

## 01. BRAND PLATFORM

# EDITORIAL GUIDELINES

There are certain editorial elements you'll encounter that we need to ensure are being presented correctly and consistently. From our name, to aspects of our history, to the way we refer to people and places around our campus. Keep in mind why this is important. When we tell our story to the world, it's critical that we're consistent in our terminology and style in order to make it clear that we know who we are as an institution, a community, and a culture.

### "CSC" IS THE LATIN TRANSLATION OF CONGREGATIO SANCTAE CRUCIS, OR CONGREGATION OF THE HOLY CROSS"

According to the preference of the Sisters of the Holy Cross, this suffix does not contain periods.

### ACADEMIC AND PROFESSIONAL TITLES

Titles are capitalized when they immediately precede a name, but are not capitalized when they follow a name or are used in place of a name. No periods in degree titles (e.g., MS, PhD, BA).

### CAPITALIZATION

A few guidelines:

**Reunion:** should be capitalized when used as an official event title.

**Mass:** should be capitalized in running text.

**Courses:** should be capitalized.

**Majors:** should not be capitalized.

Always capitalize the titles of publications, plays, compositions, lectures, etc. excluding articles of speech, conjunctions, and prepositions (with some exceptions).

### RELIGIOUS SUFFIXES

Abbreviate when used with a person's name on first mention and set off with commas (e.g., Sister Rose Anne Schultz, CSC, vice president for Mission).

### "SISTER" NOT "SR."

Preference is given to the use of **Sister** versus the abbreviated "Sr."

### MADELEVA

This is often misspelled as Madaleva; it should be **The Madeleva Society, Sister Madeleva, Madeleva Hall, etc.**

### "LE MANS"

Separated by a space.

### "THEATRE" NOT "THEATER"

**Theatre** is the correct spelling for the Little Theatre and the theatre major at Saint Mary's.

### COMPUTER TERMINOLOGY

These words and references are rapidly changing. Some common terms should be written as follows:

email  
home page  
internet  
intranet  
web, website, webpage

### STUDENT HOUSING

Student housing should be referred to as Residence Hall. Do not use the term Dormitory.

### ABBREVIATION

Do not use abbreviation "SMC." These initials are used locally to describe Southwestern Michigan College

### NUMBERS

Spell out one through nine; 10 and above are numerical except when beginning a sentence. Use figures for percentages and dimensions:

4 percent  
3 ounces  
5 feet 3 inches tall

### TIME

When posting times, use this format:

8:00 a.m. and 8:00–9:30 a.m.

\*If you need additional guidance on college style, please contact the Integrated Marketing and Communications Department at Ext. 4595 for a more robust editorial style and reference guide.