



GRAPHIC STANDARDS
AND EDITORIAL STYLEBOOK

TABLE OF CONTENTS

Introduction.....	3
Procedures.....	4
University Seal.....	5
University Logo	6
Department Names.....	7
Other Logos	7
University Colors.....	8
University Fonts	9
Letterhead and Envelopes.....	10
Business Cards	11
Advertising.....	12
Editorial Stylebook.....	13
Building Names	25

RESOURCES

GENERAL QUESTIONS

For general questions, contact University Marketing and Communications at John Carroll University, Rodman Hall, Room 304, via e-mail at umc@jcu.edu or x-4321.

LOGOS

Contact creative services at umc@jcu.edu or x-4340 for logo requests.

STATIONERY AND BUSINESS CARDS

Please order through University Purchasing at x-4485 or x-3025.

CO-BRANDING

Call creative services x-4340 with any questions about when and how to co-brand materials.

UNIVERSITY SEAL

The approved version of the University seal is available at www.jcu.edu/identity

PHOTOS

Contact University Marketing and Communications when purchasing or looking for new photos x-3050.

WEB

For questions regarding the University website, call x-3022.

John Carroll University Graphic Standards and Editorial Stylebook

Welcome to John Carroll University's Graphic Standards and Editorial Stylebook.

John Carroll University's graphic standards were created to promote and support the John Carroll brand through consistent use of the University's name, logo, colors, fonts, and other approved graphic elements in printed and electronic communications. Each element strengthens the ability of the University to communicate its mission and message, as well as creates a visual relationship between John Carroll and our audiences.

The purpose of the editorial stylebook, which begins on page 13, is to establish standards for clear and consistent writing in the publications, websites, and other printed matter or communication vehicles created at John Carroll University. Your publications and letters reflect on the entire University. While individual styles naturally vary, using certain elements consistently will help our writing convey a positive image for the University.

The editorial guidelines are adopted from three primary reference books: *The Associated Press Stylebook*, *The Chicago Manual of Style*, and *Webster's New Collegiate Dictionary*, Fourth Edition. In instances where this Graphic Standards and Editorial Stylebook differs from the three recommended style guides, John Carroll's stylebook takes precedence.

Though not intended to answer every question, this Graphic Standards and Editorial Stylebook addresses issues commonly encountered at the University so that everyone writing about John Carroll, in essence, speaks the same language. If you have questions about printed or electronic communications at John Carroll, please e-mail University Marketing and Communications at umc@jcu.edu or call x-4321. Our team is here to assist you.

HOW WE CAN HELP

University Marketing and Communications helps members of the John Carroll community achieve their communication objectives by providing service that includes editorial guidance, graphic design, website design, and print production. Our staff will work with you to develop a strong message, a vibrant and compelling design, and related services, in a timely manner.

GRAPHIC DESIGN (x-4340)

We work with each client to provide high-end, professional, graphic-design solutions.

EDITORIAL SERVICES (x-1596)

Professional copywriting and editing services are available for print and electronic communications, including print and radio advertising, brochures, and other special publications. We can also recommend excellent freelance writers, if we are not able to help you in the allotted time.

PHOTOGRAPHY (x-3050)

We can help you commission outside photographers, if required. We can also supply stock photography.

WEB DESIGN (x-3022)

Design assistance and training on how to use the John Carroll website templates is available.

PROCEDURES

Our goal is to bring your projects in on time and at the lowest possible cost. Because we strive for top-quality production and great service, it is important that you understand and adhere to the policies outlined below:

REVIEW YOUR BUDGET

Design, printing, and a portion of photography expenses charged by external vendors are your department's responsibility, so check your budget to determine how much you can spend on the project.

COMPLETE A JOB ORDER FORM

Services provided through the creative services unit of University Marketing and Communications are initiated via a job order form signed by the person(s) responsible for the project (the client). The job order form is available on the Web at: www.jcu.edu/identity.

BE PREPARED TO ADHERE TO IDENTITY STANDARDS

We will advise you on how to create a publication that is consistent with the look and feel of John Carroll guidelines in this stylebook. We will suggest effective and economical design ideas that will meet your needs and be consistent with the institution's brand.

PROOFREAD CAREFULLY

We will ask you to approve design and copy before your project is sent to the printer. Although we check your production proofs, you as the client have the final responsibility.

TIMELINE REQUIREMENTS

Depending on the project size, completion times vary. A production schedule will be provided after a job order form is submitted. Keep in mind that obtaining copyright permission for images, illustrations, or photos may take additional time.

Writing should be completed prior to the initiation of graphic design. Extensive revisions and rounds of proofs will add to production time and cost.



John Carroll BLUE:
Designation Numbers:

For Print:
PMS: 2955
CMYK-100,77,33,24

For the Web:
RGB - 0,61,109
HEX: #003d6d

UNIVERSITY COLORS

The University colors are John Carroll blue (PMS 2955) and John Carroll yellow (PMS 7406). To render these colors correctly in print, you must use the PMS or the CMYK color numbers to the left. John Carroll gold can be used for special events, but must be printed in metallic PMS 871.

Contact the creative director in University Marketing and Communications at umc@jcu.edu or x-4340, if you have any questions.



John Carroll YELLOW:
Designation Numbers:

For Print:
PMS: 7406
CMYK - 9,27,100,0

For the Web:
RGB - 221,181,0
HEX: #ddb500



John Carroll GOLD:
Designation Numbers:

For Print:
PMS: 871



UNIVERSITY SEAL

The official emblem of the University, the seal, is commonly used on official and formal documents, ceremonial materials, apparel, and primarily used by the Office of the President. The University seal has historical significance and is rooted in the Jesuit tradition.

HISTORY OF THE SEAL

John Carroll University, one of 28 colleges and universities operated in the United States by the Society of Jesus, was founded as Saint Ignatius College in 1886. It has been in continuous operation as a degree-granting institution since that time. In 1923, the college was renamed John Carroll University, after the first archbishop of the Catholic Church in the United States.

Early versions of the seal date back as far as 1901, when it was first used on the cover of the Annual Report of the Meteorological Observatory 1901-1902 for Saint Ignatius College. It appears again in the following year's report on the student publication *Lumina* from 1915-1919 and in the College Catalogue for 1919-1920. Between 1920 and 1979, a number of versions of the seal were used and ultimately discarded. A similar version of the seal used today was adopted in 1980.



DESCRIPTION OF THE SHIELD

The seal is composed of two shields, one with two wolves and a kettle, and the other with seven originally red bars on a field of gold. It is thought that the words, "lobo y olla," are the Spanish for wolf and kettle or pot. However, since Ignatius Loyola came from the Basque country, there is some question as to the translation. In the Basque language, the translation of those words would indicate an abundance of land. Another translation of the same phrase also indicates wealth to the extent of being able to feed the people and the wolves. According to Fr. James Broderick, S.J., in *Saint Ignatius Loyola*, the "two wolves rampant on either side of a hanging cauldron was the adopted escutcheon (heraldry of the shield) of the Loyolas." Very possibly, also, the presence of the wolves could be referenced to the constant battle these animals faced by the farmers of Guipuzcoa (Ignatius' homeland). The boiling cauldron symbolized hospitality, a virtue the Basques were known for. The seven originally red bars represented the seven brothers of the Onaz family, the paternal family of Saint Ignatius.

The basic shield of the Loyolas has been a customary base for the seal of most Jesuit colleges and universities. John Carroll University's seal still retains the Spanish words for wolves and kettle.

USE OF THE SEAL

The seal and the logo/tag are two distinct graphic identity elements but can be combined as necessary for specific communications. **The University seal should not be altered in any way.**

Contact the creative director in University Marketing and Communications at umc@jcu.edu or x-4340, if you have any questions.

THE JOHN CARROLL LOGO

The University logo must be used on all print materials produced for the University, preferably on the cover. At a minimum, it must be placed on the back cover. Any exception to this rule must be approved by University Marketing and Communications. The logo should not be altered or further customized in any way. The logo is available, upon request, from University Marketing and Communications.

Any application of the logo on promotional items must be cleared by University Marketing and Communications at umc@jcu.edu or x-4340.

During our May 2007 university-wide Brand Development process, we identified some unique, differentiating attributes specific to John Carroll University; among them - we are a university that is vibrant in today's world and dedicated to faith, to learning, to service for the greater good; supported by intellectual excellence steeped in Jesuit traditions of higher education.

Our new brandmark logo is a descendant of that brand essence. The prominent bottom cross is a Latin cross and in Christian tradition the three clover-leafed end caps represent the Trinity and the teachings of 1 Corinthians 13: "Faith, Hope, Love; the greatest of these is Love." Also, since there are four arms of the bottom cross - each with three buds - the cross is also known as the Apostles' Cross, with each bud representing one of the twelve original Christian apostles. The cross symbolizes Jesuit traditions in the purest form.

The modern typeface combines two progressive fonts: "John Carroll" in Baskerville and "University" in Trajan. Both are innovative and modern type fonts demonstrating that John Carroll is moving forward in today's world and leading the way.

The blue and gold colors reflect our legacy – current interpretations of our traditional John Carroll colors of the past; yet presented in a contemporary palette that will stand the test of time.

LOGO GUIDELINES

When using the logo, please follow these basic rules:

- Do not stretch, distort or rotate the logo.
- Do not obscure or crop the logo in any way.
- Do not remove any component of the logo.
- Do not surround the logo with another shape such as a box or oval.
- Logos must be reproduced from approved files obtained from University Marketing and Communications.
- Do not attempt to recreate the logo.
- Do not create your own custom logo.
- The logo can be resized - but it must be legible.
- Do not create a pattern with the logo.

LOGO IMPLEMENTATION

- Two spot colors: John Carroll blue and John Carroll yellow. These colors have specific numeric designations for both print and the Web. See the University Colors section on page 5.
- All in grayscale.
- Or reversed out of a solid background. If the background is dark, the blue in the logo can be reversed out to white, creating a yellow and white logo. The logo must be legible.
- When printing in one color, John Carroll's logo/tag is black, a screen of black or it can be reversed out in white against a dark background.



**DEPARTMENT NAME**

20700 NORTH PARK BOULEVARD
UNIVERSITY HEIGHTS, OHIO 44118-4581

ALIGN

DEPARTMENT NAMES

When department names are used on envelopes or brochures, they should appear in conjunction with the university logo. The department name should align with the “U” in University in the logo. The alignment on the official letterhead and business cards are exceptions. The space between the logo and the department name should be approximately half the height of the botany cross in the logo.

**OTHER LOGOS**

Special logos for events, anniversaries, etc., may be designed for use in promotional and other marketing materials as long as they work in conjunction with the official University identity elements. The use of “special” logos for a specific program or event should be limited to a defined period of time and approved in advance by University Marketing and Communications. This allows for greater flexibility and lends individual character to specific communication vehicles.

Any application of the logo on promotional items must be cleared by University Marketing and Communications at umc@jcu.edu or x-4340.

Many departments and programs on campus use an identifying graphic in their communications. (See partial list below.) This group of departments and programs should continue to use their respective graphics in conjunction with the John Carroll University logo/tag configuration. Specific co-branding guidelines for these groups, as well as the Bookstore, are addressed on a case-by-case basis.

Athletics
Bishop Pilla Program in Italian American Studies
Cardinal Suenens Center
Center for Service and Social Action
Center for Global Education
Institute of Humanities
Grasselli Library
Muldoon Center for Entrepreneurship
Multicultural Affairs
WJCU

FONTS

The font used for the logo is ITC New Baskerville. You should use this font in materials or substitute Adobe Garamond Pro or Times New Roman. Acceptable Sans Serif fonts are Arial and Neutraface 2 Text.

ITC NEW BASKERVILLE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Similar fonts may be substituted, including:

ADOBE GARAMOND PRO

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

-or -

TIMES NEW ROMAN

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Acceptable sans serif fonts:

ARIAL

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

-or -

NEUTRAFACE 2 TEXT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

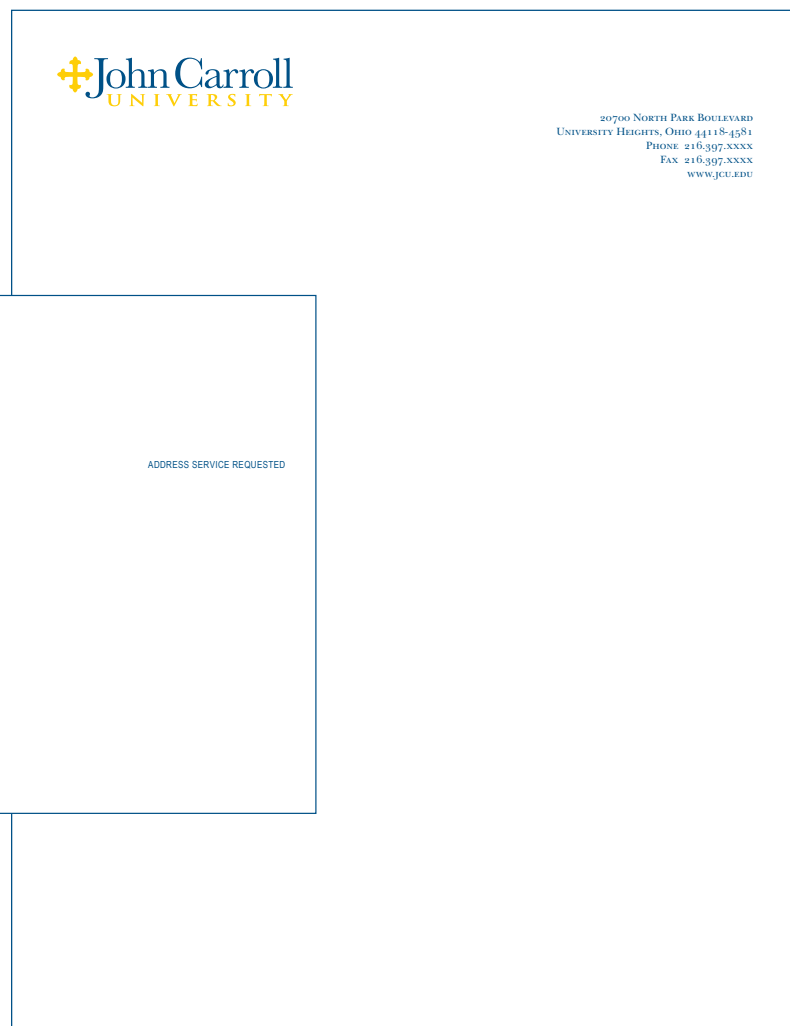
LETTERHEAD AND ENVELOPES

To order the University's official letterhead, corresponding envelopes, labels, and memo sheets, please contact John Carroll Purchasing at x-4485 or x-3025.

No other symbol or graphic element may appear on stationery items, except as approved by University Marketing and Communications. Contact University Marketing and Communications for any unusual or special needs. A Microsoft Word document template of the University letterhead is available by request at umc@jcu.edu or x-4340.

Letterhead should display the logo and can provide for the name of a college, department, center, or administrative unit. Envelopes will be imprinted in the upper left-hand corner with the University logo and the official address.

Various-sized envelopes are available to complement the letterhead. For an additional cost, envelopes that specifically match the letterhead paper, itself, can be ordered. Please specify with Purchasing when ordering.



BUSINESS CARDS

To order the University's official business cards please contact John Carroll Purchasing x-4485 or x-3025. Business cards will include the same information as letterhead, as well as individual phone numbers and contact information (e-mail addresses, fax numbers, and cell phone numbers, if desired).

When ordering please provide:

Name

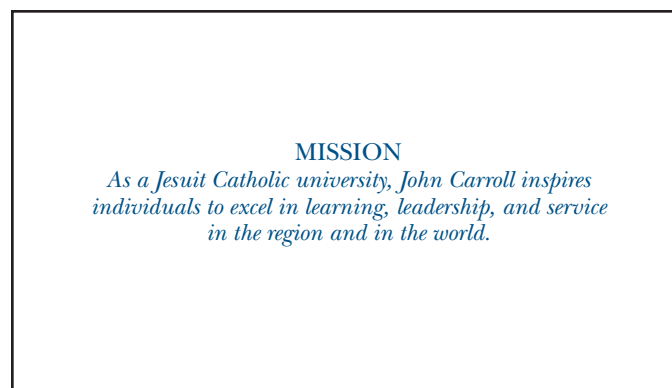
Position

Department

Phone numbers (up to 3 can be included)

Fax number

E-mail address



ADVERTISING

University Marketing and Communications can provide ads that are stylistically compliant with the John Carroll graphic identity standards, including ads that have been created in template format so that messages/images can be easily switched while keeping the University identity area consistent, or creating individualized ads for your event, while still maintaining the John Carroll brand.

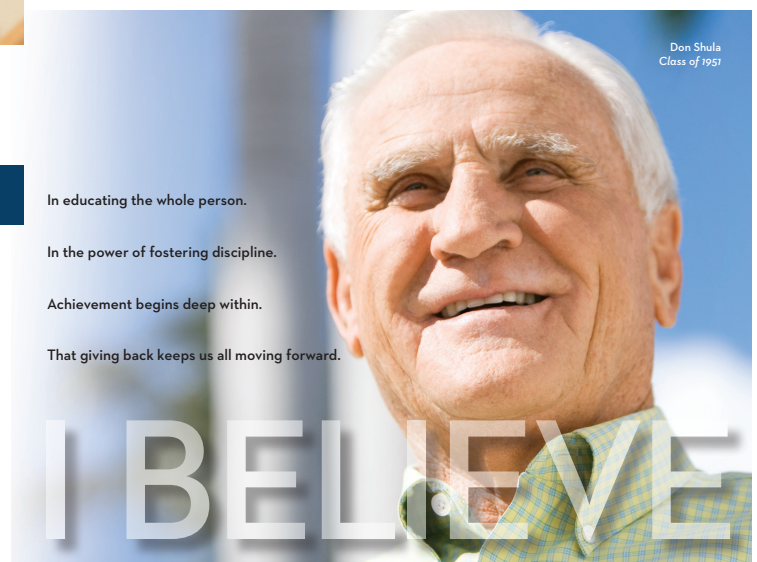
If you are interested in utilizing these advertising templates or other print advertising opportunities, you should contact creative services x-4340. If you need assistance writing copy for a radio ad, contact editorial services x-1596.



Since 1886, John Carroll University has provided a rigorous liberal arts education in the Jesuit Catholic tradition. Our beautiful, 60-acre suburban campus is home to 3,100 undergraduate and 700 graduate students. *U.S. News & World Report* ranks John Carroll among the top 10 Midwest universities that grant a master's degree.



20700 NORTH PARK BOULEVARD • UNIVERSITY HEIGHTS, OHIO 44118 • www.jcu.edu • 216.397.1886



Since 1886, John Carroll University has provided a rigorous liberal arts education in the Jesuit Catholic tradition. Our beautiful, 60-acre suburban campus is home to 3,100 undergraduate and 700 graduate students. *U.S. News & World Report* ranks John Carroll among the top 10 Midwest universities that grant a master's degree.



20700 NORTH PARK BOULEVARD • UNIVERSITY HEIGHTS, OHIO 44118 • www.jcu.edu • 216.397.1886

John Carroll University Editorial Stylebook

John Carroll University strives to maintain a consistent and strong identity and image. The printed materials we produce should speak with one voice to present clear and precise messages in a distinctive manner. To accomplish this, we need guidelines for all of our graphic and editorial messages.

John Carroll University has adopted the following editorial guidelines based on three primary reference works: *The Associated Press Stylebook*, *The Chicago Manual of Style*, and *Webster's New World College Dictionary, Fourth Edition*.

University magazines, newsletters, and materials that target the news media, such as press releases and tip sheets, are the only exceptions. In those cases, *The Associated Press Stylebook* should be consulted for journalistic "style" questions. In specific cases related to the publication of faculty research, each department should follow the accepted style for respective disciplines.

This guide contains some of the most frequently encountered elements of editorial style common to John Carroll. Every effort should be made to adopt these guidelines when developing copy for publications or simple correspondence. If you have any questions, please contact University Marketing and Communications at umc@jcu.edu or x-4321.

ABBREVIATIONS

Avoid abbreviations in text material. If you must use an abbreviation, spell out the entire name on first reference followed by the letters in parentheses. The abbreviation, generally without periods, can be used thereafter:

D.J. Lombardo Student Center (LSC)

ABBREVIATIONS FREQUENTLY USED AT JOHN CARROLL

B.A. - Bachelor of Arts

B.S.B.A. - Bachelor of Science in Business Administration

B.S. - Bachelor of Science

M.B.A. - Master of Business Administration

Br. - Brother

e.g. - for example

Ed.D. – Doctor of Education

Fr. - Father

i.e. - that is

M.A. - Master of Arts

M.Ed. - Master of Education

M.S. - Master of Science

Ph.D. - Doctor of Philosophy

Prof. - Professor

Rev. - Reverend

S.J. - Society of Jesus

Sr. - Sister

ACADEMIC DEGREES

Capitalize in the following manner:

Ph.D., M.S., B.S. (always include the periods)

doctoral degree in psychology, master's degree in theology, bachelor's degree in marketing

He received a Bachelor of Science in physics. She will receive a B.S. in psychology.

She received her M.A. in English. He earned a master's degree in physics.

She has a Ph.D. in chemistry. He received his doctorate in chemistry.

The word "degree" should not follow a degree abbreviation.

Correct: *He has a B.A. in history.*

Incorrect: *He has a B.A. degree in history.*

ACADEMIC SUBJECTS

Uppercase when it is the name of a language or used as a specific course title:

He majored in history with a minor in Spanish.

She teaches Biology 101.

Lowercase an academic subject when it is used as a general field of study:

John Carroll University offers programs in art history, economics, biology, accountancy, and education.

AGE

Always a numeral:

1 day old to 110 years old, 7 years old, 110 years old

Always hyphenate when used as a modifier:

12-year-old boy

ALUMNI, ALUMNAE, ALUMNUS, ALUMNA

alumni:	plural, masculine; preferred plural form when referring to both men and women
alumnae:	plural, feminine
alumnus:	singular, masculine
alumna:	singular, feminine
alum:	accepted informal form of alumna and alumnus
alums:	accepted informal plural form of alumna and alumnus

APOSTROPHES

Plural nouns not ending in s: Add 's
the children's contributions

Plural nouns ending in s: Add only an apostrophe:
the students' needs

Nouns in plural form, singular in meaning: Add only an apostrophe:
mathematics' rules

Singular nouns not ending in s: Add 's
John Carroll's history reflects a commitment to a values-oriented education.

Singular common nouns ending in s: Add 's unless the next word begins with s:
the hostess's invitation; the hostess' seat

Singular proper names ending in s: Use only an apostrophe:
Jesus' life; Tennessee Williams' plays

Do not use an apostrophe to indicate plural with a number:
He graduated in the 1950s.

Use an apostrophe to indicate omitted numbers:
The Class of '62; he graduated in the '50s.

BOARDS, COMMITTEES, AND OTHER FORMALLY ORGANIZED GROUPS

Capitalize *John Carroll University Board of Directors* on first reference; may be shortened to *the Board* on second and subsequent references. Lowercase all other boards of directors.

Emeritus (masculine, singular), emeriti (plural), emerita (female, singular), emeritae (female, plural) Board members – retired Board members selected to retain honorary title.

Committee on Athletics and Enrollment, Faculty Board of Review, Committee on Graduate Studies

BUILDING NAMES See complete list beginning on page 25.

BULLETS

Unless the list has just one or two words, put a period at the end of each bulleted item.

Starting a bulleted item with a number is acceptable.

Capitalize the first letter in each bulleted item.

Program highlights will include:

- *Walking tours of campus.*
- *Conversations with current faculty and students.*
- *Presentations by the deans and faculty.*

CENTERS AT JOHN CARROLL

All centers should be referred to as “center for”

Center for Service and Social Action

Center for Leadership and Managerial Skills

Center for Teaching and Learning

CHAIR

Use chair instead of chairman or chairperson. Capitalize when used before a name; lowercase when used after.

Committee Chair Jackie Thurmond led the recruitment effort.

Jackie Thurmond, committee chair, led the recruitment effort.

CLASS YEARS WITH NAMES

For undergraduate degrees only: *John W. Jones '66*

For undergraduate and graduate degrees: *John W. Jones '66, '73G.; Ellen C. Warner '78, '83G; Mary Smith '92H (Honorary) – she is addressed as Ms. Mary Smith, not Dr. Mary Smith.*

CLASSES AND CLASS YEAR

The Class of 1925

Members of the freshman (not freshmen) class

COLLEGES, DEPARTMENTS, OFFICE OR CENTER

Uppercase in text copy:

College of Arts and Sciences

The Department of History is offering a series of seminars this semester.

Campus Safety Services offers safety tips to the University community.

The Center for Career Services held a job fair earlier this month.

The Office of Alumni Relations arranges an award-winning Reunion every June.

COMMAS

Use a comma between all items in a series, including before “and” for clarity. The exception is news writing.

With conjunctions, use a comma if the subject of each clause is expressly stated:

We are visiting Cleveland, and we also plan a side trip to Akron.

No comma is needed when the subject of the two clauses is the same and is not repeated in the second:

We are visiting Cleveland and plan to see The Cleveland Museum of Art.

Do not use a comma between month and year or season and year (commas are used in dates primarily when a specific day is given):

The building is slated for completion in July 2008.

He is on sabbatical during summer 2008.

A comma should also follow the year when used with a month and day.

The story will appear Jan. 12, 2009, in the local media.

Use a comma to separate two or more adjectives preceding a noun:

It was a cold, gray winter.

Set apart the name of a spouse or child with commas:

Smith and his wife, Jennifer, and daughter, Amy, live in Chicago.

If there is only one wife, friend, sister, brother, or whatever, a comma is needed. If there is more than one, a comma is wrong.

COURSE NAMES

Uppercase the names of courses because they are, in effect, titles. Lowercase the names of subjects unless they are proper nouns or adjectives, e.g., *John will take an English course next year.* Otherwise, use the following guidelines:

Matt has enrolled in Principles of Design.

Lauren will take a course in history this semester.

DATES

Use Arabic figures without st, nd, rd, or th.

The speaker will be coming to campus October 25.

DEANS

Capitalize when used as a formal title before a name. Lowercase when used after a name or in other uses.

Dean Wesley O'Connor.

Wesley O'Connor, dean of the School of Music.

DECADES

No apostrophe when plural: 1920s; 1980s; mid-1970s

Use an apostrophe for abbreviated version: '30s, '40s, '50s

DEPARTMENTS, DIVISIONS, AND OFFICES AT JOHN CARROLL:

Lowercase when used informally; uppercase when used formally or when needed for clarity.

John works for the chemistry department.

The Department of Chemistry is hosting a reception on Friday.

Division of University Advancement

Division of Finance and Administrative Services

All offices or service areas should be referred to as "office of"

Office of the President

Office of the Academic Vice President

Office of Campus Safety Services

E-MAIL

Always hyphenate

ETC.

Avoid except within parenthetical expressions.

EXCLAMATION MARKS

Use only for emotion or strong feeling.

FORMAL INVITATIONS AND PROGRAMS

The general rule is to spell out times, dates, and years:

The John Carroll University
Board of Directors
cordially invites you
to the
Third Annual Alumni Achievement Dinner
on Thursday, the fourth of September
Two thousand and eight
at half after six o'clock
Jardine Room
D.J. Lombardo Student Center
John Carroll University

R.S.V.P. by the fifteenth of August to 216.123.4567
Black Tie

For additional assistance in designing formal invitations and programs, please contact the creative director in University Marketing and Communications x-4340.

FRACTIONS

Spell out in text material. Hyphenate fractions used as adjectives or adverbs, but not when used as nouns:

The book is three-fourths edited.

Nearly one quarter of the year is completed.

FRESHMAN, FRESHMEN

When used as an adjective, freshman means of or for first-year students and the lowercase singular is used.

She was a freshman.

Freshman English course

Courses for freshmen

FUNDRAISING, FUNDRAISER

One word

GOVERNMENT, FEDERAL, OR STATE

Always lowercase, never abbreviate:

U.S. government, federal government, the state of Ohio

(Exception: the Ohio State Legislature, Congress, the U.S. House of Representatives, the House, the Senate)

GRADUATE STUDIES (at John Carroll)

formerly The Graduate School

HYPHENS AND DASHES

A general rule is that hyphens link items and dashes separate items.

A hyphen joins words to form compound adjectives or is used to attach certain prefixes or suffixes to words.

The dash that is usually typed as two hyphens (--) is typeset as an em dash (—). It indicates a break in thought and can be used within a sentence to insert a parenthetical phrase. Always place one space before and after em dashes.

The en dash (–) is used between ranges of numbers or dates, or between adjectival phrases containing two-word concepts (1984–87; pp. 123–34; New York–Dallas flight). Do not use an en dash to replace a hyphen. There are no spaces before or after an en dash.

Hyphenate compound words that are used as adjectives:

Both on- and off-campus activities are planned.

Do not hyphenate those that include an adverb ending in -ly or those used as nouns:

Vice president is not hyphenated.

Full-time students carry a minimum of 12 credits per semester.

He works full time for a company in New York.

The newly appointed faculty member teaches English.

The program is scheduled on campus.

INTERNET

Always uppercase.

IT'S, ITS

It's represents a contraction for it is or it has:

It's been a part of the John Carroll campus since 1924.

Its is the possessive form of the neuter pronoun:

The company sold one of its subsidiaries.

JUNIOR (JR.), SENIOR (SR.) OR II

John Brown Jr. and William Meyer II

Please note: It is unnecessary to use a comma to separate Jr. from the surname. A comma should never be used to separate II, III, etc., from the surname.

MAJORS

lowercase, except English, French, Latin, etc.

biology major

Spanish major

She is majoring in political science.

MONTHS

When used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Do not abbreviate March, April, May, June or July.

Her birthday is Dec. 10.

Feb. 4, 1997, was the target date.

April 14, 1997, was the deadline.

Spell out when using alone, or with a year alone.

August 1997 was a hot, humid month.

MYRIAD

Can be an adjective or a noun. Although “a myriad of things” is historically correct, “myriad things,” is the preferred choice.

NUMBERS

Spell out under 10 — one, two, three, etc.

Spell out first through ninth when they indicate sequence in time or location. Starting with 10, use figures.

first base

John Carroll ranks seventh among Midwestern universities that grant a master’s degree.

He was the 12th person to receive the award.

Always spell out at the beginning of a sentence:

One hundred seventy-eight students participated in the immersion experience.

Please note: Better to rewrite the sentence than to start in this manner.

Use a comma in numerals of one thousand and above, except for temperatures and dates:

2,957; 18,462

3000 degrees C

We look forward to the year 2011, when John Carroll University celebrates its 125th anniversary.

PERCENT

Use numerals and spell out percent:

90 percent; 3 percent

PERIOD

Use a single space after a period at the end of a sentence.

PRESIDENT

Please refer to the University president as Rev. Robert L. Niehoff, S.J., in formal documents and to unfamiliar audiences. In publications or documents circulating to familiar audiences simply use Robert L. Niehoff, S.J.

PROFESSOR

Uppercase and spell out on first reference before a name.

Abbreviate on second and subsequent references.

The newspaper questioned Professor Joan Archer, Ph.D., about her new research.

One of Prof. Archer’s students sat in on the interview.

PROOFREADER’S MARKS See complete list on page 24.

QUOTATION MARKS

Use for titles of articles and chapters in books.

The headline in today's newspaper reads "Defeats make schools reassess funding."

The first chapter in Herman Melville's American classic, *Moby Dick*, is called "Loomings."

Italicize movie titles, radio and television programs, podcasts, titles of books, magazines, newspapers, and plays.

The I Love Lucy Show

Gone With the Wind (as a movie)

Newsweek

Pride and Prejudice (as a book)

The New York Times

QUOTATION MARKS AND PUNCTUATION

The period and comma always go inside the quotation mark.

At the party she said, "It's time to have another summer gathering."

The professor said, "I have another great group of students this semester."

The question mark and exclamation mark always go outside the quotation mark unless the quotation is a question or an exclamation.

"What time is it?" he asked.

ROOM NUMBERS

Uppercase when used with numerals.

The lab is in Room 302.

SEASONS; SEMESTERS

Uppercase when part of a formal name:

Winter Olympics, Summer Olympics

Lowercase when not part of a formal name:

A copy of our summer sessions' catalog is enclosed.

We have 801 freshmen registered for the fall 2008 semester.

STATES

Always spell out.

Place one comma between the city and the state name, and another comma after the state name, unless ending a sentence or indicating a dateline:

He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Orlando, Florida.

SUGGESTED GENDER-FREE LANGUAGE

Instead of:	Use:
businessman	business executive, manager, entrepreneur
chairman	chair
clergyman	priest, rabbi, minister
showman	performer
housewife	homemaker
insurance man	insurance agent
mailman	letter carrier, postal worker
middleman	wholesaler
newsman	news broadcaster, reporter
policeman	police officer, officer
salesman	salesperson, sales representative, sales clerk
spokesman	representative, spokesperson
sportsmanship	fair play
man/men, mankind	human(s), human being(s), humanity, person(s), people, individuals, human race
man-hours	work hours, staff hours
manpower	workforce, workers, personnel, human resources
man-made	synthetic, artificial, constructed, manufactured

Please Note: Recast sentence if the use of “person” suffixes seems awkward.

One way individuals and groups are excluded from consideration is by the use of gender-specific pronouns to denote “he” and “she.” To avoid this problem, some suggested alternatives are listed below.

Eliminate the pronoun completely:

Instead of: *Each faculty member marks the exams as quickly as she can.*

Try: *Each faculty member marks the exams as quickly as possible.*

Replace pronouns with articles:

Instead of: *A careful student consults his teacher regularly.*

Try: *A careful student consults the teacher regularly.*

Use plural pronouns:

Instead of: *A staff member can use his ID card to access the library.*

Try: *Staff members can use their ID cards to access the library.*

Use both pronouns and either a) vary their order or b) use alphabetical order:

Instead of: *Each student must speak to his instructor.*

Try: *Each student must speak to his or her instructor.*

Or: *Each student must speak to her or his instructor.*

Address your reader:

Instead of: *If he studies hard, the student's grades should improve.*

Try: *If you study hard, your grades should improve.*

Use genderless nouns:

Instead of: *A chairman of a committee should speak his mind on issues.*

Try: *A committee chair should speak out on issues.*

TIME OF DAY

Lowercase with periods (a.m., p.m.), and no :00s.

10 a.m., 10:30 p.m., 6:15 a.m.

10 a.m. to noon

2 to 4 p.m.

8 p.m. to midnight

Avoid the redundant:

10 a.m. this morning or 12 noon.

TITLES

Uppercase when the title precedes the name:

Morgan Publishing President Jacob W. Anthony

Professor John Williams

Lowercase when the name precedes the title:

Jacob W. Anthony, president of Morgan Publishing

William Brown, vice president for design and research

John Williams is a professor in the College of Arts and Sciences.

TITLES AT JOHN CARROLL

Capitalize when used as a formal title before a name. Lowercase when used after a name or in other uses.

Dean Wesley O'Connor.

Wesley O'Connor, dean of the School of Music.

THEATER, THEATRE

Theater is the preferred spelling when used in text.

Exceptions at John Carroll include:

The Department of Communication and Theatre Arts

Marinello Little Theatre

UNITED STATES

Spell out on first reference and as a noun; abbreviate on second and subsequent references, and when used as an adjective:

the United States

U.S. Court of Appeals

UNIVERSITY

Uppercase when referring to John Carroll specifically:

For more than 120 years, the University has provided a values-oriented education in the Jesuit tradition.

WEBSITE

One word, lowercase, unless it starts a sentence.

PROOFREADER'S MARKS

<i>rom</i>	Set in roman type		Close up; delete space
<i>bf</i>	Set in boldface type	<i>stet</i>	Let it stand
<i>lc</i>	Set in lowercase (uncapitalized)	#	Insert space
<i>caps</i>	Set in CAPITAL letters	<i>eq #</i>	Make space between words equal; make leading between lines equal
<i>sc</i>	Set in SMALL CAPITALS	<i>ls</i>	Letter space
<i>wf</i>	Wrong font; set in correct type		Begin new paragraph
^	Insert here or make subscript (N ₂)		Move type one letter-space from left or right
∨	Insert here or make superscript (N ²)]	Move right
^	Insert comma	[Move left
∨ ∨	Insert apostrophe (or single quotation mark)]]	Center
∨ ∨	Insert quotation marks]]	Move up
⊙	Insert period]]	Move down
<i>set)?</i>	Insert question mark	<i>fl</i>	Flush left
;	Insert semicolon	<i>fr</i>	Flush right
∧ or ∨	Insert colon	==	Straighten type; align horizontally
=	Insert hyphen		Align vertically
<u>M</u>	Insert em dash	<i>tr</i>	Transpose
<u>N</u>	Insert en dash	<i>sp</i>	Spell out
{ } or ()	Insert parentheses	<i>ital</i>	Set in italic type
e	Delete		

LIST OF COMPOUNDS

Following is a list of compounds (hyphenated, single words, or two separate words) and other words that frequently cause disagreement. For questions of spelling and hyphenation not covered here, refer to the dictionary.

acknowledgment	long term (n.), long-term (adj.)
advisor	make up (v.), makeup (n.)
airtight	managed care
all right (never alright or alright)	microorganism
awhile (wait awhile; but: It was quite a while before we saw him.)	multidisciplinary
backyard (n.), back-yard (adj.)	multimedia
brand-new (avoid this compound; new is sufficient)	multimillion-dollar (adj.)
build up (v.), buildup (n.)	nationwide
catalog	nearby
campus wide	nonetheless
candlelight, candlestick, candlepower	nonstop
cannot	offshore
catalog	oilmen
carload	old-timer
citywide	one-sided
classmate, classroom	overall (adj.)
clean up (v.), cleanup (n.)	passerby
clear-cut (adj.)	paycheck
close out (v.), closeout (n.)	payday
cooperate (but: co-op)	percent
cost-effective (both preceding and following the noun; this is a cost-effective method; this method is cost-effective)	pipeline
course work	postcard
cut off (v.), cutoff (n.)	post office
dark-eyed, dark-haired	postwar
deadline	presstime
dinner dance	ready-made
easygoing	reelect
e-mail	reestablish
every day (adv.), everyday (adj.)	refill
fundraising, fundraiser	reuse
giveaway (n.)	school board
goodbye	schoolbook
goodnight (inter;.), good-night (adj., as in good-night kiss)	schoolroom
goodwill (n.), good-will (adj., as in good-will ambassador)	shipyard
handmade	short term (n.), short-term (adj.)
healthcare	shut off (v.), shutoff (n.)
high-priced	sightseeing
high-quality (adj.)	springtime
homemade	start up (v.), start-up (n.)
hometown (n.), home-town (adj.)	statewide
horsepower	tailor-made
inasmuch	teammate
infrared	teenage, teenager
insofar	trademark
insomuch	up-to-date (adj. preceding noun)
interfaith	website (Web)
judgment	weekend
kick off (n.), kick off (v.)	well-being
life cycle (n.), life-cycle (adj.), as in life-cycle costs	well-known (adj., as in a well-known air pollution model. But: This air pollution model is well known)
lifestyle (avoid this word except in quotations)	worldwide (adj.)
likewise	World Wide Web
line up (v.), lineup (n.)	X-ray

BUILDING NAMES

NAME OF BUILDING/AREA	AFTER FIRST REFERENCE USE --	ROOM, GARDEN, AREA, & COMMENTS
Administration Building	AD Building	Dr. Sally H. Wertheim Graduate Student Lounge (AD20)
Beaudry Shrine		
Bernet Residence Hall	Bernet Hall	
Blue Gold Room		
Bohannon Center		
Boiler House		
Bruening Hall		addition to Boler School of Business (BSOB)
Dauby Plaza		
Bracken Outdoor Athletic Complex	Bracken Field - Bracken Tennis Courts	softball and tennis
Campion Residence Hall	Campion Hall	
Carrollodge		
Casey's Concourse		
Center for Career Services		
D.J. Lombardo Student Center	Lombardo Student Center or LSC	Follett Bookstore Idlewood Seminar Room Jardine Room Keller Commons LSC Conference Room Marinello Little Theatre OMA (Multicultural) Lounge Murphy Room O'Dea Room Schott Atrium Seminar 1 Student Computer Lab Donahue Auditorium Muldoon Atrium Pellegrine Room (A202, A203) The Gallery (E135) The O'Connell Reading Room
Dolan Center for Science and Technology	Dolan Science Center	
Dolan Residence Hall	Dolan Hall	
Don Shula Stadium at Wasmer Field	Shula Stadium	football, soccer, track & field
Fritzsche Religious Center		
Saint Francis Chapel		always write out Saint Our Lady Chapel

NAME OF BUILDING/AREA	AFTER FIRST REFERENCE USE --	ROOM, GARDEN, AREA, & COMMENTS
Grasselli Library and John G. and Mary Jane Breen Learning Center	Grasselli Library	Cashman Cashman O'Brien Class of 1964 Area Collins Room Cunin/Bearings Area Delaney Area Dempsey Computer Commons Durkin Room Eleanor Bongorno Room G.K. Chesterton Room Joseph Room Kilmer Room Lavelle Study Room LoPresti Room Mackin Room McDonough Room Muer Reading Room Parents Fund Ralph Pfeiffer Rawlings Room Rev. Tom Gafney, S.J. Robert M. Slife Room The First Catholic Slovak Ladies Association Room Tully Atrium and Gallery Vignos Area Woodward Room Zombor Room clock tower
Grasselli Tower		
Hamlin Quad		
Hamlin Residence Hall	Hamlin Hall	
John Carroll University Green Road Annex	John Carroll University Green Road Annex	former Temple Emanu El
John G. and Mary Jane Breen Learning Center	Breen Learning Center	Brian John Breen Reading Room
John G. and Mary Jane Breen Learning Center	Breen Learning Center	Kelley Reading Garden (courtyard)
John M. and Mary Jo Boler School of Business	Boler School of Business	
Julie A. Zajac Memorial Track	Zajac Memorial Track	
Kulas Auditorium		
Millor Residence Hall	Millor Hall	
Murphy Residence Hall	Murphy Hall	
Pacelli Residence Hall	Pacelli Hall	
Ralph Vince Fitness Complex	Cardiovascular Center	
Recreation Center Complex	RecPlex	
Rodman Hall		
Schell House		Jesuit residence
Schott Dining Hall	Schott Dining Hall	cafeteria

NAME OF BUILDING/AREA	AFTER FIRST REFERENCE USE --	ROOM, GARDEN, AREA, & COMMENTS
Schweickert Field		baseball
Student Health Center	Student Health Center	
Sutowski Residence Hall	Sutowski Hall	
T.P. O'Malley, S.J., Center for Communications and Language Arts	O'Malley Center	Margaret Kahl Arcade
ThornAcres		
Tom Corbo Weight Training Center	Corbo Room	
Tony DeCarlo Varsity Center	DeCarlo Varsity Center	basketball, volleyball, wrestling
University Counseling Center		
Wasmer Field		track and field
William H. Johnson Natatorium	Johnson Natatorium	



UNIVERSITY MARKETING AND COMMUNICATIONS
20700 NORTH PARK BOULEVARD
UNIVERSITY HEIGHTS, OHIO 44118

216.397.4321
WWW.JCU.EDU