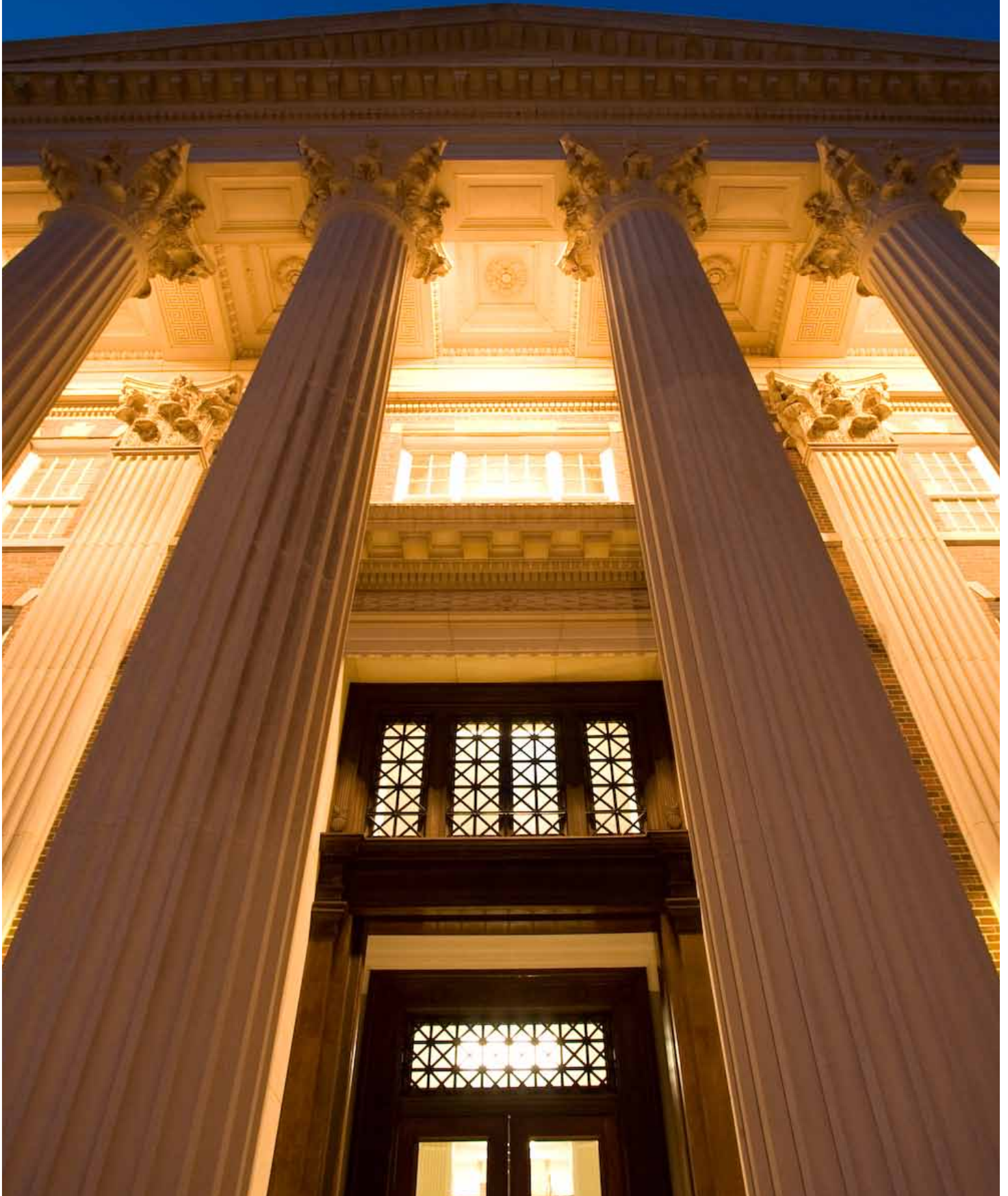


SMU Brand Guidelines

Guidelines for Southern Methodist University logo use and related materials



Letter from the President

The visual symbols and key messages of a university have a great impact on how its audiences identify and perceive the institution. Establishing a strong and recognizable identity in the crowded marketplace of brands requires consistency as well as creativity. No matter how diverse and distinctive the activities of a university may be, there must be some common visual themes associated with the institution as a whole.

SMU Brand Guidelines was developed to help maintain consistency in symbols and messages, and to provide assistance in the development of University communications. It contains the University's official rules of usage for a variety of visual symbols as well editorial content. These rules were developed in consultation with the administration of SMU and represent University policy.



Thank you for your cooperation in ensuring that these guidelines and standards are followed. By employing the basic rules outlined in this guide, we all play a role in reinforcing important ideas about the University's strengths and values as a nationally recognized center for teaching and research.

R. Gerald Turner
President, SMU

Introduction

This graphic standards guide was developed by Development and External Affairs to provide a foundation for consistent communications about SMU.

Although the University comprises an extraordinary range of schools, areas and programs, it is important that SMU's public identity be expressed in an engaging and recognizable manner that employs consistent visual elements, message and tone. Maintaining consistency enables audiences to recognize quickly the SMU brand, which conveys quality and credibility.

This guide contains sections on both visual and verbal components of the SMU message. That includes instructions about the proper use of symbols such as the SMU logo and seal, as well as stationery guidelines, web standards and guidelines for citing The Second Century Campaign. Guidelines on branding SMU's Centennial Celebration and key institutional messages will be added at a later date.

The guide is designed to assist in the development of materials by all schools, departments and areas of the University. In addition to providing guidelines that ensure consistency, it will simplify many aspects of the process involved in creating new publications or organizing University events by supplying the correct visual symbol.

Please address any questions regarding the content of this document, as well as any other issues regarding graphic standards and University messaging, to SMU's Office of Public Affairs.

Overview and SMU Logos



SMU Logo

The logo is the most important symbol used to communicate SMU's public identity or brand. It is the University's visual centerpiece. The logo confers SMU's stature, reputation and endorsement. For these reasons, it is essential that the logo be accorded respect and used in a manner that adheres to the rules explained in this section.

To maintain the integrity of this important symbol, the SMU logo, like other University logos discussed later in this guide, is available exclusively through SMU's Office of Public Affairs. Logos should not be produced independently.

The logo quickly conveys the message that the reputation and strength of the University stand behind any programs or events for which it is employed, and that correspondence or documents on which it appears reflect official University business.

The logo appears on all University stationery, banners, publications, ceremonial documents and external emails. (University stationery is available exclusively from Marfield Corporate Stationery Company through an exclusive contract with SMU. For approved logo and letterhead formats, see smustaff.marfield.net.)

It also is entirely appropriate for the logo to be used on clothing, banners or other articles expressing SMU pride.

The logo may not be used with any product, event or organization not sponsored or sanctioned by the University. Use of the logo for events or initiatives co-sponsored by the University and outside organizations requires permission of SMU's Office of Public Affairs.



✓ Correct *SMU logo*

Typefaces

The primary typeface for SMU is Galliard, which should be used as the default font for all schools and units. Galliard is a serif font, which refers to a style of typeface that employs “serifs,” or small structural details on the ends of some strokes of letters and numbers. Galliard may be used for cover titles, initial caps, large text, subheads, quotes and body copy.

A contemporary typeface rooted in traditional styles, Galliard suggests the spirit of SMU as an institution that is both forward looking and grounded in history.

Four recommended weights of Galliard are listed at right. For cost efficiency, schools and units should consider purchasing licenses for typefaces in bulk.

We recommend using a sans-serif font in conjunction with Galliard for contrast – in headlines or pull quotes, for example. A sans-serif font refers to a style of typeface not employing serifs. Recommended sans-serif fonts include Arial, Futura, Helvetica and Avenir.

To purchase a typeface, please contact:

fonts.com

monotypeimaging.com.

adobe.com

Be sure to ask for the educational discount.

ITC - Galliard Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC - Galliard Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ITC - Galliard Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ITC - Galliard Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

A Bit of History

Designed by Matthew Carter for International Typeface Corporation (ITC), the ITC Galliard font family was based on the work of the sixteenth-century letter cutter Robert Granjon. According to Fonts.com, ITC Galliard is ideal for lengthy copy due to its readability. It is a beautiful typeface for setting text in quality books, magazines and periodicals. Carter is one of the last font designers trained in old world methods of creating type by hand.

Elements

The SMU logo consists of two components placed together. The first is the stylized rendering of the University's official seal, featuring Dallas Hall, SMU's first building and the University's historic symbol. For the purposes of this guide, the stylized rendering of the seal is referred to as the "icon."

The second logo component is the University initials, "SMU," also referred to as the wordmark initials. The visual appearance of the University initials has been designed with great care in order for it to be clear and easily identifiable. As part of the logo, the University initials are always written using a customized form of the Galliard typeface. Galliard is the primary typeface for SMU. (For further information, refer to the "Typefaces" section of this guide.)

The proportions of the icon and initials have been carefully designed and should not be altered (i.e., the size of the logo elements should remain consistent in relation to one another.)

Both logo elements should be placed in an upright position at all times. The two components – icon and University initials – comprising the complete logo should be used together in the vast majority of cases. Typically, the initials should be placed to the right of the seal.

In rare cases it is permissible to employ either the icon or initials on their own. This may include occasions when the icon is being used with an audience known to be especially familiar with SMU and a subtler expression of the University's identity is desired.

The University's full name (i.e., Southern Methodist University) is not part of the logo and should not appear next to the icon in place of the University initials.



⊘ Incorrect. SMU icon must have service mark if used at smaller than 3 inches, acceptable without service mark if used at 3 inches or larger.



⊘ Incorrect. SMU Wordmark Initials must have service mark if used at smaller than 3 inches, acceptable without service mark if logo used at 3 inches or larger.

Helpful Fact

Normally, a very small service mark (comprising the letters "SM") which protects use of the logo is used either to the right of the University initials or to the right of the icon when used on its own. The service mark is required unless the logo being employed is large enough that a commensurately large service mark would be distracting and unsightly. A good rule of thumb is that when the icon measures three inches or more in diameter, the service mark is not required.

Color Palette

The official colors of the logo are red for the icon and blue for the University initials, in the shades reproduced in the example. These are also the official colors of SMU.

The colors are identified by Pantone number, as indicated. However, it is important to be aware that exact shades are unpredictable, especially when they are being reproduced on materials such as plastics and fabrics and when using paints.

Often it is a good idea to work closely with the printer to ensure color accuracy rather than relying solely on the Pantone number.

SMU red and blue may be used as the chief colors in University communications, or as “accent colors” against neutral backgrounds such as tans and grays. The colors illustrated provide good examples of neutrals that work well when employing the official colors as accents.

Web Colors

For web colors, see page 31.

Standard SMU colors



Pantone 186
SMU Red



Pantone 286
SMU Blue



C M Y K
0 100 75 4



C M Y K
100 72 0 0

Recommended secondary accent colors



Pantone 468



Pantone 4545



*Pantone Warm
Gray 8*



C M Y K
2 7 26 5



C M Y K
6 9 39 16



C M Y K
16 23 23 44

A Bit of History

The University's first president, Robert S. Hyer, selected Harvard Crimson and Yale Blue as the school colors to symbolize SMU's high standards. Over time, the colors have evolved into the shades of red and blue illustrated in this guide.

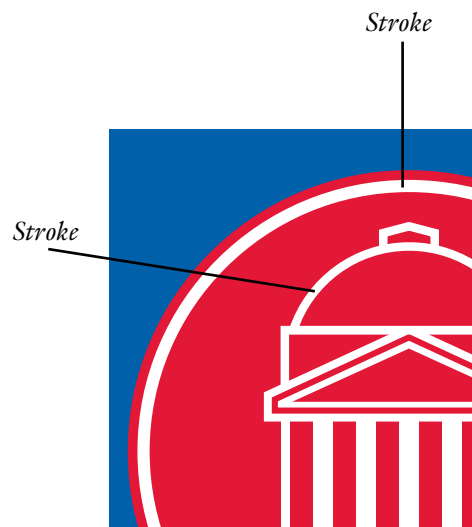
Printing the SMU Logo

The official colors of the logo are red and white for the icon and blue for the University initials. The colors may be altered under specific circumstances, as outlined below:

- A partial reverse logo image – available exclusively through the Office of Public Affairs – is acceptable when used against certain color fields. In properly rendered reverse images, the “stroke” color should remain white for consistency. (See example at the bottom of the page.) White type is preferable to black when the logo appears on darker backgrounds. See examples at right.
- The logo may appear in blue or black on publications produced using two or three colors.
- The logo may appear in the same color as that used in publications produced using a single color.

In general, SMU red and blue are also the preferred colors for University publications. The use of neutral shades, such as tans, khaki and grays, is recommended when other colors are required.

University publications should avoid using colors associated with SMU’s regional competitors. These include burnt orange, maroon, purple and green, among others.



To tell if the logo is correct, check the stroke color. It should remain white for consistency.



✓ Correct

✓ Correct



✗ *Incorrect. To tell if the logo is correct, check the stroke color. It should remain white for consistency.*



✓ Correct



✓ Correct



✗ *Incorrect. To tell if the logo is correct, check the stroke color. It should remain white for consistency.*



Preferred color breaks for the logo.

- 1) Red and Blue
- 2) Blue
- 3) Black

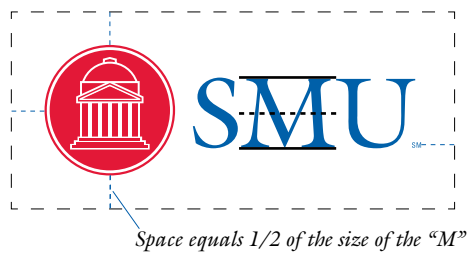
Unacceptable Logo Alterations

To preserve the integrity of the logo, it may be reproduced only from authorized original artwork, available from the Office of Public Affairs.

The shape of the icon should not be distorted and neither the logo nor the icon should be enclosed in a box, frame or other decorative addition. The shape and proportions of the logo should not be altered in any way.

In addition, the logo should not be encircled with lettering of any kind. To ensure the highest quality of reproduction, the logo image should not be pixelated.

The logo should not be placed in close proximity to other lettering or symbols. As a general rule, a space roughly equivalent to half the size of the “M” in the University initials should be maintained around the logo on both sides as well as above and below. This rule of thumb applies no matter the size of the logo.



✓ **Correct** spacing around SMU logo



✗ **Incorrect.** Logo should not be placed within close proximity to other lettering or symbols



✗ **Incorrect.** Neither icon, logo or wordmark initials should be enclosed in a box, frame or other decorative addition.



✗ **Incorrect.** Logo should not be condensed or expanded.



✗ **Incorrect.** Logo should not be encircled with lettering.



✗ **Incorrect.** Logo should not be pixelated.



✗ **Incorrect.** Use of an older logo, which employed the University’s full name, has been discontinued.

School and Area Logos

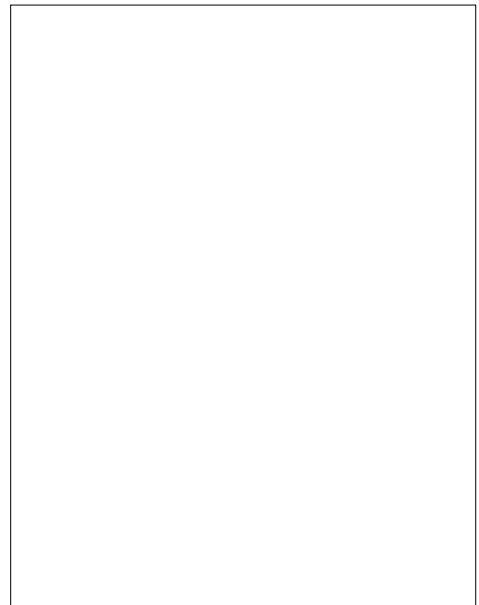
Proper formats for employing the SMU logo in conjunction with additional identifiers are illustrated below.

SMU logos have been established to incorporate secondary information such as the names of schools and administrative units. Names of departments are not incorporated into this structure because this tertiary information would be difficult to read.

Instead, SMU academic and administrative departments should display their names, in non-logo format, prominently on brochures and websites while employing their school or unit logo elsewhere of the communication.

Exceptions to this policy are made for endowed, named academic departments and in other, rare circumstances.

For information about displaying department names on letterhead, see the section on stationery in this guide.



Official style for school and area logos.



Optional treatment for SMU's seven endowed schools.

Athletics and Spirit Logos

SMU's athletic teams employ logos different than the SMU logo. See examples at right.

The athletics logo was designed to incorporate individual team names, as illustrated.

In addition, either Peruna or the University initials may be used as a single logo element by athletic teams or spirit groups.

The athletics logo also may be used for SMU club sports.



Peruna

Peruna, the official Mustang graphic symbol, is a component of the University's athletic logos. It also may be used in other contexts to demonstrate or highlight school spirit.

While the Peruna symbol should not be used as a substitute for the SMU logo, it may appear on its own to symbolize spirit and pride in SMU. It also may be used by University spirit groups and in certain graphic applications.



✓ Correct



⊘ Incorrect. *Logo should not face the left.*



⊘ Incorrect. *The mane and tail of Peruna are different from the "Correct" Peruna above.*

Helpful Fact

Red is the preferred color for Peruna. To maintain consistency and the symbol's integrity, Peruna always should run toward the right.

The SMU Seal

The official seal, which features Dallas Hall, is a significant element in the University's historic identity. Use of the seal is restricted to academic documents produced with approval of the Provost's Office in conjunction with the Office of Public Affairs.

The seal should be used for only the purposes specified, and never as a substitute for the University logo, which remains the University's primary visual symbol.

The same care and respect should be accorded the official seal as the University logo. The seal should always be placed in an upright position and never altered or tampered with. Care should be taken to leave adequate space on all sides of the seal.

No lettering, symbols or graphics should be placed close to, behind or on top of the seal.

Variations of the University's official seal are prohibited.



✓ Correct



⊘ Incorrect. *This seal has been retired.*

T-shirts

The T-shirts illustrate the use of the SMU initials, in SMU custom Galliard, combined with other lettering in a contrasting, sans-serif font. Because of its clean lines, sans-serif fonts are preferred for embroidery or silk screens.



Stationery Guidelines



Stationery

The “generic” all-University stationery bearing the SMU logo should be used by those not affiliated with specific schools. Members of schools should use stationery bearing the school name beneath the SMU logo.

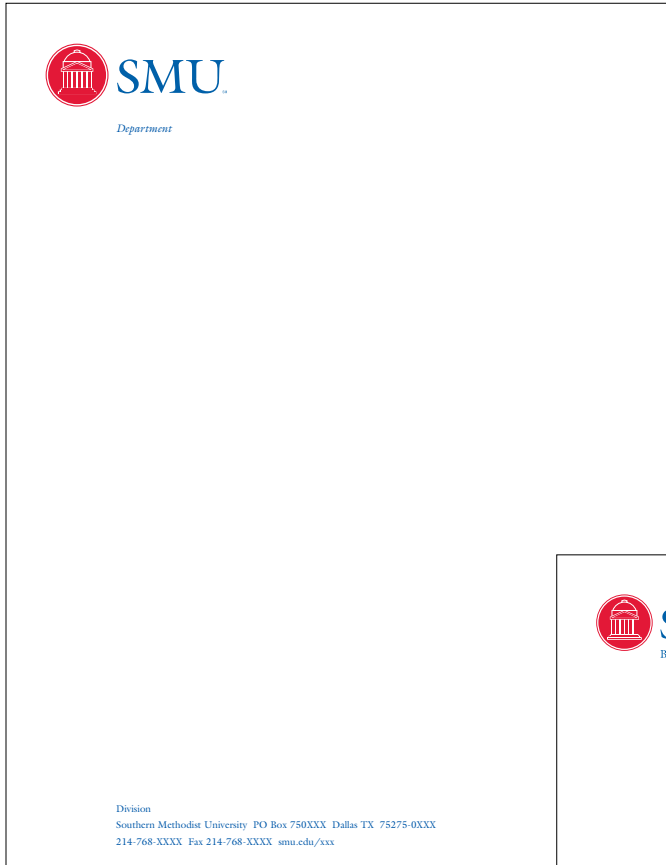
School stationery letterheads should not include the school logo.

The option of stationery bearing a personal name and title is available to vice presidents and deans and should be special ordered through Images.

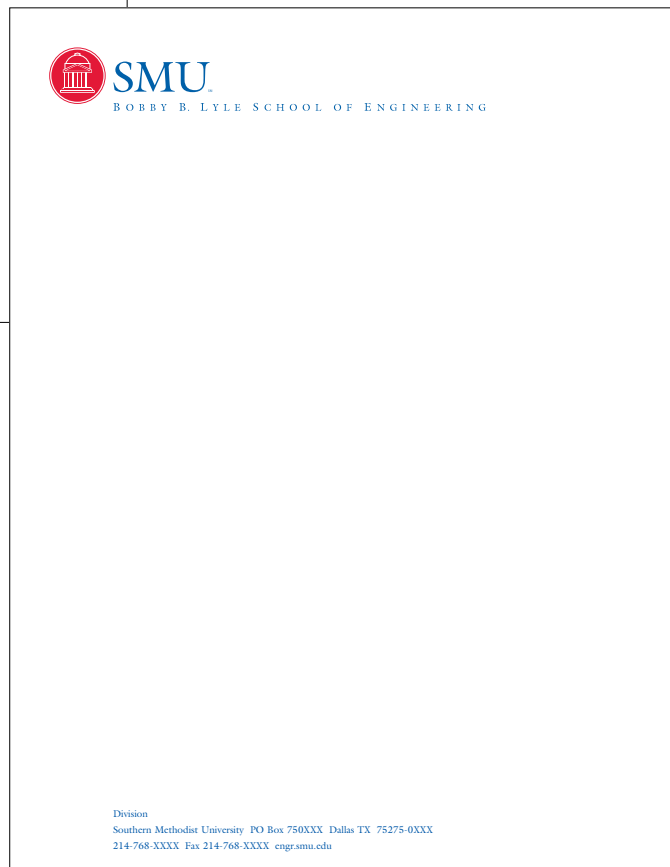
For the purposes of consistency, security and cost-saving, SMU’s watermark stationery is available exclusively through Marfield Stationery Company online at **smustaff.marfield.net**.

Letterhead

Below are approved formats for official SMU correspondence, including both letters and emails.



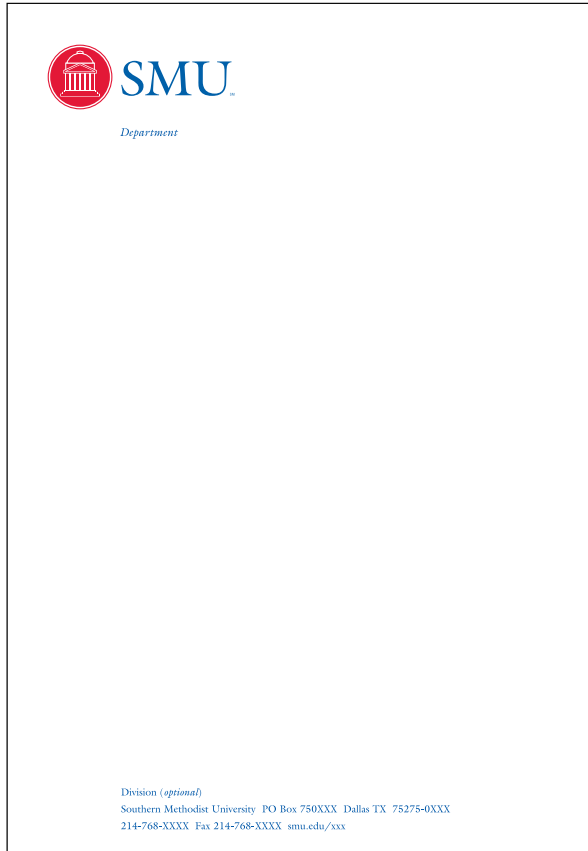
General SMU Letterhead



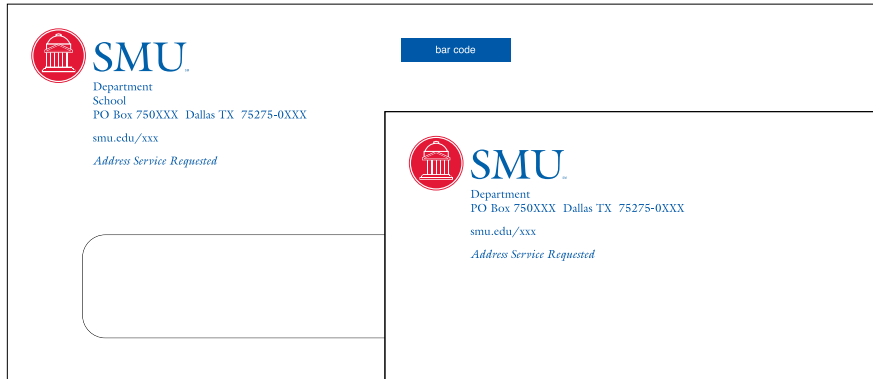
School Letterhead

Monarch Letterhead

Personalization (name and title) is offered to deans and VPs only and should be special ordered through Patrick Cullen in Images.



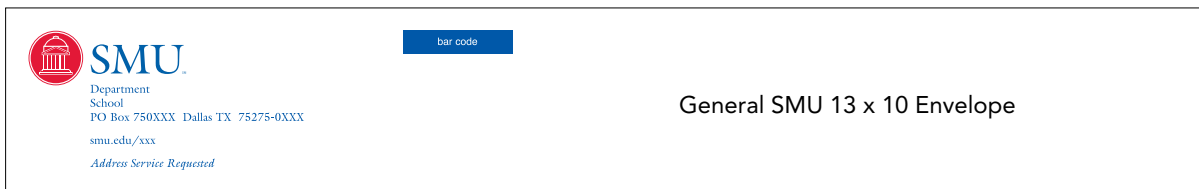
Envelopes



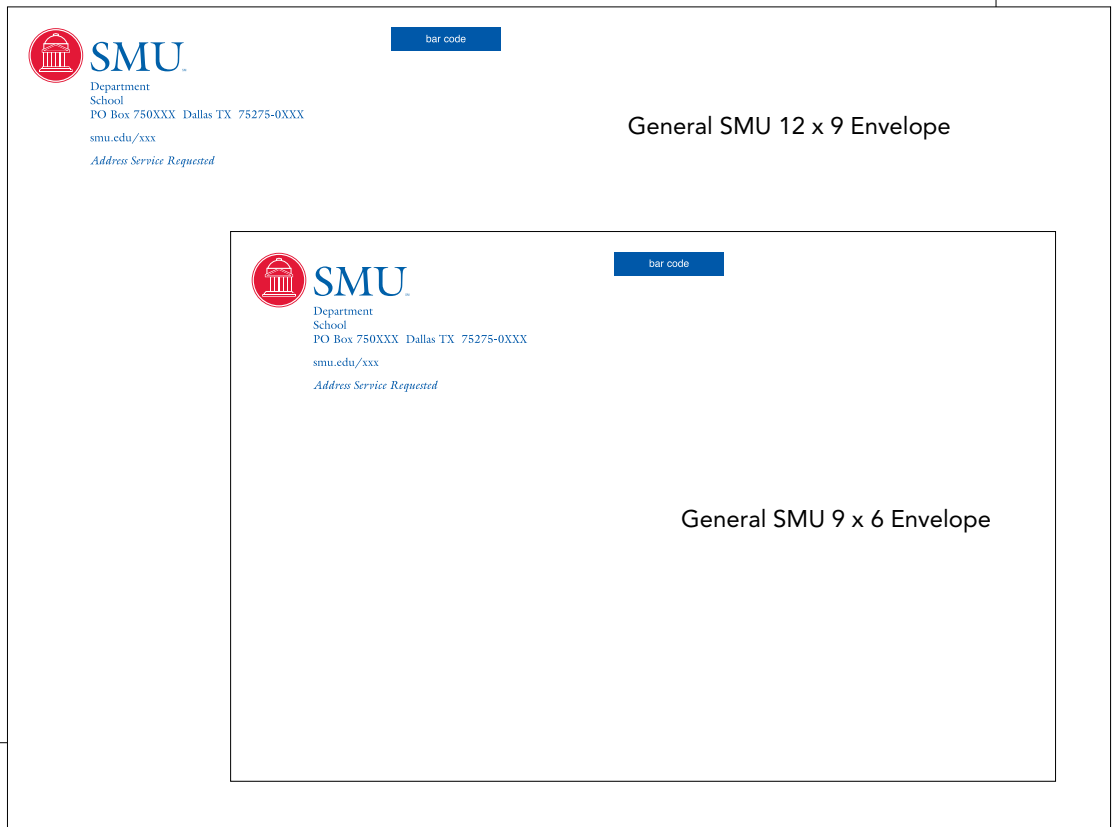
General SMU A10 Envelope
with window



General SMU A10 Envelope with optional message



General SMU 13 x 10 Envelope



General SMU 12 x 9 Envelope

General SMU 9 x 6 Envelope

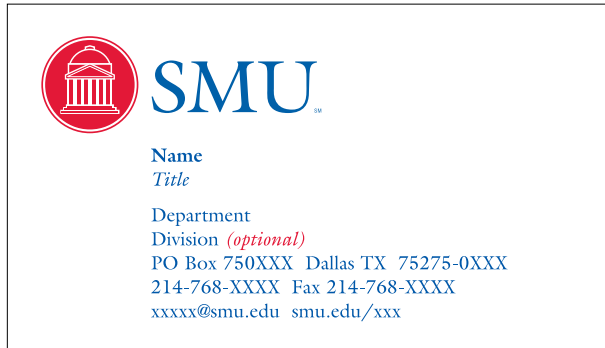
Mailing Labels



General Mailing Label

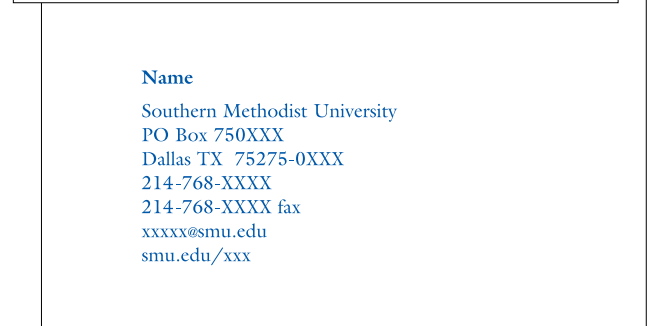
■ 5.5 inches x 4 inches

Business Cards



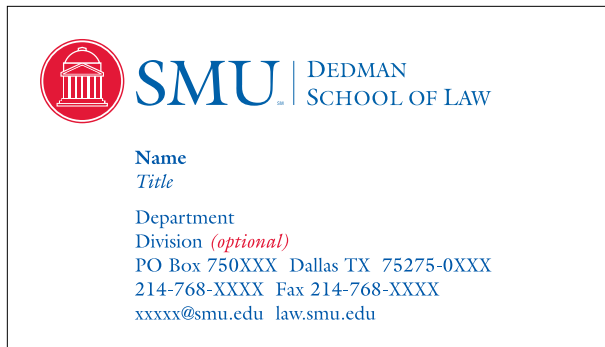
General business card Option 1

- One-sided
- Division optional



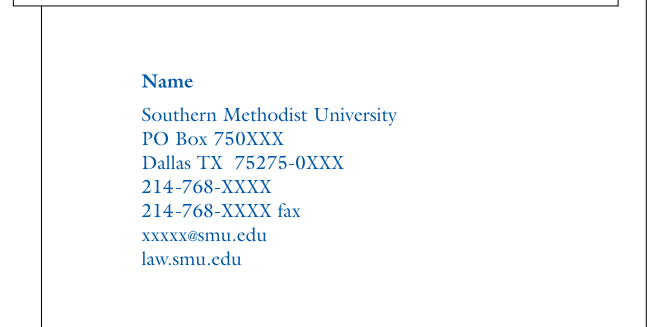
General business card Option 2

- Two-sided
- Division optional



School business card Option 1

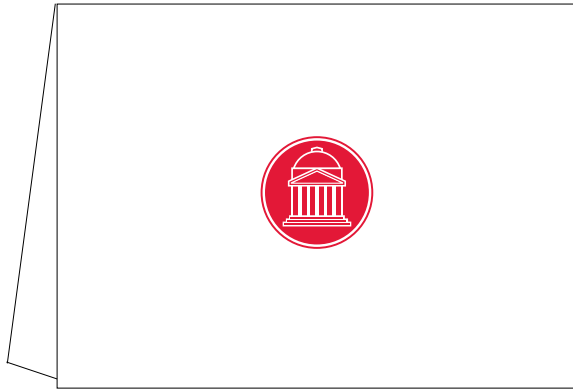
- One-sided
- Division optional



School business card Option 2

- Two-sided
- Division optional

Notecards



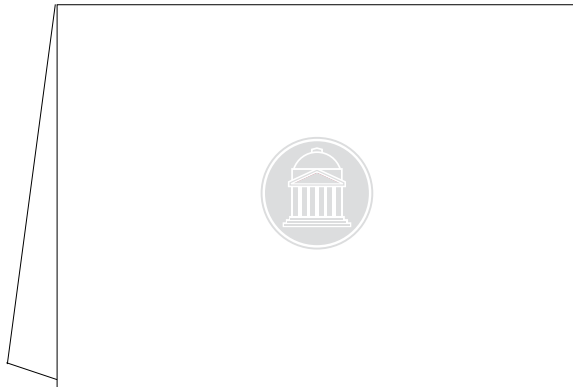
Red printed A6 Notecard

- Optional personalized message inside



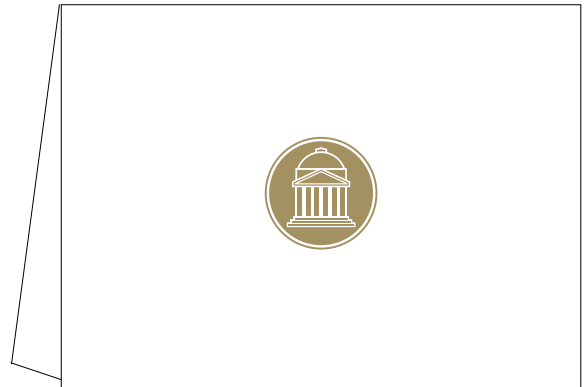
Blue printed A6 Notecard

- Optional personalized message inside



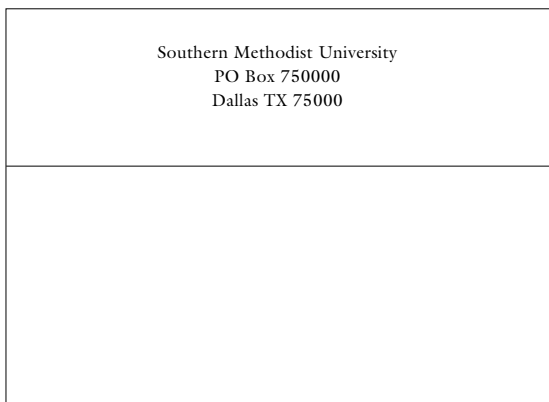
Blind embossed A6 Notecard

- Optional personalized message inside

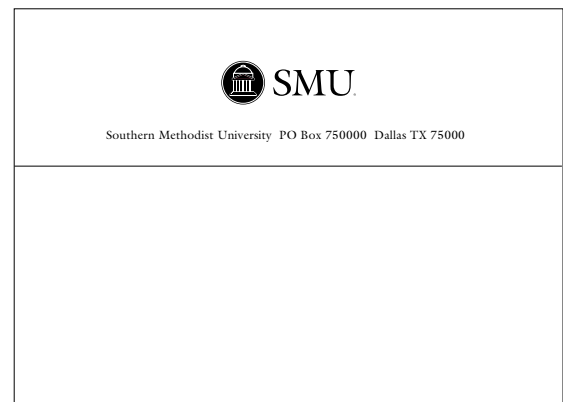


Gold embossed A6 Notecard

- Optional personalized message inside



A6 Printed Envelope

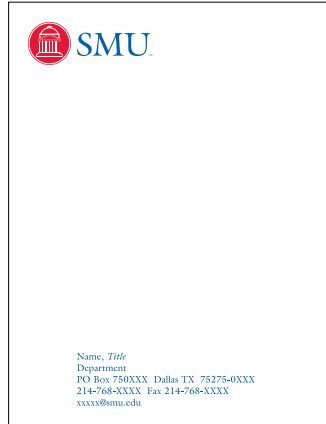


A6 Printed Envelope Option 2

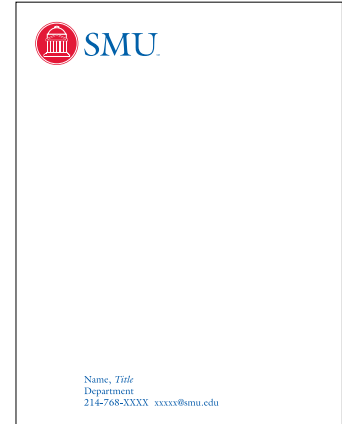
Notepads



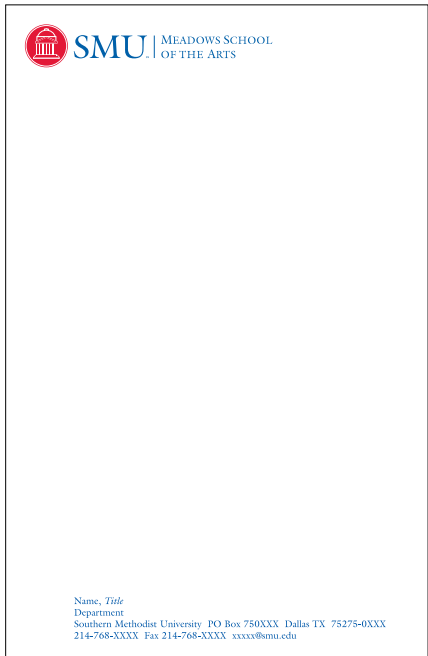
General Large Notepad
■ 5.5 inches x 8.5 inches



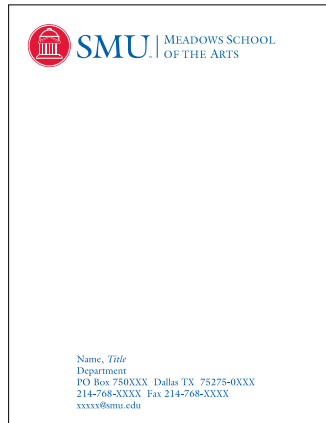
**General Small Notepad
Option 1**
■ 4.25 inches x 5.5 inches



**General Small Notepad
Option 2**
■ 4.25 inches x 5.5 inches



School Large Notepad
■ 5.5 inches x 8.5 inches



School Small Notepad
■ 4.25 inches x 5.5 inches

Web Standards



Introduction

This document presents the official visual guidelines for all websites within **smu.edu** and serves as a resource for web managers, vendors and others within the SMU community who currently manage public-facing websites. These guidelines are only for public-facing sites, not intranet sites such as **Access.SMU**.

The primary goals of these guidelines are to improve the user experience for all visitors to **smu.edu** and to ease the University's transition to the Sitecore Web Content Management System. Because this document is a new resource for the SMU community, it will be revised over time as necessary.

Please contact SMU E-Marketing at e-marketing@smu.edu if you have questions or concerns about the guidelines or how they relate to your site.

Definitions

A section is a part of the SMU site related to one of the following areas of the University:

- SMU home (general informational content)
- Business & Finance
- Development & External Affairs
- Enrollment Services/Admission
- Libraries
- Provost & Vice President for Academic Affairs

A subsite is a part of the SMU site related to one of the following areas of the University:

- Student Affairs
- Any of the seven schools
- Research & Graduate Studies
- The Second Century Campaign

Global Masthead & Navigation

The Global Masthead & Navigation elements are demonstrated online at smu.edu/sitecore/design.

Masthead

The Masthead includes the logo, optional dropdown menus and search box.



Dimensions and Colors

Element	Height	Width	Colors
Content	70px	930px	background-color: #032B66
Separator bar	8px	stretchy	#B10000
Dropdown links			White

Logo

On sections, the logo is the official SMU logo. The official SMU logo links back to smu.edu.

On subsites, the logo is the official school/area logo. The official school/area logo links back to the school/division homepage.

Dropdown Menus

Dropdown menus appear on all sections and are optional on subsites. Subsites may adopt dropdown menus specific to their needs.

The Academics dropdown menu includes the following links:

- Arts
- Business
- Education & Human Development
- Engineering
- Humanities & Sciences
- Law
- Theology
- (separator dotted line)
- Centers & Institutes
- Libraries
- Plano Campus
- Research & Graduate Studies
- (separator dotted line)
- Access.SMU
- Blackboard
- Webmail

The Quick Links dropdown menu includes the following links:

- Admission
- Athletics
- Calendars
- Employment
- Giving
- Information Technology Services
- Libraries
- Meadows Museum
- Registrar
- Student Affairs
- Webmail
- (separator dotted line)
- A-Z Site Index

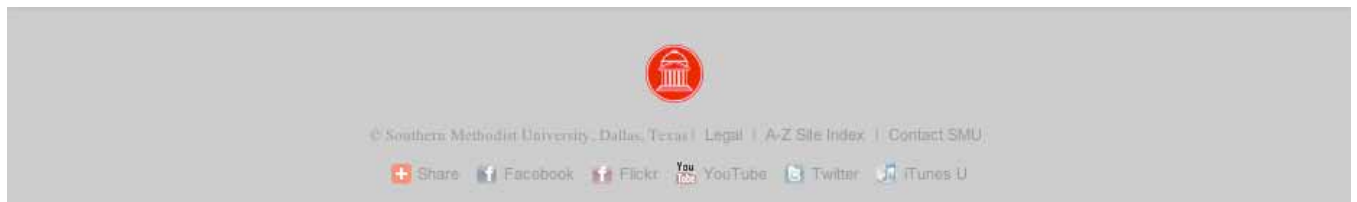
Search Box

The search form submits to the Google Mini search appliance. On the SMU homepage, the search form has one button and searches the entire SMU web presence.

On sections or subsites, the search form has two buttons: This site or SMU. Depending on which button is clicked, the search is performed either on that section or on the entire SMU site.

The search box is right-aligned with the rightmost edge of the content area.

Footer



All sites should use a footer that includes a link to **smu.edu**, other key links and optional social networking links.

- The SMU logo in the footer links to **smu.edu**.
- The Legal link links to **smu.edu/legal**, which provides legal disclosures such as the privacy policy
- The A-Z site index link links to **smu.edu/siteindex**, which provides an alphabetical index of all SMU sites.
- The Contact SMU link links to **smu.edu/contact**, which provides basic contact information.

Optional Social Networking Links

Sections or subsites may choose to use the second row of links to these sites:

- ShareThis: built-in functionality for emailing or sharing pages
- Facebook
- MySpace
- Flickr
- YouTube
- Twitter
- iTunes U

Section or Subsite-Level Content & Navigation

The Section or Subsite-Level Content & Navigation elements are demonstrated online at smu.edu/sitecore/design and smu.edu/sitecore/design/facts.

Top Links

PROSPECTIVE STUDENTS	CURRENT STUDENTS	FACULTY & STAFF	ALUMNI	PARENTS	COMMUNITY	NEWS MEDIA
----------------------	------------------	-----------------	--------	---------	-----------	------------

The top links bar can be used on the SMU homepage and homepages of subsites to provide prominent links to popular or important content.

For example, on the SMU homepage, the area provides links to the seven primary audience pages.

Design Recommendations

- Background: tan or tan gradient
- Mouseover: inverse tan gradient
- Link text: black
- Font: Georgia

Side Navigation

The side navigation appears on the left side of the content area, except on the SMU homepage and school/division homepages.

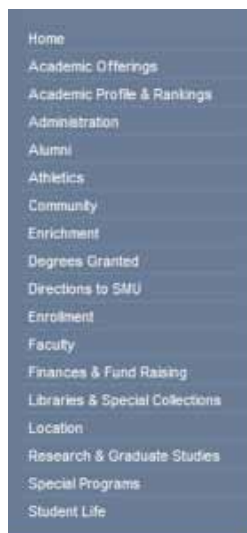
On sections or subsites with:

- One level of content, the side navigation lists all pages within that subsite.
- Two levels of content, the side navigation lists the first level of content and enables access to the second level through flyout menus.
- Three levels of content, the side navigation lists the first two levels of content with the second level indented below its parent items. The third level is accessible through flyout menus.

Four or more levels of content are not recommended.

Design Recommendations

- Background: #7E8EA5
- Links: White
- Mouseover: Background becomes #FCEDC6
- Second-level (indented) links: Black
- Flyout menu background: #91A3BC
- Links with flyout menus indicated with: »



Breadcrumbs

- Include the Department/Site Identifier
- Three breadcrumbs per page: Parent Site > Current Site > Current Location

Design Recommendations

- Background: gradient
- Department identifier: Uppercase text; Arial, #032B66
- Breadcrumb: Arial, #666666
- Breadcrumb links: #B10000
- Use > as separator

Footer Sitemap

The footer sitemap is used on the SMU homepage and may be used on subsite homepages to provide quick access to frequently used or important resources.

About SMU	Academics	Admission	Athletics	On Campus	Give to SMU
About SMU	Academic Programs	Undergraduate	SMUMustangs.com	Bush Presidential Library Information	Give Now
Administration	Schools & Departments	Graduate	Schedules	Events Calendar	The Second Century Campaign
Campuses	Centers & Institutes	Continuing & Professional Education	Tickets	Meadows Museum	
Contact SMU	Research & Graduate Studies	Programs for Youth		Student Affairs	
Facts	Libraries				
Maps & Directions	General Education Review				
SMU Magazine					

Design Recommendations

- At least four but no more than six columns of links
- No more than seven links in a single column
- Fonts: Headers in Georgia; Links in Arial
- Link color: #999999
- Rollover link color: #B10000

Content Area

Design Requirements

- Centered
- Background color: white
- Fonts: use either
- Georgia, Times New Roman, Times, serif or Lucida Grande, Lucida Sans Unicode, Arial, Helvetica, sans-serif

Design Recommendations

- Fixed-width: 930px

Colors

Required SMU Colors

- SMU Red: #B10000 or RGB 177/0/0
- SMU Blue: #032B66 or RGB 3/43/102

Recommended Secondary Accent Colors

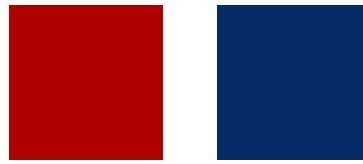
- Medium-gray blue (Side navigation): #7E8EA4 or RGB 126/142/164
- Tan: #E2DAB9 or RGB 226/218/185
- Gray: #CDCFCE or RGB 205/207/206

Recommended Copy Colors

- Body copy: #333333 or RGB 51/51/51
- Links: #333399 or RGB 51/51/153

Web colors are designed for monitors and are best viewed onscreen for accuracy.

Required SMU colors



R	G	B	R	G	B
177	0	0	3	43	102

Recommended secondary accent colors



R	G	B	R	G	B	R	G	B
126	142	164	226	218	185	205	207	206

Recommended copy colors



R	G	B	R	G	B
51	51	51	51	51	153

Editorial Styleguide



Editorial Styleguide

A

abbreviations

Do not use abbreviations, except in special publications and sports schedules, that call for abbreviated months/dates; states; with company names because of space considerations; and with addresses as they actually appear on mailings.

academic degrees

Capitalize and use an apostrophe in nonspecific uses: He has a Bachelor's degree in journalism, or She has a Master's. But: He has a Bachelor of Arts in journalism. Lowercase doctor's, doctorate and doctoral. SMU has awarded 1,182 Bachelor's, 678 Master's and 76 doctoral degrees. When used after a name, the degree name is set off by commas: Bob Smith, Ph.D., spoke. (See the **degrees** entry for a complete listing of degrees offered by SMU.)

academic titles

Capitalize and spell out formal titles such as professor, chancellor, chair and dean when they precede a name: Dean Geoffrey C. Orsak, Professor of Anthropology Carolyn Sargent. Lowercase when the title follows a name, unless the title is an endowed chair: Albert W. Niemi, Jr., dean of Edwin L. Cox School of Business; Calvin Jillson, chair of Department of Political Science; Lawrence F. Shampine, the Betty Clements Professor of Applied Mathematics.

When using dean, notation should read as the dean of: David J. Chard, dean of Annette Caldwell Simmons School of Education and Human Development.

Access.SMU

When referring to the resource in copy, use Access.SMU. When referring to the Web address rather than the name of the site, use access.smu.edu without the capitalization used in the program name.

acknowledgment

acronyms

Use acronyms only after the full name has been used at least once previously. Use sparingly and without periods. Commonly used acronyms:

AARO
CEO
CIS

ICE

ITS

NAFTA

SEAS

SOTA

SWGSB

addresses

Keep address style consistent with postal regulations, using no punctuation.

Office of Public Affairs
PO Box 750174
Dallas TX 75275-0174

Use appropriate street abbreviations (see the **Division of Enrollment Services** entry): Ave., Ln., Ste. (Suite), Blvd., St.

If using indicia, Southern Methodist University must go on the top line in all return addresses.

Southern Methodist University
Division of Enrollment Services
Office of Undergraduate Admission
PO Box 750181
Dallas TX 75275-0181

Admission

See the **Division of Enrollment Services** entry. The Office of Undergraduate Admission (singular, not Admissions). When referring to a particular office within a school, Admissions may be acceptable: The Office of Admissions, School of Law.

adviser

Not advisor or advisors.

affect vs. effect

Affect, as a verb, means to influence: The final exam will affect his final grade.

Effect, as a noun, means result: The effect of the Hopwood decision on minority enrollment is substantial.

Effect, as a verb, means to cause or bring about: The new athletics director will effect many positive changes in the department.

African American

See the **minorities** entry.

afterward

Not afterwards.

ages

Always use figures. When the context does not require year or years old, the figure is presumed to be years.

Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens.

Examples: A 5-year-old boy. The boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe).

all right

Two words.

alma mater

alumni

Alumni is used for both male and female (plural) graduates (not alums). Alumnus is used for a single male graduate, alumna is used for a single female graduate and alumnae is used for plural female graduates.

a.m., p.m.

Lowercase, with periods. Avoid redundant usage: 8 a.m. this morning. See also the **TDP** and **times** entries.

among, between

Use between when introducing two items and among when introducing more than two. It's between you and me, but The vote was divided among several candidates.

However, between is the correct word when expressing the relationship of three or more items considered one pair at a time. Negotiations on a debate format are under way between the network and the Ford, Carter and McCarthy committees.

ampersand

In general, not a substitute for the word and. In narrative copy always spell out. Use only when part of a formal name: AT&T, Barnes & Noble, Procter & Gamble.

annual giving

apostrophe

For the many, varied uses of the apostrophe, see the com-

prehensive entry within the punctuation section in *The AP Stylebook*.

apposition

If the clause is restrictive, meaning that it is necessary to understand the meaning of the sentence, then commas are omitted. Computer scientist Margaret Dunham wants to know how an individual can effectively use a laptop to retrieve data. Put commas around an identification (appositive) that follows a name: R. Gerald Turner, president of the University, spoke to the group of students; or His wife, Gail, had lunch with an alumni group. But John and his daughter Christine went to the mall together; restrictive clause because John has more than one daughter.

assure

See the **ensure**, **insure** entry.

athletics

It is the Department of Athletics at SMU or the Athletics Department; however, the director of athletics.

B

baccalaureate

Bachelor's

Capitalize. He earned a Bachelor's degree. See the **degrees** and **Master's** entries.

barbecue

Not barbeque, Bar-B-Q, B-B-Q, or any other variation.

because, since

Use because to denote a specific cause-effect relationship: Because he was 12 years old, he got in at children's prices. Since is acceptable in a causal sense when the first event in a sequence led logically to the second but was not its direct cause. Since 1915, students have attended SMU.

bi-

The rules in the **pre-** entry apply, but in general, no hyphen is used: bifocal, bilateral, bipartisan, bilingual, bimonthly, biweekly, biannual. (See the entry in *The AP Stylebook*.)

biannual, biennial

Biannual means twice a year, synonymous with semian-
nual. Biennial means every two years.

Bible

Capitalize, without quotation marks, when referring to the
Scriptures in the Old Testament or the New Testament.
Also capitalize related terms, such as the Gospels, Gospel
of St. Mark, the Scriptures, the Holy Scriptures.

Do not abbreviate individual books of the Bible.

Also, lowercase bible as a nonreligious term: The *SMU
Editorial Style Guide* is my bible.

biblical

Lowercase in all uses.

bimonthly

Every other month. Semimonthly means twice a month.

biweekly

Every other week. Semiweekly means twice a week.

blond, blonde

Follow *The AP Stylebook*: “Use blond as a noun for males
and as an adjective for all applications: She has blond hair.
Use blonde as a noun for females.”

Blu-ray disc**Board of Trustees**

References to SMU’s Board of Trustees are in uppercase:
He is on the Board of Trustees or He is on the Board. She
is a member of SMU’s Board of Trustees.

book titles

See the **composition titles** entry (*The AP Stylebook*).

brunet, brunette

Use brunet as a noun for males, and as the adjective for
both sexes. Use brunette as a noun for females.

buildings

New campus buildings include:

Crum Basketball Center
Dedman Center for Lifetime Sports
J. Lindsay Embrey Engineering Building
Elizabeth Perkins Prothro Hall
Annette Caldwell Simmons Hall

C**Calatrava Sculpture Fountain**

Sculpture located in front of the Meadows Museum.
See entry for *Wave*.

call letters (radio and television)

Use all caps. Use hyphens to separate the type of
station from the basic call letters: WKRP-AM, KPLX-
FM, WFAA-TV, KERA-Channel 13.

campaign

Uppercase when referring to The Second Century
Campaign: You can help make The Second Century
Campaign a success. Lowercase subsequent references:
Brad Cheves announced that the campaign is already
off to a running start.

Campaign Executive Committee**Campaign Leadership Committee****Campaign Steering Committee****capital vs. capitol**

Capital is the city where a seat of government is lo-
cated. Do not capitalize: Austin is the state capital.

When used in a financial sense, capital describes
money, equipment or property used in a business by a
person or corporation.

Capitol describes the actual building where a seat
of government is located. Capitalize U.S. Capitol and
the Capitol when referring to the building in Wash-
ington: The meeting was held on Capitol Hill in the
west wing of the Capitol.

Follow the same practice when referring to state
capitols: Texas pink granite was used in the construc-
tion of the Capitol of Texas. The State Capitol is on
Congress Avenue.

centennial

The centennial of SMU’s founding is 2011. The cen-
tennial of SMU’s opening is 2015.

centers and institutes

Spell out the full name on the first reference: The
Cary M. Maguire Center for Ethics and Public Re-
sponsibility, The John Goodwin Tower Center for
Political Studies. On subsequent references: Maguire
Center, Tower Center. Lowercase center, school and

program when referred to on subsequent references without the proper noun. The center helps students interested in political careers. The new engineering building will enhance the SEAS program. There may be exceptions, and the client may prefer to capitalize the school, center or program. In general, lowercase.

century

Lowercase, spelling out numbers less than 10: the first century, the 21st century. For proper names, follow the organization's practice: 20th Century Fox, Twentieth Century Fund. Hyphenate when used as an adjective: 18th-century literature.

chair

According to SMU guidelines on the use of nonsexist language, use chair – not chairman or chairwoman for SMU Board members and department heads. Follow the corporation's nomenclature for positions outside of SMU: W.R. Howell, retired chairman, J.C. Penney Co. Inc.

church

Capitalize as part of the formal name of a building, a congregation or a denomination, but lowercase in other uses: Highland Park United Methodist Church and the Roman Catholic Church, but a Methodist church, a Baptist church.

co-

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status: co-author, co-chair, co-defendant, co-host, co-owner, co-pilot, co-signer, co-star, co-worker, co-sponsor, co-chair and co-op.

Do not use a hyphen in other combinations: coed, coeducation, coequal, coexist, cooperate, cooperative and coordinate.

collective nouns

Nouns that denote a unit take singular verbs and pronouns: class, committee, crowd, faculty, family, group, herd, jury, orchestra and team. For example: The committee is meeting to set its agenda. The faculty at SMU is one of the best in the nation. The jury has reached its verdict. A herd of cattle was taken to market. Central University Libraries seeks funds to expand its collection. Although Mustang Mondays is a collective noun, it should take a plural verb. At SMU, Mustang Mondays attract many high school students.

colons and commas

See the **punctuation** entry in *The AP Stylebook*.

company names

Do not abbreviate except in special publications or when the company name is abbreviated in its own title: Texas Instruments Inc., Trammell Crow Company, IBM Corporation. Do not punctuate with a comma before Inc. SMU board member Milledge A. Hart, III, is chairman of Hart Group Inc.

complement vs. compliment

Complement is a noun and a verb denoting completeness or the process of supplementing something: The ship has a complement of 444 sailors and 44 officers, or The tie complements the suit.

Compliment is a noun or verb that denotes praise or the expression of courtesy: The captain complimented the sailors on their fine work, or She was flattered by the compliments on her new outfit.

complementary vs. complimentary

The husband and wife have complementary careers, but They received complimentary tickets to the baseball game.

compose, comprise

Compose means to create or put together. It commonly is used in both the active and passive voices: He composed a song. The United States is composed of 50 states. The zoo is composed of many animals.

Comprise means to contain, to include all or embrace. It is best used only in the active voice, followed by a direct object: The United States comprises 50 states. The jury comprises five men and seven women. The zoo comprises many animals. In general, the whole comprises the parts. When the sentence starts with the larger item, use comprise. Never use is comprised of.

composition titles

Apply the guidelines listed here to titles of books, movies, operas, plays, poems, songs and television programs, as well as lectures, speeches and works of art.

The guidelines, followed by a block of examples:

- * Capitalize the principal words, including prepositions and conjunctions 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.

Titles of books, including reference books, and periodical titles are italicized, except for the Bible, which is in roman typeface. *Journal of Air Law and Commerce*, *The Chicago Manual of Style*.

Use quotation marks and roman typeface for titles of movies, television programs, songs and operas. “The Sound of Music,” “NCIS,” “Varsity,” “The Magic Flute.”

congress, congressional

Capitalize U.S. Congress when referring to the U.S. Senate and the U.S. House of Representatives. Although Congress sometimes is used as a substitute for the House, it properly is reserved for reference to both the Senate and House.

Also capitalize Congress if referring to a foreign body that uses the term, or its equivalent in a foreign language, as part of its formal name: The Argentine Congress, the Congress.

Lowercase congressional unless it’s part of a proper name: congressional salaries, the Congressional Quarterly, the Congressional Record.

connote vs. denote

Connote means to suggest or imply something beyond the explicit meaning: To some people, the word marriage connotes too much restriction.

Denote means to be explicit about the meaning: The word demolish denotes destruction.

continual vs. continuous

Continual means a steady repetition, over and over again: The merger has been a source of continual litigation.

Continuous means uninterrupted, steady, unbroken: All she saw ahead of her was a continuous stretch of road.

council, counsel, counselor

A council is a deliberative body, and council members are those who belong to them.

To counsel is to advise, hence a counselor is one who advises, such as a guidance counselor, or an admission counselor, counselor-at-law.

couple of

The of is necessary; never use a couple tomatoes or a similar phrase. The phrase takes a plural verb in constructions such as: A couple of tomatoes were stolen.

course numbers

Use Arabic numerals and capitalize the subject when used with a numeral: Philosophy 209.

coursework

One word.

court names

Capitalize the full proper names of courts at all levels. Retain capitalization if U.S. or a state name is dropped: the U.S. Supreme Court, the Supreme Court, the State Superior Court, the Superior Court. For courts identified by a numeral: 2nd District Court, 5th U.S. Circuit Court of Appeals.

courtesy titles

In general, do not use the courtesy titles Miss, Mr., Mrs., or Ms. on first and last names: Joe Jones, Emily Smith. Exceptions on second reference include individual preferences, particularly in development and donor publications/lists. Cultural dictates may also override SMU style.

cross country

Two words, no hyphen.

curriculum, curricula

Curriculum is the singular form, while curricula is the plural form.

D

D magazine

Capitalize and italicize only D.

Dads’ Club

Dallas

When used in datelines, the city name stands alone. See *The AP Stylebook* for a complete reference of city names as used in datelines.

data

A plural noun, it usually takes plural verbs and pronouns: These data are inconclusive. Singular is datum.

database

One word.

datelines

See datelines in *The AP Stylebook* for a listing of cities that can stand alone without a state reference.

dates

Use Arabic figures, without st, nd, rd, or th. For example: Their anniversary is March 20. Do not abbreviate, even when a specific date is given with a month: February 15, 1994, not Feb. 15, 1994.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, however, set off the year with commas: January 1972 was a cold month. January 2 was the coldest day of the month. He was born March 3, 1944, in Michigan.

Do not use “on” before dates: The bust was dedicated September 11, not The bust was dedicated on September 11.

dean

See the **academic titles** entry.

dean’s list

Lowercase in all uses: He is on the dean’s list. She is a dean’s list student.

deanship**Dedman Center for Lifetime Sports**

On first reference. On second reference: Dedman Center. Never use just Center.

Dedman School of Law

On succeeding references: The School of Law.

degrees

SMU offers these degrees (listed in alphabetical order):

- B.A. – Bachelor of Arts
- B.B.A. – Bachelor of Business Administration
- B.F.A. – Bachelor of Fine Arts
- B.H. – Bachelor of Humanities
- B.M. – Bachelor of Music
- B.S. – Bachelor of Science
- B.S.S. – Bachelor of Social Sciences
- B.S.C.E. – Bachelor of Science in Computer Engineering
- B.S.Cp.E – Bachelor of Science in Computer Engineering and B.S. in Math
- B.S.E.E. – Bachelor of Science in Electrical Engineering
- B.S.M.E. – Bachelor of Science in Mechanical Engineering
- D.Min. – Doctor of Ministry
- J.D. – Juris Doctor
- LL.M. – Master of Laws

M.A. – Master of Arts

M.B.A. – Master of Business Administration

M.Div. – Master of Divinity

M.F.A. – Master of Fine Arts

M.L.A. – Master of Liberal Arts

M.L.S. – Master of Liberal Studies

M.M. – Master of Music

M.M.T. – Master of Music Therapy

M.R.E. – Master of Religious Education

M.S. – Master of Science

M.S.M. – Master of Sacred Music

M.T.S. – Master of Theological Studies

Ph.D. – Doctor of Philosophy

S.J.D. – Doctor of the Science of Law

B.A., B.S., J.D., M.B.A. and Ph.D. are known widely enough to use “as is” in the first reference. Lesser-known degrees such as D.Min. should be used in full on the first reference: He received his Doctor of Ministry degree from SMU in 1993. See the **Bachelor’s** and **Master’s** entries.

department

Capitalize when referring to a specific academic department, no matter the order of the sentence: The Department of Journalism, the Journalism Department. However, lowercase when plural: The Anthropology and Biological Sciences departments are sponsoring a forum this afternoon.

dependent

Correct noun and adjective form. Not dependant.

dimensions

Use figures and spell out inches, feet, yards, etc., to indicate depth, height, length and width. Hyphenate adjectival forms before nouns. For example: He is 5 feet 10 inches tall, the 5-foot-10-inch man, the 6-foot man, the basketball team signed a 7-footer. Also: The car is 16 feet long, 6 feet wide and 5 feet high. The rug is 9 feet by 12 feet, the 9-by-12 rug. The storm left 9 inches of snow.

directions and regions

In general, lowercase north, south, east, west, northeast, northern, etc., when they indicate compass direction. However, capitalize when they designate regions: He drove north toward home. He lives in the North. Or: A storm system that developed in the Midwest is spreading eastward. Capitalize when used to denote widely known sections: West Texas, South-

ern California, South Florida, the South Side of Chicago, Far North Dallas. If in doubt, lowercase.

With names of nations, lowercase unless they are part of a proper name or are used to designate a politically divided nation: northern France, eastern Canada, the western United States, but Northern Ireland, South Korea, South Africa.

director

Director of, not for. Andrew Snow is director of Alumni Relations.

discreet vs. discrete

Discreet means prudent, circumspect: I'm afraid I was not very discreet.

Discrete means detached, separate: There are four discrete sounds produced by a quadrasonic system.

disinterested vs. uninterested

Disinterested means impartial, which is usually the better word to convey the thought: A disinterested observer is a fair judge.

Uninterested means that someone lacks interest: He was uninterested in the story she told.

Division of Enrollment Services (combining Admission, Financial Aid and Student Financial Services)

In news copy, continue to use the name of the office: Office of Undergraduate Admission, Office of Financial Aid, Office of Student Financial Services. If space allows, use Division of Enrollment Services as the header for return addresses and Business Reply Mail. Division of Enrollment Services Office of Undergraduate Admission, PO Box 750181, Dallas TX 75275-0181.

Dr. Bob Smith

Refers to the Dr. Bob Smith Auditorium and the Dr. Bob Smith Pre-Med Advising Center. Do not abbreviate as the Smith Auditorium or the Smith Pre-Med Advising Center. The whole name must be used in every instance.

donors (guidelines for listing)

First and foremost, list donors according to their preference.

Alphabetize a married couple's names by the first name. Place class years after the last name:

Nancy McMillan Dedman '50 and

Robert H. Dedman '53

Patrick Harrison '03, '05

Ann Thompson Maguire '52 and Cary M. Maguire

Cheryl Johnson Wylie '90 and Sam E. Wylie

Put commas before Jr., Sr., III, etc.

Alphabetical examples:

Harry Crutcher, Jr.

Mrs. Harry Crutcher, Jr.

Ernest L. Smith, III

Harrison P. Smith

Irvin L. Smith, Jr.

Christine Chandler Thompson

Dorothy R. Wilson

Robert E. Wilson, Jr.

When a donor has two last names, placement depends on whether the name is hyphenated. Always alphabetize under the first letter of the last name. A hyphenated name is one name.

Shelley Simmonds Weidenbach is alphabetized under "W."

Shelley Simmonds-Weidenbach is alphabetized under "S."

When two people with different last names are listed on the same line, alphabetize under the last name of the first donor in the listing.

Janice Miller and Cheryl A. Terry is alphabetized under "M."

Pamela Patton and Eric White is alphabetized under "P."

Dr Pepper Co.

Do not use a period after Dr in Dr Pepper.

E

editor in chief

No hyphens.

effect

See the **affect vs. effect** entry.

e.g.

Use for example instead, except with certain technical or legal references.

either

Use it to mean one or the other, not both. Right: She said to use either door. Wrong: There were lions on either side of the door. Right: There were lions on each side of the door. There were lions on both sides of the door.

either ... or, neither ... nor

The nouns that follow these words do not constitute a

compound subject; they are alternate subjects and require a verb that agrees with the nearer subject: Neither they nor he is going. Neither he nor they are going.

ellipses

See the **punctuation** entry in *The AP Stylebook*.

e-mail

Use in all instances for electronic mail.

emeritus/emerita

This word often is added to formal titles to denote that individuals who have retired retain their rank or title. When used, place *emeritus* (in italics) after the formal title, in keeping with the general practice of academic institutions: Bob R. Leonard, professor *emeritus*; Professor *Emerita* Beverly Carl.

en dash

Use an en dash for explanatory breaks in thought: Gould's lifework focuses on the concept of punctuated equilibrium – the idea that evolution is not a gradual process.

Use an en dash for continuous numbers (years, pages, dates): 1974–1982, pages 7–10, June 12–15.

Use hyphens in phone numbers: 214-768-2000.

endowed chairs

Capitalize the formal name of the chair after the name of the professor: Eugene T. Herrin, Shuler-Foscue Professor of Geological Sciences, is chair of the department. Or: Eugene McElvaney Professor of Political Science Dennis S. Ippolito is chair of the department.

endowment

enroll vs. register

Enroll is the preferred word.

ensure, insure, assure

Use ensure to mean guarantee: Steps were taken to ensure accuracy.

Use insure for references to insurance: The policy insures his life.

Assure means to make a person sure of something, or to convince: "I assure you, this team has been playing with a lot of emotion," he told the reporters.

essential clauses, nonessential clauses

Both types of clauses provide additional information about a word or phrase in a sentence. The difference between them is that the essential clause cannot be eliminated

without changing the meaning of the sentence – it so restricts the meaning of the word or phrase that its absence would lead to a substantially different interpretation of what the author meant. An essential clause does not require a comma.

The nonessential clause, however, can be eliminated without altering the basic meaning of the sentence – it does not restrict the meaning so significantly that its absence would radically alter the author's thoughts. A nonessential clause requires a comma.

Refer to *The AP Stylebook* for a complete reference on this subject, including guidelines for punctuation.

In particular, this entry applies to "that" and "which." See the **that vs. which** entry.

etc.

Try to avoid in body copy. Instead of: Be sure to bring your tent, sleeping bag, etc., on the camping trip, say: Bring items such as your tent, sleeping bag and backpack on the camping trip.

ethnic groups

See the **minorities** entry.

every day (adv.), everyday (adj.)

He goes to class every day.

He wears his everyday cap.

every one, everyone

Two words when it means each individual item, one word when used as a pronoun meaning all persons.

ext.

Use ext. for extension when used with phone numbers. For more information, call the Office of Public Affairs at 214-768-4060, ext. 366.

F

faculty

A collective noun that takes a singular verb. Refers to an entire group of educators who staff a department or school. When not referring to the whole group, use faculty members. Examples: The faculty is meeting here. Faculty members are meeting here. The faculty is discussing the issue. The Dedman College faculty has considered the proposal. Faculty members of Dedman College have made a decision.

Do not use Faculty are...

farther vs. further

Farther refers to physical distance: He walked farther into the woods.

Further refers to an extension of time or degree: She will look further into the mystery.

fax

As an adjective, noun and verb.

federal

Capitalize only for corporate or governmental bodies that use the word as part of their formal names: Federal Express, the Federal Trade Commission.

Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities: federal assistance, federal court, the federal government, a federal judge.

Also, federal District Court (U.S. District Court is preferred), and federal judge William Wayne Justice (U.S. District Judge William Wayne Justice is preferred).

Fellow

Capitalize. Professor John Smith has been elected a Fellow of the American Society of Mechanical Engineers.

firsthand

One word, no hyphen in all uses.

first-year, first year

Hyphenate as an adjective: Most first-year students live in residence halls. No hyphen when used as a noun: All first years are encouraged to meet with their academic adviser.

Use first-year student in all references to a student in his or her first year of studies.

foreign words

bourgeois (adj.), bourgeoisie (n.), café, cliché, coup d'état, crème brûlée, cul-de-sac, faux pas, fin de siècle, hors d'oeuvre, liaison, mélange, naïve, naïveté, pro bono, raison d'être, résumé, sauté(ed), vis-à-vis, cum laude, summa cum laude, magna cum laude.

Foreign words not in common usage should be italicized. If the word is listed in "Foreign Words and Phrases" in *Merriam-Webster's Collegiate Dictionary, Tenth Edition*, it should be italicized. If it is listed in the English-language portion, it is not necessary to italicize.

former

Always lowercase, but retain capitalization for a formal title used immediately before a name: former President Carter.

Fort Worth, Fort Lauderdale, Fort Burgwin

Spell out, not Ft. Worth.

forward

Not forwards.

fractions

Spell out amounts less than one using hyphens between the words: two-thirds, three-fourths, four-fifths, etc. Use figures for precise amounts larger than one, converting to decimals whenever practical: 1 1/2, 3 3/4, 2 5/8, etc.

freshman

See the **first-year, first year** entry.

full time vs. full-time

Hyphenate when used as a compound modifier: She has a full-time job. No hyphen when used as an adverb. He works full time.

fundraising, fundraiser

Examples: They planned a fundraising campaign. A fundraiser was hired. They were hosting a fundraiser for the band trip.

G**government**

Always lowercase and never abbreviate: the federal government, the state government, the U.S. government.

GPS

Abbreviation for global positioning system.

grade, grader

Hyphenate both the noun forms (first-grader, second-grader, 10th-grader) and the adjectival forms (a fourth-grade pupil, a 12th-grade pupil).

grade point average

Spell out on first reference: His grade point average is 3.8. Abbreviate on second reference: His high GPA earned him many awards.

grades

Examples: an A, a B, a C, a D, an F, an I (Incomplete), a WP (Withdraw Passing), a WF (Withdraw Failing).

Spell out the last three items on first reference because they are not commonly known. Do not use quotation marks around A or B, etc.

When talking about grades in the plural, use an apostrophe: A's, B's, C's, etc.

graduate

As a verb, use graduate in the active voice: She graduated from the University. Passive voice is correct, although unnecessary: He was graduated from the University. Do not drop from: John Smith graduated from SMU.

gray

Not grey. But, greyhound for the animal, and Greyhound for the bus company.

Greek(s)

Capitalize when used in reference to a Greek-letter fraternity or sorority.

groundbreaking

One word as an adjective and noun.

H

he, she

Avoid using as a generic term. Avoid the problem where possible by changing to plurals; otherwise, use he or she: The campus always seems strange to a first-year student (rather than him or her). The students will prepare for their exams. If he or she cannot attend AARO, a new date must be scheduled.

Hilltop Society

Recognizes donors who make gifts and pledge payments in consecutive fiscal years.

historian, historic, historical, history

A historic event is an important occurrence, one that stands out in history. Any occurrence in the past is a historical event. Always use a – not an – before each of these words: a history, a historian, a historic event, etc.

home page

Two words.

House of Representatives

Capitalize when referring to a specific governmental body: the U.S. House of Representatives, the Texas House of Representatives, etc.

Also capitalize shortened references that delete the words of Representatives: the U.S. House, the Texas House, etc.

hyphen

See the punctuation entry in *The AP Stylebook* and Table 6.1 in *The Chicago Manual of Style, 14th edition*. Normally, close words with the following prefixes: re, pre, non, post, unless the second element begins with the same vowel or a proper noun. Pre-element, re-election, post-Renaissance. For noncontinuous numbers use hyphens: 214-768-9999.

Certain terms are hyphenated, as well, whether they are adjectives or nouns: President-elect Doe has yet to select any Cabinet members. The president-elect will be sworn into office January 20.

I

i.e.

“That is” or “such as” should be used instead, except with certain technical or legal references.

imply vs. infer

Writers or speakers imply with the words they use. A listener or reader infers something from the words.

Information Technology Services

Often abbreviated ITS.

insure

See the **ensure, insure** entry.

Internet

Always capitalize.

intranet

Lowercase.

iPhone

it's vs. 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 possessive pronoun: The company lost its assets.

J

JCPenney, J. C. Penney Company Inc.

Use JCPenney for general marketing copy related to

the retail and/or catalog business. Use J. C. Penney Company Inc. for any donor listing to represent the overall corporation.

judgment

Not judgement.

junior, senior

Abbreviate as Jr. and Sr. only with the full names of persons or animals. Precede by a comma: Paul B. Loyd, Jr. The notation II or 2nd also may be used if it is the individual's preference. Note, however, that II and 2nd are not necessarily the equivalent of junior – they often are used by a grandson or a nephew.

K

Kmart

No hyphen, no space, lowercase m.

kickoff

One word as an adjective and noun.

L

languages

Capitalize the proper names of languages and dialects: Aramaic, Cajun, English, French, Russian, Spanish, Yiddish, etc.

laptop

One word.

lay vs. lie

The action word is lay. (If the word “put” can be substituted, lay is the proper word.) It takes a direct object. Laid is the form for its past tense and its past participle. Its present participle is laying.

Lie indicates a state of reclining along a horizontal plane. It does not take a direct object. Its past tense is lay. Its past participle is lain. Its present participle is lying.

When lie means to make an untrue statement, the verb forms are lie, lied, lying. Examples: I will lay the book on the table. The prosecutor tried to lay the blame on him. He lies (not lays) on the beach all day. He is lying on the beach. He lay on the beach (past tense of lie).

laypersons

Not laypeople.

lecture titles

Capitalize and use quotes (no italics) for their formal titles: Anthropology Professor David Meltzer will present “A Study of Iron Age Inhabitants of the Northeast Texas Area.”

lecturer

Instructor in a given field.

legislative titles

On first reference: Use Rep., Reps., Sen. and Sens. as formal titles before one or more names in regular text. Spell out and capitalize these titles before one or more names in a direct quotation. Spell out and lowercase representative and senator in other uses.

Add U.S. or state before a title only if necessary to avoid confusion: U.S. Rep. Jim Chapman met with state Rep. Pete Patterson on Friday.

On second reference: Do not use legislative titles before a name on second reference unless they are part of a direct quotation.

Congressman and congresswoman should appear as capitalized formal titles before a name only in direct quotations, but they may be used in lowercase in subsequent references to the legislator that do not use his or her name, just as senator is used in reference to members of the Senate.

liaison

lifestyle

Not life style or life-style.

ligatures

The union of two letters, utilized with certain typefaces. We use the fi and fl ligatures.

likable

Not likeable.

Lockheed Martin Skunk Works®

Due to trademark issues, SMU may not indicate possession of the Lockheed Martin Skunk Works® in any fashion. The shortest first reference version we may use is the SMU/Lockheed Martin Skunk Works® Program. Calling it “the program” is acceptable on second reference. SMU’s Lockheed Martin Skunk Works® Program is not acceptable.

The long version is the Lockheed Martin Skunk Works® Program at the SMU Bobby B. Lyle School of Engineering. Delores Etter of the Caruth Insti-

tute for Engineering Education is amenable to separating, when necessary, the full name of the school from the “Works” as long as the engineering school identification rides very high in the story.

-ly

Do not use a hyphen between adverbs ending in -ly and adjectives they modify: an easily remembered rule, a badly damaged ship, a fully informed person. See *The Chicago Manual of Style, 14th edition*.

M

“M” Award

Initial-cap the M and A, and put the M in quotation marks.

magazine names

Capitalize the name but do not place it in quotes; use italics. Lowercase magazine unless it is part of the publication’s formal title: *The New York Times Magazine*, *Newsweek* magazine, *TIME* magazine. Check the masthead if in doubt.

majors (as of January 2010)

Lowercase names of majors when used in copy. She received a Bachelor’s degree in public affairs and corporate communications. He was awarded a doctorate in anthropology.

Cox School of Business

- Accounting
- Finance
- Finance with Alternative Asset Management Specialization
- Financial Consulting
- General Business
- Management
- Marketing
- Real Estate Finance
- Risk Management and Insurance

Dedman College

- Anthropology
- Biochemistry
- Biological Sciences
- Chemistry
- Economics
- Economics with Finance Applications Specialization
- Economics with Systems Analysis Specialization

English

- English with Creative Writing Specialization
- Environmental Chemistry
- Environmental Geology
- Environmental Science
- Environmental Studies
- Ethnic Studies (African/African-American or Mexican-American)
- Foreign Languages and Literatures (French, German, Italian Area Studies, Spanish)
- Geology
- Geophysics
- History
- Individualized Studies in the Liberal Arts
- International Studies
- Latin American Studies
- Markets and Culture
- Mathematics
- Medieval Studies
- Philosophy
- Physics
- Political Science
- Psychology
- Public Policy
- Religious Studies
- Sociology
- Statistical Science

Lyle School of Engineering

- Civil Engineering
- Computer Engineering
- Computer Engineering with Networking, Hardware or Software Specializations
- Computer Science*
- Computer Science with Game Development, Bioinformatics, Security or Research Specializations
- Electrical Engineering*
- Electrical Engineering with Biomedical, Communications and Signal Processing, Computer, Microelectronics and Photonics or Telecommunications Specializations
- Environmental Engineering*
- Environmental Science with Engineering Emphasis*
- Management Science
- Mechanical Engineering*
- Mechanical Engineering with Engineering Management and Entrepreneurship or Manufacturing Specializations

*Includes premedical option

Meadows School of the Arts
Communication Arts
Advertising (General, Creative, Media)
Cinema-Television
Corporate Communications and Public Affairs
Journalism

Visual and Performing Arts

Art
Art History
Dance
Music
Music Composition
Music Education with Texas Teacher Certification
Music Performance
Music Therapy
Theatre (Acting, Theatre Studies, Design and
Technology)

Annette Caldwell Simmons School of Education and
Human Development
Applied Physiology and Sport Management

Specialized Studies
Pre-Law
Pre-Med
Education (Teacher Certification)
Physical Therapy
Biomedical Research

majority vs. plurality

Majority means more than half of an amount. Plurality means more than the next highest number. For example, 51 votes for one person out of a possible 100 would be a majority, while 40 votes for one person and 30 votes for another would constitute a plurality.

Master's

Capitalize. She earned a Master's degree. See the **Bachelor's** and **degrees** entries.

MasterCard

Meadows Foundation, The

Meadows Museum Sculpture Plaza

media

In the sense of mass communication, such as magazines, newspapers, the news services, radio and television, the

word is plural: The news media are often the target of criticism.

memento, mementos

memorandum, memoranda

midnight

Do not put a 12 in front of it. 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. Spell out any title used before a name in a direct quotation.

On subsequent references, do not continue using the title before a name. When a title is substituted for a name, spell out and lowercase. For more information, see *The AP Stylebook*.

millennium

minorities

Use African American, not Black or Negro. Hyphenate when used as an adjective: African-American Studies. When using the term black, capitalize only when used as part of a formal title: the Black History Program. Also, use Hispanic or Mexican American, Latin American, Native American and Asian or Asian American where applicable.

mobile marketing

Marketing through any mobile device or network.

Moody Coliseum

Basketball and volleyball facility.

Mothers' Club

music

Capitalize, but do not use quotation marks for orchestral works: Bach's Suite No. 1 for Orchestra. If the work has a special full title, all of it is quoted: "Rhapsody in Blue," "Symphonie Fantastique."

Mustang Plaza and Mall

N

nation

Use only in reference to a country when the subject deals with governmental or political matters: The nation was founded in 1885 but This country has three mountain ranges.

nationwide

nondiscrimination policy

Please include a version of the policy in ALL publications.

Long Version. The long version must appear in major University publications such as catalogs and schedule of classes. The long version is preferred for fully communicating SMU's commitment and must be used on multipage brochures and publications.

SMU will not discriminate in any employment practice, education program or educational activity on the basis of race, color, religion, national origin, sex, age, disability or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation. The Director of Institutional Access and Equity has been designated to handle inquiries regarding the nondiscrimination policies.

Intermediate Version. The intermediate version is to be used when space does not accommodate the long version.

SMU will not discriminate in any employment practice, education program or educational activity on the basis of race, color, religion, national origin, sex, age, disability or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation.

Short Version. The short version is to be used when space does not accommodate the long or intermediate versions.

SMU will not discriminate on the basis of race, color, religion, national origin, sex, age, disability or veteran status. SMU's commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation.

Brief Version. If the short version is still too long in relation to the size of the ad, the phrase below can be substituted.

SMU is an Affirmative Action/Equal Opportunity Institution.

nonprofit

No hyphen.

noon, midnight

Do not put a 12 in front of them; they stand alone.

North American Free Trade Agreement

NAFTA is acceptable on second reference for the agreement that links the United States, Canada and Mexico in the world's largest free-trade zone.

numbers

In text, and in general, spell out numbers one through nine. Use numerals for 10 and above. Some exceptions are percentages, ratios, monetary amounts, temperature readings, ages, physical dimensions and sports scores: 44 percent, 104 percent, \$4 (not four dollars), 4 C or four degrees centigrade (not 4 degrees centigrade), They won the baseball game 4–2, She is 4 years old, The porch is 9 feet by 11 feet, etc.

Large numbers:

When large numbers must be spelled out, use a hyphen to connect a word ending in "y" to another word; do not use commas between other separate words that are part of one number: twenty, forty, twenty-one, forty-one, one hundred forty-four, one thousand four hundred forty-four, one million four hundred forty-four thousand four hundred forty-four.

Beginning of a sentence:

Spell out a numeral at the beginning of a sentence. If necessary, rewrite the sentence to avoid this. The only exception to this rule is when a sentence is started with a number that identifies a calendar year:

Wrong: 444 first-year students entered SMU last year.

Right: Last year 444 first-year students entered SMU.

Right: 1989 was a very good year.

Casual uses: Spell out casual expressions: For the thousandth time, please clean the house. Thanks a million. She jogged a quarter of a mile.

Proper names: Use words or numerals according to an organization's practice: 20th Century Fox, Twentieth Century Fund, etc.

Figures or words: Spell out first through ninth when they indicate sequence in time or location: first base, the First Amendment, he was first in line. Starting with 10th, use figures.

Use 1st, 2nd, 3rd, 4th, etc. when the sequence has been assigned in forming names. The principle examples are geographic, military and political designations such as 1st Ward, 5th U.S. Circuit Court of Appeals, 7th fleet, 1st Sgt.

Plural numbers: Add an "s" with no apostrophe to form plurals: She threw 6s. She remembers the 60s.

Centuries: The “10 and above” rule applies: Spell out centuries below 10; use numerals for 10 and above. Lowercase century: the 20th century, the fourth century, etc.

Commas: Include commas in all four-digit numbers, except when listing years and SAT scores, also tax forms, rules and regulations and product model numbers: 1,458; 4,404; 9,999; etc. But, He scored 1100 on the SAT in 1993. Also, Form 1040A, Amendment 2401C, Ferrari 8000XT.

Don’t use commas around the year when it is written with a specific month: July 1990, not July, 1990. However, do set off the year with commas when a specific month and day are used: July 1, 1969, was a particularly hot day.

When giving a date for an event, do not use on before the date: The Mustangs will play Navy November 1 in Dallas (not on November 1).

O

off of

The of is unnecessary: He fell off the stage, not He fell off of the stage.

OK

Not okay, o’kay, or O.K.

on-campus, off-campus

Hyphenate only when used as a compound modifier. She used the sources available from the on-campus libraries. He decided to live off campus.

online

One word, no hyphen, no matter the usage when referring to computer networks and services such as the Internet.

over

In most cases, try to use the phrase more than: The course required more than eight hours of study each week. While over is generally used for spatial relationships such as The plane flew over the city, it can be used with numerals at times: She is over 30 and The shortstop hit 30 home runs and had 30 stolen bases.

overused words

Try to avoid overusing or trivializing descriptive words such as: unique, excellent, excellence, really, very, state-of-the-art, acclaimed, nationally/internationally recognized, world-class, world-renowned, quality, high-quality and prestigious.

P

page numbers

Use figures and capitalize page when used with a figure. When a letter is appended to the figure, capitalize it but do not use a hyphen: Page 4, Page 44, Page 20A.

parentheses

See the entry in the punctuation section in *The AP Stylebook*.

part time vs. part-time

Apply the same rules as full time and full-time. In other words, hyphenate only when used as a compound modifier: She works at the restaurant part time. She has a part-time job.

percent

One word, no hyphen. Not per-cent. Always use figures with percents: 44 percent, 2 percent, etc.

possessives

See entry in *The AP Stylebook*.

potato

Definitely no e. Ditto with tomato. Plural: potatoes, tomatoes.

pre-

No hyphen unless the word that follows begins with a vowel or is a proper noun. Predental, prelegal, pre-medical.

President’s Associates

Recognizes donors who make gifts and pledge payments of \$1,000 or more during a fiscal year.

President’s Scholars

Singular possessive; apostrophe before s.

press

Use only when referring specifically to the print medium. Otherwise, use news media (for both print and broadcast). In particular: news release.

principal vs. principle

Principal is a noun and adjective meaning someone or something first in authority, rank, importance or degree: She is the school principal. He was the princi-

pal player in the trade. Or a capital sum placed at interest, due as a debt or used as a fund. A portion of the annual income payment is a tax-free return of principal. Principle is a noun that means a fundamental truth, law, doctrine or motivating force: They fought for the principle of self-determination.

pro bono

Two words, no italics.

pro rate

Two words, no italics.

professor

Never abbreviate and, as with other titles, capitalize only when it precedes a name: Professor of Journalism Tony Pederson praised the student for his excellent feature story, but Tony Pederson, professor of journalism, praised the student for his work.

However, capitalize the formal name of an endowed chair whether it is placed before or after the name: Harold W. Stanley, Geurin-Pettus Distinguished Chair in American Politics and Political Economy, gave the lecture.

Q

quotation marks

See the **punctuation** entry in *The AP Stylebook*.

R

racket

Not racquet, when referring to the piece of sports equipment used in tennis, squash, badminton, etc.

ratios

For clarity and consistency, use figures and hyphens: the ratio was 4-to-1, a ratio of 4-to-1, a 4-1 ratio. As shown, the word to should be omitted when the numbers precede the word ratio. Always use the word ratio or a phrase such as a 2-1 majority to avoid confusion with actual figures.

religious references

Capitalize the proper names of monotheistic deities: God, Allah, the Father, the Son, Jesus Christ, the Son of God, the Redeemer, the Holy Spirit, etc.

Lowercase, however, pronouns referring to the deity: he, him, his, thee, thou, who, whose, thy, etc.

Lowercase gods in referring to the deities of polytheistic religions, but capitalize the proper names of pagan gods

and goddesses: Neptune, Thor, Venus, etc.

Lowercase such words and phrases as god-awful, godlike, godliness and godsend.

See the **religious references** entry in *The AP Stylebook* for more guidance on this topic.

religious titles

The first reference to a clergyman or clergywoman normally should include a capitalized title before the individual's name. In many cases, the Reverend is the designation that applies before a name on first reference.

Only use the Reverend Dr. if the individual has an earned doctoral degree and reference to the degree is relevant.

résumé

Rio Grande

Because Rio means "river" in Spanish, Rio Grande stands alone. Don't use Rio Grande River.

ROTC

Acceptable for all references to the Reserve Officers' Training Corps, a nationwide program on many college campuses aimed at preparing young men and women to become officers in the U.S. armed services. If reference to a specific service branch is necessary, use the following forms: Army ROTC or Air Force ROTC (no periods). Although SMU offers only the Army and Air Force versions (Air Force ROTC is offered through the University of North Texas, in conjunction with SMU), other colleges and universities also may offer Navy ROTC. (Navy ROTC includes those training for careers in both the Navy and the Marine Corps.) Do not use the abbreviations AROTC, AFROTC, or NROTC.

S

says

Said when referring to speechmaking.

school

In general, capitalize when used as part of a specific name: Meadows School of the Arts attracts talented students and faculty members from around the world. Or, Lyle School of Engineering has a variety of degree programs. The school has a variety of degree programs. The schools at SMU are working on interdisciplinary courses.

seasons

Lowercase all seasons and seasonal terms such as fall, spring, winter, wintertime, etc., unless they are part of a formal title: SpringFest, Winter Olympics, Summer Olympics, Fall Festival, etc.

series

When listing more than two items in text, do not follow the next to last item with a comma: The flag is red, white and blue, and You may choose plant, vegetable or mineral.

service clubs

Capitalize the proper names: American Legion, Lions Club, Kiwanis Club, Rotary Club.

Also capitalize words describing membership, as well as the formal titles of officeholders when used before a name: He is a Rotarian, a Lion, a Kiwanian, Lion's District Governor Clarke Keys.

Annette Caldwell Simmons School of Education and Human Development

Use the full name in every instance.

Smith, Dr. Bob

Refers to the Dr. Bob Smith Auditorium and the Dr. Bob Smith Pre-Med Advising Center. Do not abbreviate as the Smith Auditorium or the Smith Pre-Med Advising Center. The full name must be used in every instance.

SMU Dads' Club**SMU-in-Plano****SMU-in-Taos****SMU Mothers' Club****SMU presidents and terms**

Robert S. Hyer 1911–1920

Hiram Abiff Boaz 1920–1922

Charles C. Selecman 1923–1938

Umphrey Lee 1939–1954

Willis Tate 1954–1972 and 1974–1975

Paul Hardin 1972–1974

James H. Zumberge 1975–1980

L. Donald Shields 1980–1986

A. Kenneth Pye 1987–1994

R. Gerald Turner 1995–

SMU Unbridled

Chosen as the theme for The Second Century Campaign to communicate the momentum the University has been experiencing in recent years.

SMU vision statement and mission statement

The Vision of Southern Methodist University

To create and impart knowledge that will shape citizens who contribute to their communities and lead their professions in a global society.

The Mission of Southern Methodist University

Southern Methodist University's mission is to be a leading private institution of higher learning that expands knowledge through research and teaching. Among its faculty, students and staff, the University develops skills and cultivates principled thought and wisdom. The University is dedicated to the values of academic freedom and open inquiry and to its United Methodist heritage. To fulfill its mission the University strives for quality, innovation and continuous improvement as it pursues the following goals:

- To enhance the academic quality and competitiveness of the University.
- To improve teaching and learning.
- To strengthen scholarly research and creative achievement.
- To support and sustain student development and quality of life.
- To broaden global perspectives.
- To advance the University through select, strategic alliances.

social media

Facebook, Flickr, LinkedIn, MySpace, ShareThis, Twitter, YouTube

spring break

Not capitalized.

St. Louis**state**

Lowercase in state of constructions: He is licensed in the state of Texas. Also, do not capitalize when referring to a level of legal or political jurisdiction: state Sen. Bill Ratliff, state Rep. Pete Patterson, the state Transportation Department.

subject

Lowercase subjects, unless a language or followed by a roman numeral: English, French, Algebra I.

Sun Belt

T

TDP (time, date, place)

When listing the time, month, date and place of an event in news copy, list in this order: The sports banquet will take place at 7 p.m. July 1 in Moody Coliseum, The lecture will be held March 3 to 16 in Hughes-Trigg Student Center (not March 3 through 16), The bonfire will be held at 7 p.m. Tuesday, November 23, on the athletic fields. On invitations and programs, order may vary.

television

Spell out in all uses. Do not use tv, TV, or T.V.

term

Use instead of semester.

text message

that vs. which

In general, use that and which when referring to inanimate objects and to animals without a name. When choosing between the two, it often is necessary to determine whether the word will be used in an essential clause or in a nonessential clause.

Both types of clauses provide additional information about a word or a phrase in a sentence. The basic difference between the two lies in the fact that an essential clause cannot be taken out of the sentence without changing the sentence's meaning. In other words, it is so essential to the phrase that its absence would lead to a substantially different interpretation of what the writer meant. That is the preferred pronoun to use when introducing essential clauses that refer to inanimate objects or animals without a name.

A nonessential clause, therefore, is a clause that can be taken out without changing the basic meaning of the sentence. Which is the only acceptable pronoun to introduce a nonessential clause that refers to an inanimate object or an animal without a name.

Punctuation: An essential clause must not be set off from the rest of the sentence by commas, while a nonessential clause must be set off by commas.

Examples: The ruling that overturned the holiday sched-

ule resulted in protests. The unpopular ruling, which was announced Tuesday, resulted in protests.

theater vs. theatre

Use theater when making a generic reference: I am going to the theater.

When used with a proper name, spell in accordance with the correct title of the facility: Bob Hope Theatre, Margo Jones Theatre, Greer Garson Theatre, but Hughes-Trigg Theater. Also in reference to Meadows – Division of Theatre, Theatre Studies.

times

Use figures with all times except for noon and midnight, which should stand alone.

When using times for events that occur at the start of the hour, do not include :00. For example: The meeting will begin at 11 a.m., and should last until 4 p.m. For times that must include both the hour and the minute, use a colon: 8:30 a.m., 4:45 p.m.

Use lowercase a.m. and p.m., with periods between the letters. Do not use AM, A.M., PM, P.M.

Also, avoid such redundancies as 4 a.m. in the morning, 8 p.m. at night, etc. If necessary, use 4 a.m. today or 8 p.m. Monday, etc.

titles

In general, lowercase titles unless they precede a proper name. For example: Meadows School of the Arts Dean José Antonio Bowen, but José Antonio Bowen, dean of Meadows School of the Arts. Also, Professor of Journalism Tony Pederson, journalism Professor Tony Pederson, but Tony Pederson, professor of journalism.

toward

Not towards.

Tower Center

See the **centers and institutes** entry.

T-shirt

Not Tshirt, T shirt, tee shirt, etc.

U

under way

Two words.

United States

Spell out when standing alone. Use the abbreviated form, U.S., only as an adjective. The United States is the best country in the world, but Jim Chapman is a U.S. representative, or My wife is studying U.S. history. See also the **nation** entry.

University

When referring to an institution in general, use lowercase: There are many fine universities in the state of Texas.

When referring to SMU, use SMU or the University. In news releases, use Southern Methodist University on first reference, SMU on succeeding references.

University of Texas Southwestern Medical Center at Dallas, The

The is part of the name.

Universitywide

One word.

upperclass

One word when describing college students (sophomores, juniors and seniors); two words when describing a class of society.

V

vice

Use two words, with no hyphen: vice president, vice chair, vice regent, vice chancellor.

videoconference, videoconferencing

One word.

voicemail

One word.

W

Washington

Never abbreviate when referring to the U.S. capital. When you need to distinguish between the state and the federal district, use state of Washington or Washington state and Washington, D.C., or District of Columbia. (Note the comma after Washington.)

Wave

Wave, a perpetually moving sculpture, stands on the street-level plaza in front of the Meadows Museum. It is the first

large-scale work designed by architect, artist and engineer Santiago Calatrava to be permanently installed in the United States.

website

If a website or e-mail address comes at the end of sentence, punctuate accordingly. For more information, visit our website at smu.edu.

who vs. whom

Use who and whom when referring to human beings and to animals with a name.

Who is the word when someone is the subject of a sentence: The player who hit the home run is circling the bases, or Who is it?

Whom is the word when someone is the object of a verb or a preposition: The player to whom the home run was credited is circling the bases, or With whom do you wish to speak?

World Wide Web

Capitalize each word of this formal name for the system that links computer users worldwide.

-wide

Add the suffix to nouns to make one word (no hyphen). Some examples: campuswide, Universitywide, worldwide.

XYZ

Xerox

A trademark for a photocopy machine – do not use generically or as a verb.

X-ray

Use in all cases, as a noun, verb and adjective. Not x-ray.

years

Use figures without commas: 1991, 2005, etc. When referring to decades or centuries, use an s without an apostrophe: the 1890s, the 1920s, the 1960s, etc.

Years are the lone exception to the general rule that numbers should not be used to start a sentence: 1989 was an extraordinary year. But try to avoid this construction.

zero, zeros

No “e” in either case.

ZIP code

ZIP is an acronym meaning Zone Improvement Program. Don't use periods between each letter.

Always include 0 and the three-digit PO box number after the ZIP for SMU addresses.

APPENDIX

Corporate Officers

R. Gerald Turner, President
Paul W. Ludden, Provost and Vice President for Academic Affairs
Thomas E. Barry, Vice President for Executive Affairs
Paul J. Ward, General Counsel, Vice President for Legal Affairs and Government Relations, and Secretary
Christine M. Casey, Vice President for Business and Finance
Brad E. Cheves, Vice President for Development and External Affairs
Lori S. White, Vice President for Student Affairs
Michael A. Condon, Treasurer
Mary Anne Rogers, Associate University Secretary

Colleges, Academic Deans

Dedman College
Peter K. Moore *ad interim*
Lyle School of Engineering
Geoffrey C. Orsak
Meadows School of the Arts
José Antonio Bowen
Cox School of Business
Albert W. Niemi
Dedman School of Law
John B. Attanasio
Perkins School of Theology
William B. Lawrence
Annette Caldwell Simmons School of Education and Human Development
David J. Chard
Research and Graduate Studies
James E. Quick, Associate Vice President for Research and Dean of Graduate Studies

Postal Regulations (Mailing)

Style requires that no punctuation be used in addresses. Spell out names of streets and abbreviate state names, without the use of periods (see *The AP Stylebook* for a complete listing of state abbreviations). Do not use periods in "PO Box." Also, use the nine-digit ZIP code. Telephone and fax numbers with area codes and any other preceding numbers should have those numbers set off from the seven-digit number with hyphens: 214-768-9999.

Redundant Expressions

Avoid combinations of words that together make for a redundancy. Here are just a few:

old antique
from whence
ascend upward
descend downward
hoist up
assemble together
blend together
coalesce together
congregate together
connect together
fuse together
gather together
join together
merge together
collaborate together or jointly
bisect in two
endorse (a check) on the back
shuttle back and forth
continue to persist
recur again or repeatedly
big in size
few in number
large in size
short in length or height
small in size
tall in height
completely unanimous
visible to the eye
capitol building
courthouse building
fellow colleague
habitual custom
doctorate degree
passing fad
basic fundamental
free gift
past history
new innovation
advance planning
chief, leading or main protagonist
original prototype
new recruit
temporary reprieve
pointed barb
first beginning/first began
consensus of opinion
knots per hour

Campaign Theme

The formal name of the University's fundraising effort is SMU Unbridled: The Second Century Campaign.

The theme represents SMU's boundless future as we work with our alumni, parents and friends to improve academic quality and the University's national stature.

The colon is used only when the formal campaign name is written in body copy. Otherwise, the campaign name should be shown by using the official logo. (Note that "The" in "The Second Century Campaign" always should be capitalized, even when it occurs mid-sentence. Example: SMU launched The Second Century Campaign.)

Departments and areas should not develop unbridled marketing concepts or marketing phrases using "un-" words (e.g., unbound, unleashed, etc.) to play off of SMU Unbridled.

Schools and areas may use SMU Unbridled, but should not place their logo or name next to the campaign logo. School/area logos and names may appear elsewhere on the material, depending on the context. Contact the Office of Public Affairs for assistance in designing campaign-related materials.

Logo

The logo is designed to be shown on a white background. The logo is strategically designed to emphasize the SMU wordmark because the SMU brand itself does not go away during the campaign. In fact, the campaign supports all that is best about SMU.

The SMU wordmark and The Second Century Campaign are also in blue, to anchor the traditional elements. The word Unbridled is in red to capture the spirit of the campaign.

Use of the logo requires approval from the Office of the Vice President for DEA or the Office of Public Affairs.

Logo Use

Logo I will be employed as the primary campaign logo, especially on all documents, pamphlets or brochures with white, crème, or similarly light colored backgrounds.

Logo II should be used on any campaign documents with red backgrounds, such as campaign “one sheets,” as well as red banners or flags.

Logo III is reserved for use on promotional items only, such as T-shirts, cups, hats, etc.

Logo IV is reserved for website use only.



I. UnbridledBRB.eps



II. UnbridledBWB.eps



III. UnbridledNo2ndCen BR.eps



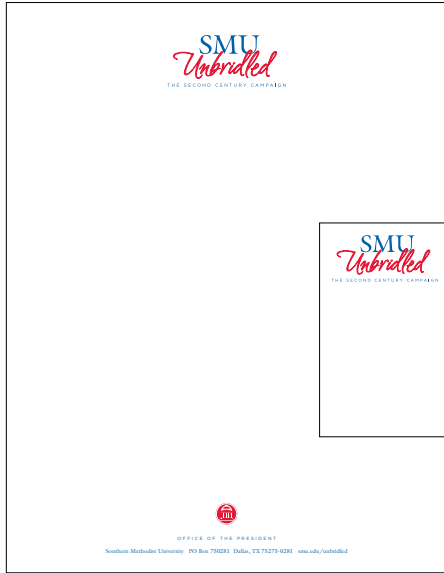
IV. Unbridled W.eps

Campaign Stationery

Standard SMU letterhead remains the official stationery of SMU during the campaign. Fundraisers may use SMU Unbridled letterhead when corresponding with donors and prospects. Campaign letterhead is also used for gift acknowledgments and at the discretion of the University president and the vice president for DEA.

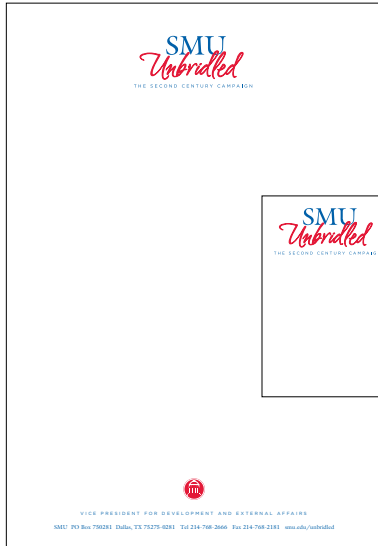
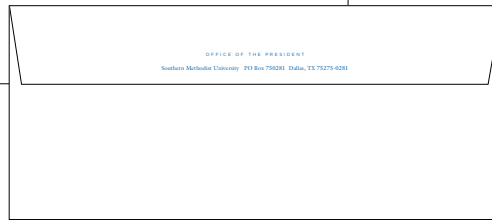
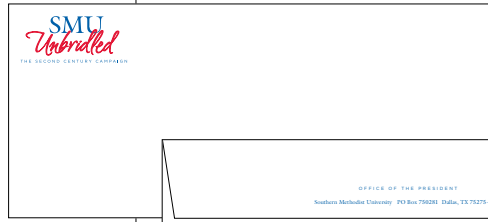
Contact: Lisa Barnes, Integrated Marketing Department, Office of Public Affairs, 214-768-7629.

Campaign Letterhead



Campaign Stationery

- 8.5 inches x 11 inches Letterhead
- #10 Envelope



Campaign Monarch Stationery

- 7.25 inches x 10.5 inches Letterhead
- #9 Envelope

