Publications Style Sheet
Our house style for most publications products

Why will this style be used?
The “Pubs Style” is used in a variety of different publications for numerous areas across campus. This comprehensive style will help the campus communicate effectively, efficiently, and consistently.

Pubs Style is used in materials that could reach any audience member, whether they are a prospective student, faculty and staff, alumni, or even our external constituents (businesses, friends of the university, and the general community). What they see in a publication may be the first time they ever read about UW-Platteville, so style counts.

This style, like our other styles, is extremely important because these university products speak to our immediate external audiences and convey not only important information, but also our brand.

Where will this style be used?
This style is primarily used for brochures, posters, invitations, newsletters, booklets, etc. This is a “non-news” style that can be used anywhere outside of press releases.

How to use this style sheet
As you begin writing content for a project, consider this style sheet as a quick reference guide of sorts. Within every style sheet packet, you will find common elements. You will find a quick list of common, style-specific punctuation and grammar rules and examples of where you might encounter these instances.

Questions?
Contact UW-Platteville University Information and Communications at (608) 342-1194 or e-mail Ian Clark, content manager, at clarki@uwplatt.edu.

Pubs Style Sheet

Abbreviations and acronyms
Only use abbreviations and acronyms on first reference that are common knowledge to the public.
Includes but not limited to NCAA, HIV, DNA, mph, Inc., UFO, St. Louis, CD-ROM.
Campus acronyms should always be spelled out on first reference but can be put in parentheses to help clarify if they are used later. Consider your audience when considering the addition of a parenthetical abbreviation.
Pioneer Academic Center for Community Engagement (PACCE).

Academic Degrees
Write out and capitalize names of degrees. Don’t abbreviate except for Ph.D. Such names include associate degree, bachelor’s degree, master’s degree, or doctorate; or Bachelor of Arts (B.A.), Bachelor of Science (B.S.), Master of Science (M.S.), or Ph.D. (doctorate).
Dr. Calvin Hobbs, professor of biology at UW-Platteville with a Ph.D. in zoology, specializes in large predatory cats; she earned her Master of Science in Education from UW-Platteville.
Alumni
alumna (singular female); alumnus (singular male); alumnae (plural female); alumni (plural male or mixed group)
Always mention people’s alumni status when possible.
Doe, a 1999 UW-Platteville alumna, had a baby.
When addressing alumni audiences specifically, identify alumni by using the last two digits of the graduation year. Remember the distinction between the Alumni Association and the Alumni Services office. Use the backward facing single apostrophe (’) instead of the forward facing apostrophe (‘) to form a contraction with the graduation year.
Doe ’99 had a baby.

Ampersand
Don’t use it, unless it’s part of a proper noun, part of a parenthetical citation, or is a clear and distinct design element within the publication.
Johnson & Johnson

Bold
Bolded text is better used as a design element to help call attention to things and can be overused quickly. Try to avoid using bold. Instead, talk with a designer about how to call attention to certain words, phrases, or sections.

Commas
Omit the comma before “of” in writing a person’s name and hometown.
Jon Smith of Sandusky, Ohio, won the game.
Put a comma before the concluding conjunction in lists.
Avoiding a case-by-case analysis makes a style simple, consistent, and easy to apply.
WRONG: I like peaches, pears and pickles.
Exception: College of Engineering, Mathematics and Science;
College of Business, Industry, Life Science and Agriculture
A comma must separate independent clauses.
She ran the whole race, and she couldn’t stand afterward.
Use commas to set off non-essential clauses (a clause that can be eliminated from the sentence without changing the sentence’s meaning). Essential clauses should not be set apart by commas. That is the preferred pronoun to introduce essential clauses. Which is the only acceptable pronoun to introduce a non-essential clause.
Essential: Managers who flounder under pressure panic at deadlines. (Floundering managers panic.)
Non-essential: Managers, who flounder under pressure, panic at deadlines. (All managers flounder; all of them also panic.)
Essential: My dog, which eats bacon off the table, has a weight problem. (He’s a fat dog.)
Non-essential: My dog that eats bacon off the table has a weight problem. (The others are thin.)
When an essential or non-essential clause refers to a human being or animal with a name, it should be introduced by the words who or whom.
The man who ate garbage got sick; the bear attacked the man, whom was rushed to the hospital; the slope that collapsed was restored; the engineer who restored it was an alumnus; the slope, which now looks like new, is above a playground.

Composition titles
For books, movies, articles, and titles of computer games, theatrical performances, magazines, journals, songs, poems, and works of art:
-Put the name of a standalone work in italics.
  *Grease*, the movie and play – in italics
  *Beowulf* – in italics
  *The American Medical Journal* – in italics
  *Time Magazine* – in italics
  *Wisconsin State Journal* – in italics
  *The Simpsons* – in italics
  *Swan Lake* – in italics; ballets, oratorios, operettas, operas, and musicals are also set in italics.
  *Rodin’s The Kiss* – work in italics; paintings, sculptures, and other works of art are often set in italics, unless identified as part of a formal collection.
-Names of works within other works should be identified with quotation marks.
The song “Grease,” as seen in the movie *Grease.*
The scholarly article “Methodologies of academia” as seen in *Academia Today.*
The episode “Tales from the Public Domain” of *The Simpsons* aired March 17, 2002.
-Musical compositions are unadorned with quotations or italics. If, however, a piece includes a descriptive phrase, place the phrase
in quotations. A formal collection can be set in italics.
Serenade No. 12 in C Minor
Mozart's "Jupiter" Symphony

**Dates**
For posters, invitations, fliers, postcards, and the covers of publications, the formatting of dates may vary, subject to approval by UIC. For other types of publications or instances within publications not on a cover, dates should follow these rules:
Spell out months when not associated with a specific date.
The month of January; Jan. 1 (don't list current year); Tuesday, Oct. 2, 2005 (list past or future years).
Always spell out the days of the week, unless dealing with a marketing material space restriction.

**Dashes**
(See entry under **Hyphens and Dashes**.)

**Department/Unit/Office names**
The math department at UW-Platteville; the UW-Platteville Mathematics Department; the Office of Multicultural Student Affairs at UW-Platteville.

**Directions and regions**
In general, lowercase north, south, northeast, northern, etc. when they indicate a compass direction. Capitalize these words when they designate a region, unless used in conjunction with a city, state, or nation. Capitalize compass points when part of a proper name or if the section is widely known.
UW-Platteville is in southwest Wisconsin (nobody living well outside the region refers to the region thusly, and therefore it is not widely known), and is part of the tri-state region; he drove south; we went to Southern California; A storm system developed in the Midwest; it will bring rain to the East Coast by morning and to the entire Northeast by late day as it heads north; West Virginia will stay dry while western Washington, D.C., will see the heaviest rains.

**Exclamation mark**
Use it sparingly or nothing is exciting. When it is used, use only one per sentence.

**Gender-neutral language**
Construct your sentences so you can avoid having to use gender-specific terms.
Gender specific: A student can enroll in the class at his or her leisure.
Gender neutral: Students can enroll in the class at their leisure.
Also neutral: You can enroll in the class at your leisure.
Grammatically incorrect: A student can enroll in the class at their leisure.

**Headlines and headers**
Always capitalize the first character of the first word unless a it is part of a proper name.
Lowercase articles *the*, *a*, and *an*.
Lowercase prepositions, regardless of length, unless they are stressed.
Lowercase conjunctions *and*, *but*, *for*, *or*, *nor*.
Lowercase the words *to* and *as*.

**Hyphens and Dashes: (-, −, —)**
Hyphens (-) join. Use them—without spaces—with numbers, times, the university name and compound modifiers. Many two-word phrases are two separate words used as a verb, noun or adverb. Use the hyphen when those two words are used as a single adjective (a word that describes a noun).
All-terrain vehicle; real-world experience; hands-on learning; full-time job; on- and off-campus movies; award-winning actress.
En dashes (–) are used to convey ranges of values or connections. Use the en dash with times and dates. Leave no spaces before or after the en dash. The en dash also joins compound modifiers or already hyphenated words. Don't use the en dash for numeric designations, like aircraft (DC-10) or highways (I-94).
8–9 a.m.; the New York–London flight; Thursday–Sunday; the North Dakota–South Dakota coalition; non-European–non-Asian population.
Em dashes (—), also simply called the dash, denote an abrupt change. Use these dashes to attribute quotes, interject thoughts and within datelines. Leave no spaces on either side of the em dash.

“If you ain’t first, you’re last.” —Ricky Bobby; He took the book—who wrote it?—and put it in his bag; the faculty—recently given staplers and paperclips—started organizing everything.

**Italics**

Italics text is better used as a design element to help call attention to things and can be overused quickly. Try to avoid using italics. Instead, talk with a designer about how to call attention to certain words, phrases, or sections.

**Lists**

Lists are a common element in many publications. Lists help readers skim, read, and highlight important messages. Carefully consider if a list is appropriate in each instance. Capitalization, parallelism, and punctuation may vary depending on how you construct your list.

**Capitalization:**

Capitalize the primary character in each list item, unless it is a run-in list or if a displayed list uses an introductory fragment. (See **Run-in Lists** and **Displayed Lists**.)

**Parallelism:**

Each item in a list, whether displayed or run-in, or even within regular prose, should be constructed in a parallel form, starting with a preposition, noun, verb, etc. A lack of parallelism is most noticeable when in list form. This can happen at the word, phrase, or clause level.

**Word and phrase level**

PARALLEL: Mary likes (1) hiking, (2) biking, and (3) going on regular excursions.

NOT: Mary likes (1) hiking, (2) to bike, and (3) regular excursions.

**Clause level**

PARALLEL: The coach told the players (1) that they should get a lot of sleep, (2) that they should not eat too much, and (3) that they should do some warm-up exercises before the game.

— or —

PARALLEL: The coach told the players that they should (1) get a lot of sleep, (2) not eat too much, and (3) do some warm-up exercises before the game.

NOT: The coach told the players (1) that they should get a lot of sleep, (2) to not eat too much, and (3) warm-up exercises are important before the game.

In the second example, parallelism is built around the phrase *that they should*. This phrase can be implied throughout after the initial list item.

**Punctuation:**

Complete introductory sentences should end in a period or colon. If an introductory phrase ends with *these, the following, or as follows*, then a colon is appropriate.

Items in display lists should have terminal punctuation ONLY if the item is a complete sentence. Items should also be consistent; if one item in a list is a complete sentence, then the rest should be as well. Capitalize all primary characters in list items.

**Types of Lists**

**Run-in Lists:**

Run-in lists are used to easily clarify a complex sentence, even if the list only contains two items. It emphasizes the number of items or the order of importance. If such emphasis is unnecessary, don’t use a run-in list. If a run-in
list begins to become difficult to read, consider reorganizing. Both periods and colons are types of terminal punctuation and therefore are interchangeable here, requiring a complete sentence, though the beginning of the list is not capitalized.

Three pieces of identification are necessary: (1) a valid passport, (2) a valid driver's license, and (3) a notarized copy of your birth certificate.

**Displayed Lists:**
Sometimes called vertical lists, displayed lists should have a minimum of three items, but no more than 10. Items in a list must be set apart from standard text by letters, numbers, bullets, or other typographical symbols. If a list has more than 10 items, consider reorganizing it.

**Bulleted Lists:**
Use bullets or other symbols when the items of the list are of equal importance and are not referred to individually later in the text.
The following are needed to make cookies:
- Baking soda
- Butter
- Eggs
- Flour
- Salt
- Sugar

People need to roll on the ground if
- they are on fire.
- something is really funny.
- they’re covered in glue and standing in a pile of money.

**Numbered or Lettered Lists:**
Use numbers or letters when order of importance or occurrence must be emphasized.
To plan a good vacation, do these things before you book a trip:
1. Research destinations.
2. Make a list of possible activities.
3. Contact a travel agent for information.

**Names and titles**
Capitalize and spell out names and titles on first reference.
Chancellor David J. Fields, J.D.
Dean River Hudson, Ph.D.
Chemistry Chair Tom Riddle, Ph.D.
Dr. Brian May, Provost and Vice Chancellor for Academic Affairs
Dr. Tabitha Gilman Tenney, Assistant Professor of American history
Jim Jimmerson, Resident Assistant and student
Vice Chancellor for Administrative Services Cosmo Kramer
Associate Professor of English Bill Shakespeare, Ph.D.

On second reference, names should be appropriate for the intended audience of the publication. If a publication is intended for only internal colleagues, perhaps first name is appropriate. If the individual should be presented as an expert or authority, lean toward the formal.

**Exception:** on second reference, always use Chancellor Shields
If someone has a Ph.D., use either Dr. or Ph.D. on first reference.

**Numbers**
Spell out one through nine, and use numerals for 10 and up when using numbers in text.
Tabular data should use numerals. Numerals
outside of a table or graph are acceptable if they are a clear and distinct design element. Always use numerals for precise measurements, ranges, and ages. Ages 5, 7 and 10; 7-12 days; 300-square-foot building; 300 cubic inches; $1,000; $6.50; 25 mph; 1 percent.

Modifiers with numbers (two-week sale, six-week period, 300-square-foot building, etc.) should appear in one of two ways. If it is in text—part of a paragraph, sentence, or bullet point—numbers should be spelled out one through nine, and use numerals from then on.

Ages 5, 7, and 10; 7-12 days; 300 square-foot building; 300 cubic inches; $1,000; $6.50; 25 mph; 1 percent.

Percent
Not %, except in graphs, tabular data, or if it is a clear and distinct design element.

Possessives
Form the possessive singular of nouns with ‘s, unless the word ends in s, z, or x.
Kramer’s hair; the Jones’ dog; family’s choice.

Form the possessive plural with ‘s, unless the plural noun ends in s.
Men’s clothing; children’s books; singers’ voices.

States
For posters, invitations, fliers, postcards, and the covers of publications, the formatting of states may vary, subject to approval by UIC. For other types of publications or instances within publications not on the cover, states should follow these rules:

When identifying a city, follow with its state abbreviation.
The group includes Herman Melville from New York City, N.Y.; Laura Ingalls Wilder from Pepin, Wis.; and John Updike from Reading, Pa.

Use the following abbreviations to identify the state.

Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated; Alaska and Hawaii are not part of the contiguous United States, and the others are five letters or less.

Exception: If the intended audience includes a significant international population, consider spelling the state out completely.

Tense
Use past tense when issuing quotes.
She said; said the woman.

Times
When writing a time, always use numerals and a.m. or p.m. with a space between, unless noon or midnight is used. If an event happens on the hour, do not include minutes. To indicate a range of times, do so by leaving no space, an en dash and no space between the two times.

7 a.m. – 5:30 p.m.; 8:15 a.m.–noon; midnight–1 a.m.; 6:15–7:15 a.m.
WRONG: 7:00 a.m.; 8:15 a.m.; midnight – seven; 9-10 a.m.

University names
These are the only appropriate options to write the university name.
First reference: University of Wisconsin-Platteville
Second reference: UW-Platteville

Capitalize colleges and schools within the university.
The program is sponsored by the College of Liberal Arts and Education. The student is in the School of Education.
Always lowercase when referring to UW-Platteville as an entity and generically.
The university (meaning UW-Platteville) has many accredited programs; She has a university education.

Lowercase college, university, school, etc., when not used in the formal context.
The college had a career fair; the school sponsored the event; the office is closed.

For colleges and universities outside the UW System, spell out the complete name of the college and follow with the state.
Wartburg College, Iowa; Gustavus Adolphus, Minn.
Second references: Wartburg; Gustavus Adolphus.