

STYLE GUIDELINES

UPDATED JULY 2019



INTRODUCTION

In writing and editing materials for publication, the University of Memphis relies primarily upon The Associated Press Stylebook. The AP stylebook is the preferred editing reference for materials directed at general audiences. Consequently, it is widely used nationwide in the preparation of text for serial publications, newspapers and marketing materials.

The UofM Style Guidelines supplements AP by offering guidance on a variety of University-specific exceptions. On some issues, in accordance with an academic culture, it differs from AP.

For questions not covered by either AP or the UofM Style Guidelines, please contact your [marketing manager](#).

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BULLETED AND NUMBERED LISTS

In a vertical list, it is best if the listing is first introduced by a complete grammatical sentence, followed by a colon. After each bullet or number, each entry should start with a capital letter. The entries should carry no punctuation at the end, unless they are complete sentences.

Use bullets when possible to reduce the amount of text. Using fewer words is ideal and improves your chances of the reader reviewing your message.

Examples

Other online innovations have also been developed:

- Financial aid application
- Web-based class schedule
- Financial aid awards

CITIES/STATES

City should always be capitalized when writing City of Memphis, but city is lowercased when it stands alone.

State should always be capitalized when writing State of Tennessee, but state is lowercased when it stands alone.

Consult the AP Style Guide for abbreviations of state names.

United States should be abbreviated as U.S.

Examples

The University of Memphis is located in the City of Memphis.

The University of Memphis has changed the city and our world in more ways than one.

The University of Memphis is the safest metropolitan university in the State of Tennessee.

COMMAS IN A LIST

Use commas for separation in a list. Do not use a comma before the conjunction at the end of the list, commonly referred to as an Oxford comma, unless it is needed to clarify understanding.

Examples

She has served as director of the Center for the Humanities, vice provost for Undergraduate Programs and director of International Programs.

Resources for students include the Dean of Students Office, Office of Institutional Equity or the Counseling Center.

DASHES AND HYPHENS

There are three common dashes of differing lengths used in formatted copy: em dash (—), en dash (–) and hyphen (-).

Em dash: Use this dash in most print publications and online where appropriate to denote an abrupt change in thought or to set off an element added for emphasis, explanation or digression. The em dash should be typeset with one space before and after the dash.

En dash: The en dash is another option to denote an abrupt change in thought or to set off an element added for emphasis, explanation or digression. The en dash is typically used in text prepared for the media and in some online text. The en dash should be typeset with one space before and after the dash.

Hyphen: The hyphen is also normally used to separate inclusive dates and numbers. For this use, hyphen should be typeset without any spaces.

The hyphen is typically used to form compound words.

Examples

Em dash

His start-up company uses medical-grade honey — a major breakthrough in the biomedical world — to create membranes for tissue regeneration far superior to anything currently in use.

En dash

For the study, researchers used a variety of techniques – including ground-penetrating radar and 3D laser scanning – to create a highly detailed subsurface map of the area.

Hyphen

February-April, 1989-1995
Pages 21-55

long-term commitment, self-study, part-time student, spin-off company, screen-saver

DATES

Abbreviate longer months as Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

All other months should always be completely spelled out.

Spell out months when they stand on their own without being followed by a date.

Do not use st, nd, rd or th for numbered dates.

It's NOT necessary to include the current year along with the date.

Examples

Tuesday, Aug. 29

May 15

Jan. 12-Feb. 23

April 2019, not April of 2019

The fall semester begins on Aug. 29.

The spring semester begins in January.

PHONE NUMBERS

Use periods when formatting phone numbers.

Examples

901.678.1234

SYMBOLS

Use separator bars (|) in place of semicolon when possible. Be sure to use contrasting colors to divide items.

Examples

August 29-30 | 7-8 PM

TIMES

Uppercase AM and PM when they stand alone.

Lowercase a.m. and p.m. with periods when used in a sentence.
Always spell out NOON.

Only use a.m. or p.m. once if times occur in the same part of the day.

A hyphen is used to separate times. For this use, hyphens should be typeset closed.

Examples

The seminar will take place
from 10 a.m-2 p.m.

6:30-8:30 PM

NOON-1:30 PM

TITLES

Lowercase titles that come after names when written in a sentence.

Use Dr. rather than professor. On subsequent references use only the last name.

Capitalize titles when they appear in a list or on a program.

Abbreviate political titles.

Do not use courtesy titles such as Mr., Miss or Mrs. Do not use Sr. after a name unless it's necessary to distinguish from a Jr. with the same name referenced in the text.

Examples

The report was prepared by
Dr. Kandi Hill-Clarke, dean of the
College of Education.

Molly Simpson
Executive Director

Gov. Bill Lee

Sen. Lamar Alexander

Dr. Art Graesser is director of the
Institute for Intelligent Systems.
Graesser joined the UofM in 1994.

TYPE FORMATTING

Between sentences, use only one space after the period, question mark and exclamation point.

Examples

Logos are available by request
only. Do not scan logos from other
reproductions or download them
from other web sites.

UNIVERSITY COLLEGES AND DEPARTMENTS

On first reference, use the full name of the college or department, such as Herff College of Engineering or Department of Psychology. On subsequent reference, it's fine to say Psychology department or Herff College.

When college or department stands alone, they should be lowercase.

Be consistent with using "and" or the ampersand in names of colleges.

Examples

Fogelman College of
Business & Economics

College of Arts & Sciences

College of Communication
and Fine Arts

The Department of English is the
best in the state. The department
credits its success to the students,
faculty and staff.

UofM LOCATIONS

Use the names below when referring to specific locations:

University of Memphis Central Campus or UofM Central Campus

University of Memphis Lambuth or UofM Lambuth

University of Memphis Millington or UofM Millington

University of Memphis Collierville or UofM Collierville

University of Memphis Park Avenue Campus or UofM Park Avenue Campus

WEBSITES

Make websites bold.

Do not use http:// or www.

Examples

memphis.edu

SAMPLES



JOIN US FOR
maker
MONDAYS

FUN DIY PROJECTS THE SANDBOX | CREATORS SPACE
MCWHERTER LIBRARY 1ST FLOOR

OCT. 1 | 3-4 PM | PRIDE PENNANTS
OCT. 22 | 3-4 PM | ZINES
NOV. 19 | 3-4 PM | BOARD GAMES
DEC. 10 | 3-4 PM | STRESS DOLLS

WALK-IN OR REGISTER
LIBCAL.MEMPHIS.EDU

the sandbox.
MCWHERTER LIBRARY

THE UNIVERSITY OF MEMPHIS | University Libraries

LIBGUIDES.MEMPHIS.EDU/THESANDBOX

Email Graphic



EVENT

CONSORTIUM

Tuesday, February 5
UC River Room | 2 PM

Pam Cash, Director, University Programs and Special Events, will discuss planning and executing campus events.

Come see what new items are available for checkout from the reserve and enjoy new catering menu samples from Aramark.

THE UNIVERSITY OF MEMPHIS

Email Graphic



Celebration

JANUARY 18 | 10 AM

PROGRAM

M. David Rudd

President, University of Memphis

David North

UofM Board of Trustee
President and Chief Executive Officer
Sedgwick Claims Management
Services Inc.

Major Dan Rooney

CEO/Founder, Folds of Honor
PGA Professional
and F-16 Fighter Pilot – USAFR

Marcallina James

Coordinator, Veterans
and Military Services
University of Memphis

Reception Following



Program



Invite



EDUCATING **LEADERS**

The University of Memphis is the *first* institution of higher learning nationally to partner with **Folds of Honor** to support higher education for spouses and children of America's fallen and disabled service members.

The UofM is accepting the **Folds of Honor Scholarship**. This scholarship is valued at \$5,000 annually and is paired with other support funds to cover the financial gap as payment in full for tuition.

Learn more at memphis.edu/foldsofhonor



TIGER TALENT NEWS

CAREER SERVICES | UNIVERSITY OF MEMPHIS

Career Services helps Tiger Talent thrive by assisting you with the successful transition from college to career.

EMPLOYER FEEDBACK

"Employers want to know what you are bringing to the table and visualize how you will fit into the role. Make it easy for an employer by describing your experience by giving an overview of a situation you have encountered, what you specifically were tasked to do, the actions you took to solve the situation and the end results. Score bonus points with the employer by relating the experience back to the job!"

- Sadi Foltz, Internship Specialist, CEA Study Abroad

To take advantage of this feedback, make sure to answer the standard job interview behavioral and situational questionnaire, and relate your answers to the job posting's required skills and qualifications. Practice with your career specialist in a mock interview to make sure you are effectively using the STAR method.

THOUGHT FOR THE MONTH

"Do not wait until graduation to get experience. Develop your skills through volunteer work, extracurricular activities and internships."

Ayanna Perkins, Education Career Specialist

UPCOMING EVENTS

Mar. 13 | Resume on Point Workshop | 2-4 PM | Library 225

Mar. 14 | "Career-Chella" | 3-5 PM | Library 2nd Floor Commons

Mar. 19 | Senior Luncheon: Memphis Campus | 11:30 AM-12:30 PM UC Ballroom

Mar. 20 | Spring All Majors Career Fair | NOON-4 PM | UC Ballroom

Mar. 20 | Senior Luncheon: Lambuth Campus | 11:30 AM-12:30 PM Lambuth

Mar. 27 | Health Studies Spring Career Fair | 10 AM-1 PM | UC River Room

Mar. 31 | Tiger Suit Up | 6-9 PM | JCPenney Wolfchase Galleria

**MAKE AN APPOINTMENT
ON TIGERLINK**

STUDENT SPOTLIGHT



CELESTE MONTES

Integrative Studies

Memphis Teacher Residency Teacher

I wanted to apply for Memphis Teacher Residency, so I worked alongside Ayanna Perkins, my career specialist, to help me through the process of getting into the program. First, she reviewed my essays and I received feedback on them. Then, I set up mock interviews with her so I could be fully prepared for my real interviews. As a result, I got accepted to a full time position while I earn my master's.

STUDENT LEADERSHIP & PROFESSIONAL COMPETENCIES OUTCOMES (SLPC)

COMMUNICATION AND DIGITAL TECHNOLOGY

- You should effectively engage in verbal, nonverbal and written communication.
- You should demonstrate how to actively listen while communicating with others.
- You should understand how to facilitate a discussion or meeting.
- You should know how to use various forms of technology and use them to solve problems, complete tasks and achieve goals.

**DOWNLOAD
THE CAREERS BY SIMPLICITY APP**

