

Word Use and Style Guide

April 3, 2019





Why a Style and Brand Standards Guide?

The Office of Marketing Communications, known as MARCOM, has compiled this comprehensive style and brand standards guide to showcase language use choices and identifying marks/logos used for internal and external communication by Cleveland University-Kansas City (CUKC) faculty and staff. By speaking in a unified voice and displaying a standardized look and feel, CUKC will become more defined and better known. As one brand manager said, “In order to be chosen, you first have to be considered. To be considered, you have to be known.”

The **Word Use and Style Guide** serves as a quick reference to faculty and staff for writing non-scholarly content in all forms of communication for Cleveland University-Kansas City, its College of Chiropractic, and its College of Health Sciences. It covers word choices, grammar, tone, point of view, and phrasing. The style guide is a supplement to the *Associated Press Stylebook*. (Please note: MARCOM modifies some guidelines for use on the University’s social media platforms.)

The **Brand Standards Guide** shows how to apply the Cleveland University-Kansas City brand, which consists of the CUKC seal, logotype(s), brand colors, and how to maintain their correct arrangement on various materials, from print to online forms, and in both internal facing and external facing formats. The Brand Standards Guide is a separate document from the Word Use and Style Guide.

These guides are living documents and change as circumstances dictate. MARCOM administrates any such changes, including additions and subtractions, which are provided by CUKC senior leadership.

Suggestions for new or revised entries are welcome and can be submitted via email to communications@cleveland.edu. Official policies regarding communications and media relations for the University are located on the :P Drive in the Policies File.



Contents

Word Use and Style Guide

An A to Z listing of guidelines for in-house capitalization, abbreviation, spelling, style, and usage.



A

a, an Standard American pronunciation is the key to deciding which to use. “A” precedes a consonant, “an” a vowel.

Example: It was a historic event. (not “an” historic). She was an honor student. (the “h” is silent).

academic degrees Field of study is lowercase, except for English. No space after periods in abbreviations. The word “degree” should not follow a degree abbreviation. When referring to degrees in general, lowercase the first letter of the degree and use the “s” ending. Capitalize formal names of academic degrees. **Examples:** Scott earned a B.S. in biology. Lisa earned a master’s degree in English. Kenny has a bachelor’s and master’s, and has applied for the Doctor of Philosophy program.

- Two-year undergraduate degrees are *associate degrees* (not a possessive word).
- When referring to generic *bachelor’s* or *master’s degrees*, make them lowercase and possessive.
- When referring to a specific degree by its official name, write *Bachelor of Science*, *Associate of Applied Science*, and so forth.
- Only use Ph.D. if you are sure that is what the degree is. In general, use *doctorate* for the noun and *doctoral* for the adjective.
- Do not routinely list all degrees in copy, but use as needed in the context.
- If listing a degree is necessitated by the audience and the degree is listed after a name, it must be set off with commas. **Example:** *John Joseph, B.S. in Human Biology, will lead the discussion.*

For additional degrees, see page 12.

academic departments Capitalize words in academic departments only when using the official department name or if proper nouns are being used. **Examples:** *He is studying human biology in the College of Health Sciences.*

College of Chiropractic
College of Health Sciences

Secondary: The Chiropractic College, CUKC College of Chiropractic
Secondary: The College of Health Sciences, CUKC College of Health Sciences

academic calendar When referring to the academic year (August through May), use the format 2012-13. (See also *individual entries for the following words.*)

module lowercase in general uses. **Examples:** the module is necessary. Capitalize if specific name: The Fieldwork Module is required. Use Roman numerals. Mod-II (Similar to how we denote a student’s trimester, as in Tri-V)

term lowercase in all uses. **Example:** fall term.

semester lowercase in all uses. **Examples:** fall semester, spring semester

trimester In general, capitalize and use the shortened form “Tri,” followed by a hyphen and the appropriate Roman numeral when referring to a specific class. (See also **trimester** entry)

acronyms Only acceptable in headlines and on second reference in text. Use entire name of group or organization on first reference followed by the acronym in parentheses. On second reference, use the acronym. **Example:** Student American Chiropractic Association (SACA) [first reference] and SACA [second reference].

active voice, passive voice Use active voice whenever possible. **Examples:** The doctor adjusted the patient. [Active voice] The patient was adjusted by the doctor. [Passive voice]

addresses, general When providing your campus address for general purposes and for use in business cards and other stationery items, use this format.



Structure	Example
<i>Name</i> <i>Title</i> <i>Cleveland University-Kansas City</i> <i>10850 Lowell Ave.</i> <i>Overland Park, KS 66210</i>	<i>David Jones, D.C.</i> <i>Assistant Professor</i> <i>Cleveland University-Kansas City</i> <i>10850 Lowell Avenue</i> <i>Overland Park, Kansas 66210</i>

addresses, mailing When providing your campus address for the specific purpose of having mail/package sent to you, use the following format. Scanners at USPS read the address block from the bottom up, so the information lines should flow from general (bottom) to specific (top).

Structure	Example
<i>Name</i> <i>Name of Department or Division (Optional)</i> <i>Suite/Office Number (Optional)</i> <i>Cleveland University-Kansas City</i> <i>10850 Lowell Ave.</i> <i>Overland Park, KS 66210</i>	<i>Dr. David Jones</i> <i>Faculty, Clinical Science</i> <i>Suite 2045</i> <i>Cleveland University-Kansas City</i> <i>10850 Lowell Avenue</i> <i>Overland Park, KS 66210</i>

In narrative uses, such as in reports or other documents, use standard state abbreviations. **Example:** The reported will be mailed to Jim Jepson, Chair of Accreditation, Association of Public Policy, Holton, Kan. 66436.

advisor Always spelled with an “o” and always lowercase, even if used before a name. The only exception to the capitalization rule would be in the title of an award or distinction, such as “*Advisor of the Year.*”

affect/effect Affect, the noun, describes an emotion, and is used mainly in psychology. Affect, the verb, means to influence. Effect, the noun, means result or outcome. Effect, the verb, means to bring about, to create. **Examples:** The patient showed little affect. His illness affected his grades. His illness had an effect on his grades. The department chair effected big changes.

alumni names On first reference, list Dr., first name, last name, a space, and an apostrophe with the last two digits of grad year. On second reference, last name only. **Example:** Dr. Clark Beckley ’75 [first reference] and Beckley [second reference].

alumnus, alumni, alumna, alumnae Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar references to a woman. Use alumni for a group of men or women. The abbreviation alum is acceptable when referring to Cleveland’s annual “Alum of the Year” award.

ampersand Avoid, except for “Q&A” or CUKC reference titles mentioned in this manual, such as Dining & Assembly Hall.

annual There is never a first annual anything. Use inaugural when referring to an event’s first year. The preference is to use the numeral form (2nd, 7th, 21st, etc.) when describing annual events in their second year and beyond. Furthermore, the word annual is capitalized when using the full name of an event, and lowercase in general use. **Examples:** Beta Chi Rho sponsored its inaugural pancake feed last trimester. The Office of Student Services is planning its 7th Annual “Cleveland Day at Arrowhead” in October. Homecoming is an annual event.

any one, anyone Any one means any one person or item. Anyone means anyone in a general sense.

Examples: Does anyone really know what time it is? You can have one of the raffle prizes; pick up any one you would like.



anyway, any way Any way is a noun and is always two words. Anyway is an adverb and always one word. **Examples:** Is there any way out of this mess? (substitute “a way”) I hate those kinds of problems, but I’ll help you anyway.

awards Capitalize the word *award* or *medal* only if it is part of a proper name. Abbreviate all other uses. **Examples:** President’s Excellence Award, faculty awards, the gold medal, the Taft Enhancement Fellowship award.

awhile, a while *Awhile* is always an adverb. *A while* is always a noun. **Example:** Learning the new program takes a while, but if you wait awhile, I’ll help you.

B

backup, back up Two words as a verb, one word as a noun or adjective. Never hyphenated. **Example:** She will back up her computer and save all her files on a backup disk.

barbecue Never use *BBQ* or *barbeque*.

bi- Generally no hyphen. **Examples:** *bimonthly, bilateral, bilingual*.

biannual, biennial *Biannual* is twice a year or semiannual. *Biennial* is every two years.

bimonthly, biweekly Means every other month or week. Sometimes confused with *semimonthly* and *semiweekly*. But for readability, *twice a month* is preferred to *semimonthly*; likewise, *twice a week* is preferred to *semiweekly*.

board of trustees Use *Board of Trustees* on first reference and *the board of trustees* on second reference, always use lowercase cap style except when referring to the CUKC board.

bullets, bulleted lists Consistency is the important thing. Items listed should all be complete sentences or all be fragments. There is no space between text and a list of bulleted items that follows. The first word after each bullet is capitalized. Punctuate at the end of the individual bullet(s) if a complete sentence. When listing phrases or fragments, punctuate at the end of the last bulleted item, signaling your reader this is the end of the list. **Examples:**

Submit a complete Application for Admission to CUKC and be sure you

- Complete the entrance assessment and questionnaire.
- Provide official transcripts from each college or university you have attended.

For many with a science background and a desire to work with people, choosing to become a chiropractor makes a lot of sense.

Doctors of Chiropractic:

- Use a non-invasive, non-pharmacological approach to care
- Can earn their degree in less than four years
- Have a 2017 median chiropractic salary of just over \$143,000 according to Salary.com
- Enter a profession with a low unemployment rate: less than 0.8%.

C

Cleveland Professional Building Located at 8205 Lowell Ave., it is the building that houses the Cleveland Fitness Center.

Café Cleveland The CUKC cafeteria operated by Treat America Food Services. It includes the Company Kitchen Market.



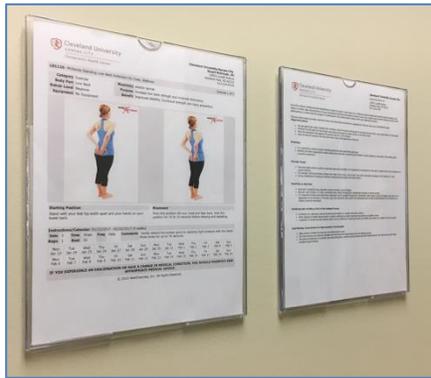
Capitol, capital Use capital when referring a state’s capital city. Use Capitol with uppercase “C” when referencing the seat of government of a state or the nation. **Examples:** The president is going to Topeka to speak with legislators at the Capitol. Topeka is the capital city of Kansas.

campus signage There are three types of signs in use at CUKC: **semi-permanent signs**, **permanent signs**, and **temporary signs**. (For more details, see page XX, *Brand Standards Guide*. **COMING SOON!**)

permanent signs These signs are for directional and wayfinding purposes for visitors and the general public. Typically, these are signs that designate the names of departments, academic or administrative divisions, classrooms, facilities/equipment, or provide directions to specific, high-traffic areas such as Admissions.

semi-permanent signs The types and configurations of these signs follow CUKC Brand Standards and other best practices to ensure readability and structural standards. These signs are developed and produced through MARCOM, in coordination with Facilities, as directed by CUKC senior management.

temporary signs These signs provide instructions or serve as notices that may change daily, weekly, monthly, or are necessary for the demands of various classes and labs. They go up and come down.



The types and configurations of these signs may be produced by MARCOM for insertion into CUKC-approved acrylic signage holders.

The acrylic sign holders may be purchased through and installed by Facilities staff.

- Different sizes are available.
- CUKC letterhead shells may be used as the base document for signage information.
- Use Calibri font.
- Common templates are available.
- No signs of any type may be attached to the exterior of office doors. This includes messaging such as “Out of Office,” “Final in Progress,” “Quiet Please,” “Class Cancelled,” or “Away from Desk.”
- Desk signs must be displayed in an acrylic desk stand.

capitalization Capitalize only proper names. Avoid capitalizing generic terms (such as university, college, professor, faculty, administration, student life). Specific examples follow:

- **committee names** Capitalize full proper names of officially established committees. Lowercase otherwise: *the Academic Coordinating Committee*, *the editorial committee*.
- **company, product names** Capitalize if using the full name: Microsoft Office. (Also, see **acronyms**.)
- **events** The name of some events can serve as either generic or proper names, particularly the words *homecoming* and *commencement*. To determine if they are being used as proper names, which would require capitalization, notice if you can structure the sentence without using an article: *We are attending Homecoming.* *We are attending the homecoming.* For comparison, this is similar to the following two sentences: *That’s my dad.* *That’s Dad.*



- **proper names** Capitalize the full proper name such as the Student Council. On second reference, use the abbreviated version, but lowercase. **Example:** the council. Proper names may be shortened on second reference, but must remain uppercase in most instances. **Examples:**

- Cleveland University-Kansas City the University
- College of Chiropractic the College
- College of Health Sciences the College

ceremonial and **special event documents** For guidelines and best practices in the wording and formats for event announcements, invitations, certificates, programs, *et al.*, please contact MARCOM at communications@cleveland.edu or by phone at x1717.

chair Preferred over *chairperson*. *Chairman* and *chairwoman* are also acceptable, especially if it is the preference of the person.

checklist Always one word.

chiropractor, chiropractic Always lowercase.

chiropractic organizations Use the full proper name of the organization on first reference followed by the acronym in parentheses. On second reference, use the acronym only. **Examples:** The University is a charter member of the Association of Chiropractic Colleges (ACC). The ACC provides worldwide leadership in chiropractic education, research, and service.

Cleveland, Carl S. III On first reference, use *President Carl S. Cleveland III* or *Dr. Carl S. Cleveland III, president*, depending on the publication. On second reference, use *Cleveland* as long as it will not be confused with the University/College name or other members of the family like Dr. Ashley Cleveland. In this instance, use *Cleveland III* on second reference.

Cleveland Terms See Preferred Speech on page 21

Cleveland University-Kansas City Use Cleveland University-Kansas City on first reference. On second reference, use CUKC, or the University, but never CU-KC.

Cleveland Alumni Magazine This is the full and proper name for the alumni publication produced for the University's alumni population. Also referred to as the Clevelander on second reference.

College/college Always capitalize when referring to the proper name. Lowercase all other references.

Examples: Chiropractic leaders visited the College this month. He has decided to go to college after high school. He is interested in one of the degrees offered through the College of Health Sciences.

commas CUKC uses the serial comma, an exception to Associated Press style. (*Meaning a comma before the last and*)

Example: I use the Gonstead, Activator, and CBP methods.

- If the sentence is composed of phrases that include commas in the individual phrases, separate the phrases with semicolons.
- Use a comma with the conjunctions "and," "for" or "but" in a compound sentence.

Example: Chiropractors in my family include Sam, my father; Joe, my uncle; Helen, my wife; and Janice, my cousin. I want to go to the gym, but I must study first.

College of Chiropractic On second reference, the Chiropractic College, or the College, unless the document is referring to more than one college.



composition titles Use these guidelines for the titles of books, movies, operas, plays, poems, songs, television programs, lectures, speeches and works of art:

- Capitalize all principal words, including prepositions and conjunctions of four or more letters.
- Capitalize articles (*the, a, an*) and all shorter words if they are the first or last words in a title. Do not omit the first articles.
- Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs of reference material. In addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, gazetteers, hand books and similar publications.
- Do not use quotation marks around such software titles as WordPerfect or Windows.
- For course names, capitalize only, use no quotation marks or italics.

commonly misused words See list below.

- **afterward, afterwards** Use *afterward*
- **all right** This is the only form acceptable in standard usage. Not *alright*.
- **allude, elude** The writer *alluded* to love. The robber *eluded* the police.
- **averse, adverse** *Averse* means opposed to. *Adverse* means bad or poor.
- **compose, comprise, constitute** *Compose* means to create or assemble and is used properly in both passive and active voice. *Comprise* means to contain, include all or embrace. It is best used in active voice followed by a direct object. If neither fit, *constitute* which means to make up or form is probably appropriate. If what follows is only part of the total, use *include*.
- **different from** Use *different from* instead of *different than*.
- **doctoral, doctorate** *Doctoral* is an adjective, *doctorate* is a noun.
- **due to, owing to, because of** *Because of* is preferred.
- **everyone, every one** *Everyone* is a pronoun. *Every one* refers to each individual item.
- **ensure, insure** The former means to guarantee. The latter is used for insurance. **Example:** I want to ensure my car is insured
- **feel** Refers to sensation. Use *think* or *believe* when referring to ideas.
- **less, fewer** If it can be numbered, use *fewer*. If not, use *less*.
- **over, more than** *Over* refers only to space. Use *more than* with numbers.

Continuing Education Units The abbreviations CEU and CEUs are appropriate for all uses. Do not use an apostrophe.

contractions Acceptable only in informal or promotional writing or personal communication. Avoid using in items such as articles, emails, letters and manuals. Use “do not” instead of “don’t” or “cannot” instead of “can’t” etc.

courses/classes On first reference, capitalize the full proper name for all courses/classes. On second reference, use “the class” or lowercase the name with “class” or “course” after it. **Example:** Introduction to Chemistry or Anatomy II [first reference] and “the chemistry class” or “the anatomy course” [second reference].

D

dash A dash is a somewhat longer mark than a hyphen used to indicate an indeterminate verbal stop inserted into a phrase. It should always be a long dash or “em dash” — not a hyphen — and should have one space on each side. Used instead of a comma or commas to give more emphasis to a clause, a phrase or a series within or at the end of a sentence. **Example:** Dr. Davis utilizes several chiropractic techniques — Gonstead, Activator, CBP — to help her patients achieve optimal health.

dates Avoid using the day of the week with a specific date. Abbreviate months when used with a specific date, and spell out when



used alone.

- Do not use “st” — as in “Aug. 21st” — or any other similar construct.
- Do not use the year for a date within the current year. Seven months — Jan., Feb., Aug., Sept., Oct., Nov., and Dec. — can be abbreviated when used with a date, while the remaining five months must be spelled out. For a range of dates, use a dash in between. **Examples:** Jody’s birthday is Oct. 21. Her younger sister was born in January. The date was Jan. 17, 1977. Their family will hold a reunion July 29-Aug. 1. (See also **months entry** on page 15)

degree programs The source for full, formal names of CUKC academic degrees is the academic catalog. Please see *Occupational Therapy Assistant degree program* and *Radiologic Technology degree program* for further details. Current degree listings:

<u>Degree Program Name</u>	<u>Name for Secondary Reference</u>
College of Health Sciences	
Associate of Arts in Biological Sciences	A.A. in Biological Sciences
Associate of Applied Science in Occupational Therapy Assistant	A.A.S. in Occupational Therapy Assistant
Associate of Applied Science in Radiologic Technology	A.A.S. in Radiologic Technology
Bachelor of Science in Human Biology	B.S. in Human Biology
Bachelor of Science in Human Biology + Doctor of Chiropractic Concurrent Program	B.S./D.C.
Master of Science in Health Education and Promotion	M.S. in Health Education and Promotion
College of Chiropractic	
Doctor of Chiropractic	D.C. program
Bachelor of Science in Human Biology/ Doctor of Chiropractic Concurrent Program	B.S./D.C.

department/division/office names Capitalize and use the full department or office name on first reference. On second reference, lowercase and use the casual deviation of the department or office name, or simply use “department” or “office” alone. **Examples:** The Office of Financial Aid is next door to the Office of Communications. Suite 2045 is the new location for the Marketing Communications office.

- **administrative offices** Do not capitalize units unless using the full proper name of the department. **Examples:** She is a photographer for Marketing Communications. The library staff held a party. She works in alumni relations.
- **divisions** Capitalize full proper names; lowercase unofficial division names. **Example:** the College of Chiropractic, the College of Health Sciences
- **generic department names** Do not capitalize. **Example:** Good resources are found in archives. Capitalize departments only when the official proper name is used. **Examples:** A new professor joined the Department of Biology. Visitors to the University Libraries should take time to check out the Archives and Rare Books Department. Also, always remember to capitalize individual proper names: English department.

Disability language In general, when there is a need to refer to a disability or disorder, use people-first language. People-first language conveys the idea that someone's disability is just a disability label, not that person's defining characteristic. If you use disability language, make sure it is necessary. Examples of people-first language include phrases such as "person with a disability," "woman with cerebral palsy," and "man with an intellectual disability."

Dining & Assembly Hall This is the full, formal name of the area to the west of Café Cleveland. Capitalize and use an ampersand



when using the full name of this location on campus.

- When referring to specific events being held there, the name can be separated (i.e. “Dining Hall” or “Assembly Hall”) depending on the nature of the activities.

Examples: Student groups hold special events in the Dining & Assembly Hall. SABCA’s chili feed was held in the Dining Hall. The Assembly Hall was filled to capacity with Clevelanders excited to hear the announcement about the 2018 fall class.

Doctor of Chiropractic When referring to the degree, use the uppercase format. When referring to a person, use the lowercase format. Use “D.C.” when abbreviating. **Example:** “Doctor of Chiropractic” [degree] or “doctor of chiropractic” [person].

- Do not use “DC” without periods

double-click Always hyphenated and used as a verb.

Dr./D.C. Follow AP Style. Never use Dr. and D.C. in same title. **Examples:** Dr. Ashley Cleveland or Ashley Cleveland, D.C., depending on context.

E

editor Never capitalized, even if used as a title before a name. The only exception would be if it is used at the beginning of a sentence. **Examples:** Heading the newsroom is editor Joe Foreman. Editor Joe Foreman heads the newsroom.

e.g. This Latin abbreviation means “for example.” Do not use this when you mean “that is,” which is “i.e.” A comma always follows it.

email Never hyphenate. Capitalize if it begins a sentence or is being used as an item requested on a form. Lowercase when used in the body of a document. **Examples:** I need to check my email. Email helps me stay in touch.

Email signatures All email produced on campus or via CUKC-owned equipment should contain an email signature and confidentiality notice. More detail about the CUKC email signature for all departments/divisions can be found in Section II: Brand Standards Guide.

Official CUKC email signature:

First name Last name
Title
Cleveland University-Kansas City
10850 Lowell Avenue
Overland Park, Kansas 66210

www.cleveland.edu
Office 913.234.0600 or XXXX
Cell 999.999.9999
Email first.last@cleveland.edu

CONFIDENTIALITY NOTICE: This electronic message, including any attachment(s), is intended only for the addressee and may contain confidential and/or privileged information. If you are not the addressee, please notify the sender immediately by replying to this message, then delete the original message and any copies of it from your computer system. Any use, dissemination, distribution, or reproduction of this message and/or any of its attachments (if any) by unintended recipients is prohibited and may be unlawful.



Email System Privacy and Usage Reminder

DO's and DON'Ts:

DO:

- Edit the appropriate template with your name, title, phone numbers, and email address. Cell numbers and fax numbers are optional and should be used appropriately.
- Delete the Confidential Notice if you do not email information that is confidential to the University.
- Request exceptions to the template, if needed.

DON'T:

- Add pictures, logos, your favorite quote, saying, or any other message.
- Change the font size, type, shading, color or any other formatting feature.

e-prefix Some “e-prix words” should be hyphenated because they are less common than email. Writing words without the hyphen (*ereader*) looks confusing and is not a real word found in Merriam-Webster Dictionary. **Examples:**

- ebook
- e-banking
- e-business
- e-calendar
- e-commerce
- e-learning
- e-magazine
- email
- e-news
- e-planner
- e-reader
- e-ticket

ellipses The three dots represent omitted words or a pause in speaking. They are preceded and followed by spaces.

Example: She talked about the morning traffic, her previous vacation, her son's wedding plans...and enough topics to bore everyone.

F

Faculty, faculty member As a group, the faculty is, not faculty are. **Example:** Members of the Cornell faculty are united behind the president. The faculty at Cornell is united behind the president.

faculty ranks Cleveland's faculty ranks, lowest to highest, are instructor, adjunct faculty, assistant professor, associate professor, and professor.

fax Acceptable as short form of facsimile or facsimile machine. Avoid use as a verb. **Example:** I will send a fax of the document.

fieldwork Lowercase when referring generally to the action of applying a skill in an actual working environment. Capitalize when referring to formal description or category. **Examples:** In the OTA program, fieldwork is intensive by design. To become a licensed OTA, you complete Level I, Level II and Level III Fieldwork.



Fiscal year Spell out in initial caps as Fiscal Year 2018, or abbreviate as FY18.

fundraiser, fundraising One word in all cases. This is an exception to the Associated Press preference for fund-raiser and fund-raising.

G

good, well *Good* is an adjective that means something is as it should be or is better than average. *Good* should not be used as an adverb. *Well*, when used as an adjective, means suitable, proper or healthy. As an adverb, *well* means in a satisfactory manner or skillfully.

group Takes singular verbs and pronouns. **Example:** The group is reviewing its position.

H

healthcare Now one word instead of two as a noun or adjective. **Examples:** Chiropractors are key providers of healthcare in today's society. SACA members were lobbying for the healthcare initiative.

His/her Avoid gender-specific phrasing. In most cases, converting to the plural form will work.

Homecoming Always capitalize when used in reference to the annual alumni gathering at CUKC. Lowercase only when referring to this kind of celebration in general terms. **Examples:** The annual Homecoming event is in October. Dr. Nugent is a regular at Homecoming. Most colleges and universities cling to their homecoming traditions.

hyphen A hyphen is a punctuation mark used to separate the parts of compound words, especially nouns and adjectives.

- Do not hyphenate words beginning with the “non” prefix, except those containing a proper noun.
- Do not place a hyphen between the prefixes “pre,” “semi,” “anti” and nouns or adjectives, except those that begin with a vowel or that are proper nouns. **Example:** It was a nondenominational church with many non-Catholic members.

I

i.e. This Latin abbreviation means “that is.” Do not use this to mean “for example.” You should be able to substitute *i.e.* for the phrase “in other words.” A comma always follows it. **Example:** At UC's open-access colleges (*i.e.*, Raymond Walters College and Clermont College), a variety of two-year degree programs available.

impact Do not use as a verb. “How does that impact me?” should be “How does that affect me?”

imply, infer Writers or speakers *imply* in the words they use. A reader or listener *infers* something from the words.

in, into *In* indicates location. *Into* indicates motion. **Examples:** He was in the room. She walked into the room.

In Touch The name of the University's newsletter produced by MARCOM for students, faculty, and staff.

italics, quotation marks In general, do not use italics or quotation marks for emphasis or to suggest irony or special usage. In particular, do not use italics or quotation marks around clichés or figures of speech. Nicknames are enclosed in quotation marks. **Examples:** The study's interpretation of “health” was questionable. Striving for “optimal health” is the goal. Daniel David “D.D.” Palmer was a health pioneer as the founder of chiropractic.



it's, its *It's* is a contraction for it is or it has. *Its* is the possessive form of the neuter pronoun. **Example:** It's been many years since the University left its Troost campus.

J

junior, senior Abbreviate as Jr. and Sr. only with full names of persons or animals. Do not precede by a comma. Use II or III if it is the individual's preference. **Examples:** Carl S. Cleveland Sr., Carl S. Cleveland Jr. and Carl S. Cleveland III.

K

Kansas City To avoid confusion between the two cities, use the state abbreviations "Mo." or "Kan." both preceded and followed by a comma when referring to Kansas City in publications or materials to the public or media outlets. KCK and KCMO are acceptable for informal use. (See also **state names** for related information)

L

less, fewer In general, less refers to things that can be measured, fewer to things that can be counted. **Example:** The student had less free time, even though he took fewer classes.

left to right Use (l-r) when identifying people in group photos. If there is more than one row: (front row, l-r), (2nd row, l-r), (3rd row, l-r), (back row, l-r) and so on.

library Use lowercase "library" or "the library" unless part of the proper name.

Example: The library will conduct a book sale. The Ruth R. Cleveland Memorial Library is closed during break.

like, such as Use "such as" whenever possible. "Like" generally means similar to and can lead to confusion. **Examples:** He uses techniques such as Gonstead and Activator. [Correct]

lists Within a sentence, separate items in a list with commas or semicolons if the items in the list include commas. **Examples:** The new students came from Belton, Mo.; Hastings, Iowa; Hoboken, N.J.; and Boise, Idaho. The new student from Maryville, Mo., had degrees in biology, English, history, and journalism.

logo The CUKC logo is part of the CUKC brand, which also includes the shield, brand colors, and all brand use descriptions as detailed in **Section II: Brand Standards Guide**.

The logo consists of two elements: the words "Cleveland University-Kansas City" and the CUKC shield. All communication materials for external use must carry the CUKC brand in a prominent location and according to the Brand Standards Guide. The logo elements cannot be altered, retyped, or recreated in any way.

M

married alumni Use the "Drs. John '86 and Jane '89 Doe" construct for spouses that are both alumni. If a spouse is not an alumnus or alumnae, use the "Dr. John Doe '86 and wife, Jane, or Dr. John '86 and Jane Doe" construct. The option "the doctors," can be used on second reference in the appropriate context. In cases where one is a doctor, use "Dr. Jane and Mr. Doe."

mis A hyphen is not required when the root word begins with an "S." **Examples:** misspell, misshapen, misstep.



mock up, mock-up Two words as a verb. One word as an adjective or noun. **Examples:** He will mock up the research paper. The mock-up outlines the research project.

money Use numerals and the “\$” sign for amounts of \$1 or above. Numerals followed by the word “cents” should be used for amounts less than \$1. For numbers one million and over, use a “\$” sign and numerals with the word “million” after them. \$1M used for a million is acceptable for finance, otherwise spell it out. \$1K is OK as an abbreviation for \$1,000. **Examples:** The book cost \$17. That was 75 cents more than I had in my pocket. Too bad I do not have \$1million.

- **Ranges for money amounts**, use the form “\$7 to 11 million” or “\$7-11 million.”

monetary units Use numerals. **Examples:** 5 cents, \$5 bill, 8 euros, 4 pounds. (See also **money**)

months Abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. when used with a specific date. My birthday is Jan. 15. Spell out when used alone or only with a year. **Example:** January 1989 was the coldest on record. When using a month, date, and year, set off the year with commas. **Example:** June 6, 1944, was D-Day. Also see **dates** on page 18.

more than and over Use *more than* when referring to numbers and *over* when referencing direction. **Example:** Terry made more than \$80,000 on his new book. Tammy jumped over the dog but still fell down.

multicultural, multidisciplinary, multimedia All are always one word.

- *Multidisciplinary* means many disciplines are present.
- *Interdisciplinary* means many disciplines are not only present, but are working together to accomplish something.
- *Cross-disciplinary* relates to the involvement of two or more academic disciplines, but in a less formalized involvement than multidisciplinary or interdisciplinary situations.

N

nonprofit Correct in all uses and never “not-for-profit” or “non-profit.”

numbers Spell out numbers zero through nine. Use numerals for 10 and above. Exceptions are when referencing time, a percent, an address, or money. Avoid starting a sentence with a number. Spell it out if it cannot be avoided. Use a comma in numbers with four or more digits. Finance may use the percent sign, but all others should spell out “percent.” **Examples:** The intern did seven adjustments on Monday. She scheduled 13 more for the rest of the week. Her weekly goal was 20 adjustments. Twenty adjustments were required. At that rate, she would do 1,040 adjustments annually.

O

off of The “of” is unnecessary. **Examples:** He fell off the bed.

online, offline Always one word with no hyphen.

onto, on to One word when meaning “to put or place” something somewhere. Two words when referencing “movement” of some kind. **Examples:** John placed the X-ray onto the light board. Debbie moved on to treat her next patient.

Occupational Therapy Assistant degree program at CUKC. On second reference and for use in annual reports, “OTA program” or “OTA degree” are acceptable. Please avoid periods in the acronym and exclude the AAS standing for “Associate of Applied Science.”



occupational therapy assistant Use lowercase when referring to the profession, and capitalize when referring to the degree. On second reference, use “OTA.” “Occupational therapy practitioner” is acceptable when referring to occupational therapists and occupational therapy assistants in the same sentence. Please avoid periods in the acronym.

Overland Park OP and OPKS are informally acceptable

P

percent Always spell out and use a numeral. Do not use the “%” symbol. The only exception would be in charts or graphs, where use of the symbol is more appropriate. Also, Finance may use the percent sign as needed.

president Capitalize president only as a formal title before one or more names. **Examples:** President George Washington visited town. George Washington served two terms as president. Also see **titles**.

principal, principle The “al” form as a noun means the leader of a school and should be capitalized if used as a title before a name. As an adjective, the “al” form means foremost in importance. The “le” form is always a noun and means a truth, law, or assumption. **Examples:** The school’s top official was Principal Kenny Mercer. He saw discipline as his principal duty. Teaching students the basic principles of life was his primary goal.

Publications, publication titles (See also **composition titles**)

- For newspapers, magazines, journals and other regularly occurring publications, capitalize the name but do not use quotes or italics unless needed for clarity. **Examples:** People magazine interviewed our visiting scholar. "People" interviewed our visiting scholar.
- Capitalize only words that are part of the publication's formal name not the word *magazine*, for example, if it is not part of the official name. **Examples:** Time magazine, the journal Science. Check the mastheads to confirm formal names.
- Although clever typographic elements may be part of a publication's nameplate, editorial content never uses graphic symbols or stylized fonts, including exclamation points, quotation marks, plus signs, asterisks, bold type, or italic type.
- Place quotation marks around names of poems, books, movies, plays, operas, songs, television programs, lectures and works of art.

Q&A format Use an ampersand without spaces and do not use quotation marks when referring to the format of a lecture or the period following a lecture.

- Within copy, use the taglines Q&A, and put each speaker’s words in paragraph form.

quote attributions The word “said” follows the quoted person’s name. **Example:** “The founders lit a torch, they have passed the torch to us, and it is our responsibility to sustain the flame,” Dr. Carl S. Cleveland III said.

R

radiologic technologist Use lowercase when referring to the profession, and capitalize when referring to the degree. On second reference, use “Rad Tech” or “radiographer.” Please avoid “RT” which can be confused with respiratory therapy. Please avoid “radiologic technician” as it is different from a radiologic technologist. Please also avoid “radiologist” as it is not the same as a radiographer or radiologic technologist.



Radiologic Technology degree program On second reference, “Rad Tech degree” and “Rad Tech program” is acceptable, but not “RT,” because it can be confused with respiratory therapy. AASRT, standing for Associate of Applied Science in Radiologic Technology, is also acceptable in some instances, but not standing alone.

S

school “School” is not an accepted description for Cleveland University-Kansas City. **Example:** CUKC is a university with a focus on the health sciences.

seal The CUKC seal is part of the brand. MARCOM must approve any use of the seal in advance. **Note:** The seal and the shield are two different items, and the use of both must be approved. (See also **Section II: Design Standards Guide**)

seasons All four seasons are lowercase. **Examples:** spring, summer, fall and winter. Lowercase references to academic semesters, too. Uppercase all words in a formal name. **Example:** SACA Spring Seminar Series.

semester Lowercase in all uses. **Example:** the fall semester. When referring to CHS, use semester only.

semicolons Use a semicolon to create more separation of thought or of information than a comma would provide, but less separation than a period. Semicolons are also used to separate elements in a series where parts are already set off by commas and to join two sentences or independent clauses. **Examples:** Chiropractors in my family include Sam, my father; Joe, my uncle; Helen, my wife; and Janice, my cousin. Jody loves practicing chiropractic; she considers it her calling.

set up, setup Set up is two words as a verb. Setup is one word with no hyphen when used as a noun or an adjective. **Examples:** They will set up the adjustment tables. The setup process will take about an hour.

sex/gender Use plural nouns and pronouns (*e.g., students, professors, they, them*) whenever possible. Avoid the awkward *s/he* and *his/her*. If the singular cannot be avoided, use both pronouns joined by a conjunction. **Examples:** To be academically successful, students need to attend classes regularly and they need to take comprehensive notes. A college professor may have his or her own distinct teaching philosophy.

- Be alert to phrases that suggest the entire audience is male. Use *DC students and their spouses were invited*, rather than *DC students and their wives were invited*. Avoid unnecessary references to a person's marital status.

Social Media Due to limited space and an accepted casual style for this communication, certain conventions necessary for publications and other, more formalized communications materials may be suspended. If done, use clarity of meaning as your guide. Note: When mentioning the University or the one or both of the CUKC colleges on social media, do not represent yourself as an official CUKC representative or spokesperson unless you have explicit direction to do so.

software applications Always follow the company-specific spelling, naming styles, etc. when referencing software or operating systems. Use the full proper name of the software or operating system on first reference. On second reference, the program name alone is acceptable. **Examples:** We use Adobe Photoshop 7 for photo editing. We run Mac OS Sierra v10.12.6 on our computers. Photoshop is a great program that runs smoothly on my computer.

source names On first reference, sources not associated with the University/College should be identified by their name followed by a comma, their title followed by the word “at” or “of” and their company/organization.

- Sources associated with the University/College should be identified by their name and title only unless it could lead to ambiguity. If so, use the same rule for identifying normal sources.

(see next page)



- On second reference, identify the source by last name only. **Examples:** Dr. John Doe, president of Logan College of Chiropractic, was on campus. Dr. Carl S. Cleveland III, president, met with him. Melissa Denton, director of admissions at Cleveland Chiropractic College, was at the meeting with Goodman and Cleveland.

spacing One space should be placed after all punctuation, including periods and question marks, at the end of sentences.

state names When a state’s name is used alone, spell it out. When coupled with a city name but not in a mailing address, use the regular (Associated Press) abbreviation, especially in external-facing materials. Use the USPS abbreviations as part of a mailing address. **Examples:** Jon Jones is from Kansas. He lives in Hays, Kan. Send his mail to Jon Jones, 141 Fir Ln., Hays, KS 67601.

Below: The regular abbreviation/USPS abbreviation chart.

Regular	USPS	Regular	USPS	Regular	USPS	Regular	USPS	Regular	USPS
<i>Ala</i>	AL	<i>Hawaii</i>	HI	Mass.	MA	<i>N.C.</i>	NC	<i>S.D.</i>	SD
<i>Alaska</i>	AK	<i>Idaho</i>	ID	Mich.	N.J.	<i>N.J.</i>	NJ	<i>Tenn.</i>	TN
<i>Ariz.</i>	AZ	<i>Ill.</i>	IL	<i>Minn.</i>	MN	<i>Okla.</i>	OK	<i>Texas</i>	TX
<i>Ark.</i>	AR	<i>Ind.</i>	IN	<i>Miss.</i>	MS	<i>N.D.</i>	ND	<i>Utah</i>	UT
<i>Calif.</i>	CA	<i>Iowa</i>	IA	<i>Mo.</i>	MO	<i>N.J.</i>	NJ	<i>Vt.</i>	VT
<i>Colo.</i>	CO	<i>Kan.</i>	KS	<i>Mont.</i>	MT	<i>N.Y.</i>	NY	<i>Va.</i>	VA
<i>Conn.</i>	CY	<i>Ky.</i>	KY	<i>Neb.</i>	NE	<i>Ore.</i>	OR	<i>Wash.</i>	WA
<i>Del.</i>	DE	<i>La.</i>	LA	<i>Nev.</i>	NV	<i>Pa.</i>	PA	<i>W.Va</i>	WV
<i>Fla.</i>	FL	<i>Maine</i>	ME	N.H.	NH	<i>R.I.</i>	RI	<i>Wis.</i>	WI
<i>Ga.</i>	GA	<i>Md.</i>	MD	<i>N.M.</i>	NM	<i>S.C.</i>	SC	<i>Wyo.</i>	WY

student clinic Always lowercase. This refers to the intern environment that is not public facing.

students For chiropractic students, use first name, last name followed by the student’s trimester in parentheses on first reference. For B.S. students, use the words “undergraduate student” lowercase and set off by commas after their name. Depending on the context, it is also acceptable to use the abbreviation “UG” in parentheses after an undergraduate student’s name. Use last name only on second reference. **Examples:** Melanie Smith (VII) is president of the Pediatrics Club. Smith also coordinates ICPA seminars on campus. Lynn Trapp, pre-professional student, plans to enroll in the College’s 10-trimester program. Prize winners at the luncheon were Sam Cryer (IX), Jon Mendes (III) and Trisha Siebels (UG).

Student Council Initial caps when referring to the CUKC organization. Secondary reference: The Council or StuCo, but not STUCO or Stuco.

T

term Whether referring to a general academic time frame or a specific one, “term” is not capitalized. This can also work for “tri” on second reference. **Examples:** He is looking to enter in one of the 2019 terms. She is enrolling in the Spring term.

that, which *That* introduces clauses essential to the meaning of a sentence, and is never set off by commas. *Which* introduces nonessential clauses, and is always set off by commas. **Examples:** Cleveland Chiropractic College is the institution that Dr. Carl S. Cleveland Sr., Dr. Ruth R. Cleveland and Dr. Perl B. Griffin founded in 1922. The CUKC Doctor of Chiropractic degree, which is the University’s flagship program, is one of the best in the nation.

their, there, they’re *Their* is a possessive pronoun. *There* also is used with the force of a pronoun for impersonal constructions in which



the real subject follows the verb. *They're* is a contraction for they are. **Examples:** They went to their house. There is no money in my pocket. They're going to a rock concert Friday night.

time, day, date When describing when and where an event takes place, use the order of time, date, place. **Example:** The seminar begins at 7 p.m. Friday, June 15, in the Standard Process classroom. Note that in dates “st,” “nd,” “rd” or “th” is not used.

time ranges In narrative uses, always use the a.m. and p.m. designations.

- If both times are in the morning, or both in the afternoon or evening: Class in 8-11 a.m. or Class is 8-11 p.m.
- If the time range includes both morning and afternoon/evening times: The open house is 8 a.m. to 8 p.m.
- In ceremonial or specialty items, the a.m. and p.m. may not be necessary if the time is otherwise made clear to the reader:
Open House Event
January 24, 2018
7 to 11 in the evening
Dining and Assembly Hall

time Use 7 a.m., 7:30 p.m., noon, midnight, etc. Do not use 7 o'clock, 7:00 a.m., 7 P.M. or any other similar construct.

titles Capitalize professional titles when they are used before a name. They are lowercase and set off by commas when used after a name.

- Capitalize and use quotation marks around composition titles, such as books, plays, movies, TV shows, songs, video games, etc. **Examples:** President Carl S. Cleveland III spoke at graduation. David Martin, communications specialist, is a graduate of Northwest Missouri State University. I heard an edgier version of “We’ve Only Just Begun” by the Carpenters.
- abbreviated formal titles — These formal titles are capitalized and abbreviated when used before a name. **Examples:** Dr., Gov., Lt. Gov., Rep., Sen. and certain military ranks.

trimester Lowercase and spell out when used alone. Capitalize and use the shortened form “Tri” followed by a hyphen and the appropriate Roman numeral when referencing a specific class. Usage of “tri” and the plural form “tri’s” is also acceptable. **Examples:** Steve Pavcov from Hastings, Iowa, enrolled in the University’s D.C. program last trimester. He is now a member of the Tri-II class. Students from several tri’s welcomed Steve to campus.

U

under way Two words in virtually all uses. One word only when used as an adjective before a noun in a nautical sense. **Examples:** The project is under way and on schedule.

University/university Always capitalize when referring to Cleveland University-Kansas City. Lowercase all other references. **Examples:** Prospective students visited the University this week. He has decided not to attend his state university.

University 2022 Centennial For internal use when referring to any planning, activities, and events pertaining to the 100-year anniversary of the founding of what is today Cleveland University-Kansas City.

unique Unique means one of a kind. Do not describe something as *rather* unique or *most* unique.

Cleveland University-Kansas City, Description of This is the approved description of the University. This information at any time an overview of CUKC is needed. It can be shortened if necessary, but nothing should be added. If the description below does not fit your needs, please contact MARCOM. (See next page.)



Cleveland University-Kansas City (CUKC)

Founded in 1922 by the Cleveland family, Cleveland University-Kansas City (CUKC) is a recognized leader in chiropractic and health-sciences education. CUKC is an independent, not-for-profit, regionally accredited institution of higher education with a mission focused on health promotion through education, scholarship and service. The University offers the Doctor of Chiropractic degree, the Master of Science in Health Education & Promotion, the Bachelor of Science in Human Biology, the Associate of Arts in Biological Sciences the A.A.S. in Radiologic Technology and the A.A.S. in Occupational Therapy Assistant. The president, Dr. Carl S. Cleveland III, is a fourth-generation chiropractor and the grandson of the University's founders.

V

versus Abbreviate as *vs.* in all references.

veto, vetoes The verb forms are vetoed and vetoing.

vice president Capitalize vice president only as a formal title before one or more names. **Examples:** Vice President Thomas Jefferson visited town. Thomas Jefferson served as vice president.

W

web addresses, URLs To save space, do not include *http://* if the URL contains *www*. If the URL does not include *www*, the *http://* may be necessary to avoid confusion.

- If a web address cannot be kept together on one line of copy, never add a hyphen or other punctuation to a URL. Only allow a line-break to occur before a period, slash, dash or underscore so it remains obvious that the two lines belong together.

website Always lowercase and one word.

who, whom *Who* is the word when someone is the subject of the sentence, clause or phrase. *Whom* refers to the object of a verb or preposition.

- Use “who” and “whom” for references to humans and to animals with a name.
- Use “that” and “which” for inanimate objects.

Examples: The students who worked with tutors got high grades. The students whom the tutors helped got high grades.

work-study Full name is the Federal Work-Study program. Always hyphenate as a modifier. **Examples:** Work-study program, work-study student. I wouldn't have made it through college without work-study.

X

X-ray Capitalize the “X” followed by a hyphen and lowercase the “r” in all references.



Y

years Use four-digit figures without apostrophes. Add an “s” for spans of years, such as decades or centuries. To reference a particular century, add a “th” after the two-digit numeral followed by the word “Century” capitalized. **Examples:** Duncan was born in 1969. The music of the 1970s takes him back to his childhood. He also enjoys old-time music, including 1800s polkas and 19th Century Celtic dirges.

Z

zero, zeros The verb forms are zeroed and zeroing.

ZIP codes Use all caps ZIP for *Zoning Improvement Plan*, but always lowercase the word *code*. Do not put a comma between the state name and ZIP code. **Examples:** The CUKC zip code is 66210. The address is 10850 Lowell Ave., Overland Park, Kan. 66210.



Preferred Speech

manipulation As it relates to actions of a chiropractic treatment, “manipulation” is not to be used in printed form; rather, use “chiropractic adjustment,” or “adjustment.”

chiropractors work with *patients*

radiologic technicians (rad techs) work with *patients*

occupational therapy assistants (OTAs) work with *clients* and *individuals*

