

University of Baltimore Graphics Standards and Editorial Style Guide

February 2009



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Letter From the President

To UB Staff and Faculty:

I hope you, as members of the UB community, share my pride in the reach of our three schools, the diversity of the populations we serve and the wide range of real-world expertise we bring to Maryland and beyond. The UB story is one that deserves to be told.

Our publications, Web sites, recruitment materials and other forms of communication to internal and external audiences must tell UB's story in the most effective way possible. This means incorporating the highest standards of writing and design as well as consistent style and voice so readers aren't distracted from our messages by variations, especially in grammar, punctuation and usage. To best serve UB's mission, we must ensure that our materials present a high-quality, professional image; the *UB Graphics Standards and Editorial Style Guide* will help us do just that.

Think of all the usage questions you encounter on any given project: Do we capitalize "university" when it refers to UB? Is it "theater" or "theatre"? What is the proper name of the law center? Can we use the UB logo in another color or without the Knowledge That Works tagline? This guide provides clear and concise answers to all the basic questions and more (we hope), and faculty and staff should adhere to the guide when developing *any* official University publications and communication in print or online—meaning brochures, newsletters, Web pages and other Web copy (including content posted via the content management system), formal e-mails, signage, press releases, invitations, fliers, etc.

This guide does not apply to students' academic work or to faculty and staff internal communication such as informal e-mails, syllabi, journal articles and more. What's more, the Office of University Relations will continue to update this guide as necessary, both in print and online, since editorial style and graphics standards are constantly evolving.

I encourage you to view this guide as a tool that will ultimately save you time and effort. Remember that a consistent style does not replace creativity or substance. This guide is not meant to muddle your messages or change your meaning—it will simply help ideally package the end product and make every form of University communication the best it can be.

Regards,



Robert L. Bogomolny
President



Graphics Standards



Concept and branding: working together

The University of Baltimore is a place of transformation, providing students with the opportunity to discover what they are capable of and the education to achieve it. This is a place for gaining knowledge, for exploration, growth, discovery, creativity and their real-life applications.



The graphic identity is an outward, visual expression of the University's personality, mission and vision. Its primary function is to support and reinforce the goals and core values of the institution—access, commitment, distinction, understanding, innovation, relationships and ethics.

The University is committed to providing a quality education, making excellence accessible to all students, laying a foundation for lifelong learning, applying theory and practice to real-world experiences and being a vital partner in the future of Baltimore.

This manual provides guidelines for the implementation and application of the University's graphic identity, through which we communicate to audiences.

With the constant application of the identity throughout the UB community, the University can improve communication, and the public will have a more in-depth understanding of UB. Over time, the University will benefit from consistent visual messaging and develop a valuable and loyal relationship with the audiences we care about and serve.

Identity System

The brandmarks:
the logo and signature



The consistent use and application of all elements of the identity is the key to successfully branding the University. The University signature and logo—the visual brandmarks—are the most powerful embodiments of the UB brand. (*Note:* Trademark applications for the University’s trademarks have been filed with the U.S. Patent and Trademark Office and are currently pending registration.)

We have adopted a modular system, and examples on the following pages demonstrate how this principle is easy to understand and implement.

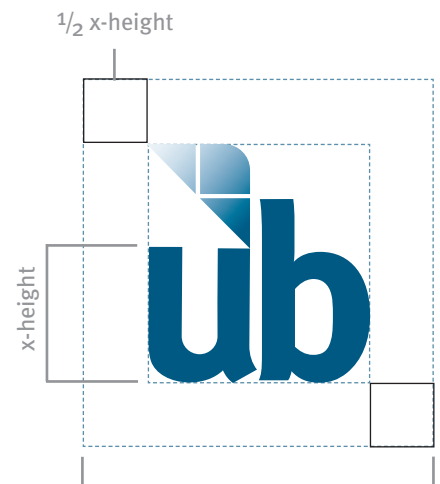
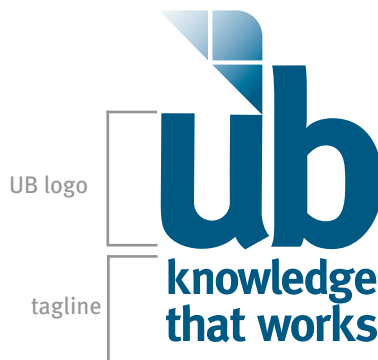
UB’s identity consists of four elements: the torch icon, the University signature, the UB logo and the tagline. In most cases, the torch icon is used with either the signature or the logo.

The brandmarks are primarily shown in one color; however, a secondary color can be incorporated under certain circumstances. See pages 17 and 19 as well as the subheadings throughout this manual for examples of both colors in use.

Note: The x-height is the height of the letter u in the logo and the letter e in the signature.



Leave enough space around the signature configuration—with or without the tagline or entity—that is at least the x-height of the characters in the word “baltimore.”



Leave enough space around the logo configuration—with or without the tagline or entity—that is at least $\frac{1}{2}$ the x-height of the characters **u** and **b**.

Modular System

The landmarks and entities

The modular system allows for the addition of an entity, such as a University department, with or without the tagline.

The proper names of various University entities—for example, the Career Center—should be used consistently and uniformly in all publications and should appear exactly as does “Yale Gordon College of Liberal Arts” in the examples on this page.

Signature version

The name of an entity always appears under the signature and/or tagline in both uppercase and lowercase letters. In the tagline version, the name is centered under a rule. The rule is the same width as the tagline. A name that is too long for one line should be broken into two or more lines.

In the version without the tagline, the name is flush left and aligned with the **b** in Baltimore. The University signature should always appear as shown in these examples.

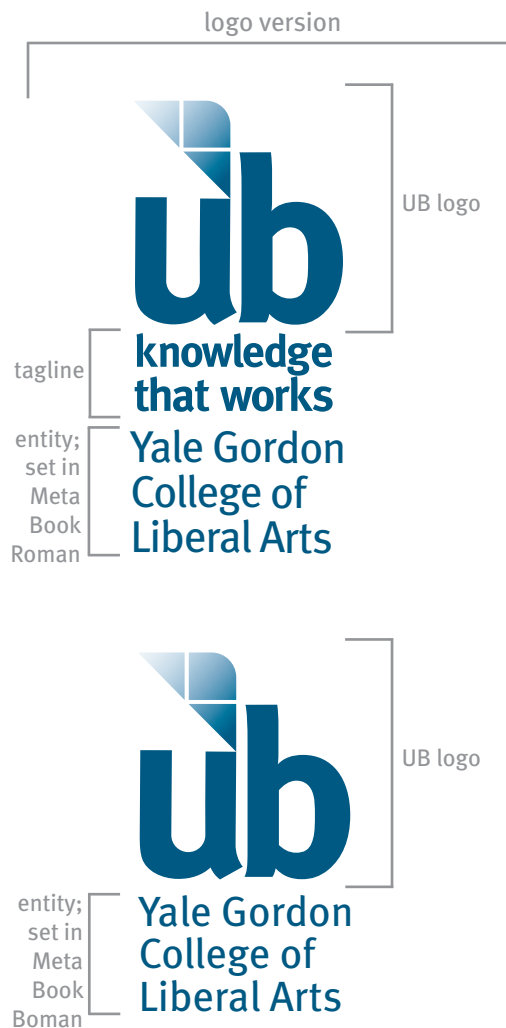
Logo version

The name of an entity always appears under the logo and/or tagline and always uses uppercase and lowercase letters. (The actual tagline uses only lowercase letters.) The logo should appear as shown in these examples.

→ Refer to pages 16–19 for further examples.



Note: Please refer to page 6 regarding space allowance around landmarks and entities.

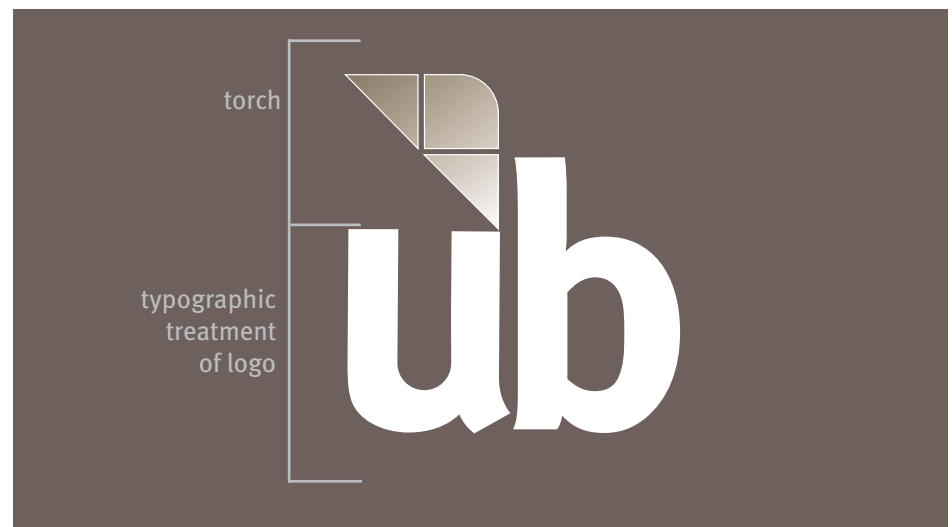


Modular System

The brandmarks reversed

In some cases, the brandmarks may be used in a “reverse” configuration on a colored background. The organization and structure of the elements remain the same. The typographic treatment is in white; the torch symbol should feature a gradation, using the color of the background. The gradation should always go from light to dark, starting at the bottom, when it appears in reverse. (See examples at right.)

→ *Contact the Office of University Relations for approval any time you are interested in altering the color of the brandmarks.*



Symbolism

The torch and arrow

Just as people make associations with images of stars and stripes, they also make associations with the image of a torch. One of the most striking and meaningful torch-associated images is the Statue of Liberty.

It is important for branding purposes to have one symbol that visually incorporates all of the entities that fall under the University's umbrella.

The gradation in the torch represents growth, imagination and enlightenment. The three sections of the torch represent the University's three schools and disciplines (liberal arts, business and law) as well as the diversity of UB's community of faculty, staff and students. In the positive format, see examples to the right; the gradation should always go from dark to light, starting at the bottom.

Refer to page 8 when using the gradation in reverse.

In the UB logo, an arrow is incorporated into the negative space of the design; this is another visual element that suggests growth and forward movement. The arrow is a graphic device that can be used for emphasis, like a bullet point. An example is the use of arrows to emphasize sections of text throughout this manual.



Reproduction of the Brandmarks

Color treatment

The brandmarks are a specific color, PMS 3025 (blue), in the positive form and should always appear in this color.

As illustrated on page 8, only the torch will change color in the reverse form; this will be dictated by the color of the background. The typographic treatment in the reverse form is white.

The torch has a slight white line around it in the reverse form to define the shape against a dark background.

The secondary color, PMS 362 (green), is only used as an accent for supporting information and emphasis.

→ Please refer to pages 17 and 19 for examples of how PMS 362 can be used.

Primary color	Secondary color
PMS 3025	PMS 362
4-color process	4-color process
C 100%	C 70%
M 17%	M 0%
Y 0%	Y 100%
K 51%	K 9%
RGB	RGB
Red: 7	Red: 111
Green: 85	Green: 165
Blue: 126	Blue: 50

positive



reverse



positive



reverse



Reproduction of the Brandmarks

Black-and-white treatment

Black-and-white versions of the brandmarks may be used in certain circumstances, such as newspaper reproduction or basic printing needs.

positive



reverse



positive



reverse



Reproduction of the Brandmarks

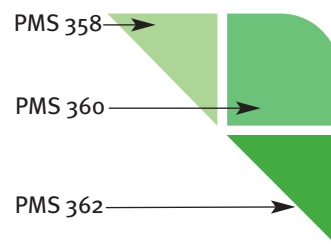
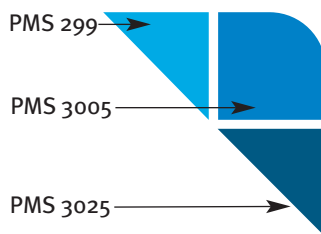
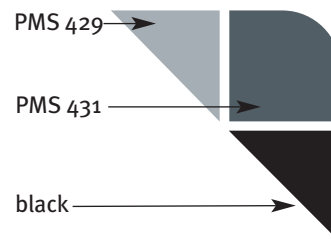
Other reproduction applications

The brandmarks can be reproduced through techniques such as embroidery, silk screening or etching. In these instances, alternate versions of the torch's gradation must be used.

Embroidery

The torch is defined by three different printing inks that are used to match embroidery threads. Three versions of the torch are available for use in both the logo and the signature: black and each of the University's two official colors. (See examples at right.)

Use these PMS color guides for embroidery of the logo or signature.



examples of embroidery for the logo and signature



* Follow the above embroidery color guide for the torch.

Reproduction of the Brandmarks

Other reproduction applications

Silk screening and other printing methods

The versions of the torch to the right have been created with halftones. These have been developed with a cruder screen than that used in the original design and should be used for certain types of printing, such as silk screening and etching. These halftone versions can be used *only* when the original gradation cannot be reproduced.

Exceptions on using the torch

It is possible to encounter a rare situation in which the torch cannot be reproduced at all. *Only* in such instances it is acceptable to reproduce the logo or signature without the torch.

In most instances of professional printing, the original design of the logo and signature can be reproduced. If you need assistance in determining which version is most appropriate for your needs, please contact the Office of University Relations at 410.837.6190.

halftone torch and examples with the logo and signature



examples of the logo and signature without the torch



Unacceptable Executions

The examples here and on page 15 illustrate common errors made when reproducing the brandmarks.



The direction of the gradation in the torch should not be altered, nor should the gradation be reproduced as a solid color or in a combination of colors.



The torch and type treatments should not be reproduced using two different colors.

Unacceptable Executions

The proportions of the landmarks should not be altered.



● university of
baltimore

● university of
baltimore

The type treatment should not be altered.



Organizational Overview

Using the modular system, the University landmarks can easily incorporate various entities and departments within the institution. The following pages offer examples of how the modular system works when using the signature and logo, both with and without the tagline.

Please note that these are the only official landmarks to be used to represent various University departments. No other forms of branding—including signatures, logos or taglines—should be used for publicity in any form, whether on the Web or in printed materials.

In addition, the names of offices and departments under the University's umbrella should be used consistently and uniformly throughout all published communication, whether on the Web or in printed materials.

University signature: one color with the tagline



University signature: one color without the tagline



Organizational Overview

University signature: two colors with the tagline

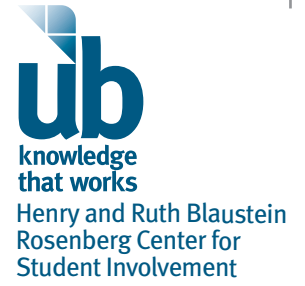


University signature: two colors without the tagline

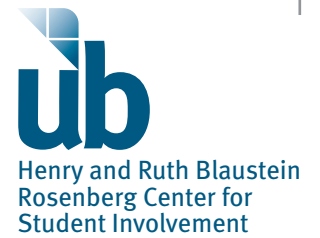


Organizational Overview

UB logo: one color with the tagline

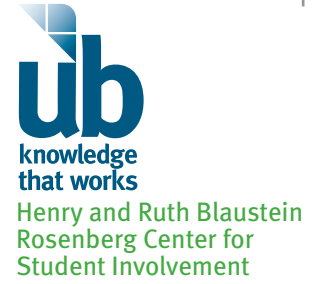


UB logo: one color without the tagline

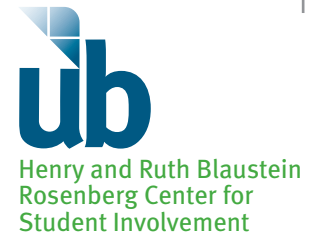


Organizational Overview

UB logo: two colors with the tagline



UB logo: two colors without the tagline



Typography

Adobe Garamond

The graphic identity system involves several elements, including the chosen typefaces. The consistent and repetitive use of approved fonts will reinforce the University's branding and marketing efforts.

Over time, audiences will become familiar with and begin to identify these graphic shapes (fonts) with UB. These shapes will contribute to how audiences perceive the University.

The two typefaces in the UB graphic identity are Adobe Garamond and Meta. Both of these fonts are widely available and should be used whenever possible.

abcdefghijklmnop
nopqrstuvwxyz
123456890

italic **bold** ***bold italic*** semi bold SMALL CAPS

University of Baltimore

Meta

abcdefghijklmnop
nopqrstuvwxyz
1234567890

italic **bold** ***bold italic*** SMALL CAPS **black**

University of Baltimore

Stationery

The Office of University Relations has developed templates for all University stationery, including envelopes, letterhead, business cards and memo pads. If you need specific stationery items, our staff is available to help you.

Copy Cat Printing, the approved vendor for printing all stationery, has the appropriate templates for the University and can fulfill entire orders. Copy Cat has a kiosk conveniently located on the second floor of the UB Student Center.

The following pages offer guidelines for and examples of templates for University stationery.

CONTACTS:

Office of University Relations
410.837.6190

Copy Cat Printing
410.837.5238 (UB kiosk)
410.837.6411 (Copy Cat main line)
www.copycatbaltimore.com



Letterhead

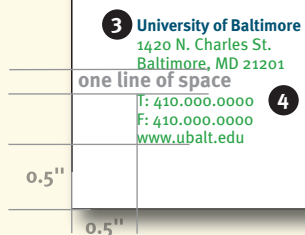
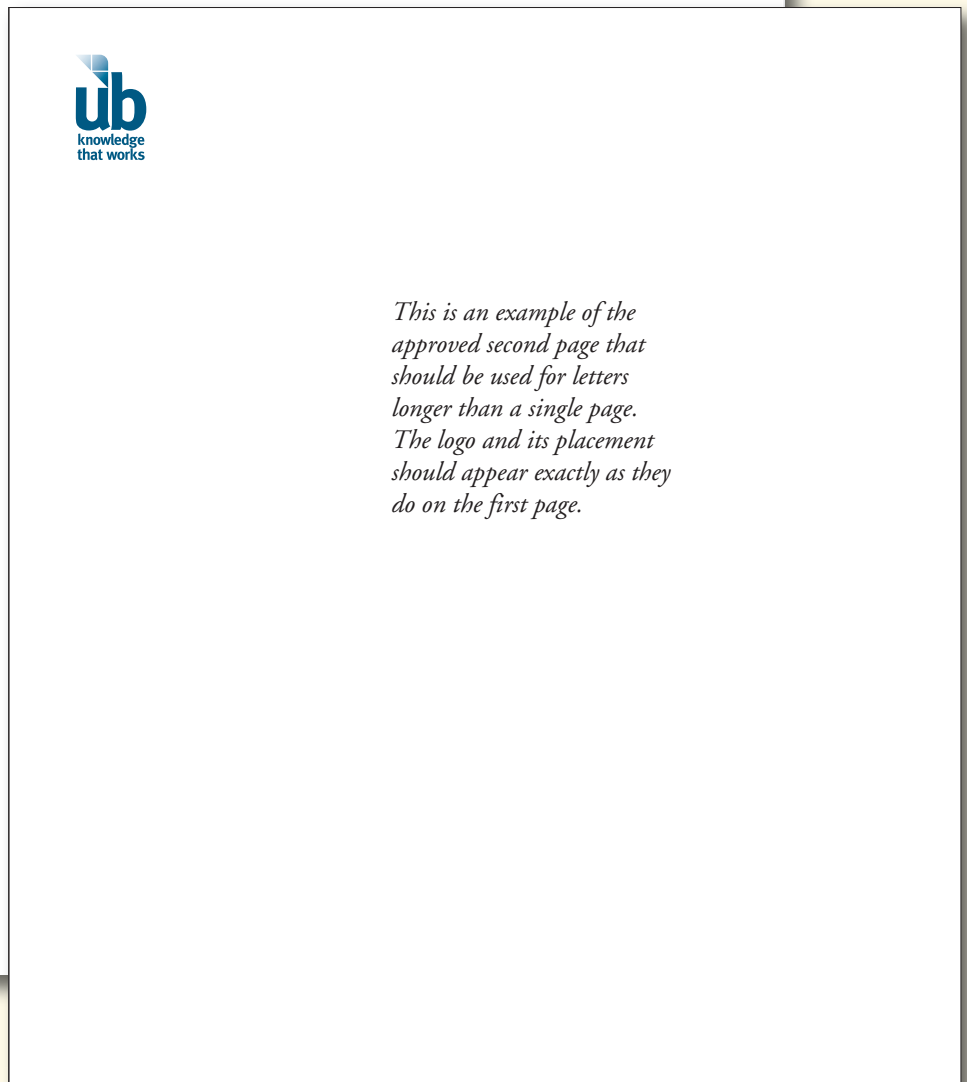
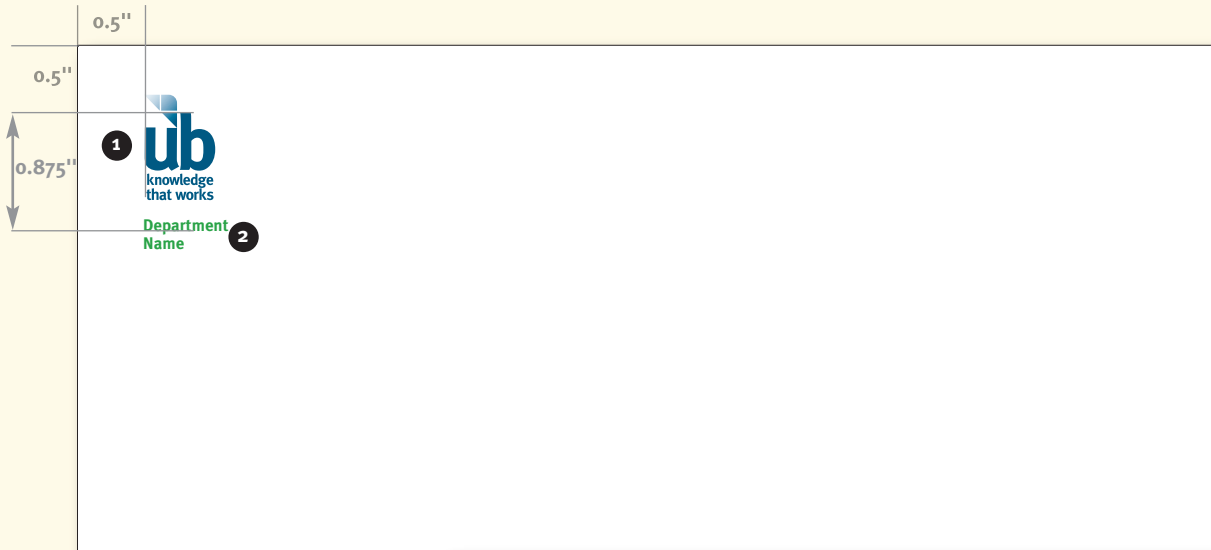
University letterhead does not allow for personalization beyond the template for Monarch stationery on page 24, which allows for the addition of a name and title.

Paper:
24 lb. Strathmore Ultimate White Wove

Size: 8.5" x 11"

Specifications:

- ① 15% of master artwork
- ② 9/11 Meta Bold
- ③ 9/11 Meta Bold
- ④ 9/11 Meta Roman



Letterhead

Layout

Specifications:

- 1 2-2.25" top margin
- 2 11 pt. Garamond or Times Roman
- 3 0.75" right margin
- 4 one line of space between paragraphs
- 5 0.5" left margin

1
2.0"

2

3

4

5

ub
knowledge
that works
Department
Name

Mary Smith
100 Anytown St.
Anytown, MD 21212

January 19, 2009

Dear Sir or Madam:
This page demonstrates how a letter should be laid out on letterhead. In this example, we show you how the letter's body copy works with the information blocks at the top and bottom of the page to present a balanced layout.

Below are guidelines on how to set up page margins:

The left margin of the letter should be one-half inch from the trimmed left edge of the page. This corresponds with the position of the information on the top and bottom of the letterhead.

The right margin should be three-quarters of an inch from the trimmed right edge of the page.

The letter should begin two inches from the trimmed top of the page. If the department name requires three lines, the letter should begin two and one-quarter inches from the top trimmed edge. The rule of thumb is that the margin should be set consistently, and the body of the letter should not crowd the information blocks at the top and bottom of the page.

Allow one line of space between paragraphs.

The approved University fonts are Garamond and Meta; either may be used for letters. The typeface used for this letter is Garamond, set at 11 point, single line spaced. If you do not have either typeface, then Times Roman or Times New Roman are acceptable alternatives.

Allow three lines of space beneath the closing salutation for the signature, followed by the sender's typed name.

If your letter continues onto another sheet of paper, move at least an entire paragraph of text to the next page and use the same margins as specified here.

Sincerely,

Jane Doe

University of Baltimore
1420 N. Charles St.
Baltimore, MD 21201

T: 410.000.0000
F: 410.000.0000
www.ubalt.edu

Monarch Letterhead

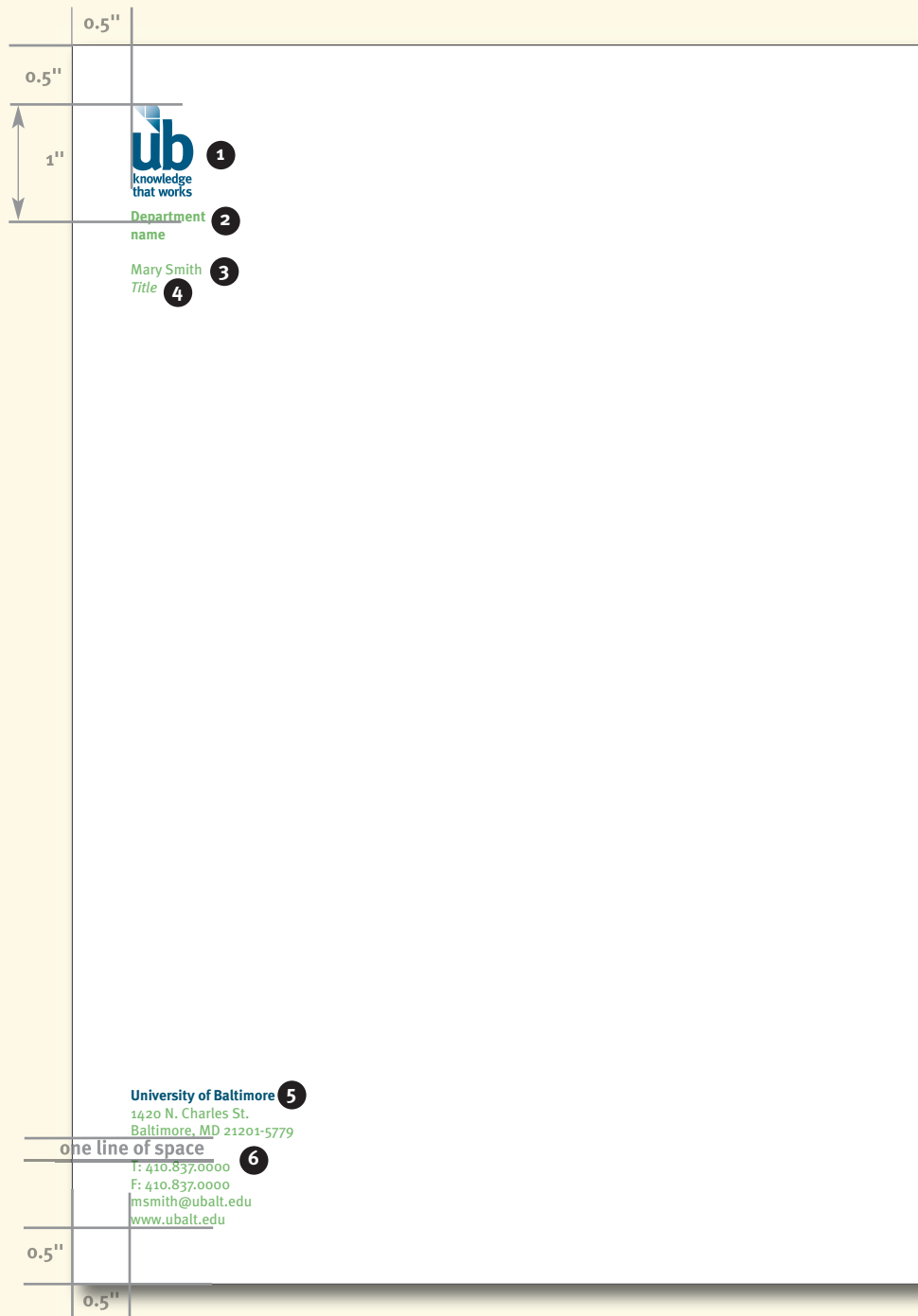
Paper:
24 lb. Strathmore Ultimate White Wove

Size: 7.25" x 10.5"

Monarch stationery should be used for
personal notes.

Specifications:

- 1 15% of master artwork
- 2 9/11 Meta Bold
- 3 9/11 Meta Roman
- 4 9/11 Meta Roman Italic
- 5 9/11 Meta Bold
- 6 9/11 Meta Roman

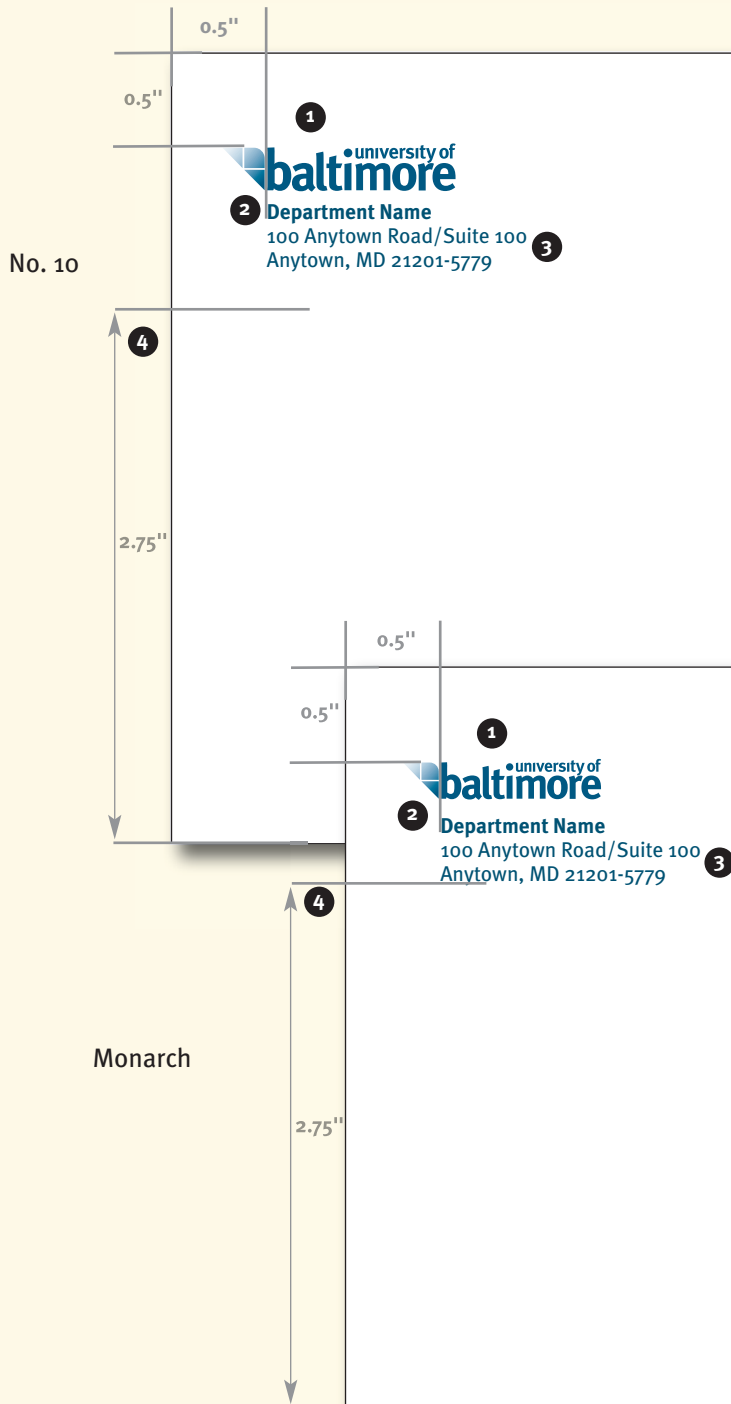


No. 10 and Monarch Envelopes

Paper:
24 lb. Strathmore Ultimate
White Wove

Specifications:

- ① 20% of master artwork (No. 10)
17% of master artwork (Monarch)
- ② 8/9 Meta Bold
- ③ 8/9 Meta Roman
- ④ Post office regulations recommend that the return address be no lower than this mark, which is 2.75" from the bottom of the envelope.



Business Cards

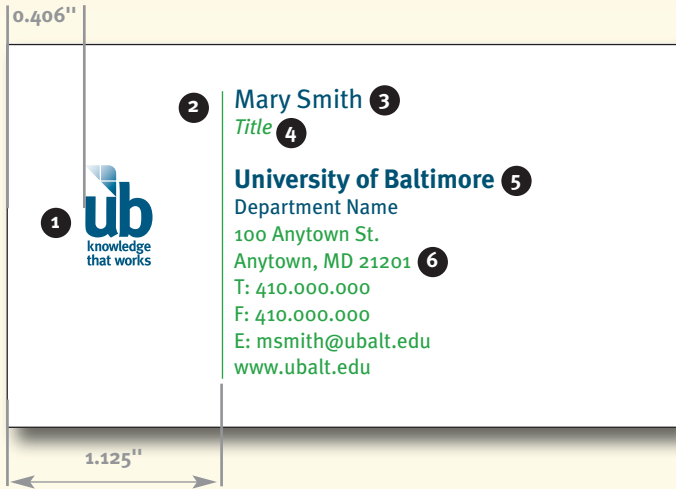
Paper:
88 lb. Strathmore Ultimate White Wove

Size: 3.5" x 2"

Specifications:

- 1 10% of original artwork
- 2 0.5 pt. rule
- 3 Meta Book Roman 10/10
- 4 Meta Book Italic 8 pt.
- 5 Meta Bold 10/10
- 6 Meta Book Roman 8/10
- 7 Meta Book Italic 8/10

Version 1



Version 1

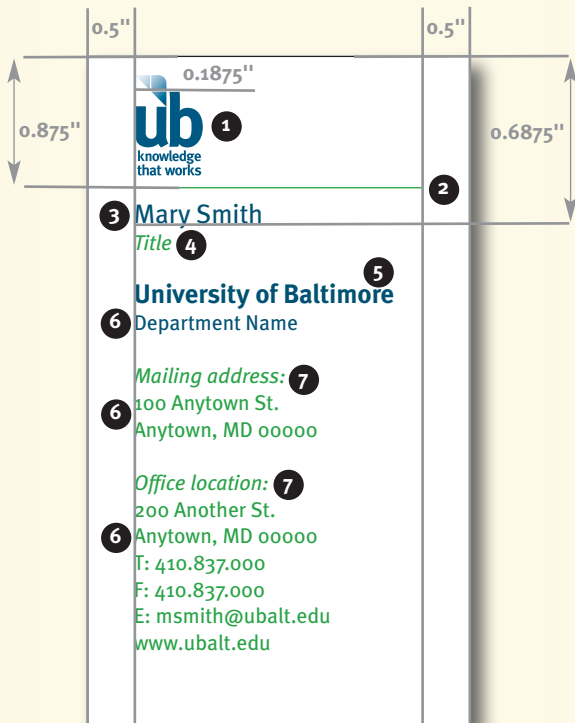
This is the primary layout for a business card. The logo, rule (line) and type are centered from the top and bottom edges of the card. The rule should always be the same height as the body of text.

The rule is always the same weight, 0.5 point, and the same distance, 1.125", from the left edge of the card.

Version 2

This is an alternate layout that may be used if there is too much information for a horizontal format, such as in the example provided (which includes two different addresses). Another example would be a business card for an individual who has multiple titles.

Version 2



The logo, copy and rule should always line up 0.5" from the left edge of the card. The rule is always centered on the card from left to right.

Please contact the Office of University Relations for assistance with and advice on the layout.

The placement and size of the logo on a business card should always appear as shown in both examples.

PowerPoint Presentations

Several PowerPoint templates are available for use in University-related presentations. (See examples at right.)

These templates contain the University logo or signature and some embellishments for visual interest. You may also develop your own template for a presentation; however, you are encouraged to incorporate the University's branding.

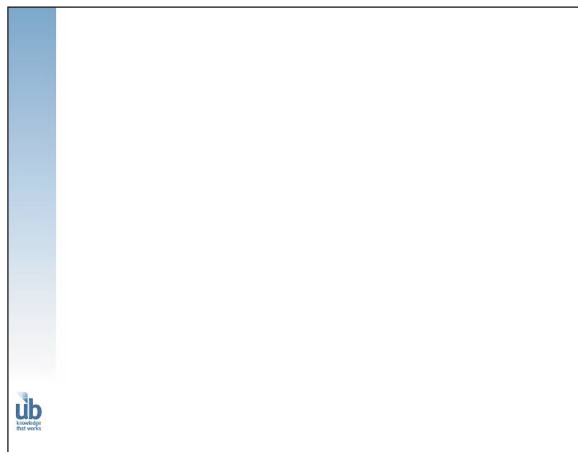
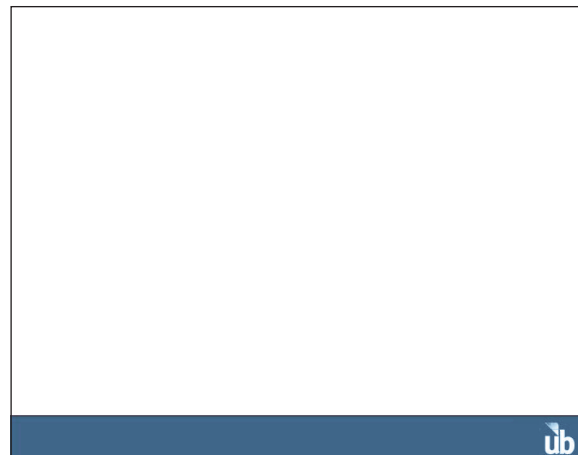
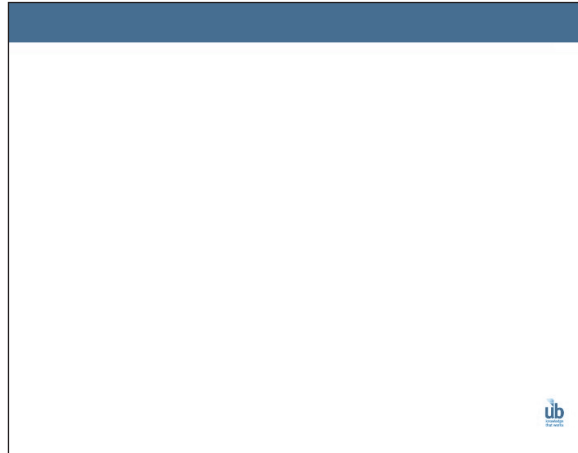
The approved font for all University presentations is Arial. The readability of this typeface is ideal for presentations, and most computers have this font.

The use of approved University colors and black for presentations is encouraged to reinforce the UB identity. *Please refer to page 10 for information about the approved UB colors.*

If you need assistance in developing a template, contact the Office of University Relations. Visit www.ubalt.edu/powerpoint to download the templates.

Presentation suggestions:

- Keep the content on each slide to a minimum.
- The information on each slide should consist mostly of talking points.
- Use animation schemes, such as “fading in,” for each talking point. This technique will make it easier for the audience to follow your discussion, and the presentation will be more interesting. However, do not overuse animation; it should be incorporated only as a helpful tool.



Editorial Style Guide



Bolter

Bolter

Bolter

Second

Writing Space

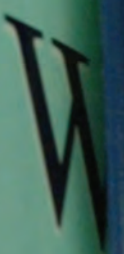
Second Edition

Writing Space

Second Edition

Writing Space

Second Edition



Complete
Hyper
and the
Remem
of Pri

SELF-EDITING FOR FICTION WRITERS BROWNE & KING

SELF-EDITING FOR FICTION WRITERS BROWNE & KING

BROWNE & KING

SELF-EDITING FOR FICTION WRITERS

GERALD L. BRUNS

Modern Poetry and the Idea of Language

FICTION WRITER'S HANDBOOK

HALLIE and WHIT BURNETT

BEYOND THE WRITERS' WORKSHOP

New Ways to Write Creative Nonfiction

BEYOND THE WRITERS' WORKSHOP

Carol Bly

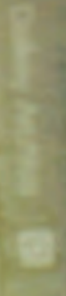
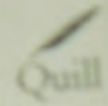
Carol Bly



ANCHOR BOOKS



ANCHOR BOOKS



In most cases, the University of Baltimore adheres strictly to the *Associated Press Stylebook* (www.apstylebook.com). The following style guide notes any instances in which UB deviates from Associated Press style and also serves as a fairly comprehensive resource of detailed information regarding common style issues. If a particular word is not included here and not found in the *AP Stylebook*, please refer to the Merriam-Webster Web site at www.m-w.com.

Examples and references are italicized for easy recognition by the reader within the entries; do not italicize any terms, degrees, etc. in actual copy unless instructed to do so within the individual entry.

A

AACSB

On first reference, write out *AACSB International—the Association to Advance Collegiate Schools of Business*. In later references, *AACSB International* or *AACSB* (as in *AACSB-accredited*) are acceptable.

This is an exception where the acronym is used more often than the long form, such as *the association*, on second and later references; e.g., The school offers an *AACSB-accredited* online business program.

abbreviations and acronyms

In general, avoid alphabet soup. Rewrite copy that's peppered with acronyms and abbreviations.

In most cases, periods are not used after the letters of an acronym. On first use, write out an acronym. In future uses, attempt to avoid using any acronyms that may not be familiar to a wide audience. Also, do not use acronyms or abbreviations for subsequent references if they follow at a great distance from the spelled-out version. (How far is too far? Ask yourself if the readers who are least familiar with your document's content would understand the acronym if they came upon it at a given point in the copy.)

preferred: Jane Smith is president of the *Black Law Students Association*. The *association* held its annual banquet in November.

also acceptable, though not preferred: Jane Smith is president of the *Black Law Students Association*. The *BLSA* held its annual banquet in November.

When abbreviating academic degrees, be sure to use periods (e.g., *B.S.*, *M.F.A.*, *M.B.A.*) in all cases except for the *webMBA* and the *webMPA*.

U.S. is acceptable as an adjective, but use *United States* for the noun.

Editor's Tip:

What is the quickest and easiest first step in safeguarding the quality of your publication or other material? (*Hint: It's nothing new, but it's a step that's often forgotten.*)

See page 65 for the answer.

ARTICLES (*A*, *AN* AND *THE*) WITH ABBREVIATIONS AND ACRONYMS

Use the appropriate article (*a*, *an* or *the*) with abbreviations and acronyms when you would use that article in speech. In general, if an acronym (like *NASA* or *NATO*) is pronounced as a word rather than as a series of letters (the *FBI*), you do not need an article when the acronym is used as a noun. The choice between using *a* or *an* with an acronym or abbreviation is governed by how the acronym or abbreviation is typically spoken. Following these guidelines, we get the following:

Last night's dinner honored *a NASA* scientist.

What we need is *an HTML* writer.

Some suggest that *NATO* has outlived its usefulness.

academic and administrative titles

Whenever possible, include an individual's title *after* his or her name and lowercase the title. A title is only capitalized when it appears before a name—unless it is an endowed or named position. (See **capitalization** and **endowed professorships, named professorships**.)

Jane Mills, *assistant professor of psychology*, conducted a study on postal workers.

Robert L. Bogomolny, *UB president*, welcomed faculty members to the open house.

President Robert L. Bogomolny arrived at UB in 2002.

Alan Lyles is a *professor of health systems management* and the Henry A. Rosenberg

Chair of Public, Private and Nonprofit Partnerships.

Alumni were pleased to see *former Dean* John Smith at the event.

Use *professor of* history, not *professor in* history.

Do not use the title of *Dr.* for anyone other than medical doctors.

Do not hyphenate academic or administrative titles such as *scholar in residence* or *writer in residence*.

Lowercase a title that stands alone without a name.

He wanted to be *governor* of the state.

The *chief executive officer* of the bank was not available.

The *chancellor* was in attendance.

Academic Center

not *AC* unless space prohibits the full name being spelled out

Charles Hall no longer exists as a separate building. Any rooms or spaces formerly listed as being in *Charles Hall* are now in the *Academic Center*.

academic degrees

See **degrees**.

addresses

Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in a numbered address; abbreviate only *Ave.*, *Blvd.* and *St.* when used with a specific numbered address. Spell out and capitalize when used without a numbered address. Lowercase when referring to more than one street.

The University's official address:

1420 N. Charles St.

Baltimore, MD 21201

The University's address is *1420 N. Charles St.*

The University is located on *North Charles Street*.

The University is located at the intersection of *Maryland and Mount Royal avenues*.

administrative offices

Unless otherwise noted, most administrative offices at UB follow the *Office of* format.

Office of University Relations

Office of the President

Office of Graduate Admission

notable exceptions: *International Services Office, Disability Support Services*

(See **offices** for a complete list of administrative offices at the University of Baltimore.)

Do not capitalize references to general administrative areas within the University, and always use formal office titles on first reference:

Jane Smith has worked in *housekeeping* for 15 years.

Her sister, Judy Smith, has worked in the *Office of Graduate Admission* for 10 years.

Judy Smith serves as one of seven counselors in the *graduate admission office*.

admission

not *admissions*

adviser

not *advisor*; however, *advisory* is acceptable

advisory boards and other UB bodies

College of Liberal Arts Alumni Society

Law Alumni Society

Law School Advisory Council

Merrick Alumni Network

Merrick School of Business Entrepreneurship Advisory Board

Merrick School of Business Real Estate Advisory Committee

UB Center for Families, Children and the Courts Advisory Board

UB Center for International and Comparative Law Advisory Board

University Institutes Board of Directors

University of Baltimore Alumni Association Board of Governors

University of Baltimore Board of Visitors

University of Baltimore Foundation Board of Directors

University Properties Board of Directors

Yale Gordon College of Liberal Arts Dean's Advisory Council

affect, effect

Affect, as a verb, means “to influence.”

The game will *affect* the standings.

Effect, as a verb, means “to cause.”

He will *effect* many changes in the company.

Effect, as a noun, means “result.”

The *effect* was overwhelming.

African American, black

Both terms are acceptable, but *African American* is preferred by many. If the individual or group about which you are writing expresses a preference, use that term. Hyphenate this term only when it is used as an adjective that precedes a noun.

Joe Smith had a particular interest in *African-American* studies.

The author is *African American*.

ages

Always use figures when referring to people, animals and inanimate objects; hyphenate when used as a modifier.

Her daughter is *6 years old*.

Jane, *6*, has adjusted to the new classroom aide.

A *43-year-old* woman was arrested for the crime.

alumni

Use *alumnus* for an individual male, *alumna* for an individual female, *alumni* for a group of males, *alumnae* for a group of females; use *alumni* when referring to a group composed of men and women. Avoid the term *alum*.

On first reference, *alumni* are noted by listing their degree and year of graduation, preceded by a comma, after their name.

Peter Angelos, LL.B. '61, is part-owner of the Orioles.

To create the closed apostrophe (the one that loops toward the left) in front of an individual's graduation year using Microsoft Word:

PC: Hit the **apostrophe key** twice, then delete the first instance so the apostrophe curves the correct way.

Mac: **SHIFT + OPTION +]** (**right bracket key**)

alumni association

on first reference: *University of Baltimore Alumni Association*; thereafter: *alumni association* or *association*

a.m., p.m.

Lowercase with periods.

10 *a.m.*, 7:15 *p.m.*

7 *a.m.*-5 *p.m.*

Note the style for durations of time: *7-9 a.m.*; *5-10 p.m.*; *11 a.m.-2 p.m.*

among, between

Use *among* when more than two objects are involved. Use *between* to show a relationship between only two objects.

ampersand

Do not use the *ampersand* (&) instead of *and* unless it is part of the official name of a company, product or other proper noun (e.g., *Black & Decker*).

notable exceptions: UB's Ampersand Institute for Words & Images; also, all course titles and program names within the School of Communications Design (ARTS, CMAT, ENGL, PBDS and WRIT) use & instead of *and*

Angelos Law Center

on first reference: *John and Frances Angelos Law Center*; on second reference: *Angelos Law Center*; thereafter: *law center*

associate degree

not *associate's* degree

audiovisual

B

between

See **among**, **between**.

bi-

The rules for prefixes apply; generally, do not hyphenate.

The regents' *bimonthly* meeting has been cancelled.

Board of Regents

Use the full name on first reference: the *University System of Maryland Board of Regents*. Thereafter, use *Board of Regents*, *regents* or *board*.

buildings and spaces

For the purpose of clarity, further explanation of a building's function (as of January 2009) or the street address is provided for several listings.

ACADEMIC AND ADMINISTRATIVE BUILDINGS AND SPACES

Academic Center—1420 N. Charles St.

Note: The 1420 N. Charles St. address must appear as the return address on any University mailings to qualify for the nonprofit mailing rate.

Charles Royal Building—1319 N. Charles St. (*Charles Royal* on second reference)

1104 Maryland Ave.—houses the Office of Parking and Shuttle Management

1107 Cathedral St.—houses the procurement staff within the Department of Procurement and Materials Management

1120 N. Charles St.—houses the Office of Auxiliary Enterprises

Family Justice Building—5 W. Chase St. (*building* on second reference)

John and Frances Angelos Law Center—1415 Maryland Ave. (*Angelos Law Center* on second reference; *law center* thereafter)

Langsdale Library—1420 Maryland Ave. (*library* on second reference, unless it appears in the same text as the Law Library—in that case, keep the full name intact)

Law Clinics—40 W. Chase St.

Liberal Arts and Policy Building—10 W. Preston St. (*building* on second reference); houses the Yale Gordon College of Liberal Arts Office of the Dean; the School of Communications Design, including the Ampersand Institute for Words & Images; and the School of Public Affairs, including the Schaefer Center for Public Policy

1030 N. Charles St.—houses the Office of Human Resources and the Office of Technology Services

1304 St. Paul St.

1221 N. Calvert St.

UB Foundation Building—1130 N. Charles St.

UB Student Center—21 W. Mt. Royal Ave. (*student center* on second reference)

William H. Thumel Sr. Business Center—11 W. Mt. Royal Ave. (*Thumel Business Center* on second reference; *business center* thereafter)

INTERNAL SPACES

Hilda and Michael Bogomolny Room (*Bogomolny Room* on second reference; formerly known as the *UB Student Center Multipurpose Room*)

Langsdale Auditorium (*auditorium* on second reference, unless it appears in the same text as the M. Scot Kaufman Auditorium—in that case, keep the full name intact)

Law Library (*library* on second reference, unless it appears in the same text as the Langsdale Library—in that case, keep the full name intact)

M. Scot Kaufman Auditorium (*auditorium* on second reference, unless it appears in the same text as the Langsdale Auditorium—in that case, keep the full name intact)

Stephen L. Snyder Center for Litigation Skills (both a space and a programmatic entity); (*Snyder Center* on second reference; *center* thereafter)

Thumel Business Center Atrium (*atrium* on second reference)
UB Student Center Performing Arts Theater (*Performing Arts Theater* on second reference;
theater thereafter)
Venable Baetjer Howard Moot Court Room (*moot courtroom* on second reference)

PARKING FACILITIES

Note: As part of the campus master plan, additional parking facilities are being constructed and leased to accommodate the needs of the UB community. Please check www.ubalt.edu/parking for the most recent parking facility names and locations.

Cathedral Street Lot—1150 Cathedral St.
Charles Royal Lot—behind Charles Royal Building (1319 N. Charles St.)
Fitzgerald Garage—80 W. Oliver St. (estimated opening fall 2009)
Lanvale Lot
Maryland Avenue Garage—1111 Cathedral St.
Mount Royal Avenue Lot—131 W. Mt. Royal Ave.
North Charles Street Lot—1401 N. Charles St.
Oliver Street Lot—55 W. Oliver St.
1304 St. Paul St. Lot—behind 1304 St. Paul St.
UB Foundation Building Lot—behind UB Foundation Building (1130 N. Charles St.)

OTHER PROPERTIES

Gordon Plaza (*plaza* on second reference)
Northwest Baltimore Park—2101 W. Rogers Ave. (formerly the *Mount Washington Athletic Fields*)

bulleted lists

See **lists**.

business and corporation names

Always double-check the proper spelling of any corporate or business name. Abbreviations such as *Inc.*, *LLC*, *LLP*, *Ltd.*, *P.A.*, *P.C.*, etc. are usually unnecessary and should be avoided.

Company (Co.) and *Corporation (Corp.)* should be abbreviated when they occur at the end of a name, but not within the name. Do not set these terms off with commas.

Ford Motor Co.

Corporation for Public Broadcasting

Do not abbreviate *association*, *associated* or *associates*.

business center

on first reference: *William H. Thumel Sr. Business Center*; on second reference: *Thumel Business Center*; thereafter: *business center*; not *BC* unless space prohibits the full name being spelled out

C

campuses

UB's main campus is located at 1420 N. Charles St. in Baltimore, Md.
UB also offers courses at the Universities at Shady Grove in Rockville, Md.

campuswide

Do not hyphenate.

capitalization

Academic audiences often capitalize many titles out of convention. AP style should be followed on issues of capitalization.

ACADEMIC TERMS

Lowercase semesters and class standing.

the *fall 2007 semester*

the *freshman class*

COLLEGES

Capitalize when using the official name of a college.

The *Yale Gordon College of Liberal Arts* houses the Publications Design program.

The *college* also offers several other graduate programs.

DEPARTMENTS, OFFICES

Capitalize when using the official name of a specific department or office.

The *Office of the President* held an open house.

The *president's office* is located on the third floor.

COURSES

See **course titles, numbers**.

DEGREES

See **degrees**.

MAJORS

Lowercase unless it involves a proper noun.

He is a *history* major. He is majoring in *history*.

She is an *English* major.

TITLES

See **academic and administrative titles, composition titles** and **government officials**.

Note: *University* is capitalized in all mentions when it specifically refers to UB.

catalog

not *catalogue*

Center for Student Involvement

on first reference: *Henry and Ruth Blaustein Rosenberg Center for Student Involvement*;

on second reference: *Rosenberg Center for Student Involvement*; thereafter: *center* or *Rosenberg CSI*

centers and institutes

Use the entire formal name on first reference; *center* or *institute* (lowercase) is acceptable on second reference when identity is clear from the context.

ACADEMIC/RESEARCH

Ampersand Institute for Words & Images

Bank of America Center for Excellence in Learning and Teaching

Center for Community Technology Services

Center for Families, Children and the Courts

Center for Global Business Studies

Center for International and Comparative Law

Center for Negotiations and Conflict Management

e-Learning Center

Entrepreneurial Opportunity Center

Hoffberger Center for Professional Ethics

Information Systems Research Center
Jacob France Institute
Schaefer Center for Public Policy
Stephen L. Snyder Center for Litigation Skills

CAMPUS/STUDENT SERVICES

Academic Resource Center
Career Center
Center for Professional Development
Henry and Ruth Blaustein Rosenberg Center for Student Involvement
Recreation Center
Wellness Center

CEO, CFO, CIO, COO

CEO is acceptable on first reference or as a stand-alone abbreviation, but the term should be spelled out somewhere in the text. Spell out all other, less familiar business titles, such as *chief financial officer*, etc.

certificates

UB offers several certificate programs. Graduates of such programs are listed as follows: *John Smith, CERT '03*. Capitalize *CERT* and do not follow with a period.

chairman, chairwoman

Do not use *chairperson* or *chair* unless it is an organization's formal title for an office.

CLA

generally avoid as an acronym for the College of Liberal Arts; on first reference: *Yale Gordon College of Liberal Arts*; on second reference: *College of Liberal Arts*; thereafter: *college*

clinics

See **law clinics**.

collective nouns

Nouns that denote a unit take singular verbs and pronouns; they include: *class, committee, family, group, jury, orchestra, team*.

The *committee* is meeting to set *its* agenda.

The *jury* reached *its* verdict.

College of Liberal Arts

on first reference: *Yale Gordon College of Liberal Arts*; on second reference: *College of Liberal Arts*; thereafter: *college*

colleges, schools

The University of Baltimore comprises three main colleges or units, under which all other schools, departments and divisions fall: the *Yale Gordon College of Liberal Arts*, the *Merrick School of Business* and the *School of Law*.

Within the College of Liberal Arts, UB also houses the *School of Communications Design*, the *School of Information Arts and Technologies* and the *School of Public Affairs*.

collegewide

Do not hyphenate.

commencement

lowercase

company

Use the abbreviation *Co.*, not *Company*, when it occurs at the end of the formal name of a company. (See **business and corporation names**.)

compose

means “to create” or “to put together”; do not confuse it with *comprise*. It commonly is used in both the active and passive voices: Various parts *compose* a whole, or a whole can be *composed* of its parts.

The University of Baltimore is *composed* of the Yale Gordon College of Liberal Arts, the Merrick School of Business and the School of Law.

All 50 states together *compose* the United States.

composition titles

Italicize the titles of books, periodicals (including online magazines), movies, television series, computer and video games, plays, works of art, musical albums and compositions (except those with generic titles, e.g., *Symphony No. 5 in C Minor*), collections of poetry and long poems.

Capitalize the first word of any title. Capitalize all words that are four letters or longer. Do not capitalize the articles *a*, *an* and *the*. Do not capitalize conjunctions or prepositions unless they are four letters or longer.

In short: Capitalize the first word, any word four letters or longer, and all nouns, verbs, adverbs, adjectives and pronouns.

The Elements of Style is a popular book among editors.

She read *Gone With the Wind* over spring break.

Top Gun is his favorite movie.

comprise

means “to contain” or “to include all,” so do not use *is comprised of*. A whole *comprises* its parts. (See **include**.)

The School of Law *comprises* both day and evening divisions.

constitutional

lowercase

corporation

Use the abbreviation *Corp.*, not *Corporation*, when it occurs at the end of the formal name of an organization. (See **business and corporation names**.)

course titles, numbers

Course titles are capitalized but do not appear in quotations when the formal name of the course as it appears in the course catalog is used. In general, do not provide course abbreviations (HEGIS codes) and numbers in an article. When terms are used generically, lowercase.

Every student must take *Ideas in Writing*.

The program’s capstone course is *Final Seminar*.

John Smith teaches courses in *tax accounting*.

When a HEGIS code and course number are used in a periodical, they should appear in the following format:

CRJU 341: Correctional Perspectives.

coursework

one word

court cases

Italicize the names of court cases.

courtesy titles

In periodicals, press releases, recruitment materials and other publications, do not use courtesy titles such as *Mr.*, *Miss*, *Mrs.*, *Esq.* or *the Hon.* Also, do not use the title of *Dr.* unless the individual has earned a medical degree.

notable exceptions: commencement programs and other publications of equal formality

courtroom

one word, unless referring to the proper name of UB's Venable Baetjer Howard Moot Court Room (See **moot courtroom** and **Venable Baetjer Howard Moot Court Room.**)

CPA

on first reference: *certified public accountant*; thereafter: *CPA* (without periods)

credits

Academic credits are always listed in numerical form, even when the number is fewer than 10.

Jane must take *6 credits* next semester to graduate on time.

Ideas in Writing is a *3-credit* course.

cum laude

means “with distinction”; do not italicize this or other commonly used Latin terms. (If it's in a standard dictionary, it's considered common enough not to require italics.)

Curaçao

Curaçao, in the Netherlands Antilles, is the site of the School of Law's annual winter-term abroad program in international and comparative law. To create the cedilla (ç) under the “c” in Microsoft Word:

PC: CTRL + , + c

Mac: OPTION + c

D

database

dates

Always write out the months of *March*, *April*, *May*, *June* and *July*. For all other months, abbreviate the month if a specific date follows. (notable exceptions: commencement programs and other publications of equal formality)

If only the month and the year are listed, do not separate them with a comma and do not abbreviate the month.

May 24, 1999 (Do not use *th* and *st* superscripts: *May 24*, not *May 24th*.)

December 1999

Dec. 1

the class of '99

the '60s, the '90s (**Note:** There is no apostrophe between the last digit of the year and the *s*.)

Sept. 4, 1999, marked the first day of the new semester.

The *2007-08* academic calendar is posted on the University's Web site.

days

Always write out the day of the week. When listed with a month, separate with a comma.

Today is *Wednesday, April 18, 2007*.

decision-making

degrees

Capitalize the full degree title; lowercase the shorter form.

associate degree

Bachelor of Arts degree

bachelor's degree in history

Bachelor of Arts in History

Master of Science degree

master's degree in criminal justice

Master of Arts in Publications Design

master's program in public administration

Master of Public Administration program (**Note:** When referencing an academic program, the word *program* is not capitalized.)

doctorate (**Note:** *Doctorate* is a noun, *doctoral* is an adjective.)

notable exception: *juris doctor degree*

In general, do not use abbreviations for degrees after a person's name (e.g., *John Smith, Ph.D., spoke at the University*), unless you are referring to UB alumni, who should be listed with their degree information on first reference (e.g., *Peter Angelos, LL.B. '61*).

Use periods in abbreviations of academic degrees: *B.A., B.S., D.C.D., J.D., LL.B., LL.M., M.A., M.B.A., M.F.A., M.P.A., M.S., Ph.D.* (**Note:** The periods do not apply in the formal names of UB's online programs—the *webMBA* and the *webMPA*—or in listings of certificates earned, e.g., *Jane Smith, CERT '03*.)

departments

Capitalize when using the full, proper name.

the *Department of Public Safety*

The Merrick School of Business houses three academic departments:

- the Department of Accounting and Management Information Systems
- the Department of Economics, Finance and Management Science
- the Department of Management and Marketing.

Otherwise, lowercase unless a proper noun appears.

the *English department*

the *psychology department*

divisions

ADMINISTRATIVE

Three administrative divisions exist within the University:

- the Division of Administration and Finance
- the Division of Enrollment Management
- the Division of Student Affairs.

ACADEMIC

Four academic divisions exist within the Yale Gordon College of Liberal Arts:

- the Division of Applied Behavioral Sciences
- the Division of Criminology, Criminal Justice and Forensic Studies
- the Division of Legal, Ethical and Historical Studies
- the Division of Liberal Studies.

doctor, Dr.

Use this title only when referring to individuals who have earned medical degrees.

doctoral, doctorate

Doctoral is an adjective, *doctorate* is a noun.

dollar amounts

Always use figures; eliminate the period and extra zeros if the figure is a whole amount.

\$50, not \$50.00

Use a hyphen to indicate a range.

\$5-\$10

drop/add

Use a forward slash, not a hyphen.

E

e-

Words that start with *e-* (such as *e-mail*) should be capitalized only at the beginning of a sentence or in a title.

e.g.

means “for example”; it is followed by a comma (Do not confuse with *i.e.*, which means “that is.”)

e-mail

lowercase and hyphenated

emeritus, emerita

follows professor (*professor emeritus*, not *emeritus professor*)

Use *emeritus* for a man, *emerita* for a woman and *emeriti* for the plural.

endowed professorships, named professorships

Capitalize all nouns in the title, whether the title appears before or after the person’s name.

Alan Lyles is a professor of health systems management and the *Henry A. Rosenberg Chair of Public, Private and Nonprofit Partnerships*.

F

faculty

Faculty, like other collective nouns, is used with the singular form of a verb when considered one unit and the plural form of a verb when considered a group of individuals.

The *faculty* insists that students be allowed to speak.

The *faculty* include distinguished scholars in many fields. (also acceptable: The *faculty members* include distinguished scholars in many fields.)

fax numbers

As with phone numbers, separate with periods instead of hyphens.

The Office of University Relations fax number is 410.837.6168.

federal, state

Lowercase both terms.

The program is awaiting *federal* and *state* funding.

fellow, fellowship

Lowercase when used alone, but capitalize when used in combination with a granting organization.

Joe Smith is a *fellow* of the University of Baltimore Hoffberger Center for Professional Ethics.

Jane Smith is a former *Weinberg Fellow*.

fewer, less

Use *fewer* for things you can count; use *less* to refer to bulk or quantity.

I had *less* than \$50 in my pocket.

I had *fewer* than 50 \$1 bills in my pocket.

fiscal year

Write as *fiscal year 2008*, *fy 2008* or *fy 08*.

First and Second Year Program

This is the official name of UB's program and should always be used on first reference; *FSP* is acceptable on second reference.

foundation

on first reference: *University of Baltimore Foundation*; thereafter: *foundation*

freshman, freshmen

Freshman is a singular adjective and a singular noun; *freshmen* is a plural noun.

singular noun: She is a *freshman* at the University of Baltimore.

plural noun: She is one of 2,000 *freshmen* who enrolled in 2007.

adjective: She enrolled in *freshman* courses.

fundraiser, fundraising

The *fundraising* campaign was successful.

Fundraising is difficult in a recession.

He works as a *fundraiser* for the foundation.

G

gender-neutral language

Gender-neutral language is preferred; however, avoid the awkward *s/he* construction.

Different style books present various options, such as using plural nouns and pronouns or rewriting the sentence. Alternating the pronouns *he* or *she* is another awkward fix.

Law students must put their studies first.

For a law student, studies come first.

G.I. Bill

government officials

GOVERNOR

Capitalize and abbreviate as *Gov.* or *Govs.* when used as a formal title before one or more names both inside and outside quotations. Lowercase and spell out in all other uses.

governor of Maryland: *Martin J. O'Malley*

LIEUTENANT GOVERNOR

Capitalize and abbreviate as *Lt. Gov.* or *Lt. Govs.* when used as a formal title before one or more names both inside and outside quotations. Lowercase and spell out in all other uses.

lieutenant governor of Maryland: *Anthony G. Brown*

ATTORNEY GENERAL

Never abbreviate. Capitalize only when used as a title before a name: *Attorney General John Smith*.

attorney general of Maryland: *Douglas F. Gansler*

TREASURER

Capitalize when used as a formal title immediately before a name.

Maryland state treasurer: *Nancy K. Kopp*

COMPTROLLER

Comptroller generally is the accurate word for government financial officers. Capitalize *comptroller* and *controller* when used as the formal titles for financial officers before one or more names. Lowercase *aircraft controller* and similar occupational applications of the word.

comptroller of Maryland: *Peter V.R. Franchot*

grade point average

on first reference: *grade point average*; thereafter: *GPA* (capitalize without periods)

grades

Use a capital letter without quotation marks. To pluralize, add an *s* without an apostrophe.

Jane Smith earned a *B* in her accounting course.

Jane earned all *Bs* in the spring 2007 semester.

gray

not *grey*

H

health care

two words as a noun; hyphenate as an adjective

Health care is an important political issue.

Politicians often debate about *health-care* spending.

Henry and Ruth Blaustein Rosenberg Center for Student Involvement

on first reference: *Henry and Ruth Blaustein Rosenberg Center for Student Involvement*;

on second reference: *Rosenberg Center for Student Involvement*; thereafter: *center* or *Rosenberg CSI*

high-tech

home page

two words

honors

on first reference: refer to UB's honors program by its official name, the *Helen P. Denit Honors Program*; thereafter: use *Denit Honors Program* or *honors program*; also: *honors classes*, *honors student*

I

ID card

Capitalize *ID* without periods or spaces. Do not capitalize *card*. ID cards are issued by the UB Department of Public Safety.

i.e.

means “that is”; followed by a comma (Do not confuse it with *e.g.*, which means “for example” and is also followed by a comma.)

UB’s three schools (*i.e.*, *the Merrick School of Business*, *the School of Law and the Yale Gordon College of Liberal Arts*) are located on the University’s downtown Baltimore campus.

immigrate

One who comes into a country *immigrates*.

Do not confuse it with *emigrate*, which means “to leave a country.”

imply

Writers or speakers *imply* something through the words they use.

Do not confuse it with *infer*, which is what listeners or readers do.

inasmuch as

include

Use *include* to introduce a series when the items that follow are only part of the total.

My syllabus *includes* texts.

Use *comprise* when the full list of individual elements is given. (See **comprise**.)

My syllabus *comprises* texts, discussions and exams.

indentation

Do not indent the first line of the first paragraph of text, but do indent the first lines of all subsequent paragraphs.

Indians

American Indian is the preferred term for those in the United States. Where possible, use the name of the tribe: He is *Navajo*.

Native American is acceptable in quotations and in names of organizations.

initials

Use periods without spaces when an individual uses initials instead of a first name: *J.P.*

Morgan. The use of middle initials is a matter of the subject’s personal preference.

in order to

Use just *to*: I get my morning coffee at XS *to* avoid making it at home.

inquire, inquiry

not *enquire, enquiry*

in residence

When this term is used in an academic or administrative title, such as *scholar in residence* or *writer in residence*, do not hyphenate. (See **academic and administrative titles**.)

insofar as

in spite of

Use *despite*; it means the same thing and is shorter.

institutes

See **centers and institutes**.

instructor

A person is an instructor *in* a discipline, not *of* a discipline. Do not use it as a title before a name.

international students

preferable over *foreign students*

Internet

- Capitalize this term and its abbreviation, the *Net* (although the latter should be avoided unless in a quote).
- Internet addresses include e-mail addresses and Web site designations (URLs). Follow the spelling and capitalization of the Web site owner.
- If an Internet address falls at the end of a sentence, finish the sentence with a period.
- If an Internet address breaks between lines, split it directly after a slash or dot, without inserting a hyphen.
*www.ubalt.edu/
hoffberger*
- Do not use *http://* if the URL begins with *www*. Use it if the URL does not.
Note: For advertising purposes such as brief print ads and billboards, the *www* need not appear in UB's main home page address; *ubalt.edu* can suffice if space is an issue.
- Double-check the accuracy of URLs that you are listing in text. In Microsoft Word:
PC: Holding down **CTRL** while clicking the URL will take you to the Web site.
Mac: Holding down **OPTION + CTRL** and selecting "hyperlink" and "open" from the drop-down menu will take you to the Web site.
- Internet terms: cyberspace, download, dot-com, DNS (domain name system), DSL (digital subscriber line), firewall, freeware, FTP (file transfer protocol), home page, hyperlink, intranet, IP address (Internet protocol address, a numeric address given to a computer connected to the Internet), listserv, login, logoff, logon, MP3, screen saver, shareware, URL (Uniform Resource Locator), Web page, Web site, webcam, webcast, webmaster, Zip drive, Zip disks (The last two are registered trademarks.)
(See **URLs and e-mail addresses** and **Web**.)

irregardless

This term does not exist and would be a double negative, if it did. *Regardless* is the correct word.

Islam

Followers are called *Muslims*. The adjective is *Islamic*.

IT

Spell it out on first reference: *information technology*.

italicization

Italicize the titles of books, periodicals (including online magazines), movies, television series, computer and video games, plays, works of art, musical compositions (except those with generic titles, e.g., *Symphony No. 5 in C Minor*), collections of poetry and long poems.
(See **composition titles**.)

Italicize legal citations and use *v.* for versus: *Brown v. Board of Education*.

it's, its

It's is a contraction of *it* and *is* or *it* and *has*.

It's up to you to use it correctly. *It's* been a long time since you studied grammar.

Its refers to possession.

The tree has lost *its* leaves.

Ivy League

Brown University, Columbia University, Cornell University, Dartmouth College, Harvard University, Princeton University, the University of Pennsylvania and Yale University

J

The Johns Hopkins University

Capitalize *the* in all instances preceding *Johns Hopkins University*.

John and Frances Angelos Law Center

on first reference: *John and Frances Angelos Law Center*; on second reference: *Angelos Law Center*; thereafter: *law center*

Jr., Sr.

Abbreviate and do not separate from the last name with a comma; apply the same rules to numerical designations.

Harry Connick *Jr.*

John Wiley *III*

judge, justice

Capitalize before a name when it is the formal title for an individual who presides in a court of law. Do not continue use in subsequent references.

judgment

not *judgement*

K

kids

Use *children* unless you are talking about goats; otherwise, *kids* is acceptable as an informal synonym for *children* in a quote or in an appropriate context.

kilo-

a prefix denoting 1,000 units of measure; do not hyphenate

Knowledge That Works

UB's tagline, always capitalized

(**Note:** Trademark applications for the University's trademarks have been filed with the U.S. Patent and Trademark Office and are currently pending registration.)

kudos

means "credit or praise for an achievement"; the word is singular and takes a singular verb

L

languages

Capitalize the proper names of languages and dialects.

last

Avoid using it as a synonym for *latest* if it might be confused for *final*.

The last announcement was made at noon today could leave the reader wondering whether the announcement was the final announcement or whether others are to follow.

Do not use it to mean “most recent” when the name of a month or day of the week is used.

It happened Wednesday is fine; *it happened last Wednesday* is redundant.

Otherwise: *It happened last week. It happened last month.*

Latino, Latina

Latino is masculine, *Latina* is feminine; preferred over *Hispanic* when referring to people of Latin American descent. People from Spain are *Spanish*. Use specific nationalities when possible: *Mexican, Nicaraguan, Salvadoran, Guatemalan, Puerto Rican, Costa Rican, Colombian*, etc.

law center

on first reference: *John and Frances Angelos Law Center*; on second reference: *Angelos Law Center*; thereafter: *law center*

law clinics

The University of Baltimore School of Law houses nine law clinics:

- Appellate Practice Clinic
- Civil Advocacy Clinic
- Community Development Clinic
- Criminal Practice Clinic
- Disability Law Clinic
- Family Law Clinic
- Family Mediation Clinic
- Immigrant Rights Clinic
- Tax Law Clinic.

laws

Capitalize legislative acts but not bills. For pending legislation, do not use periods.

the *Taft-Hartley Act*

the *Kennedy bill*

HR 2316

SB 1416

law school

on first reference: *UB School of Law*; on second and subsequent references: *law school* (lowercase)

lawyer

a generic term for all members of the bar; do not use it as a formal title

lay, lie

The action word is *lay*; it takes a direct object.

past tense and past participle: *laid*; present participle: *laying*

I will *lay* the book on the table.

I *laid* the book on the table.

I am *laying* the book on the table.

Lie indicates a state of reclining along a horizontal plane; it does not take a direct object.
past tense: *lay*; past participle: *lain*; present participle: *lying*

I will *lie* down for a few minutes.

I *lay* down for a few minutes.

I have *lain* down for a few minutes.

I am *lying* down for a few minutes.

When *lie* means to make an untrue statement, the verb forms are *lie*, *lied*, *lying*.

lectures

Capitalize and use quotation marks for their formal titles.

legislative titles

- On first reference, use *Rep.*, *Reps.*, *Sen.* and *Sens.* as formal titles before one or more names. In quotes, spell out and capitalize these titles before names. In all other circumstances, spell out and lowercase *representative* and *senator*.
- Spell out other legislative titles in all uses, capitalizing them before names. Add *U.S.* or *state* before a title only if necessary to avoid confusion.
- Do not use legislative titles before names on second or subsequent references, unless in quotes. *Congressman* and *congresswoman* should appear as capitalized formal titles before names only in direct quotations.
- Capitalize titles for formal, organizational offices within legislative bodies when they are used before names: *Speaker J. Dennis Hastert*, *Minority Leader Nancy Pelosi*, *President Pro Tem Ted Stevens*, etc.

legislature

Capitalize when preceded by the name of a state: the *Maryland Legislature*. Retain the capitalization when the state name is dropped but the reference is specifically to the state's legislature.

less

See **fewer**, **less**.

lie

See **lay**, **lie**.

lifestyle

lifetime

Light Rail

likable

not *likeable*

like, as

Use *like* to compare nouns and pronouns; it requires an object: I type *like* a machine.

The conjunction *as* is the correct word to introduce clauses: I type *as* quickly as I should.

lists

- Do not use a colon after the words *includes*, *included* or *including*, unless they are followed by bullets.
The committee *included* Ben, Julie and Peter.
not: The committee *included:* Ben, Julie and Peter.
- Maintain parallel construction in listed items. That is, if some items are full sentences, all items should be full sentences. If some items begin with verbs, all items should begin with verbs.

- Avoid numbering unless there will be a reference to the numbers in later text.
- In bulleted lists, use a period after each item only if it is a complete sentence; always use a period after the last item if the list itself forms a complete sentence.

Jane's favorite vegetables are:

- *peas*
- *carrots*
- *Brussels sprouts*
- *asparagus.*

Otherwise:

favorite vegetables:

- *peas*
- *carrots*
- *Brussels sprouts*
- *asparagus*

- Do not capitalize list items unless each item is a complete sentence.
- Alphabetize, or put the items in some other logical order.

locations

See **buildings and spaces**.

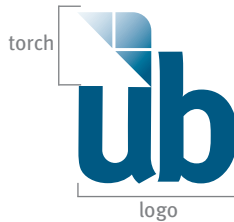
log in, login

one word as a noun: Students must change their e-mail *logins* every six months.

two words as a verb: Every morning I *log in* to my computer.

logo

The UB logo consists of two elements: the torch and the lowercase u and b. These two elements plus the University signature compose UB's graphic identity. Please refer to the Graphics Standards section of this guide for more information. (**Note:** Trademark applications for the University's trademarks have been filed with the U.S. Patent and Trademark Office and are currently pending registration.)



lowercase

one word, always

-ly

Do not use a hyphen between adverbs ending in *-ly* and the adjectives they modify.

a *widely praised* film

an *easily passed* exam

a *fully informed* consumer

M

magazine names

Capitalize and italicize the names of periodicals and publications. Lowercase *magazine* and do not italicize unless it is part of the publication's formal title: *Baltimore* magazine, the *University of Baltimore Alumni Magazine*. (See **composition titles**.)

magna cum laude

means "with great distinction"; do not italicize

man, mankind

Either may be used when both men and women are involved and no other term is convenient, but a better choice may be *humanity*, *a person* or *an individual*.

manager

Capitalize when used as a formal title before a name: *General Manager* Joe Smith.

MARC train

Maryland Rail Commuter train service to and from Union Station in Washington, D.C., and West Virginia, Baltimore and Perryville, Md.

Mass Transit Administration

oversees the Light Rail, the Metro Subway, the MARC train and the bus system; *MTA* is acceptable on second reference

media, medium

Media is a plural noun and therefore takes a plural verb; *medium* is the singular form of the noun.

Merrick School of Business

on first reference: *Merrick School of Business* (not *Robert G. Merrick School of Business*);
on second and subsequent references: *School of Business* or *business school* (lowercase)

Metro Subway

Baltimore's subway line; runs Monday through Saturday from Owings Mills to The Johns Hopkins Hospital

mid-

In general, do not hyphenate unless *mid-* is followed by a capitalized word.

midterm

midsemester

mid-Atlantic

Hyphenate when *mid-* precedes a figure: *mid-30s*.

Middle East

The term applies to southwest Asia west of Pakistan and Afghanistan (Iran, Iraq, Israel, Kuwait, Jordan, Lebanon, Oman, Qatar, Saudi Arabia, Syria, Turkey, United Arab Emirates and Yemen), northeastern Africa (Egypt and Sudan) and the island of Cyprus. *Middle East* is preferred over *Mideast*.

Middle States

The *Middle States Commission on Higher Education* is a voluntary, nongovernmental, peer-based membership association established to oversee educational quality and improvement through an accrediting process based on peer review. The federal government requires that institutions located in our region be accredited by Middle States for their students to be eligible to participate in federal financial aid programs.

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.

midtown

Do not capitalize when referring to midtown Baltimore, but capitalize as part of *UB Midtown*, the University's development project.

millions, billions

Use a figure (not beyond two decimal places) and the word for large numbers.

The school spent \$1.27 *million* on its advertising campaign.

money

- Spell out or use figures, following the rules for **numbers, numerals**. If you spell out the amount, spell out the currency; if you use figures for the amount, use symbols for the currency.
- For specified amounts, *dollars* takes a singular verb: *They said \$50,000 is what they raised.*
- Use the following forms: *\$4.35 million; \$650,000; \$1,000; \$500; \$25; \$4; \$5-\$10.*

monthlong

months

When using with a specific day or range of days, abbreviate as:

- *Jan.*
- *Feb.*
- *Aug.*
- *Sept.*
- *Oct.*
- *Nov.*
- *Dec.*

notable exceptions: commencement programs and other publications of equal formality

The other months are always spelled out. 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, set off the year with commas.

I was born in *March 1979*.

I was born *March 26, 1979*, in Verona, Italy.

moot courtroom

The *Venable Baetjer Howard Moot Court Room* in the Angelos Law Center is a space dedicated to the practice of moot court. Always use the entire formal name of the space on first reference; on second reference: *moot courtroom*.

more than

Use *more than*, as opposed to *over*, when referring to something that can be counted.

UB has *more than* 50,000 alumni.

mount

Spell out unless it is listed with a street address: *21 W. Mt. Royal Ave.*

Mount Vernon

The area just south of the heart of the UB campus, bordered by Mount Royal Avenue to the north, Mulberry Street to the south, Guilford Avenue to the east and Howard Street to the west. The *Mount Vernon Cultural District* is a historic district.

MP3

MSB

generally avoid as an acronym for the *Merrick School of Business*; on first reference: *Merrick School of Business*; on second and subsequent references: *School of Business* or *business school*

multi-

Do not hyphenate, unless necessary to avoid awkward reading.

multicultural

multinational

multimedia

multipurpose

but: *multimillion-dollar* (adjective)

multipurpose room

This space on the fifth floor of the UB Student Center has been renamed the *Hilda and Michael Bogomolny Room*. (See **buildings and spaces**.)

music

Capitalize, but do not use quotation marks for, generic titles for orchestral works (which typically include the composer's name and a suite or symphony number): Bach's *Suite No. 1 for Orchestra*, Beethoven's *Serenade for Flute, Violin and Viola*. Italicize any composition titles that are unique and nongeneric: *Symphonie Fantastique*, *Water Music*.

If you are listing one composition from a suite, one song from an album or an individual song, use quotation marks for the single composition/song and italics for the suite/album: "Dance of the Sugar Plum Fairy" from *The Nutcracker Suite*; "Wanted Dead or Alive" from Bon Jovi's *Cross Road* album.

When listing musical compositions for programs or flyers, particularly for Spotlight UB, note:

- *Opus* is abbreviated *Op.*; *number* is abbreviated *No.*
- Typically, the opus is listed before the number, with a comma separating the two categorizations: *Op. 120, No. 1.*
- *Köchel-Verzeichnis* is abbreviated *KV* without a period following the acronym.

Muslim

Muslim is the preferred term, over *Moslem*.

MyUB

MyUB allows students to view class schedules, check admission status, apply for financial aid, register for classes, check grades and pay bills. It also allows faculty and staff to perform various job-related functions.

N

names

Use the first name, middle initial (if that is the subject's preference) and last name on first reference; use only the last name on second and subsequent references.

name suffixes

See **Jr., Sr.**

national anthem

Lowercase *national anthem*, but capitalize the title "The Star-Spangled Banner."

nationalities and races

- Capitalize the proper names of nationalities, peoples, races, tribes, etc.: *Arab, Arabic, African, American, Caucasian, Cherokee, Chinese* (both singular and plural), *Eskimo* (plural *Eskimos*), *French Canadian, Gypsy* (plural *Gypsies*), *Japanese* (singular and plural), *Jew, Jewish, Latin, Nordic, Sioux, Swede*, etc.
- Lowercase *black, white* and *mulatto*. (See **African American, black**.)

nationwide

like *statewide, countrywide* and *campuswide*

Native American

The preferred term is *American Indian*, unless used in quotes or in reference to a specific organization. This term is never hyphenated.

neither ... nor

The nouns following these words require verbs that agree with the nearest subject.

Neither he nor they are going. *Neither they nor he is* going.

newspaper names

Capitalize and italicize newspaper names in periodicals and publications. Capitalize *the* in a newspaper's name only if that is the way the publication prefers to be known.

The Washington Post

Chicago Tribune

Where location is needed but not part of the official name, use parentheses and do not italicize the location.

The (Baltimore) Sun

nicknames

Nicknames should be put in quotation marks and listed between a subject's first and last names.

Richard "Dick" Brown

nighttime

9/11

Sept. 11 is the preferred term to use in describing the terrorist attacks of Sept. 11, 2001.

No.

Capitalize and use as the abbreviation for *number* in conjunction with a figure to indicate position or rank. (See **numbers, numerals**.) Do not use in street addresses, except for *No. 10 Downing St.*, the residence of Britain's prime minister.

non-

Generally, do not hyphenate.

nonprofit

nondenominational

nondegree

noncontroversial

All issues are controversial, so a *noncontroversial* issue is impossible. A *controversial* issue is redundant.

nondiscriminatory language

Use *disabled*, not *handicapped*. (See **gender-neutral language**.)

none

It usually means "no single one," so in this sense it takes a singular verb and pronoun: *None of the signs was* written correctly. Use a plural verb only if the sense is "no two or no amount": *None of the professors agree* on the topic.

noon

Use *noon* instead of *12 p.m.* in all instances.

North America

Canada, the United States, Mexico and Greenland

Nota Bene

the magazine of the University of Baltimore School of Law, published annually; italicize

numbers, numerals

FIGURES

- Use figures for numbers 10 and above; *one* through *nine* should be spelled out. This holds true for ordinal numbers: *first* through *ninth*, then *10th*, *11th*, *22nd*, *33rd*, etc.
- Always spell out numbers that begin a sentence: *Eighty-six* percent of faculty members hold the highest degree in their fields.
- Use figures exclusively for ages (*a 4-year-old child*), acres, cents, dimensions (*the rug is 2 feet wide*), dollar amounts (*\$5*), formulas, heights (*he is 6 feet tall*), military and political designations (*2nd District Court*), percentages, ratios (*a 3-to-1 ratio*), sizes (*a size 7.5 shoe*), speeds, temperatures (except *zero*), volume and weight.

FRACTIONS

- Spell out amounts less than one, using hyphens between words: *two-thirds*, *one-half*, etc; use figures for amounts larger than one, converting to decimals whenever practical.

PLURAL NUMBERS/YEARS

- With plural numbers and years, use an *s* without a preceding apostrophe: She'll be in her *mid-30s* in the *2010s*. The *Roaring '20s* were exciting years. (See **dates**.)

BUILDINGS AND ROOMS

- Room numbers come after the building designation; capitalize *Room*.
My office is in the Academic Center, *Room 242G*.
- Some UB buildings are known by their addresses: *1304 St. Paul St.*, *1221 N. Calvert St.*

CREDITS

- Always use figures when referring to credits.

GRADUATION YEARS

- Graduation years use an apostrophe (not an open single quote—be careful when using Microsoft Word) and the two-figure designation for the year preceded by the degree.
John Doe, *B.S. '98*, works for the government.
(See **alumni**.)

NO.

- When the word *number* is used with a figure to express a ranking, use *No.* (capitalized).
No. 1 team
No. 3 choice

PHONE NUMBERS

- Use periods, not hyphens, in phone numbers.



offices

Formal titles of UB's various offices (as of November 2008) follow. An acceptable form for second and further references could be *alumni relations office* (all lowercase), for example; any exceptions in which acronyms and/or abbreviations are recognized are noted.

This list is provided as a guide to official office names and does not necessarily reflect reporting or complete organizational structure. As this is a dynamic list, the Office of University Relations will post updates as necessary at www.ubalt.edu/styleguide. Please contact the Office of University Relations for clarification and to provide feedback.

UNIVERSITY-WIDE ADMINISTRATIVE OFFICES AND CENTERS

Division of Administration and Finance

- Bursar's Office (formerly the *Business Office*)
- Department of Procurement and Materials Management
- Department of Public Safety
- Office of Auxiliary Enterprises
- Office of Parking and Shuttle Management
- Office of the Comptroller
- Office of Facilities Management and Capital Planning
- Office of Financial Systems Management
- Office of Human Resources
- Office of Planning
- Office of University Relations
- University Budget Office

Division of Enrollment Management

- Office of Financial Aid
- Office of Records and Registration
- Offices of Admission
 - Office of Admission Technology
 - Office of Freshman Admission
 - Office of Graduate Admission
 - Office of Transfer Admission and Community College Relations

Division of Student Affairs

- Academic Resource Center (Either *the center* or *ARC* is acceptable on second reference and thereafter.)
- Campus Recreation Services
 - Recreation Center
 - Wellness Center
 - Intramurals and Sports Club Programs
- Career Center
- Counseling Services
- Disability Support Services
- Henry and Ruth Blaustein Rosenberg Center for Student Involvement
(*Rosenberg Center for Student Involvement* on second reference; thereafter, *the center* or *Rosenberg CSI*)
- International Services Office (Either *the office* or *ISO* is acceptable on second reference and thereafter.)
- Office of the Dean of Students
- Office of Diversity Education and Programs

Office of Government and Community Relations

Office of Institutional Advancement

- Office of Alumni Relations
- Office of Annual Giving
- Office of Research and Database Management
- University of Baltimore Foundation

Office of the President

Office of the Provost

- Bank of America Center for Excellence in Learning and Teaching
- e-Learning Center
- First and Second Year Program Office (*FSP Office* is acceptable on second reference and thereafter.)
- Hoffberger Center for Professional Ethics
- Office of Institutional Research
- Office of Sponsored Research

Office of Technology Services (*OTS* is acceptable on second reference and thereafter.)

OFFICES WITHIN INDIVIDUAL SCHOOLS

Merrick School of Business

- Center for Global Business Studies
- Department of Accounting and Management Information Systems
- Department of Economics, Finance and Management Science
- Department of Management and Marketing
- Entrepreneurial Opportunity Center
- Information Systems Research Center
- Jacob France Institute
- Merrick Advising Center
- Office of the Dean

School of Law

- Center for Families, Children and the Courts
- Center for International and Comparative Law
- Law Career Development
- Law Clinics
 - Appellate Practice Clinic
 - Civil Advocacy Clinic
 - Community Development Clinic
 - Criminal Practice Clinic
 - Disability Law Clinic
 - Family Law Clinic
 - Family Mediation Clinic
 - Immigrant Rights Clinic
 - Tax Law Clinic

Office of Academic Affairs–School of Law

- Office of Law Admissions
- Office of Law Finance and Administration
- Office of Law Student Services
- Office of the Dean
- Stephen L. Snyder Center for Litigation Skills

Yale Gordon College of Liberal Arts

- Division of Applied Behavioral Sciences
- Division of Criminology, Criminal Justice and Forensic Studies
- Division of Legal, Ethical and Historical Studies
 - Center for Negotiations and Conflict Management
- Division of Liberal Studies
- Office of the Dean
- School of Communications Design
 - Ampersand Institute for Words & Images
- School of Information Arts and Technologies
 - Center for Community Technology Services
- School of Public Affairs
 - Schaefer Center for Public Policy

off of

The *of* is unnecessary. He fell *off* the ladder.

OK, OK'd, OK'ing, OKs

not *okay*

on-campus, off-campus (adjective)

online, offline

one word; do not hyphenate

onsite, on site

one word as an adjective; otherwise: two words

over

generally refers to spatial relationships; when referring to numbers, *more than* is preferred

P

page number(s)

Use *page* with figures; do not capitalize *page*, contrary to AP style.

part-time, part time

Hyphenate when used as a compound modifier: He has a *part-time* job.

Otherwise: He works *part time*.

PDF

Portable Document Format, a file format for Adobe Acrobat Reader

people

Use *people* instead of *persons*. *Persons* should be used only in direct quotes.

percent

Spell it out and always use it with figures. It takes a singular verb when standing alone or when a singular word follows *of*. It takes a plural verb when a plural word follows *of*.

The report shows *9 percent of our students were* once at the Community College of Baltimore County, Essex.

Performing Arts Theater

This space is located on the fifth floor of the UB Student Center and is formally known as the *UB Student Center Performing Arts Theater* (not *Theatre*); on second reference: *Performing Arts Theater*; thereafter, *theater*.

phone numbers

Use periods instead of hyphens.

1.877.ApplyUB
410.837.4200

For posting items to the Web calendar and to the *Daily Digest*, note that the content management system requires the use of hyphens rather than periods in phone numbers; this is acceptable in these cases only.

photo captions

Use *l. to r.*: to identify individuals when more than one person is pictured in a photo. You do not need to repeat directionals for additional photos on the same page, but continue to list names in left-to-right order in other photo captions.

End a photo caption with a period only if it is a complete sentence.

John Smith, J.D. '72
John Smith, J.D. '72, accepts his award from Jane Doe, professor of law.

places

See **buildings and spaces**.

plurals

The *AP Stylebook* is an excellent source of information on rules about plurals. Some of the most pertinent are:

WORDS AS WORDS

- Do not use *'s*: There are no *ifs*, *ands* or *buts* about it.

PROPER NAMES

- most names ending in *es*, *s* or *z*—add *es*: *Charleses*, *Gonzalezes*
- most names ending in *y*—add *s* only: *Kennedys*

FIGURES

- Add *s* without an apostrophe: Temperatures this week will be in the *40s*.

SINGLE LETTERS

- Use *'s*: Mind your *p's* and *q's*. But use *s* without an apostrophe when referring to grades: She earned all *As* and *Bs*.

MULTIPLE LETTERS

- Add *s* only, without an apostrophe: She learned her *ABCs*.

p.m., a.m.

Lowercase with periods. (See **a.m.**, **p.m.**)

police

The University of Baltimore has a Department of Public Safety.

possessives

The *AP Stylebook* is an excellent source of information on rules about possessives. Some of the most pertinent are:

SINGULAR COMMON NOUNS ENDING IN S

- Add *'s* unless the next word begins with *s*: the *hostess's order form*, the *hostess' seat*, the *witness's answer*, the *witness' sworn testimony*.

SINGULAR PROPER NOUNS ENDING IN S

- Add only an apostrophe: *Achilles' heel*, *Charles' book*, *Jesus' teachings*.

JOINT/INDIVIDUAL POSSESSION

- Use a possessive only after the last name if ownership is joint: *Sam and Sally's apartment*.
- Use a possessive after all names if objects are individually owned: *Sam's and Sally's books*.

DESCRIPTIVE PHRASES

- Do not add an apostrophe to a word ending in *s* when it is used primarily in a descriptive sense: *citizens band radio*, *teachers college*, *writers guide*. An *'s* is required if the term involves a plural word that does not end in *s*: *a children's book*, *a people's republic*.

QUASI POSSESSIVES

- a *day's* pay, two *weeks'* vacation, your *money's* worth
- Frequently, a hyphenated form is clearer: a *two-week* vacation.

presently

Use *presently* to mean “in a little while” or “shortly,” but not to mean “now.”

president

Capitalize as the formal title before a name but not when the title follows a name.

President Robert L. Bogomolny spoke at the conference today.

Robert L. Bogomolny, *president* of the University of Baltimore, spoke at the conference today.

Never use it before a last name on second reference; simply use the individual's last name.

Bogomolny attended a dinner directly following the conference.

not: *President Bogomolny* attended a dinner directly following the conference.

principal, principle

Principal is a noun and adjective meaning “first in rank” or “primary.”

She is the school *principal*. Money is the *principal* problem.

Principle is a noun that means a “fundamental truth, law, doctrine or motivating force.”

They fought for the *principle* of democracy.

problem-solving

professor

Capitalize before a name. *Professor* is an academic rank or title. Variations include *associate*, *assistant*, *visiting* and *adjunct professor*.

program

Capitalize only when included as part of a proper name: *Helen P. Denit Honors Program*, *Truancy Court Program*. Otherwise, lowercase: *Forensic Studies program*. (**Note:** The names of academic programs are always capitalized, but the word *program* is not.)

publication titles

See **composition titles**.

publications design

In the name of UB's *Publications Design* program, *Publications* ends with an *s*. It is always plural; never use *Publication Design*.

pupil

Use *student*.

R

Rosenberg Center for Student Involvement

on first reference: *Henry and Ruth Blaustein Rosenberg Center for Student Involvement*;

on second reference: *Rosenberg Center for Student Involvement*; thereafter: *center* or *Rosenberg CSI*

R.S.V.P.

Always use periods.

S

schools

See **colleges, schools**.

serial comma

See **comma** in the Punctuation section (page 63).

software titles

Capitalize but do not italicize such titles as *Microsoft Word* or *Windows*.

spaces

See **buildings and spaces**.

Spotlight UB

the University's umbrella branding for entertainment, typically held or performed in the UB Student Center Performing Arts Theater; *Spotlight UB* encompasses a concert series; various theater and cultural events; and Film Baltimore, a summer movie series

state

See **federal, state**.

summa cum laude

means "with highest distinction"; do not italicize

T

telephone numbers

See **phone numbers**.

that, which

Follow AP style. Use *that* for essential clauses, when it's important to the meaning of the sentence and when there are no commas.

It was clear *that* we had nothing in common.

Use *which* for nonessential clauses, where the pronoun is less important and commas are necessary.

The class, *which* meets every Saturday, is like no other on campus.

When in doubt, use *that*.

Thumel Business Center

on first reference: *William H. Thumel Sr. Business Center*; on second reference: *Thumel Business Center*; thereafter: *business center*; not *BC* unless space prohibits the full name being spelled out

theater

Use *theater* in all cases, unless *theatre* is part of the formal name of a space. At UB, the formal name of the theater is the *UB Student Center Performing Arts Theater* (not *Theatre*).

time of day

Include periods and use lowercase letters for the time of day. Do not use the colon and double zeros for times that fall on the hour.

3 p.m., not *3:00 p.m.*

Do not use *12 noon* or *12 midnight*. Use *noon* and *midnight*.

In announcements of upcoming events, the day and date should precede the time of the event to maintain clarity. In other words, use the following formula: date/time/place.

The event is scheduled for *Saturday, March 18, at 4:30 p.m. in the Langsdale Library*.

titles

See **academic and administrative titles**, **composition titles**, **courtesy titles** and **government officials**.

toward

not *towards*

Truancy Court Program

U

UB

acceptable as a second reference; do not use periods, and always use *University of Baltimore* on first reference

United States

U.S. is acceptable as an adjective, but always use *United States* for the noun.

UB/Towson M.B.A.

Universities at Shady Grove

The *Universities at Shady Grove* is a collaboration of eight public, degree-granting institutions, including the University of Baltimore. UB offers several undergraduate and graduate liberal arts programs at the Universities at Shady Grove campus in Rockville, Md. *USG* is acceptable on second reference; *Shady Grove* is not.

University

Always capitalize when referring specifically to the University of Baltimore.

University of Baltimore Alumni Association

See **alumni association**.

University of Baltimore Foundation

This entity is no longer called the *University of Baltimore Educational Foundation*. (See **foundation**.)

University System of Maryland

USM is acceptable on second reference.

other member institutions are (take note of commas):

Bowie State University
Coppin State University
Frostburg State University
Salisbury University
Towson University
University of Maryland, College Park
University of Maryland, Baltimore County
University of Maryland, Baltimore
University of Maryland Eastern Shore
University of Maryland University College

plus two nondegree-granting research centers:

University of Maryland Center for Environmental Science
University of Maryland Biotechnology Institute

regional centers for higher education:

Universities at Shady Grove
University System of Maryland at Hagerstown

University-wide

URLs and e-mail addresses

- When possible, incorporate the address into a sentence. Otherwise, use parentheses to enclose a URL or otherwise highlight it.
- Do not add punctuation to an Internet address unless it falls at the end of a sentence, in which case a period can be added—but make sure the period is not part of the address.
- If an address won't fit on one line, break the address after a forward slash or before a period. Do not hyphenate and do not underline or create a hyperlink in regular (nonWeb) copy.
- In Web copy, when feasible, avoid the use of the URL altogether and create a link directly from the item.

“More information is available [*here*].”

(See **Internet** and **Web**.)

upper-division

This term no longer applies to the University of Baltimore and should not appear in any material.



Venable Baetjer Howard Moot Court Room

The *Venable Baetjer Howard Moot Court Room* in the Angelos Law Center is a space dedicated to the practice of moot court. Always use the entire formal name of the space on first reference; on second reference: *moot courtroom*.

W

Web

Capitalize when referring to the World Wide Web.
related terms: *Web page*, *Web site*, *webcam*, *webcast*, *webmaster*
(See **Internet** and **URLs and e-mail addresses**.)

webBachelor's

one word; do not italicize

webMBA, webMPA

one word, without periods; do not italicize

William H. Thumel Sr. Business Center

on first reference: *William H. Thumel Sr. Business Center*; on second reference:
Thumel Business Center; thereafter: *business center*; not *BC* unless space prohibits the
full name being spelled out

work force

two words

workplace

work-study

Y

Yale Gordon College of Liberal Arts

on first reference: *Yale Gordon College of Liberal Arts*; on second reference: *College of Liberal
Arts*; thereafter: *college*

yearlong

one word

years

See **dates**.

Z

ZIP

always in all capital letters when referring to ZIP code

Punctuation

accent marks (´)

Do not use accent marks on foreign words that have become part of the English vocabulary: *café, cliché, détente, dénouement, debacle, protégé, résumé*.

Do, however, use accent marks on individuals' names when requested to do so.

apostrophe (')

- Use apostrophes in place of omitted letters and in contractions: *I've, it's, don't, rock 'n' roll, 'tis the season to be jolly, he is a ne'er-do-well*.
- Also use apostrophes in place of omitted numbers: *the class of '62, the Spirit of '76, the '20s*.

To create the closed apostrophe (the one that loops toward the left) in Microsoft Word:

PC: Hit the **apostrophe key** twice, then delete the first instance so the apostrophe curves the correct way.

Mac: **SHIFT + OPTION +]** (right bracket key)

- Do not use an apostrophe for plurals of numerals or multiple-letter combinations:
The airline has two 727s. They were VIPs.

(See **alumni; dates; numbers, numerals; plurals; and possessives.**)

colon (:

Generally, use a colon at the end of a sentence to introduce lists, tabulations, texts, etc. Do not combine a dash and a colon. Colons go outside quotation marks unless they are part of the quotation itself. Capitalize the first word after a colon if it is a proper noun or if it starts a complete sentence.

There were three words that described his mood: dreary, dark and disapproving.

She promised this: She would improve her grades next semester.

comma (,)

Do not use the serial comma unless it is absolutely necessary to avoid confusion; in other words, do not put a comma before the conjunction in a simple series.

John, Paul, George and Ringo are better known as the Beatles.

If items in the series contain commas themselves, use semicolons between all items.

The letters she wrote are dated Aug. 7, 1918; May 12, 1935; and Jan. 4, 1965.

Place a comma before and after the following when they appear in the middle of a sentence:

- a date, if it follows the day and month
He will perform on *Tuesday, Aug. 18*, in the auditorium.
- a year, if it follows a month and date
I was born on *Nov. 6, 1958*, in Madison, Wis.
- a state, if it follows a city or county name
I was born in *Madison, Wis.*, on Nov. 6, 1958.
- an appositive (a word or phrase that says the same thing as a word or phrase next to it).
I saw *my boss, John Smith*, in the hall. (*My boss* and *John Smith* are one and the same.)

However, do not place a comma after a title that precedes a name:

Executive Editor John McFeely resigned today.

ellipsis (...)

Use an ellipsis to indicate the deletion of one or more words in condensing quotes, texts and documents. Be especially careful to avoid deletions that would distort the meaning. Treat it as a three-letter word, with spaces before and after the ellipsis (. . .).

To create the ellipsis in Microsoft Word:

PC: **ALT + CTRL + .** (period key)

Mac: **OPTION + ;** (semicolon key)

ELLIPSIS WITH OTHER PUNCTUATION

- If the ellipsis comes at the end of a grammatically complete sentence, finish the sentence with a period. Add a space between the period and the ellipsis.
I no longer have a strong enough political base. ...
- When the sentence or phrase ends with a question mark, exclamation point (acceptable only in quotes), comma or colon, add a space between the punctuation mark and the ellipsis:
Will you come? ...
- When material is deleted at the end of one paragraph and at the beginning of the one that follows, place an ellipsis in both locations.
- Do not use ellipses at the beginning and end of direct quotes:
"It has become evident to me that I no longer have a strong enough political base," Nixon said.
not: "... it has become evident to me that I no longer have a strong enough political base ...," Nixon said.

HESITATION

An ellipsis also may be used to indicate a pause or hesitation in speech, or a thought that the speaker or writer does not complete. Use a dash for this purpose if the same context uses an ellipsis to indicate eliminated words.

exclamation point (!)

Use sparingly, if at all.

hyphen, em dash (-, —)

Hyphens are joiners. Use a hyphen to:

- avoid ambiguity
The president will speak to *small-business owners*.
- form a single idea from two or more words
She booked her ticket for a *New York-London* flight.
She is a *well-known* actress. Otherwise: As an actress, she is *well known*. (no hyphen)
He is serving a *20-year* sentence. Otherwise: He was sentenced to *20 years*. (no hyphen)
- denote a range or show inclusion.
She usually spends *\$5-\$10* on lunch.
The homework assignment is to read *pages 20-40*.
He attended the University from *1994-98*. (not *1994-1998*)

notable exception: She attended the University from *1998-2002*. (Include all four digits of the last year when there is a change in century.)

Use the *em* (longer) *dash* for an interruption in thought, without a space on either side.

Although I told him to lock up his bike—and I told him many times—John was still surprised to find it gone.

Microsoft Word shortcut for the em dash:

PC: **ALT** + **CTRL** + - (minus sign on the numeric keyboard)

Mac: **SHIFT** + **OPTION** + - (hyphen key)

Note: Hyphens and em dashes are not interchangeable.

parentheses ()

- Avoid using them, as they are jarring to the reader.
- Place a period outside a closing parenthesis if the material inside is not a sentence (*such as this*).
- (*An independent parenthetical sentence such as this one finishes with a period before the closing parenthesis.*)

**Answer to Editor's Tip
from page 29:**

Run spell check. It's a simple step that everyone (yes, even editors) should always use before making any copy final.

But you still need to proof-read your copy to make sure you're using the correct *words*, even though they may be spelled properly.

period (.)

- Periods always go within quotation marks. *He said, "I like ice cream."*
- Use only one space after a period at the end of a sentence.
- Use periods after initials in names: *H. Mebane Turner*.
- If there is more than one initial in a row, do not use spaces: *T.S. Eliot*.
- Abbreviations using only the initials of a name do not include periods: *JFK*.

quotation marks (“”)

Follow AP's guidelines. Special note should be made to avoid using quotes around words or phrases after the first reference. Also, generally avoid using quotations to express irony or other forms of editorializing.

Follow these examples of typical uses of quotations:

I heard her say, "Let's go to the party."

"Let's go to the party," she said.

"The party," she said, "is over."

"I never wanted to go to the party in the first place," Martha said. "They were playing country music."

"Will there be another party next week?" she asked. "I hope so."

Use a single quote in headlines, especially in news announcements.

'Mastering Photography' Show Set for Student Center Gallery March 28

Do not use closed quotes at the end of a quotation if that same thought continues into a new paragraph; do, however, use opening quotes at the beginning of the continued quote that starts the new paragraph.

She said, "There was a fight on the street.

"It was such a terrible fight, honestly, that all of us had to run away from the scene."

If the multiparagraph quote is not introduced by a complete thought, use closed quotes at the end of the paragraph and start the next paragraph with standard punctuation.

He claimed that "only 50 people were displaced by the disaster."

"In this case, we did not see a need to evacuate," he said.

semicolon (;)

Use a semicolon:

- between two main clauses
She requested that the teenagers pay rent, help out around the house or move out; the teenagers resisted this plan.
- between a main clause related by "however," "thus" or another conjunctive adverb
Her husband's vacation was canceled; consequently, the family will be staying home this summer.
- between items in a series if the items in the series already contain commas.
The advisory board comprises Amy Johnson, B.S. '61; Ellen Faber, B.A. '72; and G. Gordon Stone, B.S. '94. (Note that the semicolon is used before the final and in such a series.)

Do not use a semicolon to introduce a series.

Do not place a semicolon inside quotation marks unless it is part of a written quote.

"The faculty voted in favor of the course; the vote was unanimous," the professor said in his e-mail.

The featured songs are "Blue Sky" and "Summer Rain"; the dance will start at noon.

Web Content Guidelines

When developing Web pages through the University of Baltimore's content management system, following these guidelines will ensure that your pages, as part of the UB Web site, are effective in communicating with users. Maintaining a uniform structure and presentation that conform to UB's brand and identity as well as to accepted Web norms provides a unified, professional interface with both internal and external audiences.

TITLE

This field (*figure 1*) generates content that appears in the blue title bar at the top of the browser window and as the title of the page (*figure 2*).

The title of the page appears in the largest available font (Heading 1, or h1) and should generally contain six words or fewer. It should also contain a key word or phrase that speaks to the page's content, and it should be in a recognizable sentence or sentence fragment structure.

The title of the page is very important for search engine results. Note that the first result (*figure 3*) for a search on "University of Baltimore Academic Resource Center" is the page titled "University of Baltimore Academic Resource Center."

figure 1

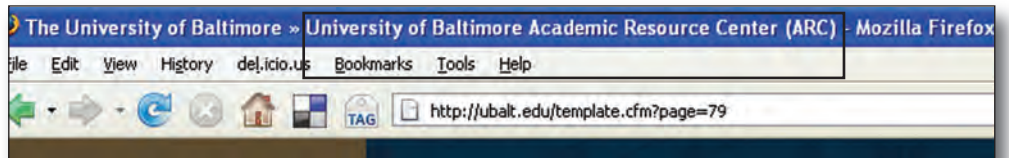
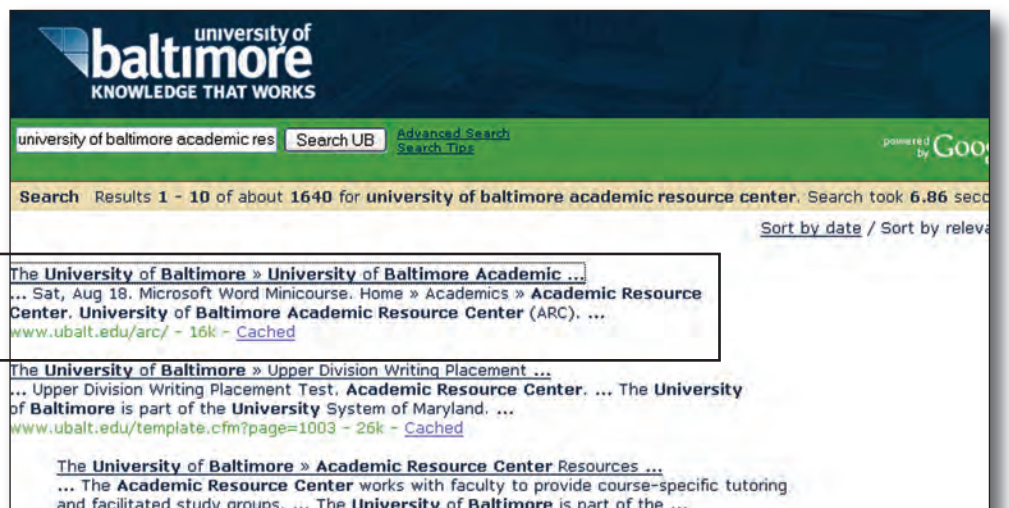


figure 2



figure 3



SHORTER MENU TITLE

This field generates content that shows up in the site's left-hand navigation (*figure 4*) and in the breadcrumbs (*figure 5*) at the top of the page.

It should contain one or two keywords that clearly identify the content of the page.



figure 4



figure 5

If you think of the Web site as a house, this title should direct visitors to a specific room, like the dining room. Do not label any of your pages with the short menu title of “home.”

SUBTITLE

This field generates content that appears in a secondary heading (h2) under the main heading (*figure 6*). It should be six words or fewer and provide somewhat more detailed information about the page's contents.

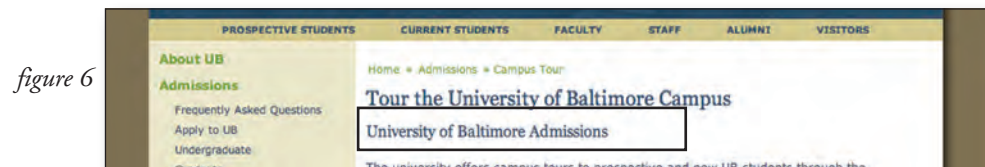


figure 6

Example

title: Fabulous Franny's Homewares Kitchen Sale

shorter menu title: Kitchen Appliances

subtitle: Stoves, Refrigerators and Microwaves on Clearance

PAGE CONTENT

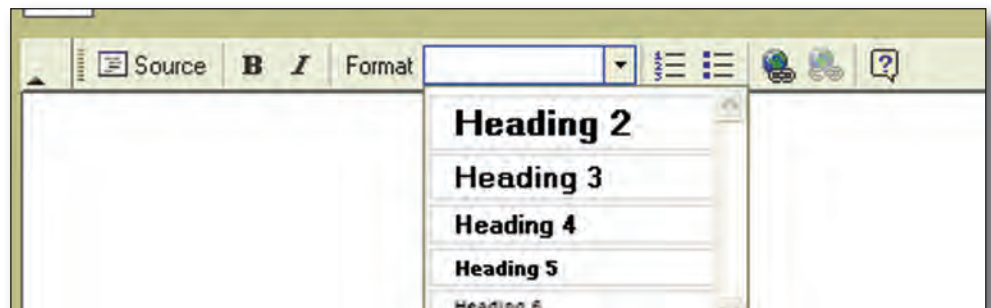
HEADINGS

It is not necessary to retype a title into the Page Content field, as the content from the Title field appears as the title of the Web page. You should only have one Heading 1 heading per page; the content from the Title field appears as an h1 heading.

You can use two Heading 2 (*figure 7*) headings per page; if you've inserted content into the Page Subtitle field, you've already used one. This heading should be reserved for indicating major concepts.

Heading 3, Heading 4 and Heading 5 (*figure 7*) are progressively smaller headings. Avoid using too many different sized headings on a page. They are meant to relay separate thoughts or steps in a process quickly and clearly to viewers.

figure 7



GENERAL CONTENT

The default typefaces and colors for each text element are predefined in the content management system and should not be changed by the user.

Keep paragraphs short and topics per page limited. If you find your page content is becoming lengthy, consider creating a separate page.

Numbered bullets, or ordered lists (), should only be used to relay steps in a process, chronological orders or hierarchies of importance. If you just want to list things, use a regular, unordered list ().

Example

Joe's shopping list is an unordered list; the steps Joe takes to get to the store is an ordered list:

1. Lock house.
 2. Get into car.
 3. Drive to supermarket.
- Etc.

Tables are appropriate in some circumstances; in modern HTML, they are only used to display data, not to control the appearance of a page.

Do not bold or hyperlink entire paragraphs or make entire paragraphs appear as headings. Use bold sparingly to emphasize key words or phrases, not entire blocks of text.

DO NOT TYPE IN ALL CAPS. (See?)

For more information about writing for the Web, visit www.ubalt.edu/webwritingtips for the Office of University Relations' Web Writing Tips.

LINKS

Use three keywords or fewer in a link; one or two keywords are much better options.

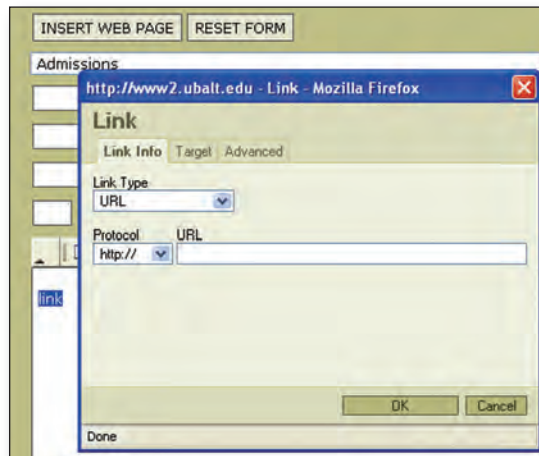
Hyperlinks (*figure 8*) should include only the targeted word(s) and not the spaces before or after the word(s), nor any punctuation that is not part of the Web address, such as a period that ends the sentence.

Example

For more information, [e-mail us](#).

not: For more information, [e-mail us.](#) (Note that the period is incorrectly underlined.)

figure 8



If you want to include a linked e-mail address, do so like this: For more information, e-mail [Jane Smith](#).

not: For more information, e-mail Jane Smith at [jsmith@ubalt.edu](#).

PHOTOS

Photos must be sized at 562 x 316 pixels (*figure 9*); this must be done in Adobe Photoshop. Note that this will cause your image to be cropped; please ensure your image is cropped proportionately and appropriately.

figure 9



Photos must be saved as JPG files before uploading them.

Photos must be saved in RGB and *not* CMYK color format.

Please do *not* use copyrighted or watermarked images.

All photos on the UB Web site are subject to the editorial discretion of the Office of University Relations.