www. Are omitted from web addresses.
All web addresses should be tested in a browser before copy is finalized.

EXAMPLES

- temple.edu
- directory.temple.edu

Keep web addresses on one line when possible, and break only at a slash when necessary. Remember that web addresses broken over two lines will contain a hyphen, also used in specific URLs. Correct those breaks to avoid confusion.

Welcome Week

See “Temple-specific Events.”

-wide

Do not hyphenate: campuswide, nationwide, universitywide, worldwide

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Type Tips and Common Copy Errors

There are various grammatical rules for when and how to use commas, semicolons and other punctuation marks. Consult the Punctuation Guide in the back of the AP Stylebook for guidance.

The most common punctuation errors encountered at Temple are included here.

To improve readability and the layout of your documents, typographical standards must be maintained. A few type tips are included here, but for further guidance on typography, contact Lael Troupe at lael.troupe@temple.edu or 215-204-3615.

ampersands

Ampersands are used in copy only when they are a part of an official name or title. Exceptions may be made for display copy and design.

apostrophes and years

When an apostrophe is used to replace the first two digits of a year, always use the closed apostrophe: ’

EXAMPLES

- Bill graduated in ’05.
- Student Activities hosted a ’90s-themed party.

FORMATTING CLOSED APOSTROPHES

PC: Insert > Symbols > Special Characters > Single closing quote
Mac: shift + option + right bracket key
Google Docs: Insert > Special Characters > Symbol > Punctuation > ASCII Based > Paired

dashes and hyphens

EM DASHES

Em dashes (—) are most commonly used in sentences to indicate a pause or a transition. They should be placed without spaces on either side of the dash.

EXAMPLE

The semester will begin on Tuesday—unless the weather prevents it.

FORMATTING EM DASHES

PC: Ctrl + - (on the number keypad at right)
Mac: option + shift + hyphen
Google Docs: Insert > Special Characters > Symbol > Punctuation > Dash/Connector

EN DASHES

En dashes (–) are most commonly used to indicate a range (e.g., as an indicator of “from/to”). They should be placed without spaces on either side of the dash.

EXAMPLE

The 2012–2013 academic year welcomed Temple’s largest-ever freshman class.

Do not mix “from/to and en dashes.

- Incorrect: Construction of Mitchell and Hilarie Morgan Hall occurred from 2010–2013.
- Correct: Construction of Mitchell and Hilarie Morgan Hall occurred from 2010 to 2013.

FORMATTING EN DASHES

PC shortcut: Ctrl + - (on the number keypad at right)
Mac: option + hyphen
Google Docs: Insert > Special Characters > Symbol > Punctuation > Dash/Connector

HYPHENS

Hyphens (-) join multiword compounds; indicate when a word is carried over to the next line of copy; and denote sports scores, among other functions. They should be placed without spaces on either side of the hyphen.

EXAMPLES

The 85-year-old student was the oldest graduate at Commencement.
The Owls beat the Nittany Lions 27-10 in 2015.

ladders and repetitions

Ladders are three or more consecutive lines of copy in which the same word appears in the same place. Avoid beginning or ending two (or more) consecutive lines with the same word.

Do not allow more than two hyphens at the ends of consecutive lines.

line breaks

During the design process, line breaks are adjusted to control how and where a line of type continues on the next line.

When words are hyphenated and carried on to the next line, consult Webster's New World College Dictionary to confirm that the word is broken accurately between syllables.

A subject's first and last names should not be broken at the end of a line.

Proper nouns should not be hyphenated and carried over to the next line.

Words in pull quotes and headlines should never break at the end of a line.

Hyphenated compound words should break only where the hyphen falls between words.

numbers

Spell out numbers zero through nine, except for addresses, ages, dates, percentages, prices, times and years or in tabular material when space is minimal.

Use Arabic figures for 10 and above, except when the number is the first word in a sentence.

Consult the "Numerals" entry in the AP Stylebook for further guidance.

EXAMPLE

Ten people enrolled in the course. Last week, 13 students attended the meeting; two 18-year-olds left before adjournment.

quotation marks

There is a difference between prime marks (″) and quotation marks (" "). When using quotation marks, use smart quotes (" "); prime marks are used only as symbols of measurement. (This also applies to sans-serif fonts such as Arial or Helvetica.)

spacing

One space between sentences is standard. Additional spaces should be removed.

state names, abbreviations

Spell out the full name of the state when the state is not included in a mailing address. They may be abbreviated in tabular material to save space.

Note: *Temple* magazine eliminates the "Pa." from Philadelphia. It also uses the AP dateline rules for cities around the world, in which the addition of select states and countries is unnecessary. For more guidance about this rule, consult the "Datelines" section of the AP Stylebook.

EXAMPLE

- Rutgers University is in New Brunswick, New Jersey.

- Next week's meeting for journalism students will be held in Annenberg Hall, 2020 N. 13th St., Philadelphia, PA 19122-6015.

widows and orphans

Layouts should be checked for widows and orphans.

Do not leave a single word as the last line in a paragraph (widow).

Do not end a column or page with only the first line of a paragraph (orphan), and do not begin a column or page with the last line of a paragraph (widow).

Ends of paragraphs that are less than half the length of a full line are not ideal and should be avoided. Short lines at the ends of consecutive paragraphs are not ideal and should be avoided.

One word that finishes a sentence at the top of a new page or column—even if it is a part of a full line of copy—is not ideal and should be avoided.

Questions?

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