

# **Style Reference Guide**

**March 2020**

## **Academic degrees abbreviated and spelled out**

Au.D.	Doctor of Audiology
B.A.	Bachelor of Arts
B.F.A.	Bachelor of Fine Arts
B.M.	Bachelor of Music
B.M.E.	Bachelor of Music Education
B.S.	Bachelor of Science
B.S.B.A.	Bachelor of Science in Business Administration
B.S.E.	Bachelor of Science in Education
B.S.N.	Bachelor of Science in Nursing
D.Min.	Doctor of Ministry
D.N.P.	Doctor of Nursing Practice
D.P.T.	Doctor of Physical Therapy
Dr.P.H.	Doctor of Public Health
Ed.D.	Doctor of Education
Ed.S.	Educational Specialist
J.D.	Juris Doctor
M.Acc.	Master of Accountancy
M.A.T.	Master of Athletic Training
M.A.T.S.	Master of Arts in Theological Studies
M.B.A.	Master of Business Administration
M.C.L.	Master of Comparative Law
M.Div.	Master of Divinity
M.H.A.	Master of Healthcare Administration
M.H.I.A.	Master of Health Informatics and Analytics
LL.M.	Master of Laws
M.M.	Master of Music
M.M.E.	Master of Music Education
M.P.A.	Master of Public Administration
M.P.H.	Master of Public Health
M.S.	Master of Science
M.S.D.S.	Master of Science in Design Studies
M.S.E.	Master of Science in Education
M.S.E.M.	Master of Science in Environmental Management
M.S.H.I.	Master of Science in Health Informatics
M.S.L.	Master of Studies in Law
M.S.N.	Master of Science in Nursing
M.S.P.A.S.	Master of Science in Physician Assistant Studies
M.S.W.	Master of Social Work
O.T.D.	Occupational Therapy Doctorate
Pharm.D.	Doctor of Pharmacy
Ph.D.	Doctor of Philosophy

Lowercase informal references, such as master's degree or bachelor's degree, and academic disciplines following a degree listing that are not proper nouns,

such as philosophy, religion, etc. The discipline is capitalized if it is part of the degree title, such as Bachelor of Science in Nursing (B.S.N.) or Master of Science in Education (M.S.E.). Do not use the word “degree” after the listing of a degree title. It is Bachelor of Science not Bachelor of Science degree.

### **adviser**

Although many use the word “advisor,” Webster’s dictionary and AP Style say “adviser.”

**African American** (no hyphen)

### **Ampersand (&)**

Use an ampersand when it is part of a company’s formal name. In other instances, spell out “and.”

CORRECT:

Howard College of Arts and Sciences  
*U.S. News & World Report*

INCORRECT:

Howard College of Arts & Sciences  
*U.S. News and World Report*

### **Annual Giving Solicitations**

Use state postal abbreviations for all mail panels.

VISA, MasterCard

ZIP is always capitalized and code is always lowercased: ZIP code

### **best-selling**

### **Building names**

Below is the listing from the campus map. Common names are in bold.

#### **Academic Buildings**

Art Lofts  
Dwight M. and Lucille S. Beeson Alumni Center  
Elinor Messer Brooks and Marion Thomas  
**Brooks Hall**  
John H. **Buchanan Hall**  
Percy Pratt **Burns Hall**  
James Horton **Chapman Hall**  
College of Health Sciences  
Cooney Hall  
Divinity Hall  
Dwight M. Beeson Hall  
Robert I. **Ingalls Sr. Hall**  
Lucille Stewart Beeson **Law Library**  
Orlean Bullard Beeson Hall  
William Self **Propst Hall**  
    Conservatory  
    Boyd E. **Christenberry Planetarium**  
Memory Leake **Robinson Hall**

Thomas D. **Russell Hall**  
Frank Park **Samford Hall**  
Bonnie Bolding **Swearingen Hall**  
Harwell G. Davis **University Library**

#### **Athletics**

Alpine Tower  
Leo E. **Bashinsky Field House**  
Leo E. **Bashinsky Press Tower**  
Bulldog Softball Field  
Carl E. Miller Jr. Press Box  
Intramural/Recreation Complex  
Joe Lee Griffin Baseball Field  
Pete **Hanna Center** (Athletics)  
    Thomas E. and Marla H. Corts Arena  
    Fitness/Wellness Center  
J. T. Haywood Field House  
Samford Tennis Center  
Darwin E. Hardison Tennis Courts  
Pat Murphy Courington Tennis Pavilion

F. Page **Seibert Hall**  
F. Page **Seibert Stadium**  
Sullivan-Cooney Family Field House  
Track and Soccer Stadium

### **Venues**

Samford **Art Gallery**  
Bolding Studio  
Jane Hollock **Brock Hall**  
Jane Hollock **Brock Recital Hall**  
Benjamin F. **Harrison Theatre**  
Andrew Gerow **Hodges Chapel**  
A. Hamilton **Reid Chapel**  
Leslie S. **Wright Fine Arts Center**

### **Services**

Academy of the Arts  
Air Force ROTC Detachment  
Facilities Management  
Ralph W. Beeson **University Center**  
Dining Hall  
Bookstore  
The Hub (Information Center)  
Public Safety  
University Health Services

### **Residence Halls**

Beeson Woods Residence Halls  
James Hall      Lucille Hall  
Luther Hall      Treetop Hall  
Malcolm Hall      Evergreen Hall  
Wesley Hall      Rosa Hall  
Ralph Hall      Ethel Hall  
Orlean Hall      Marvin Hall  
Dwight Hall  
Pi Kappa Phi House  
John D. **Pittman Hall**  
Mamie Mell **Smith Residence Hall**  
Theta Alpha House

### **Capitalization**

For presidents, deans and vice presidents, capitalize titles before but not after names:

President Andrew Westmoreland

Andrew Westmoreland, president of Samford University

Lowercase titles if at all possible

assistant professor Stephen Chew

director Jane Smith

Departments/offices/etc., proper, but not informal

Department of Political Science; political science department

Office of Admission; admission office

Lena **Vail Davis Residence Hall**  
West Campus Residence Halls  
Alpha Omicron Pi      Chi Omega  
Mountain View      Alpha Delta Pi  
Sigma Nu      Zeta Tau Alpha  
Sigma Chi      Tri Delta  
Phi Mu  
West Village  
Barbara Drummond Thorne Hall

### **Points of Interest**

Ben Brown Plaza  
Gertha Itasca Earwood **Bolding Memorial Garden**  
Hazel P. **Boren Courtyard and Garden**  
Martha F. and Albert P. **Brewer Plaza**  
Bulldog Spirit Plaza  
Centennial Walk/University Quadrangle  
President's Home  
Sherman Oak  
Victory Flag

### **Parking**

College of Health Sciences Gate Entrance  
College of Health Sciences Main Campus Access  
College of Health Sciences Parking  
Ingalls Hall/Russell Hall Parking  
Main Gate  
Northeast Parking Deck  
North Parking Deck  
South Stadium Parking Lot  
Track and Soccer Stadium Parking  
Upper Shop Lot  
West Gate Entrance  
West Parking Deck  
West Village Parking  
Lower Leslie S. **Wright Fine Arts Center Parking Lot**

Capitalize Board of Trustees and Board of Overseers in all instances.  
Lowercase advisory board: Brock School of Business' advisory board

Do not capitalize university, school, center or college unless it is used as the formal title.

CORRECT

The university was founded in 1841.

INCORRECT

The University was founded in 1841.

### **campuswide (adj)**

### **century**

Lowercase, spelling out numbers less than 10: the first century, the 21st century.

### **check-in (noun); check in (verb)**

### **co-**

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status.

co-author

co-host

co-worker

co-chair

co-sponsor

co-present

### **Commas (also see Oxford comma entry)**

In a series:

CORRECT

Samford offers volleyball, soccer and basketball.

INCORRECT

Samford offers volleyball, soccer, and basketball.

After city/state:

CORRECT

She lives in Birmingham, Alabama, and attends Samford.

INCORRECT

She lives in Birmingham, Alabama and attends Samford.

After dates:

CORRECT

The concert is May 15, 2016, at Wright Center.

INCORRECT

The concert is May 15, 2016 at Wright Center.

NOT with Inc., Jr. or II:

CORRECT

The ranking came from Forbes Inc.

Harry Brock III is vice president for business and financial affairs.

Martin Luther King Jr. was a civil rights leader.

INCORRECT

The ranking came from Forbes, Inc.

Harry Brock, III is vice president for business and financial affairs.

Martin Luther King, Jr., was a civil rights leader.

**civil rights movement** not Civil Rights Movement

**course work**

**Dashes**

Hyphen - Use with compound words, line breaks or phone numbers.

CORRECT

726-444-5555

INCORRECT

(726) 444-5555 or 726.444.5555

En dash - Use this to separate dates and times. Examples: 1990-95 or 8-9 p.m.

Em dash — Used to introduce an explanatory or emphatic element; to indicate a sudden break in thought or speech; to create a break in continuity greater than that suggested by the comma; and to set off multiple nouns, when the nouns are the referents of a pronoun that is the subject of a summarizing clause. Do not leave a space on either side of the dash. (This varies from AP style.)

**Data**

Data takes a singular verb and pronoun. Ex. The data is . . . It says . . .

**Dates**

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out March, April, May, June and July. If desired, you can spell out any month in an invitation. Also, spell out the month when used alone or with a year alone.

**decision-making**

**Disciplemaking** (one word, no hyphen)

**Double-spacing between sentences**

Don't do it. Please. Double-spacing between sentences makes your writing look dated and takes up valuable space.

**Family Weekend**

**firsthand**

**flextime**

**For God, for learning, forever** in body copy. For God. For Learning. Forever in display copy or for design purposes.

**fundraising, fundraiser**

**gameday not game day**

**Gospel**

Capitalize when referring to books of the Bible. Do not capitalize when referencing gospel music or the gospel of Jesus Christ

**health care**

Exceptions include proper names of degrees or centers. For example: Master of Healthcare Administration, Center for Healthcare Innovation and Patient Outcomes Research or Healthcare Ethics and Law Institute.

**Homecoming**

Capitalize in all instances.

**homepage** not home page

**hyphen**

No hyphen is needed if the modifier is commonly recognized as one phrase. Ex. third grade teacher; chocolate chip cookie; public land management; first quarter touchdown; and real estate transaction

Additionally, no hyphen with double-e combinations.

reeiminent	reelect	reenter
preexisting	reenact	reestablish

**in the nation**, not “nationally” for rankings

**Italics or quotation marks**

Capitalize and set in italics the titles of the following:

- books; plays; collections of poetry; long poems; magazines; movies;
- television and radio programs; operas; paintings and works of art; CDs

Capitalize (but don't italicize) the titles of the following:

- art and design exhibitions; performances (e.g., Faculty Gala and Choral Vespers); performance group names (e.g., The Midtown Men); generically titled performances (e.g., Ten-minute Play Festival); book series; untitled musical compositions (e.g., Symphony in B Major); languages

Capitalize and enclose in quotation marks the titles of the following:

- articles and parts of books; short poems; short stories; songs;
- theses and dissertations

**Jan term not Jan Term or Jan-Term**

**kick off (verb); kickoff (noun)**

**Livestreaming** (one word, no hyphen)

**LGBT. LGBTQ.**

Acceptable in all references for lesbian, gay, bisexual and transgender, or lesbian, gay, bisexual, transgender and questioning and/or queer. In quotations

and the formal names of organizations and events, other forms such as LGBTQIA and other variations are also acceptable with the other letters explained.

### **nonrefundable**

### **Oxford comma**

Clarity is the bottom line. Although the normal style is to avoid the serial comma, use one if it is needed for clarity.

### **Percent**

Use % sign when paired with numeral, with no space. ex. 96%

**Premier** is defined as first (adjective); **Premiere** is defined as the first public performance (noun).

### **Preprofessional programs**

pre-architecture	prelaw	preveterinary medicine
prebusiness	premedicine	prepharmacy
predentistry	pre-engineering	pre-optometry

When you use the “pre” prefix, look first in Webster’s dictionary to see if your word is there. If so, go with the way Webster’s spells it. If it’s not in Webster’s, look at your AP Stylebook for special exceptions. If it’s not in AP, apply these rules: add a hyphen if the word following “pre” begins with a vowel. Leave it unhyphenated if the word starts with a consonant.

### **problem-solving (noun)**

### **Rankings**

In body copy, use 1st, 2nd, 10th, 12th, etc. In display copy, use #1, #2, #12, etc.  
Samford is 1st in Alabama.  
#1 in Alabama

### **résumé or resume**

Résumé is preferred to avoid confusion with the verb “resume.” However, resume is also acceptable.

### **RSVP**

Should not be accompanied by the word “please.” “Please RSVP” is the equivalent of “please, please reply.”

### **Room numbers**

315 Samford Hall, not Samford Hall 315 or 3rd floor, Samford Hall

### **Samford publications (proper names and usage)**

CORRECT	INCORRECT
<i>Seasons</i>	<i>Seasons Magazine</i>
<i>Inside Samford</i>	<i>Inside SU</i>
<i>Cumberland Lawyer</i>	<i>The Lawyer</i>



## **SamTram shuttles**

### **School/center names**

Do not use “the” before proper names of schools and centers. For example:

CORRECT

Brock School of Business

Ida Moffett School of Nursing

Wright Center

INCORRECT

the Brock School of Business

the Ida Moffett School of Nursing

the Wright Center

A good way to remember and apply this rule is to ask: If I were to substitute “Samford University” for the school name, would “the” still make sense?

Exceptions to this rule are schools and centers that have not yet been named for donors. For example:

the School of the Arts

the College of Health Sciences

the Center for Science and Religion

When not using the proper name of a school, use of “the” is appropriate.

CORRECT

the law school

the education school

In body copy, it is Samford University’s Ida Moffett School of Nursing. In display copy when the information is stacked, please remove the ‘s. In display copy when the information is not stacked, it’s your preference on whether or not you add the ‘s.

Do not use abbreviations. IVMSO, MSOP, BSOB, HCAS, are not meaningful monikers to the majority of outside audiences.

### **Scripture**

Capitalize when referencing the Bible.

### **Seasons of the year**

Lowercase spring, summer, fall and winter and derivatives such as springtime unless it is part of a formal name such as Winter Olympics.

### **skill set**

### **smartphone and smartwatch**

### **They, them, their**

In most cases, a plural pronoun should agree in number with the antecedent:

*The children love the books their uncle gave them.* They/them/their is acceptable

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

**3D** not 3-D

**theatre**

Because Harrison Theatre is literally written in stone on the building, Samford uses the British spelling to remain consistent throughout its written communication. The official name of the department is Department of Theatre and Dance.

**Time**

a.m.

p.m.

Use an en dash between numerals –

Do not use :00 (Example: 8–9:30 a.m.)

**URLs**

Use “go to” instead of “visit.” Delete www. and http:// if the website works without it.

Always lowercase all website links: samford.edu not Samford.edu

**Washington, D.C.**

Not Washington D.C. or D.C.

**Word of God**

Capitalize if it is a synonym for the Bible or Jesus. Lowercase if this is a common name for communication from God (God’s word to Moses)

**Year**

Use a curled apostrophe (the same appearance as a single closing quotation mark) for class year abbreviations. Do not spell out “Class of.” Do not list a projected graduation date for a student because we cannot guarantee that a student will graduate and receive a Samford degree. For example, if a student is expected to graduate in 2040, say the actual student classification. Jane Doe, second-year student. Not Jane Doe ’40.

CORRECT

’95

Jane Doe ’18

Jane Smith, J.D. ’07

INCORRECT

‘95

Jane Doe, Class of 2018

Jane Smith J.D. ’07

# Video Style

## Degree names

Match existing Samford style for names of degrees (see academic degree entry). Do not list a projected graduation date for a student because we cannot guarantee that a student will graduate and receive a Samford degree. For example, if a student is expected to graduate in 2040, say the actual student classification. Jane Doe, second-year student. Not Jane Doe '40.

## Alumni

### CORRECT:

John Doe '17

John Doe  
Class of 2017

John Doe '17  
School of Health Professions

John Doe '17  
Bachelor of Arts in History

John Doe '17  
Doctor of Physical Therapy  
School of Health Professions

John Doe '17  
M.S., Speech Language Pathology

## Faculty and Staff

### CORRECT:

Jane Doe  
Associate Professor  
National Teacher of the Year

Jane Doe, Ph.D.  
School of Health Professions

Howard Finch  
Dean, Brock School of Business

Jane Doe  
Associate Professor  
Healthcare Administration  
School of Public Health

### INCORRECT:

John Doe, '17

John Doe, Class of 2017

John Doe '17

John Doe '17  
JMC major

### INCORRECT:

Jane Doe,  
Associate Professor,  
National Teacher of the Year

Jane Doe PhD  
School of Health Professions

Dr. Jane Doe, Ph.D.  
School of Health Professions

Howard Finch  
Dean of the Brock School of Business

## Current Students

### CORRECT:

John Doe  
Economics and Social  
Entrepreneurship Major

John Doe  
Journalism and Mass Communication  
Major

David Smith  
Third-year Student  
Beeson Divinity School

David Smith  
Third-year Student  
McWhorter School of Pharmacy

Hayden Smith  
Mobile, Alabama

John Doe  
Freshman, Economics Major

### INCORRECT:

John Doe  
Economics /Social Entrepreneurship

John Doe  
JMC

David Smith  
3rd Year Student  
Beeson Divinity School

David Smith  
P3  
McWhorter School of Pharmacy

Hayden Smith  
Mobile, AL

Hayden Smith  
Mobile, AL.

John Doe '20

## State Abbreviations

If there is room, please spell out the state names per AP style. If there is not room, you can use traditional abbreviations, not two-letter postal abbreviations. Postal abbreviations are only allowed in street addresses. Eight state names are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

## Sentence Case

Use sentence case in all possible instances. All caps is discouraged because it does not fit within our brand standards.