



UNIVERSITY OF SAN FRANCISCO

Office of Marketing Communications

eCommunications Style Guidelines

Subject	Guideline	Example(s)
Academic departments	Capitalize when using the full name of the department	The Department of Philosophy or the philosophy department
Academic program names	Do not capitalize "program"	The Master of Public Health program
Academic titles	Capitalize and spell out formal titles such as professor, dean, etc., when they precede a name. Lowercase elsewhere, including when they stand alone (i.e. the president, the dean). On second reference, use only the last name, not Professor.	"Professor John Smith" or "John Smith, a professor"
Alumni	Use alumnus (or alumni in the plural) when referring to a man who has attended a school. Use alumna (or alumnae in the plural) for similar references to a woman. Use alumni when referring to a group of men and women. Do not use "alum" or "alums."	Maintaining a healthy relationship with our alumni helps our mentor program. Rachel, MBA alumna and Patrick, Law alumnus have been deeply involved in our mentor program.
And or &	Use "and" instead of an ampersand unless an ampersand is part of an official title.	Department of Arts & Sciences is hosting an evening of pizza, poetry, and performance.
Capitalization	In general, avoid unnecessary capitals. Lowercase departments, programs, and offices that are not the official name.	The Truman administration (instead of the Truman Administration)
Date	Do not use the current year, unless it is necessary to avoid confusion. Do not use letters after dates. Write out the day of the week, but abbreviate the month, if the month is longer than five characters	Please join us on Aug. 20 to celebrate the new semester. Winter classes will be in session from Dec. 13, 2019-Jan. 9, 2020. Oct. 1 (instead of Oct. 1st) Wednesday, July 24 or Wednesday, Aug. 7

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Degrees	<p>Lowercase, and use an apostrophe in bachelor's degree, a master's, etc., but not in bachelor of arts.</p> <p>For an individual with a PhD, the preferred form is to say a person holds a doctorate and name of the area of specialty.</p> <p>Do not punctuate PhD, EdD, MA, MBA, DDS, JD, LLM, MPA, MIS, etc.</p>	<p>Tom is working on a master's degree in fine arts. (Note: Not "his" master's.) Eugene received a bachelor of arts in chemistry.</p> <p>Ileane holds a doctorate in rhetoric.</p>
Email	Not e-mail	For further information, email us here »
Events	<p>For information about an event, give the time, date, and location, in that order.</p> <p>Event names are capitalized and are not put in quotes or italicized.</p>	<p>12-1 p.m. Aug. 22 Downtown Campus</p> <p>MSOD 40th Anniversary Gala</p>
Headlines	<p>Capitalize words with four or more letters.</p> <p>Capitalize pronouns.</p> <p>Capitalize the first word and last word.</p> <p>Capitalize all other words except articles (a, an, the), coordinate conjunctions (and, or, for, nor), and short prepositions (in, to, of, at, by, up, off).</p> <p>Do not use italics.</p>	<p>LRAP Applications for 2020 Funding now Online</p> <p>Feel the Flex!</p> <p>Mass of the Holy Spirit</p> <p>Encourage Your Students to Apply for Arrupe Immersions</p>
Offices	Capitalize only when needed for clarity or when referring to a formal office name.	The admissions office provides applications to students throughout the year or applicants are required to send supporting materials to the Office of Admissions.
Padding	<i>Top and bottom 20; Left and right 10</i>	
Periods	Use single spaces after a period.	Scholarships are available based on financial need. Spaces are limited.

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President	On first reference use USF President Paul J. Fitzgerald, S.J. Use Fr. Fitzgerald or the president on subsequent references.	USF President Paul J. Fitzgerald recently announced a sports scholarship. Fr. Fitzgerald is looking forward to announcing the names of the recipients on Wednesday.
Seasons, months, and days of the week	Names of days of the week and months of the year are capitalized. The four seasons are lower-cased.	The fall session commences on Thursday, Aug. 22.
Serial (Oxford) Commas	Use commas to separate elements in a series. Do not put a comma before the conjunction of both simple and complex series.	The flag is red, white, and blue. The main questions facing the university are how to increase enrollment, where to house students, and how to attract faculty.
Telephone numbers	Use this format for all editorial material: (555) 555-5555. Hyperlink all phone numbers.	Questions may be directed to Patrick at (415) 422-6210.
Time	Use figures except for noon and midnight. a.m. and p.m.—Lowercase, with periods. Shorten time at the top of the hour. Do not repeat a.m. or p.m.	12 p.m. or 12 a.m. 8 a.m. or 9:30 p.m. 10 a.m., not 10:00 a.m. 8–9 a.m. and 11 a.m.–1 p.m.
Titles, non-academic	Capitalize and spell out formal titles such as president, general manager, etc. when they precede a name. Lowercase elsewhere.	Dean John Trasviña John Trasviña, dean of the law school; the president; the dean
University	Capitalize the University of San Francisco. Use University of San Francisco on first reference in most instances. Use USF or the university (lowercase) on subsequent references. USF is acceptable for first reference on web pages and brochures where the university branding is prominent. "University" is not capitalized unless it begins a sentence or is part of a proper noun, like the University of San Francisco.	University of San Francisco has been nominated as one of the top five universities of California by XYZ. USF has welcomed the poll. Some departments in the university assist with the payments of undergraduate loans.