

Editorial Style Guide

Creighton
UNIVERSITY

Introduction

Each person in the Creighton University community who writes for nonacademic internal and external audiences is faced with many writing-style decisions: Is university capitalized? Do titles go before or after a name? Is email spelled with or without a hyphen?

The Creighton University Editorial Style Guide is designed to help faculty, staff and students with their nonacademic writing by giving them clear standards. The purpose of the guide is to eliminate the guesswork and make writing for Creighton publications and websites easier.

The University's official reference for nonacademic communications is the *Associated Press (AP) Stylebook*. Used by nearly all newspapers and magazines, AP style is familiar to most people and is clear and easy to read.

Some writing-style preferences given here are unique to Creighton University. For example, the word university is lowercase except when referring to Creighton. This guide will address those words and phrases.

These alphabetically arranged guidelines focus on style issues frequently encountered by those writing about and for Creighton University. For spelling issues not addressed by AP style or Creighton University style, consult *Webster's New World College Dictionary*.

If you cannot find what you need, or have suggestions for the editorial style guide, email sheilaswanson@creighton.edu or cindymcmahon@creighton.edu.

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abbreviations and acronyms

Avoid using abbreviations and acronyms on first reference unless they are widely recognized, such as FBI, NASA, ROTC, etc. Do not use periods with these familiar abbreviations and acronyms. If in doubt, check the *AP Stylebook*.

- > *The grant is funded by the National Institutes of Health (NIH). The NIH funds a majority of the researcher's projects.*

Avoid using acronyms for Creighton University colleges and schools for external publication. See *colleges and schools*.

See *academic degrees* for degree abbreviation rules.

Abbreviate “junior” and “senior” as part of a name; do not set off with commas.

- > *John Smith Jr., Michael Jones Sr.*

academic degrees

The names of officially designated degrees should be capitalized.

- > *Bachelor of Arts; Master of Science; Master of Business Administration; Juris Doctor; Master of Science in Nursing; Doctor of Philosophy; Doctor of Nursing Practice, Master of Fine Arts, Doctor of Physical Therapy, etc.*
- > *He holds a Bachelor of Arts in psychology. She has a Master of Science degree in mathematics.*
- > *Abbreviations for these degrees can also be used. She has BA and MA degrees. He holds MSN and MBA degrees. She earned PhD and MD degrees. She has an MA in history.*

In less formal uses, do not capitalize degree references.

- > *The student earned a master's degree. He has a bachelor's degree in journalism. She received a doctorate in education.*

Do not use periods for abbreviations of degrees. *This is a change to previous editorial guidelines.*

For Creighton graduates: Use no periods, immediately followed by the graduation year. Begin with the earliest degree if more than one degree.

- > *Jane Smith, BA'99; Martin Jones, BSBA'84, JD'87;*
John Thomas, BS'79, MD'83

If a Creighton graduate has a PhD or MD from another institution, begin with the highest degree:

- > *Jane Smith, PhD, BA'99; Martin Jones, MD, BS'85, MS'87*

Use of Dr.: Creighton University style does not use the title Dr. for people holding doctorates or dental or medical degrees. On first reference, the name is written John Jones, PhD, Marcia Jones, MD, Sally Jones, DDS, Mike Jones, PharmD. On second reference: Jones said ...

Exception: When creating formal programs, event materials, internal messages or invitations, the courtesy title Dr. may be used.

Do not use both Dr. and MD (DDS, PharmD, PhD, DNP, etc.) with a name.

- > **Incorrect:** *Dr. Jane Williams, DDS; Dr. James Thomas, MD*
- > **Correct:** *Jane Williams, DDS; James Thomas, MD*

Also see *credentials*.

academic departments, divisions

Capitalize official names and their shortened versions:

- > *Department of Theology (Theology Department); Department of English (English Department); Department of Oral Biology (Oral Biology Department); Division of Cardiology (Cardiology Division)*

academic programs

Capitalize academic program titles when the word program is part of the name.

- > *Energy Technology Program; Doctoral Program in Interdisciplinary Leadership*

Generally do not capitalize when program is not part of the name.

- > *the MA in Christian spirituality program at Creighton; the finance program*

Exception: Some academic and degree programs are capitalized for marketing purposes.

- > *Backpack Journalism; Healthy Lifestyle Management; Health Administration and Policy*

Also see *majors and minors*.

academic titles

Capitalize formal titles before a name and lowercase elsewhere:

- > *Dean John Smith, PhD; John Smith, PhD, dean of the School of Medicine*

Professor should always be lowercase, even when preceding a name.

See *professor, associate professor, assistant professor, instructor*.

Also see *administrative titles, capitalization and titles*.

administrative departments, offices

Capitalize full and shortened versions of the official names:

- > *Office of the Registrar (Registrar's Office); Office of Admissions (Admissions Office or Admissions); Department of Human Resources (Human Resources); etc.*

ad majorem Dei gloriam (AMDG)

The Jesuit motto. The Latin translates to “for the greater glory of God.” Always italicize.

addresses (including states)

Use abbreviations Ave., Blvd. and St. with numbered addresses and abbreviate directional indications (see *AP Stylebook* for further details):

- > *100 E. Main St.*

Exception for formal invitations (spell out Avenue, Boulevard, Road and Street):

- > *1700 East 12th Avenue, Denver, Colorado*
524 Post Street, San Francisco, California

When giving locations with two streets, always lowercase streets.

- > *The Mike and Josie Harper Center is located at 20th and California streets.*

Spell out the names of the 50 states when they stand alone:

- > *He lives in Kansas. She visited New Mexico.*

Also spell out the names of states when used with a city, separated by a comma.

- > *He lives in Anchorage, Alaska.*
- > *She traveled to Albany, New York, for the reunion.*

For a list of cities that stand alone in text, without the use of a state name, see *cities*.

Only use the two-letter Postal Service abbreviations when you are giving a full address, including ZIP code. This situation most often occurs in lists:

- > *John Jones, 123 Main St., Omaha, NE 68144*

Two-letter Postal Service abbreviations (in parentheses) are:

Alabama	(AL)	Montana	(MT)
Alaska	(AK)	Nebraska	(NE)
Arizona	(AZ)	Nevada	(NV)
Arkansas	(AR)	New Hampshire	(NH)
California	(CA)	New Jersey	(NJ)
Colorado	(CO)	New Mexico	(NM)
Connecticut	(CT)	New York	(NY)
Delaware	(DE)	North Carolina	(NC)
Florida	(FL)	North Dakota	(ND)
Georgia	(GA)	Ohio	(OH)
Hawaii	(HI)	Oklahoma	(OK)
Idaho	(ID)	Oregon	(OR)
Illinois	(IL)	Pennsylvania	(PA)
Indiana	(IN)	Rhode Island	(RI)
Iowa	(IA)	South Carolina	(SC)
Kansas	(KS)	South Dakota	(SD)
Kentucky	(KY)	Tennessee	(TN)
Louisiana	(LA)	Texas	(TX)
Maine	(ME)	Utah	(UT)
Maryland	(MD)	Vermont	(VT)
Massachusetts	(MA)	Virginia	(VA)
Michigan	(MI)	Washington	(WA)
Minnesota	(MN)	West Virginia	(WV)
Mississippi	(MS)	Wisconsin	(WI)
Missouri	(MO)	Wyoming	(WY)

Also: District of Columbia (DC)

administrative titles

Generally, titles are lowercase when not preceding a name, including such titles as president, vice president, provost, vice provost and dean.

- > *The president of Creighton University is the Rev. John Smith, SJ.*

Likewise, use lowercase when the title follows a name:

- > *The Rev. John Smith, SJ, president of Creighton University, is attending.*

Uppercase only when a title precedes a name:

- > *Creighton University President the Rev. John Smith, SJ*

Also see *capitalization, academic titles and titles*.

advisor

Preferred spelling (a variation from AP style).

alma mater

Lowercase; non-italics.

alumna, alumnae, alumnus, alumni

Creighton University alumni are former students who have successfully completed 48 credit hours or more. They have not necessarily attained degrees. Check with the Office of the Registrar if you are not sure of a person's status.

The plural word alumni includes both men and women. Use alumnus for singular references to men and alumna for singular references to women. The plural alumnae refers to a group solely composed of women.

Reserve the words alum or alums for informal use.

- > *She is an alumna of Creighton University. He is an alumnus. They joined the other alumni. She joined the other alumnae in her sorority.*

AJCU

Association of Jesuit Colleges and Universities. Spell out on first reference. A consortium headquartered in Washington, D.C., of which Creighton University is a member. For more information or a list of all members, visit ajcunet.edu.

a.m., p.m.

Always use lowercase letters and periods. Use without 0s to designate hour:

- > **Incorrect:** 9:00 a.m.; 10:00 p.m.
- > **Correct:** 9 a.m.; 10 p.m.

Use figures except for noon and midnight.

Also see *time element*.

and, &

And is preferred to an *ampersand*, and should not be used as an abbreviation for *and* in reference to Creighton schools/colleges, buildings or offices.

Ampersands should be used only when the name of a company, group or publication specifically uses it, such as AT&T or *U.S. News & World Report*.

Note: Limited use of ampersands is acceptable in web and electronic copy.

baccalaureate

Do not capitalize baccalaureate.

Bible, biblical

Capitalize Bible, but not biblical. Also capitalize New Testament, Old Testament, Gospel. Do not italicize.

Bible verses

Use the following form to punctuate Bible chapters and verses:

- > Proverbs 3:5–10 (note the use of a colon, en dash and spacing after colon)
- > 1 Corinthians 2:16

BIG EAST Conference

Creighton University's intercollegiate sports teams are in the BIG EAST Conference. Always capitalize BIG EAST and the "C" in Conference, per conference style guide.

- > *The Creighton men's soccer team won the BIG EAST Conference championship.*

Billy Bluejay

The name of Creighton's athletic mascot. Always uppercase; do not place in quotes or italics.

- > *The dance team and Billy Bluejay performed at halftime.*

Bluejays

The Creighton Bluejays refers to the athletic teams of Creighton University. Creighton competes in NCAA Division I athletics, BIG EAST Conference. Creighton fields 14 teams in eight sports: men's sports — baseball, basketball, cross country, golf, soccer, tennis; women's sports — basketball, rowing, cross country, golf, soccer, softball, tennis, volleyball.

Do not use the term "Jays" when referencing Bluejays or Creighton athletic teams.

Note: Bluejays is always one word (**not** Blue Jays).

When referring to an athletic team, do not capitalize the type of sport.

- > *The men's basketball team practiced at the CenturyLink Center Omaha.*
- > *The volleyball team will play Xavier on Friday.*

Board of Trustees

When speaking of generic boards of trustees or directors, use lowercase. When speaking of the Creighton University Board of Trustees, use uppercase, using the full name upon first reference and Board thereafter.

- > *He was named to the Creighton University Board of Trustees in 2003.*
- > *She was honored to serve on Creighton's Board.*
- > *He has been on the boards of many corporations and nonprofits.*

The word trustee, even when referring to Creighton trustees, is not capitalized.

- > *She was named a trustee of Creighton University.*

campus buildings

In general, use the proper (complete and capitalized) name on first reference when writing for external publications. Subsequent references may be shortened. When writing for internal publications, you may use the second or internal reference. Make sure to verify names. See a listing of campus buildings and named areas on pages 18 and 19.

capitalization

As a general rule, lowercase is preferred in modern language usage over capitalization.

Capitalize job titles that immediately precede a person's name. Do not capitalize job titles if the title follows the person's name or is adapted from the title.

- > *John Smith, vice president, will speak at the meeting.*
- > *Vice President John Smith will speak at the meeting.*
- > *The vice president, John Smith, will speak.*

In most cases, it is preferable to use sentence constructions that allow lowercase titles because these are easier to read.

Also see *titles and professor, associate professor, assistant professor, instructor.*

Lowercase the names of academic subjects in running text, unless it is a proper noun such as English, French, etc. However, capitalize a subject when it is the title of a specific class.

- > *She is enrolled in Advanced Written French.*

Also see *course, subject.*

centers and institutes

Capitalize only when using the full and official name. Subsequent references may be shortened and in lowercase if the meaning is clear.

- > *Kripke Center for the Study of Religion and Society* (first reference)
- > *Kripke Center* (second reference)
- > *the center* (third reference)

Do not capitalize "the" preceding the name of a center or institute.

chair, chairman, chairwoman

Chair is preferred. Jane Doe is chair of the Biology Department.

CHI Health

CHI Health is the primary teaching partner of Creighton University's health sciences schools. Catholic Health Initiatives has full sponsorship of CHI Health, which consists of 15 acute care hospitals, four behavioral health facilities, two specialty hospitals, more than 120 clinics, and multiple health services across Nebraska and Iowa.

The academic medical center, CHI Health Creighton University Medical Center, has two campuses with outpatient and emergency services at University Campus and inpatient and trauma services at the Bergan Mercy campus.

On first reference, the **two campuses** are referred to as: CHI Health Creighton University Medical Center–University Campus; CHI Health Creighton University Medical Center–Bergan Mercy. It is also acceptable to say the University Campus of CHI Health Creighton University Medical Center and the Bergan Mercy campus of CHI Health Creighton University Medical Center. On second reference, it is acceptable to say University Campus and Bergan Mercy campus.

church

Capitalize church only when it is the formal name of a building or refers to a denomination; lowercase it in other uses.

- > *St. John's Church, First Lutheran Church, Salem Baptist Church*
- > *The pope addressed the Church worldwide.*
The pastor spoke about the Church's community outreach.
- > *We drove by the church on our way out of town.*

cities (U.S.)

For most cities, use the city name followed by the name of the state, set off by commas (see *addresses*). There are 30 well-known U.S. cities that do not need the state listed:

Atlanta	Houston	Philadelphia
Baltimore	Indianapolis	Phoenix
Boston	Las Vegas	Pittsburgh
Chicago	Los Angeles	St. Louis
Cincinnati	Miami	Salt Lake City
Cleveland	Milwaukee	San Antonio
Dallas	Minneapolis	San Diego
Denver	New Orleans	San Francisco
Detroit	New York	Seattle
Honolulu	Oklahoma City	Washington

- > *Over the summer, the faculty member attended conferences in Denver, Philadelphia and Des Moines, Iowa.*

In most communications, it is not necessary to add Nebraska after Omaha.

Creighton audiences know where Omaha is located and the city has grown in national recognition by most other audiences as well.

colleges and schools

Do not capitalize college or school unless writing the whole name.

- > *He attended the School of Medicine.*
- > *She graduated from the College of Arts and Sciences.*
- > *The school's administrators were united.*
- > *The college hosted the conference.*
- > *The dental school sponsored the lecture.*

Avoid using acronyms such as CAS, SOD, SOM, etc., for external audiences.

Colleges and schools at Creighton University and their founding dates are:

- College of Arts and Sciences (1878)
- Heider College of Business (1926)
- College of Nursing (1958)
- College of Professional Studies (1983)
- Graduate School (1926)
- School of Dentistry (1905)
- School of Law (1904)
- School of Medicine (1892)
- School of Pharmacy and Health Professions (1905)

Official URLs for schools and colleges can be found in the Creighton University Brand Guidelines.

commencement

Commencement is always lowercase.

- > *She spoke at Creighton's 2016 commencement.*
- > *Where is Creighton's commencement held?*

compound words

Compound modifiers that precede a noun generally should be hyphenated, except for the adverb *very* and adverbs ending in *-ly*:

- > *A well-spoken person; a full-time job; a very good time; an easily remembered rule.*

course, subject

Capitalize a specific course such as BIO 201, General Biology.

Names of college studies, fields of study, options, curricula or subjects are not capitalized, except names of languages, unless a specific course name is noted.

- > *She is studying nursing. Creighton students must take classes in theology and English. He is majoring in business intelligence and analytics. She is enrolled in Philosophy 110.*

coursework

One word in all cases.

credentials

Do not use periods for abbreviations of academic degrees, religious orders, licensures and other credentials (MD, PhD, DDS, MA, MBA, BA, SJ, RN, CPA, etc.)

- > *James Fitzgerald, PhD, spoke at the groundbreaking ceremony.*

Also see *academic degrees*.

Creighton University

Always use Creighton University on first reference and as often as is reasonable. Creighton or the University are acceptable upon second reference.

- > *She was thrilled to be accepted at Creighton University, and she immediately began packing her bags for Creighton.*

The preferred use is Creighton University without an "s" preceding schools, colleges, programs, departments, etc., upon first reference.

- > *Creighton University College of Nursing, NOT Creighton University's College of Nursing*
- > *He works for the Creighton University Office of Admissions, NOT Creighton University's Office of Admissions.*

There will be situations where this is not feasible, but this is the preferred usage.

Do not use CU.

Creighton Magazine

The magazine for alumni, friends, faculty, staff and donors of Creighton University, which has a circulation of more than 70,000. Always use the full name on first reference and always place in italics. *Creighton* magazine can be found online at *creighton.edu/creightonmagazine*.

Creighton Students Union

The Creighton Students Union is a student-government organization dedicated to the service of the Creighton University student and the enhancement of the educational, social and cultural environment on campus. Creighton Students Union (CSU) on first reference; thereafter, CSU is acceptable.

Creighton Today

Daily campus e-newsletter for faculty and staff. Always italicize.

cura personalis

Latin meaning “care for the [individual] person.” A hallmark of Ignatian spirituality and therefore of Jesuit education. Always italicize and lowercase.

dates

Spell out months when used alone or with the year only: *October 1989*. Abbreviate the month — except for March, April, May, June and July — when used with a specific date: *Nov. 23*. Correct month abbreviations are: Jan. (January), Feb. (February), Aug. (August), Sept. (September), Oct. (October), Nov. (November) and Dec. (December).

Do not use a comma between the month and the year when no specific day is mentioned: *December 2003*. When referring to a month, day and year, place a comma between the day and year: *April 30, 2014*.

Place a comma after the year when a phrase is used with a month, day and year in a sentence.

- > *The commencement ceremony was held May 10, 2016, at the CenturyLink Center Omaha.*

Do not use “st,” “rd” or “th” with dates:

- > *Sept. 23* NOT *Sept. 23rd*
- > *Jan. 11* NOT *Jan. 11th*

days of the week

Capitalize. Do not abbreviate.

- > *Mass will be held Sunday at St. John's Church.*
- > *NOT Mass will be held Sun. at St. John's Church.*

Dean's List

Capitalize both words.

dollars and cents

Always lowercase. Use figures and the \$ sign in all except casual references or amounts without a figure:

- > *The price of the book was \$24.*
- > *Please give a few dollars to the victims' relief fund.*

For amounts more than \$1 million, use the \$ and numerals up to two decimal places. Do not link the numerals and the word by a hyphen:

- > *The project will cost \$6.33 million.*
- > *The project is worth exactly \$6,335,298.*
- > *The \$300 million budget has been approved.*

The form for amounts less than \$1 million: \$5, \$25, \$500, \$1,000, \$350,000, etc.

For cents, spell out the word and lowercase, using numerals:

- > *7 cents, 18 cents*

Use the \$ sign and decimal system for amounts \$1 or greater:

- > *\$2.06, \$8.50*

ellipsis (...)

When using an ellipsis to indicate omitted material, type three periods and include a space before the first period and after the last period. Do not include spaces between the periods.

- > **Incorrect:** *Once upon a time...and far away.*
Once upon a time . . . and far away.
- > **Correct:** *Once upon a time ... and far away.*

email, e-book, e-commerce, e-business, etc.

Email is acceptable in all references for electronic mail. Use a hyphen with other e- terms: e-book, e-business, e-commerce, e-newsletter, etc.

emeritus, emerita

Emeritus (masculine) and emerita (feminine); plural, emeriti (masculine) or emeritae (feminine). When referring to a group that includes both men and women or speaking generically about the designation, use the masculine form. Capitalize only if used before a name.

- > *All of the professors emeriti will be there.*
- > *Professor Emeritus Jack Jones is invited.*
- > *She is a professor emerita.*
- > *Janet Jones, professor emerita of biology, will be speaking.*

endowed chairs

When writing about a person who is a chair holder, include the full name of the chair title, capitalized, upon first reference if possible.

- > *Jane Smith, the John C. Kenefick Faculty Chair in the Humanities, received the award.*

In subsequent references and in headlines you can shorten the name of the chair.

- > *The Kenefick Chair is sponsoring a lecture series.*
- > *Award-Winning Author to Deliver Kenefick Chair Lecture* (headline)

Note: For more information about endowed chairs at Creighton and a listing of chair holders, visit creighton.edu/provost/endedowed-chairs.

entitled, titled

Entitled means a right to do or have something. She's entitled to a raise. It is not interchangeable with titled.

- > *Heather Jameson, EdD, is the author of a paper titled "Creighton: The History."*

faculty

Lowercase unless it is part of a proper name, such as Faculty Council.

Faculty Council

Oversees faculty issues; uppercase. The Faculty Council is the faculty committee sponsored by Creighton University.

fundraising, fundraiser, fundraise

One word in all cases.

GPA

Acceptable in all references for grade-point average.

health care

Use health care as two words.

Exception: Several Creighton academic programs use "healthcare" as one word in the program names.

- > *The Executive Healthcare MBA Program is designed for health care managers.*

Heider College of Business

As a named college, always refer to the business college as the Heider College of Business on first reference. Heider or Heider College are acceptable on second reference.

Homecoming

Always capitalize when referencing Creighton's official annual Homecoming celebration.

Ignatian

Always capitalized. A descriptive term for those things of or relating to St. Ignatius of Loyola, founder of the Jesuits, or the Jesuit order.

iJay Store

The Apple™ authorized campus store located at the Heider College of Business. Use lowercase for the "i" except at the start of a sentence. When starting a sentence, capitalize the "I" in iJay.

- > *The iJay store is the only student-run Apple™ authorized campus store in the world.*
- > *IJay Practicum is a two-semester class for juniors and seniors in the Heider College of Business.*

IHS

The letters are a monogram of the name Jesus Christ in Greek and is used as a symbol by the Jesuits.

internet

Always lowercase.

> *The internet is a decentralized, worldwide network.*

Jesuit, Catholic

When describing the religious affiliation of Creighton University, use these terms — Jesuit, Catholic — in this order, with a comma.

Jesuits

The Catholic religious order of priests and brothers that sponsors Creighton University, also known as the Society of Jesus.

lectures

The full title of lectures should be in quotation marks.

> *The topic of his lecture is “Teaching for Mission: An Exploration of Ignatian Pedagogy in Jesuit Education.”*

libraries

The University has three libraries:

- Reinert-Alumni Memorial Library
- Health Sciences Library Learning Resource Center
- Klutznick Law Library

logo

Information about the use of Creighton University logos is available online at logo.creighton.edu.

magis

An Ignatian term meaning “striving for excellence.” Latin for “more.” Lowercase; not italicized.

Magis Catholic Teacher Corps

Creighton’s Magis Catholic Teacher Corps is a two-year master’s degree program centered on community living, academic coursework and Ignatian spirituality that prepares and supports teachers to serve in under-resourced Catholic schools. Magis Catholic Teacher Corps on first reference, and as often as seems appropriate; Magis program can be used on subsequent references.

Magis Clinic

The Magis Clinic provides free health care and referrals to existing community services. It is the only free medical clinic in Omaha open on Saturdays to treat homeless men, women, children and the medically uninsured. The clinic is located at the Siena/Francis House and is run by Creighton medical students under the supervision of School of Medicine faculty.

Magis Core Curriculum

Creighton’s undergraduate core curriculum, created with input from students, is designed to allow students to earn a bachelor’s degree in any major and the prerequisites for graduate or professional school in four years.

majors and minors

Major and minor academic fields of study should be lowercase, with the exception of those disciplines that are proper nouns: sociology, biology, theology, English, economics, international political economy, Spanish and Hispanic studies, etc.

Also see *academic degrees*.

the Mall

The brick mall pathway that links major portions of the campus and extends from Morrison Stadium to Gallagher Hall is named in honor of Creighton benefactors. The Venteicher Mall, from Morrison Stadium to 20th Street, is named for George W. Venteicher, JD’62, and his wife, Susan J. Venteicher. The Skinner Mall, extending from 24th Street to Gallagher Hall, is named for Lloyd E. and Kathryn G. Skinner.

It is OK to use “the Mall” in casual and internal references.

- > *Students set up a table on Skinner Mall across from St. John’s Church.*
- > *The Creighton Pathway concludes with the students walking down Venteicher Mall to touch the beak of the Billy Bluejay statue.*
- > *Students flooded the Mall at noon.*

Mass

Always capitalize Mass when referring to the ceremony or service. Mass is celebrated not said.

names

Use first and last names on first reference and last name only on second reference. In most cases do not use middle initial.

- > *Robert Smith has published several articles. Smith's most recent article focused on seasonal allergies.*
- > *Janet Jones is the keynote speaker. Jones is a banking executive in San Francisco.*

No. (use to indicate rank or position, especially in sports)

Instead of using number or #, use No. when indicating rank or position in written copy. Limit the usage of # for advertising and infographics.

- > *Creighton was ranked No. 1 by U.S. News & World Report.*
- > *The team is ranked No. 4 nationally and No. 2 in the BIG EAST.*

nonprofit

One word, not hyphenated, whether used as an adjective or a noun.

numbers/numerals

Use figures for numbers 10 and larger, including ordinal numbers (12th, 22nd, etc., with the exception of dates).

- > *They had 10 dogs, six cats and 97 hamsters.*
- > *He was the ninth recipient of the prestigious alumni award presented at the commencement ceremony on May 18.*

Exceptions: Use numerals, even when the number is less than 10, to indicate age, quantities containing both whole numbers and decimals or fractions, statistics, voting results, sports scores, percentages, amounts of money, times of day, days of the month (when used after the name of the month, as in March 8), latitude and longitude, degrees of temperature, dimensions, measurements, proportions and distances. (*Consult AP style for examples.*)

See *a.m., p.m.; dates; dollars and cents; percent, %; time elements.*

Note: Web style and some business and scientific/research writing dictate the use of numbers for ease of reading.

online

One word, lowercase, not hyphenated.

parking garage

Not capitalized.

- > *24th Street parking garage; 20th Street parking garage*

parking lot

Not capitalized.

- > *Parking is available in the parking lot next to the Lied Education Center for the Arts.*

percent, %

Use numerals and spell out “percent”

- > *8 percent, 39 percent*

If used in tables/charts/graphs, the % symbol is acceptable.

Note: Web style and some business and scientific/research writing dictate the use of the % sign for ease of reading.

persons

Substitute people or individuals.

Phoenix campus

Creighton health sciences schools have dozens of formal and informal affiliations with clinical education partners locally and regionally, in addition to the primary partnership with CHI Health. In 2009, a Creighton campus was established in Phoenix in partnership with Dignity Health St. Joseph's Hospital and Medical Center. Originally established for Creighton medical students, the campus expanded to Creighton nursing students in January 2018.

pregame, prerequisite

One word, not hyphenated.

president of Creighton University

The president of Creighton University is the Rev. Daniel S. Hendrickson, SJ.

Use lowercase when the title follows a name:

- > *The Rev. Daniel S. Hendrickson, SJ, president of Creighton University, is attending.*

Use uppercase only when the title precedes the name:

- > *Creighton University President the Rev. Daniel S. Hendrickson, SJ*

professor, associate professor, assistant professor, instructor

Professor, associate professor, assistant professor and instructor should always be lowercase, even when preceding a name. Do not continue in second reference unless part of a quotation.

- > *The lecture given by professor Jane Doe was held in Chicago. The local media interviewed Doe after her lecture.*
- > *"The local media covered the lecture by professor Jane Doe," John Smith said.*

Professor, associate professor, assistant professor and instructor should never be abbreviated (e.g. prof. or Prof., assoc. prof., asst. prof., inst.).

Exception: Full titles are capitalized before a name, but the preferred way is the name followed by title, to avoid overuse of capitalization:

- > **Preferred:** *Mary Jones, PhD, associate professor of finance, spoke first.*
- > *Associate Professor of Finance Mary Jones, PhD, spoke at the symposium.*

provost

Creighton created the Office of the Provost in 2013. The provost is the University's chief academic officer, overseeing all nine of Creighton's schools/colleges as well as all areas related to student life, learning, assessment, research, enrollment and ministry.

See *vice president and vice provost* and *vice presidential/vice provost divisions*.

RaD Lab

Creighton's Research and Development Lab (RaD Lab). Note the lowercase use of "a" in RaD.

religious titles

See *AP Stylebook* for numerous citations. Use "the Rev." before a Catholic priest or Protestant minister's name on first reference. Creighton's style differs from AP in that we use the abbreviated term Fr. (for Father) before a Catholic priest's name on second reference. For Roman Catholic nuns, use the uppercase title Sister before the name and Sr. upon second reference. In signature and other stand alone uses, use "Rev." before the name.

- > *The Rev. John Smith, SJ, is the rector of the Jesuits on campus. Fr. Smith was named to that position in 2015.*
- > *The Rev. Dan White is a Baptist minister. White will be at Creighton for 10 weeks.*
- > *Sister Jane Doe is addressing the congregation. Sr. Doe is from Atlanta.*

Other titles: Uppercase pope, rabbi, bishop, archbishop, cardinal before a name on first reference. On second reference use the last name or just the title, lowercased. See the exception for pope below.

- > *Rabbi John Smith is heading the committee. Smith is looking forward to the assignment.*
- > *Archbishop George Lucas will be there. Lucas (or, The archbishop ...) has come to Creighton three times this semester.*
- > *Pope Francis has praised the measure. Francis (or, The pope ... or, The pontiff ...) was especially proud of the Jesuits.*

residence halls

Avoid the use of *dorms* or *dormitories* in all references. Use residence hall.

room and room numbers

Capitalize if followed by a number or if part of a proper noun. Do not abbreviate room.

- > *Spillane Reading Room*
- > *Skutt Student Center, Room 105*

RSVP

Uppercase and no periods. Do not include "please" in front of RSVP. Please is redundant, because the abbreviation stands for the French *répondez s'il vous plait*, "please respond."

If in doubt about whether your readers know the meaning of RSVP, use: *Please respond* or *Please reply* instead of RSVP.

St. Ignatius of Loyola

Founder of the Society of Jesus. Born Inigo Lopez de Loyola, he lived from 1491 to 1556.

St. John's Church

Located on Creighton's campus. Always capitalize and abbreviate "St." (note that "St." is not spelled out).

seasons

Lowercase winter, spring, summer and fall when describing a season of the year or a specific semester.

- > *The flowers on campus are in full bloom this summer.*
- > *The fall semester begins in August.*

semesters

Academic semesters are lowercase with no comma preceding a year:

- > *spring semester 2015*
- > *fall semester 2016*

Society of Jesus

The religious order of priests and brothers that sponsors Creighton University. Also known as the Jesuits. When referencing a Jesuit priest, use SJ set off by commas after the name on first reference:

- > *The Rev. John Smith, SJ, is the rector of the Jesuits on campus.*

Creighton's style differs from AP in that we use the abbreviated term Fr. (for Father) on second reference:

- > *Fr. Smith was named to the position in 2015.*

spacing

Single space between sentences rather than double space.

There are no spaces between multiple initials in names:

- > *B.L. Smith*

There are no spaces around either side of a slash in text materials.

- > *Faculty/staff are invited to the event.*

Staff Advisory Council

Use Staff Advisory Council (SAC) on first reference; thereafter, SAC. Serves as an advocate for University staff members (classification E-M staff positions).

state names

See *addresses*.

student-athlete

Hyphenate and lowercase.

students

Don't use M1, M2, L1, L2, etc., in external communications.

- > *First-year medical student, second-year law student, etc.*

T-shirt

The "T" is always uppercase, the "s" is lowercase and the word is hyphenated.

TEDxCreightonU

Creighton University became licensed in 2017 to hold TEDx events on-campus gatherings where live TED-like talks and videos previously recorded at TED conferences are shared with the community. Content and design of the events is unique to Creighton and developed independently of (but in accordance with the standards and guidelines of) TED, a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks of 18 minutes or less.

telephone numbers

Use periods to separate area codes and prefixes not parentheses and dashes:

- > **Correct:** 402.280.1740
- > **Incorrect:** (402) 280-1740

Do not use the numeral 1 before area codes, including 800 numbers

- > *800.282.5835*

theater, theatre

Use theater, except when writing an official name that is spelled theatre. A few Creighton programs that use theatre in their official names are:

BA in theatre
BFA in performance theatre
BFA in technical theatre

- > *We were thrilled to see the remodeled theater.*
- > *He earned his BFA in performance theatre from Creighton.*

time element

Information for events should be written in this order: time, date, place. When possible, use the day of the week for upcoming events.

- > *The group will meet at 3 p.m. Tuesday, Sept. 12, in Creighton Hall.*

See *a.m.* and *p.m.*

Use figures, except for noon and midnight. Use a colon to separate hours from minutes. Do not use :00 if the time is on the hour. Examples:

- > *10 a.m.*
- > *3:15 p.m.*
- > *from noon to 1 p.m. (use “to” when the phrase includes “from”)*
- > *noon–1 p.m.*

Also see *dates*.

titles

Always capitalized when they occur before the name:

- > *University President the Rev. John Smith, SJ*
- > *Dean Jane Jones*

They are never capitalized when occurring after the name or in no direct relation to a name:

- > *The Rev. John Smith, SJ, president of Creighton University*
- > *The vice provost position is open.*

Also see *capitalization, academic titles, administrative titles and professor*.

toward

Not *towards*.

underway

Spelled as one word.

University

University is capitalized when it refers to Creighton.

- > *Fr. Smith welcomed the group to the University.*

University is lowercase when talking about other universities or universities in general:

- > *The group was invited to the University, but the members chose not to visit a university on their first trip.*

Try to avoid using both in the same sentence if possible. For example, it would have been better to say:

- > *The group was invited to Creighton, but the members chose not to visit a university on their first trip.*

vice president and vice provost

Always two words, not hyphenated. Do not capitalize in text unless the title precedes the name. This usually should be avoided except in formal communications such as invitations and programs. When the title follows the name, vice president and vice provost are lowercase and the division and area names are uppercase.

- > *John Smith, vice president for Information Technology, spoke at the groundbreaking ceremony.*
- > *Mary Smith, vice provost for Learning and Assessment, announced the development of a new program.*

vice presidential/vice provost divisions

On first reference, capitalize division names at Creighton. On second reference, uppercase the division/area name.

- > *Representatives from the Division of Mission and Ministry were there.*
- > *The information is available on the Administration and Finance website.*
- > *She represented Clinical Affairs at the conference.*

For a listing of vice presidential and vice provost divisions, visit creighton.edu/org-divisions.

vitamin

Lowercase vitamin, use a capital letter and/or a figure for the type:

- > *vitamin D, vitamin B-12*

web and email addresses

Italicize web addresses and email addresses in running text.

It is not necessary to include `http://` or `www.` prefixes in web addresses in most cases:

- > *creighton.edu, omaha.com, jsmith@creighton.edu*

Be sure to check the address links without the prefix. Some web addresses are secure and require `https://`.

When a web or email address appears at the end of a sentence in written copy, use a period. (If an address breaks between lines, split it directly after a slash or a dot that is part of the address and do not insert a hyphen.)

- > You can access the Creighton website at *creighton.edu*.
- > Send your registration information to *janedoe@creighton.edu*.

Note: If using a web or email address in advertising or invitations, it is not necessary to use a period at the end of the address.

web, website

Lowercase the word web; lowercase related words such as website, webpage.

well-being

One word, hyphenated.

X-ray

Capitalize the “X” on X-ray and hyphenate.

years and decades

Use figures, without commas: 1988. Only use commas with a month, day and year:

- > *Dec. 17, 1998, was a great day.*
- > *The snowfall totals in December 2016 broke previous records.*

Use an “s” without an apostrophe to indicate spans of decades or centuries:

- > *the 1960s, the 1700s*

Use an apostrophe to indicate numerals that are left out:

- > *the '90s, the '20s*

ZIP code

Use all-caps for ZIP; code is lowercase. Run the five digits together without commas, and do not put a comma between the state name and the ZIP code:

- > Omaha, NE 68178

See *addresses*.

See Creighton University Graphic Standards for ZIP+4 information.

Campus Building Names

INFORMAL NAME OF BUILDING	FORMAL NAME OF BUILDING
Ahmanson Law Center	Ahmanson Law Center
Becker Dining Hall or Becker Hall	Charles and Winifred Becker Hall
Beirne Tower	Beirne Research Tower
BIC	Bio-Information Center
Boyne Building	Dr. Harry H. and Maude Boyne School of Dental Science
Brandeis Dining Hall or Brandeis Hall	Mary Rogers Brandeis Hall
Campion House	Campion House
Cardiac Center	The Cardiac Center of Creighton University
Center for Health Policy and Ethics	Center for Health Policy and Ethics
Championship Center	Championship Center
Creighton Hall	Creighton Hall
Criss Complex I	Dr. C.C. and Mabel L. Criss Health Sciences Complex I
Criss Complex II	Dr. C.C. and Mabel L. Criss Health Sciences Complex II
Criss Complex III	Dr. C.C. and Mabel L. Criss Health Sciences Complex III
Davis Square Apartments or Davis Square	Davis Square
Deglman Residence Hall or Deglman Hall	Fr. Francis Deglman, SJ, Residence Hall
Dowling Hall	Dowling Hall
Eppley Building	Eugene C. Eppley Building
Gallagher Residence Hall or Gallagher Hall	Gallagher Residence Hall
Gaughan Pavilion	Kitty Gaughan Pavilion
Harper Center	Mike and Josie Harper Center
Heider Residence Hall or Heider Hall	Charles and Mary Heider Hall
Hitchcock Building	Hitchcock Communication Arts Building
Hixson-Lied Building	Hixson-Lied Science Building
Ignatius House	Ignatius House Jesuit Residence
Jahn Building	Walter R. Jahn Building
Jelinek Building	Frank T. Jelinek, SJ, Building
Kenefick Residence Hall or Kenefick Hall	Kenefick Residence Hall
Kiewit Fitness Center	Kiewit Physical Fitness Center

continued on next page

Campus Building Names

INFORMAL NAME OF BUILDING	FORMAL NAME OF BUILDING
Kiewit Residence Hall or Kiewit Hall	Kiewit Residence Hall
Labaj Building	Fr. Joseph Labaj, SJ, Building
Lied Education Center	Lied Education Center for the Arts
Linn Building	Fr. Henry Linn, SJ, Building
Markoe Hall	Markoe Hall
McGloin Residence Hall or McGloin Hall	Fr. Richard D. McGloin, SJ, Residence Hall
Morrison Stadium	Michael G. Morrison, SJ, Stadium
Murphy Building	Edward D. Murphy Building
Observatory	Observatory
Opus Hall Apartments or Opus Hall	Opus Hall
Pittman Building	Judge Elizabeth D. Pittman Building
Rasmussen Center	Rasmussen Fitness and Sports Center
Reinert-Alumni Memorial Library	Rev. Carl M. Reinert, SJ, Alumni Memorial Library
Rigge Science	Rigge Science Building
ROTC Building or Military Science Building	ENS John J. Parle – ROTC Building
Ryan Athletic Center/DJ Sokol Arena	Wayne and Eileen Ryan Athletic Center/DJ Sokol Arena
Schneider Hall	Schneider Hall
Skutt Student Center	V.J. and Angela Skutt Student Center
Sports Complex	Sports Complex
St. John's Church	St. John's Church
Stuppy Greenhouse	Susan Tracy Stuppy Greenhouse
Swanson Residence Hall or Swanson Hall	W. Clarke Swanson Residence Hall
Vinardi Center or Old Gymnasium	Joseph J. Vinardi Center
Wareham Building	Wareham Building