Purpose for Guide:

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

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

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

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

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

The following are some guidelines to follow Benedictine branding rules:

- Only one cross should be used per page.
- If a ribbon cross treatment is used on a piece, then the BenU logo should not also be used on the same page. The University name must be typeset.
- Be careful not to overuse the “B” spirit mark on a piece.
- The “B” spirit mark should not be used without the BenU name. It is still in the recognition-building stage and should be accompanied by the full University name.
- The “B” spirit mark can be used to replace the word “be” in certain instances and only once per piece. The use of the “B” in this manner must have MarCom approval to ensure proper branding.
- The “B” spirit mark should never be used as the first letter of the University name, to start any other words or to be used within a word to replace the letter “b.”

- The Benedictine cross is protected and should not be used as a spirit mark or altered or affixed to another image.
- The colors used on University logos or spirit marks should not be altered.
- The Eagle head spirit mark is protected for Athletics use only.
- The University seal is protected for the Office of the President’s use only.

Current Rankings

- In 2013, The Chronicle of Higher Education ranked Benedictine University as the No. 1 fastest-growing campus in the country among private nonprofit research universities between 2001-2011.
- Forbes magazine named Benedictine among “America’s Top Colleges” for the fourth consecutive year in 2014.
- Benedictine’s Master of Business Administration (M.B.A.) program is listed by Crain’s Chicago Business as the fifth largest in the Chicago area in 2013.
- TheBestColleges.org ranked Benedictine No. 1 in the nation for online master’s degrees in health administration and health care management; third among the top online Catholic colleges and universities, online Master of Science in Nursing (M.S.N.) programs and online colleges for accounting degrees; and fifth in the nation for online Master of
Public Health (M.P.H.) programs for 2014.

- TheBestSchools.org ranked Benedictine among the top 10 online Christian colleges in the United States for 2013. Benedictine’s online Associate of Arts in Business Administration program ranked No. 1 in the nation and the online M.B.A. Entrepreneurship program ranked among the top 10 in the nation for 2013.

- U.S. News & World Report consistently lists Benedictine among the top colleges and universities in the nation and recognizes BenU for campus ethnic diversity. For 2014, Benedictine was named to its list of “Best Online Bachelor’s Programs,” “Best Online Graduate Business Programs,” “Best Online Graduate Nursing Programs” and “Best Online Graduate Education Programs.”

- StateUniversity.com ranks Benedictine University as the second safest four-year school in Illinois based on a scale that accounts for the severity and frequency of on-campus crime in 2012.

- Listed as a 2014 “Military Friendly School” by G.I. Jobs, a veteran-owned publication focusing on post-military education and employment.

- Benedictine University’s Police Department in 2013 became the first private University law enforcement agency in Illinois to earn accreditation through the Illinois Law Enforcement Accreditation Program.

- Affordablecollegesonline.org ranks Benedictine University among the top 25 most affordable Catholic colleges and universities in the country with the highest starting salaries earned by graduates and among the most affordable colleges in Illinois for online programs in 2013.

- Recognized by the Daily Herald Business Ledger on a list of “Oldest Companies and Organizations” for 2013.

- Named to Military Advanced Education’s 2014 Military-Friendly Colleges and Universities list.

- Benedictine University at Springfield chosen as a “Favorite Best College/University” in the State Journal Register’s Reader’s Choice Awards.

- Education and technology blog edcetera named Benedictine University at Mesa among 10 universities in the nation on the cutting edge of tech for 2013.

## Traditional Undergraduate Degrees

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

Bachelor of Arts (B.A.) in Bilingual Journalism

Bachelor of Science (B.S.) in Biochemistry/Molecular Biology

Bachelor of Arts (B.A.) in Biology

Bachelor of Science (B.S.) in Biology

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

**Style for Adult Accelerated Undergraduate and Graduate Degrees**

- Do not use the word “traditional;” use “accelerated” or “flexible”
- Evening and weekend should be included together “adult accelerated evening and weekend”
- When explaining what flexible means, use: “Our flexible programs meet the needs of working professionals, with classes offered in a variety of times to meet the needs of the busy adult.”
- Locations are Lisle main campus, National Moser Center for Adult Learning in Naperville, Bellwood Learning Center, and multiple locations throughout the Chicago area (including Tinley Park, Chicago and Grayslake).
- Do NOT use “Study teams.”
• “Accelerate your opportunities. The adult undergraduate programs at Benedictine University.”
• Learn. Grow. Lead. Is always “The graduate and doctoral programs at Benedictine University.”
• Images should represent diversity to reflect demographics and use Benedictine students/locations when possible.

Graduate Degrees

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

Doctoral Degrees

Doctor of Philosophy (Ph.D.) in Organization Development
Doctor of Education (Ed.D.) in Higher Education and Organizational Change
Doctor of Philosophy (Ph.D.) in Values-Driven Leadership
Doctor of Business Administration (D.B.A.) in Values-Driven Leadership

*Note: Spell out the full name of degree, such as Master of Public Health, on first reference. Make sure to include the initials of the degree in parenthesis following the full name, i.e. Master of Public Health (M.P.H.) or Bachelor of Science (B.S.) in Biology, if the abbreviated version of the degree will be used two or more times in same text.
Degrees at BenU Mesa

Traditional Undergraduate

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

Bachelor of Arts (B.A.) in Communication Arts

Bachelor of Science (B.S.) in Computer Science

Bachelor of Arts (B.A.) in Criminal Justice

Bachelor of Fine Arts (B.F.A.) in Fine Arts

Bachelor of Business Administration (B.B.A.) in Management and Organizational Behavior

Bachelor of Science (B.S.) in Nutrition

Bachelor of Arts (B.A.) in Psychology

Bachelor of Arts (B.A.) in Theology

Minor in Religious Studies

Adult Accelerated Undergraduate

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

Bachelor of Arts (B.A.) in Criminal Justice

Graduate

Master of Business Administration (M.B.A.)

Style Guide Key

A

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

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


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

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

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

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

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

Admissions or Office of Admissions

admissions counselor

advisor: All references to advisor should end in “or” per advising industry standard.
affect, effect Affect, as a verb, means to influence: The game will affect the standings. Affect, as a noun, is best avoided. Effect, as a verb, means to cause: He will effect many changes in the company. Effect, as a noun, means result: The effect was overwhelming. He miscalculated the effect of his actions.

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

afterward Not afterwards.

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

All-American Always capitalized and hyphenated

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

alumnae Used only when referencing a group of female graduates.

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

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

Amnesty International Student club.

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

and vs. & ALWAYS Use the spelled out word and unless it is an official part of a company’s name. Use the ampersand when it is part of a company’s formal name or composition title: House & Garden, Procter & Gamble, Wheeling & Lake Erie Railway. The ampersand should not otherwise be used in place of and, except for some accepted abbreviations: B&B, R&B.

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

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

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

associate degree Not associates or associate’s.

Association of Latino American Students Student club.
Athletics Not an “Office of” or “Department of” but may use lowercased “department” after Athletics.

B

bachelor’s degree

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

backward Not backwards.

Barnes & Noble at Benedictine University not campus bookstore.

Golf Center

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

Benedictine Battle Crew Student club.

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

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

BenFest Occurs at the end of Welcome Weekend.

Benedictine Fitness Center

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

Benedictine Pedagogy Conference

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

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

Benedictine University Library Use library on second reference.

Benedictine University at Mesa branch campus.

Benedictine University Police

Benedictine University Police office
Benedictine University at Springfield branch campus.

Benedictine University Unity Foundation (BUUF) Student club.

Best Buddies Student club.

Binh Duong University

Biological Sciences, Department of

bishop Capitalize if in front of name.

Black Student Union Student club.

Board of Trustees

Borselino Family Football Center

branding See Page 2.
Brother Use Br. always before names.

B.S.N. after first spelling out Bachelor of Science in Nursing, B.S.N. is used on second reference to the degree only and requires periods. See RN to BSN entry.

Bulldogs Benedictine University at Springfield mascot.

Business and Finance, Department of

C

Campus Crusade for Christ Student club.

Cannot Always one word.

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

Career Development Center

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

Center for Civic Leadership

Center for Lifelong Learning

Center for Mission and Identity

Center for Values-Driven Leadership

century (lowercase) Spell out numbers less than 10: the first century, the 21st century.

CEO Acceptable on first reference for Chief Executive Officer.

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

checkout (n. and adj.) check out (v.)

Chemistry, Department of

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

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

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

Club 350 Student club.

coach Lowercase as a job description, not a formal title. Capitalize only when substituted for a name as a term of address. Examples: “In 2012, head coach John Ostrowski reached a milestone by winning his 900th career game.” “It was Coach who told us at halftime ‘Dig deep and give 110 percent.’” (Note: this works best when the name of the coach has been previously established).
Coal Ben
cocurricular
coeducation
College of Business
College of DuPage
College of Education and Health Services
College of Liberal Arts
College of Science

colons Capitalize the first word following the colon only if it is part of a complete sentence.
Commencement Treat the same as the University entry when referring to Benedictine’s Commencement, capitalizing in all references.

Communication Arts/Fine Arts, Department of

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

composition titles For names of books, computer games, movies, plays, poems, album and song titles, radio and television programs, lectures, speeches and works of art: Capitalize the principal words of four or more letters. Capitalize an article – the, a, an, or words of fewer than four letters if it is the first or last word in a title.

Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs of reference material.

(SPECIAL CIRCUMSTANCES)
Professor presentation/speech titles do not have to have all words capitalized.

course acronyms and numbers
Do not hyphenate between the letter acronym and course number, i.e. CMSC 181, LITR 263, MGT 235.

CPA Acceptable on first reference for Certified Public Accountant.

CPR Acceptable in all references for cardiopulmonary resuscitation

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

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

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

critical-thinker, critical-thinking
D

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

Dan and Ada Rice Center

dates Monday, November 13, 2002

daylight saving time Not “savings” time.

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

dean Capitalize when used as formal title before a name.

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

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

decision-maker, decision-making

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

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

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

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

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

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

Dining Services

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

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

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

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

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

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

**DuPage County**

**E**

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

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

**email** One word.

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

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

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

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

**Ernie the Eagle. University mascot.**

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

**extracurricular**

**F**

**Facebook**

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

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

**fax numbers**
Fax (630) 829-6194

**fellow** Capitalize only when it refers to someone’s complete title, i.e. John Haught is a Senior Fellow of Science and Religion at the Woodstock Theology Center at Georgetown University.
fewer, less Generally, use fewer for individual items, less for bulk or quantity.

Fireside Lounge

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

firsthand Always one word.

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

first-team all conference Always hyphenate first-team.

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

forward Not forwards.

Founders’ Woods apartments

Foursquare

fall Lowercased when referring to the season, uppercase when referring to a specific academic term – Fall 2012 Semester, Winter 2014 Quarter. See Seasons entry for more information.

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

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

fundraising, fundraiser One word in all cases.

G

Gay Lesbian or Whatever Student club.

GED

Gillett Hall 225 E. Main St., Academic building for BenU at Mesa.

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

Global College New as of 2013, the Global College will coordinate and develop the University’s program and services abroad, including administration of master’s programs in China and Vietnam and partnerships with colleges and universities throughout the world.

Good Friday

Gospel Choir Student club.

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

grade For consistency, use the term “grade of ‘C’ or above,” etc. when describing the academic requirements or letter grade students must meet or exceed.

grade, grader Hyphenate in combining forms: a fourth-grade student, a 12th-grade student, first-grader, 10th-grader.
Gregory Enrollment Center 51 E. Main, Suite 105, administrative building for BenU at Mesa.

The building that services all of Benedictine University at Mesa’s enrollment functions.

H

health care is two words

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

Hindu Student Association (HSA) Student club.

History, Philosophy and Religious Studies, Department of

home page two words not capitalized.

host, hosted vs. held Use host, hosted if Benedictine is in fact hosting an event. If an outside organization is renting space to hold an event on campus, we should say the event was held at Benedictine, i.e., “The Bears Football Camp” was held at Benedictine. “Benedictine University hosted the Bears on Founder’s Day,” etc.

hyphen If there are more than one parts of a compound adjective a suspensive or carry-over hyphen is needed. Some examples, first- and second-grader and one-, two- and four-bedroom apartment.

See AP Stylebook for more.

see a suspensive (carrying-over) hyphen (or hyphen) when the first, second, or more parts of a compound word are separated from the word(s) to which they are joined in meaning.

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

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

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

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

International Business, Anthropology and Economics, Department of

International Club

International Programs and Services, Office of

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

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

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

**J**

**Jaeger Hall**

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

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

**Jurica Tallgrass Prairie**

**Jurica-Suchy Nature Museum**

**K**

**Kappa Delta Pi** Student club.

**Kindlon Coffee Shop**

**Kindlon Hall**

**Kiva Club** Student club.

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

**Krasa Student Center** on first reference. **Krasa Center** acceptable in additional references.

**Krasa Center Quad**

**Krasa Dining Room** Is the preferred usage.

**L**

**Lake St. Benedict** Also known as the slough.

**Latin words** Should be in italics.

**Leadership, Master of Science (M.S.) in legislative titles** In first reference form use Rep., Reps., Sen. and Sens. as formal titles before names. Add U.S. or state before title to avoid confusion. U.S. Senator Dick Durbin (D-III.)

**licensure** correct spelling used in alternative licensure programs.

**locations** Always provide full location information:

<table>
<thead>
<tr>
<th>Birck Hall, Room 112 (inset in paragraph)</th>
<th>Birck Hall, room 112 (inset in paragraph)</th>
<th>Krasa Student Center, Lower Level (inset in paragraph)</th>
<th>Krasa Student Center, lower level (inset in paragraph)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Lower Level</strong> Capitalize only if in a listed location. Lowercase if used in paragraph. Do not confuse lower level with first floor, as the lower level would be below the first floor, i.e. Lownik Hall.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Lownik Hall

**M**

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

**Math Club**

**Mathematical and Computational Sciences**, Department of

**master vs. master’s** Use master when using full degree name. He earned a Master of Arts in Journalism. Use master’s when referenced to shortened degree name only. He earned his master’s degree in Journalism.

**Mesa branch campus**, Benedictine University at Mesa

**Michael E. Komechak, O.S.B., Art Gallery** Is located on the fifth floor of Kindlon Coffee Shop or at the Coal Ben.

**Midnight** Do not put a 12 in front of the word midnight as this would be redundant. Choose one or the other. It is part of the day that is ending, not the one that is beginning.

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

**Minister** It is not a formal title in most religions, with exceptions such as the Nation of Islam, and is not capitalized.

Where it is a formal title, it should be capitalized before the name: Minister John Jones

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

**Muslim Student Association (MSA)**

**Music, Department of**

**N**

**National Moser Center for Adult Learning**

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

**NCAA** National Collegiate Athletic Association

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

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

**Neuzil Hall**
New Year’s, New Year’s Day, New Year’s Eve

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

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

nonprofit

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

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

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

Nutrition, Department of Nutrition Club

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

Ondrak Hall

online

Optometry Club

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

P

parking garage

percent Always use figures.

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

Pharmacy Club

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

Phoenix Marriott Mesa Is the housing option for Benedictine University at Mesa students.

Physics/Engineering, Department of
pickup (n. and adj.)

pick up (v.)

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

podcast

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

possessives See AP Stylebook.

Pre-Dental Club

problem-solver, problem-solving,

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

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

When referring to another university’s programs, lowercase unless we know the exact name of the program. This should not be a problem for any alumni or student of Benedictine. We should always be able to find the exact program. For example:

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

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

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

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

Psychology and Sociology, Department of

Psych-Soc Club Student club

Public Health, Master of; M.P.H. on second reference.
Quarter Only capitalize when referring to academic programs as part of a formal title that includes the year, i.e. "The Fall 2012 Quarter." Lowercase in all other uses. See Seasons entry for more information.

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

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

Scholars Program

Scholl Hall

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

seasons: Lowercase fall, spring, summer or winter.
(Special Circumstances): If the season is referring to an academic program or a catalog of courses, only capitalize the season if the year is included in the formal title, i.e. "Spring 2012 Course Guide" or "Business 100 will be offered online during the Spring 2012 Quarter. Note: make sure to capitalize Semester and Quarter if used in full title: 2013 Spring Semester, 2014 Winter Quarter, etc.

Lowercase: spring semester, fall semester.

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

Lowercase in all other uses: spring semester, fall semester, etc. See Seasons entry for more information.

R
Regions see directions and regions

Residence Life, Office of

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

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

Rev. Dr. Martin Luther King Jr.
Breakfast

RN to BSN Degree Completion Program and shortened versions of its name in printed materials is RN to BSN without hyphens or periods. This is how our Nursing department refers to it on its Web pages. When referring to the earned degree it is B.S.N. with periods on second reference.

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

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

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

Sheyang Jianzhu University

Shenyang University of Technology

Sister Use Sr. always before names.

Smiles in the City Student club.

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

spring fall Lowercased when referring to the season, uppercase when referring to a specific academic term – Spring 2012 Semester, Spring 2014 Quarter. See Seasons entry for more information.

STAND Student club.

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

Student Activities

Student Life

Student Health Services

Student Senate

Student Success Center

Students for Life Student club.

Studio Art, Bachelor of Arts in

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

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

St. Procopius Abbey Ceremony

summer Lowercased when referring to the season, uppercase when referring to a specific academic term – Summer 2012 Semester, Summer 2014 Quarter. See Seasons entry for more information.

T

Teacher Education, Department of

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

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

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

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

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

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

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

titles Never use underlining. Use Italics for names of newspapers, magazines, journals and broadcast news agencies: CNN, ABC, NBC etc.
Use "quotes" for articles, presentations, books, magazine articles and the titles of T.V. shows, (i.e. the "Today" show.)
Course titles: plain with appropriate capitalization

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

toward Not towards.

Tri-Beta Student club.

T-shirt
Web-based program, treat as compound-modifier.

Web feed Uppercase Web and use as two separate words.

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

website One word.

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

western suburbs Do not capitalize.

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

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

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

winter Lowercased when referring to the season, uppercase when referring to a specific academic term –Winter 2012 Quarter, Winter 2014 Quarter.

See Seasons entry for more information.

Wi-Fi For wireless networking standards.

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