

Editorial Style Guide for GSU

Guidelines and Rules



1 University Parkway, University Park, IL 60484

As a writer for Governors State University you play a very important role. You are a steward of the brand as well as a source of clear and accurate information. This *Editorial Style Guide* is a tool to help you in both those roles.

In writing for the university, our goal is consistency and accuracy. In this guide you will find spelling, terms, names, titles and punctuation that are specific to GSU and for use both internally and externally. All other style points for external communications can be found in the GSU approved style guide, *The Associated Press Stylebook*, 2013 edition.

For academic writing there are multiple style guides used across the university, including the *Publication Manual of the American Psychological Association*, or the *Rules of APA Style*®. Be sure to check with the college, division or department for which you are doing academic writing to ensure consistency.

There is also *Writing for the GSU Website: Guidelines and Rules for Content Owners* that is your resource for adding or editing content on any pages for which you are responsible on the university website. For a downloadable copy, click here. <link to PDF>

But one rule is clear: always defer to the *GSU Editorial Style Guide* when using any of the style points included in this guide.

Another resource available to you is the GSU Marketing Department, particularly if you are creating advertising, promotional or public relations materials for any medium. All materials in these categories must be approved by the Marketing Department before publishing, mailing or posting. If you have questions, we are always here to help.

This *Editorial Style Guide* is meant to be a dynamic tool. As the university changes, so will the style points included. Be sure to check it frequently. Or maybe even more important, make suggestions for additions or updates. They are more than welcome. They are critical.

Thanks for your contributions to GSU!

Rhonda Brown
Assistant Vice President
Marketing and Communications

Academic Degrees:

General degree names should be spelled out, in lowercase, when possible, *e.g. bachelor's degree, master's degree*.

The exception to this rule is associate degree; it is never possessive.

Do not use possessive when referring to a specific degree program; use capitals. *Ex. Bachelor of Science in Nursing*.

Periods: Use periods for general degree abbreviations, *e.g. B.A., M.A.*

*Do not use periods for specific degree abbreviations, *e.g. MBA, DPT*.

Academic Term: Capitalize specific terms/semesters. Use lowercase for generic references, *e.g. Fall 2014; fall semester*.

Acronyms: The first time a name or title appears, it should be fully spelled out. The acronym may then be used for subsequent appearances, *e.g. Governors State University = GSU; College of Health and Human Services = CHHS*.

African American: GSU does not use a hyphen for this phrase.

Alumni: Alumnus = male attendee or graduate; the plural is Alumni.

Alumna = female attendee or graduate; the plural is Alumnae.

*Use Alumni for a mixed gender group

Board of Trustees: GSU does not have a board of directors. Capitalize when using the full name: Governors State University Board of Trustees; otherwise, use lowercase. Similarly GSU has a president rather than a chancellor, as found on other Illinois public university campuses.

Campus Names: Satellite campus names should follow the name of the university when fully spelled out, *e.g. The Governors State University Naperville Education Center*. When using acronyms, do not add GSU and do not add periods, *e.g. NEC*.

Governors State University at Triton College

The University Center at Triton College

Governors State University at South Suburban College and University Center

Governors State University at the James R. Thompson Center

Governors State University Naperville Education Center

Campus Locations:

Main Building (by wing):

A

Center for Civic Engagement
Dean of Students
Game Lounge
Gymnasium
Lactation Room
Locker Rooms
Recreation & Fitness Center
Recreation & Fitness Center Sales Office
Reflection Restoration Room
Sports Office (Clubs)
Student Clubs & Organizations
Student Commons
Student IBHE Representative
Student Life
Student Senate
Student Enrichment Program = SEP
Swimming Pool
Veterans Resource Center

B

Academic Resource Center
Center for Performing Arts
Engbretson Hall
Facilities Development & Management
Rehearsal Hall/Green Room

C

Admission Processing
Cashier
Communication Disorders Program
Department of Public Safety
Economic Education, CBPA
Enrollment Management
Financial Aid
Financial Services & Comptroller
Human Resources

Illinois Small Business Development Center
International Services
IRiS Project Team Workroom
IRiS Project Training Lab
Marketing & Communications
Master of Public Administration Program
Nursing
Police
Procurement & Auxiliary Services
Registrar's Office
Service Corps of Retired Executives
Writing Center

D

Academic Computing Lab
Admission Office
Advancement Office
Alumni Affairs
Bookstore
Cafeteria
Counseling Labs
Counseling Lab Waiting Room
Development
Digital Learning & Media Design
Early Childhood Education Program
Elementary Education Program
Financial Aid
Foundation Office
Hall of Governors
Interdisciplinary Studies
Library
Main Entrance
Nathan Manilow Sculpture Park Office
Physical Therapy Labs
Student Central
Student ID Cards

E

Art Program
Art Gallery
Center for Technology & Information
College of Arts & Sciences = CAS
Communication Program
Criminal Justice

E Lounge
English Program
Independent Film & Digital Imaging Program
Liberal Arts Division
Media Lab
Painting Studio
Photo Facilities & Lab
Political & Justice Studies Program
Printmaking Studio
Sculpture Studio
Sherman Hall
Social Science Program
University Honors Program

F

Anatomy Laboratory
Biology
Chemistry
Computer Science
Computer Science Program
Environmental Biology Program
Lecture Hall F1622
Mathematics Program
Nursing (Spring 2014)
Occupational Therapy Office
Physical Therapy Program Office
Science Division
Science Labs

G

Addiction Studies/Behavior Health, CHHS
Administration & Finance Office
Basement
College of Business & Public Administration = CBPA
College of Education = CE
College of Health & Human Services = CHHS
Dean's Office, CBPA
Dean's Office, CE
Dean's Office, CHHS
Education, CE
Executive V.P./Chief of Staff & Treasurer's Office
Health Administration, CHHS
Institutional Research
University Legal Counsel

Childcare

Family Development Center Administration

Parenting Education

GMT Building = Goodman Malamuth Technology Building:

Center for Law Enforcement Technology & Collaboration

Extended Learning

Distance Learning Online/Media = DLOM

Grants Office Building:

Grants Offices

Faculty

Central Receiving:

Print Shop

Conference Center:

CHHS Occupational Therapy Extension

Meeting Rooms

Environmental/Biological Field Station = EFS:

CAS Environmental Biology Program Labs

Nathan Manilow Sculpture Park: Use the full name.

Prairie Place: Residence halls

Class Levels: Freshman is singular; freshmen is plural. Always use lowercase for freshman/freshmen, sophomore, junior and senior. "First Year" is no longer in use.

Colleges: The full college name should always be used in letterhead, in instances of contact information, and with the logo/watermark. The full name should also be used in first textual appearance; acronym can be used thereafter, or the generic term college, *e.g. The College of Education at Governors State University; COE*. College names are expressed with ampersands, *e.g. The College of Health & Human Services*.

College of Arts & Science
College of Business & Public Administration
College of Education
College of Health & Human Services

Date: Dates should be formatted as month day, year order without the use of ordinals following the day, *e.g. Correct format: January 1, 2000. Incorrect: January 1st, 2000*.

Departments: Department references follow the same rules as **Colleges**.

Divisions:

Science
Humanities & Social Sciences
Communication, Visual & Performing Arts
Accounting, Finance & Management Information Systems
Management, Marketing & Public Administration
Education
Psychology & Counseling
Addiction Studies & Behavioral Health
Communication Disorders
Health Administration
Nursing
Occupational Therapy
Physical Therapy
Social Therapy

Dual Degree Program: May use DDP after the first textual appearance.

Fax Numbers: see Telephone Numbers.

Geographic Terms: Capitalize proper names; use lowercase for compass directions, *e.g. The Village of University Park; south suburbs*.

State names should be spelled out, unless referring to a full address. Full addresses should follow standard USPS format, *e.g. GSU is located in Illinois; 1 University Parkway, University Park, IL 60484*.

Governors State University: The full name should always be used in the first textual appearance; in letterhead; in contact information; in logo/watermark. Subsequent textual references may use Governors State, GSU or the university.

GSU Communication Channels and their purpose:

GSU Information Systems

Note: See Trademarks

25Live®: Calendar system for events, room scheduling.

Colleague®: The GSU enterprise resource system – or ERP – for operational data, *e.g. student data, financial data, vendor information, procurement, etc.*

Datatel: Previous vendor name for operational data. No longer in use. **Do not use.**

myGSU: GSU portal for students, faculty and staff access to personal and university information. “my” is always lower case and myGSU is run together as one word.

Outlook®: Campus email and calendar system for scheduling meetings and appointments. Includes address book with office numbers for faculty and staff as well as other features such as automatic “out of office” response message.

SharePoint®: System that runs GSU portal, myGSU. Do not use as a substitute for portal name – myGSU.

GSU Tagline: *Big Ideas Live HereSM*. Always use the service mark as superscript.

Money: For even dollar amounts, and amounts greater than a dollar, use the dollar sign, *e.g. \$25; \$1.50*

Amounts less than a dollar, spell out the word cents, *e.g. The candy bar cost \$2, but I only had 50 cents*

If more than a million, use the dollar sign and spell out million, billion, trillion, etc., *e.g. The renovation will cost \$50 million.*

Numbers: Spell out numbers one through nine; use numerals for 10 and higher. Exception-see **Money**

On-campus/ Off-campus: Use hyphen when using the adjective form, no hyphen in other uses.

Percent: Always spell out the word percent; the percent symbol (%) should only be used in charts and graphs.

President Elaine P. Maimon: Refer to GSU's president as President Elaine P. Maimon in first textual appearance; subsequently, use Dr. Maimon.

Punctuation: Follow Associated Press Stylebook for all internal and external audiences. The exception is for academic writing. Check with college, department or division for preferred style guide.

Comma: In a series of three or more phrases or words, do not use a serial comma. *ex: Amy, Eric and Brian attended the seminar.*
Omit parenthesis in abbreviations and acronyms.

Spacing: Single space between sentences

Telephone Numbers: Use of periods instead of hyphens or parenthesis to format phone and fax numbers, e.g. 708.534.5000

Time: Format time using a space between the numeral and am or pm, e.g. 7 am
Do not use zeroes in the numeral if it is on the hour, e.g. correct format- 7 am; incorrect- 7:00 am.

Exception: use the words noon and midnight instead of 12 am or 12 pm
Length of time should only use am or pm after listing the second time; use the word to instead of a hyphen, e.g. The lecture is from 3 to 5 pm today.

Titles: Capitalize a complete title and name, or when a title directly precedes a name, e.g. President Maimon; Elaine P. Maimon, President of Governors State University.
Do not capitalize a title used generically, alone, or in place of a name, e.g. Elaine Maimon is president of GSU; The department chair called a meeting.

Trademarks: When using a product or service name owned by another entity, use the appropriate trade ownership mark on the first textual instance, e.g. Outlook® is the property of Microsoft®. Other ownership marks include TM, SM or ©. TM and SM are expressed in superscript, e.g. ***Big Ideas Live HereSM***.

Viewbook: One word. Do not use a space.

Web/Internet Terms:

CD-ROM

Email

Internet

Online

Webpage

Website

World Wide Web

Work-Study: Include a hyphen.