

UASTYLEGUIDE

This guide was created to help maintain consistency across UA communications, both in print and online. Most of these guidelines comply with the style set forth in the Associated Press Stylebook. For guidance on usages not addressed here, please consult the AP Stylebook. To search for a specific word or name, please search by the alphabetical sections or use your "find" command.

A

abbreviations and acronyms

With few exceptions, abbreviations and acronyms are not acceptable in text, especially on first reference. Acronyms and abbreviations should be avoided unless they are commonly known (such as NASA, FBI, CIA and GOP). Do not place acronyms or abbreviations in parentheses immediately after an organization's full name. If the acronym or abbreviation is easily recognized, this shouldn't be necessary. If it's not easily recognized, it shouldn't be used. For example: An abbreviation for the Mel and Enid Zuckerman College of Public Health is MEZCOPH. For the average reader, it's easier to read "the college" than an unfamiliar or confusing seven-letter abbreviation. Consult the AP Stylebook for exceptions regarding abbreviations, such as dates, addresses and titles. When the context requires flexibility for design and layout purposes (i.e., a marketing piece), you may choose to omit periods after letters for abbreviations made up of all capital letters (e.g., BC, AD, US, NJ, PhD, BA, LLC). The chief exception continues to be initials used for personal names (e.g., J.K. Rowling).

addresses

Avenue, boulevard and street should be abbreviated to Ave., Blvd. and St. only when used with a numbered address, such as 1501 N. Campbell Ave. All others (road, circle, lane, etc.) should always be spelled out. For streets like First Avenue, always spell out First through Ninth. For 10th and above, use figures and avoid superscript. Abbreviate compass points in numbered addresses: 1111 N. Cherry Ave.

adviser

Only use "advisor" in formal titles: "My adviser just told me that I need to speak with Senior Academic Advisor Maria Peters."

alumnus

Use alumnus for a man and alumna for a woman. Alumni is used to refer to two or more men or a group of men and women. The plural for alumna is alumnae. Note: One can be considered an alumnus or alumna without completing a degree. Avoid the term "alum."

ampersand

Use an ampersand when it is part of a formal name or title. Avoid using as a substitute for "and," unless space is very limited in a design layout or when it is being used to create quick impact as in a headline. NOTE: All UA unit logos use ampersands, not "and."

apostrophe

When using curly or typographer's quotation marks (as opposed to straight quotation marks), apostrophes should always curl down and to the left: She was born to rockin' parents in the '60s.

Arizona Board of Regents

Capitalize regent only when it appears in a title before a name: "Regent Joe Smith proposed an increase in tuition." The board is a collective noun and takes singular verbs: "The Arizona Board of Regents is meeting in Flagstaff." When referring to two or more regents, capitalize regent if the title is used with full names. Example: We were pleased to meet Regents Tom Jones and Jane Smith.

Arizona NOW

The University of Arizona completed its most recent fundraising campaign reaching our \$1.5B goal nearly two years early. The funds raised create opportunities for students, faculty, researchers and the entire UA community to excel.

artworks and publication titles

Titles of paintings, installations and exhibits should be in quotes in news communications. Titles of sculptures should not. In other cases, a designed piece or space limitations may dictate otherwise. For instance, in an advertisement, infographic, etc., either italicized titles or no title treatment may be preferred.

awards

Names of awards are capitalized, but many terms used with them are not part of the official name and should not be capitalized (Guggenheim Fellowship but Guggenheim grant, National Merit scholarships, Nobel Prize in physics, Nobel Peace Prize).

B

Banner Health

Headquartered in Arizona, Banner Health is one of the largest nonprofit health care systems in the country. The system owns and operates 29 acute-care hospitals, Banner Health Network, Banner – University Medicine, Banner – University Medical Group, long-term care centers, outpatient surgery centers and an array of other services, including family clinics, home care and hospice services, pharmacies and a nursing registry. Banner Health is in seven states: Alaska, Arizona, California, Colorado, Nebraska, Nevada and Wyoming. When referring to Banner entities, use an en dash after Banner except as noted below.

Banner Children's at Diamond Children's Medical Center

Diamond Children's is acceptable on second reference.

Banner – University Medicine

With locations in Tucson (Main and South Campus) and Phoenix, this academic medical network was created through the partnership of Banner Health and the UA. Banner – University Medicine serves as the primary clinical partner for the UA Health Sciences.

Banner – University Medical Group

This is the practice plan made up of College of Medicine physicians.

Banner – University Medical Center Phoenix (Banner – UMC Phoenix)

Banner – University Medical Center South (Banner – UMC South)

This name refers to the hospital and clinics at 2800 E. Ajo Way in Tucson, formerly called The University of Arizona Medical Center – South Campus.

Banner – University Medical Center Tucson (Banner – UMC Tucson)

This name refers to the hospital at 1501 N. Campbell Ave., formerly called The University of Arizona Medical Center – University Campus.

Biosphere 2

Do not use Biosphere II, B2 or BIO2.

buildings

Spell out and capitalize a building's name on first reference. Do not abbreviate words like center, administration, building, university, library, college, etc. Not all buildings have the word "building" in their names. Refer to the UA building directory to check (directory.arizona.edu/buildings).

C

Campus Recreation

The name of the unit that operates the Student Recreation Center.

CatCard

The official University of Arizona identification card.

Cat Tran

The UA Parking and Transportation Services campus shuttle service. Two words.

cellphone, smartphone

college, department, program, school

Use "the College of Nursing" or "the nursing college." When several colleges are mentioned, it's "the colleges of medicine, nursing and fine arts." The same rule applies to schools.

The word department is capitalized in formations such as "Department of History." It is not capitalized when the formation is "the history department." The exception is any department with a word that is always capitalized, such as the English department.

Program names are capitalized, as are graduate programs of study, such as the Race Track Industry Program. Not all programs use the word "program" in their official names.

Majors and minors are not capitalized unless the major/minor name is a proper noun (English, Spanish, etc.).

Cooperative Extension is never plural.

The UA colleges are:

- College of Agriculture & Life Sciences (often referred to internally as CALS)
- College of Architecture, Planning & Landscape Architecture (often referred to internally as CAPLA, focused on sustainable design)
- College of Fine Arts
- College of Education
- College of Engineering
- Eller College of Management (the University of Arizona's business school)
- Graduate College
- College of Humanities
- Honors College
- College of Letters, Arts & Science
- James E. Rogers College of Law (known also as Arizona Law, the first country in the nation to offer an undergraduate law degree)
- College of Medicine - Phoenix
- College of Medicine - Tucson
- Mel & Enid Zuckerman College of Public Health
- College of Nursing
- College of Optical Sciences
- College of Pharmacy
- College of Science (also known as UA Science)
- College of Social & Behavioral Sciences
- UA South

For an official list of University of Arizona colleges, centers, departments and schools, academic and nonacademic, see the online directory at directory.arizona.edu.

colon

When a colon precedes a list, the next word should not be capitalized unless it is a proper noun or is the beginning of a complete sentence. The items in the list should be separated by commas.

- The color choices are: duck yellow, burnt orange, crimson and cream.
- There was only one problem to consider: She hated all the choices.
- He had a good reason for not caring: color blindness.

comma, semicolon

Follow the guidelines in the Guide to Punctuation in the AP Stylebook. Use commas to separate items in a series but do not place a comma before the conjunction (and, or). When the items are complex (e.g., contain multiple words) and using a comma before the conjunction makes the sentence clearer, it is acceptable to do so. When the items in the series have material that needs to be set off by commas, use semicolons to separate the items and before the conjunction. When a semicolon is used within a sentence, both parts of the sentence must be complete sentences. Include the use of the serial comma to separate words, phrases and clauses in a series when it enhances clarity.

- Would you like to eat an apple, an orange or a banana?
- When considering prospective students, it's important to consider how well they did in high school, how their studies prepared them for high school, and the college admission requirements.
- The panelists were John Smith, professor of English; Maria Gomez, professor of surgery; and Marty Zimmerman, professor of humanities.
- He wanted to get to the meeting early; his issue was the first item on the agenda.

composition titles

Capitalize the principal words, including prepositions and conjunctions of four or more letters. Capitalize an article (a, an, the) or words of fewer than four letters if they are the first or last word in a title. Use quotation marks except for the Bible, newspapers, magazines, most reference material and journals. At times, italicized titles or no title treatment may be preferred, especially when a designed piece or space limitations dictate otherwise. Translate a foreign title into English unless known to the audience by its foreign name: "Of Mice and Men," "The Old Man and the Sea," Rousseau's "War" (not "Guerre"), "Mona Lisa," "Tootsie," the "CBS Evening News," the Arizona Daily Star, U.S. News & World Report.

course titles

When the format is the subject and course number, use Arabic numerals and capitalize the subject: History 101. If using a descriptive title, follow the style used in the course catalog: Introduction to American History.

D

dates

Always spell out the days of the week. Abbreviate months only when a specific date is used, such as Nov. 28. Never abbreviate March, April, May, June or July. When referring to a month in a specific year, but not a specific date, always spell out the month and do not separate with a comma: July 1977. There is no need to include the year if the reference is to the current year or not using it would cause confusion.

When a specific date is used with a year, the year should be set off by commas: The discovery was made on June 15, 2016, and has forever changed the way we measure results. When using specific dates, use only the numeral. It should be "June 20" – not "June 20th" – unless the month and date are not contiguous. "She will travel on the 20th of June."

decades

Add "s" to make plurals: the 1960s. When shortened, an apostrophe stands in place of omitted numerals: the '60s.

degrees

When including a person's academic degrees, it is preferred to use a phrase, such as: She has a doctorate in chemistry. If abbreviations must be used, they are: B.A., B.S., M.D., M.P.H., Ph.D., J.D., M.A., M.S., MBA. If design and readability of marketing materials require flexibility, you may opt to not use periods: BA, BS, MD, MPH, PhD, JD, MA, MS, MBA. When used after a name, the abbreviation is set off by commas: Mary Smith, MBA, gave the presentation. Avoid using abbreviations for fellowships or certifications after names.

- Bachelor of Arts, Bachelor of Science (no "degree")
- bachelor's degree in history
- doctoral degree
- doctorate (no "degree")
- Doctor of Medicine
- Juris Doctor
- Master of Arts, Master of Science (no "degree")
- master's degree in chemistry
- Dr.
- Avoid using in news communications except in first references to physicians. In other uses, acceptable for physicians and those holding doctorates.

ellipsis

Use an ellipsis to indicate that text has been omitted. Do not start or end a quote with an ellipsis. There should be a space before and after the ellipsis. Avoid using ellipses unless necessary. Example: A speaker might use extraneous words that detract from the content of their remarks.

Full quote: In my many years at the UA as a student and employee and, well, by that I mean all the years I spent as an undergraduate and grad student, and then my first job here, I have been a huge fan of the Wildcats.

Condensed: In my many years at the UA as a student and employee ... I have been a huge fan of the Wildcats.

E

email

emeritus

This word is used with formal titles to indicate a retired professor or administrator, male or female, who served for a substantial period of time. The Arizona Board of Regents confers the title on university presidents, while university presidents confer the title on faculty members.

The word follows the title: University of Arizona President Emeritus Peter Likins will speak at the dinner. When the word appears after the name, it is lowercase: Donald W. Carson, professor emeritus of journalism, spoke at the dinner. The title of professor is capitalized when combined with emeritus before a name: She asked Professor Emeritus Stuart Hameroff to submit a letter on her behalf. Avoid constructions using emeriti, the plural form of the word.

endowed chairs

A person "holds" an endowed chair. The full name of the endowed chair should be capitalized regardless of whether it appears before or after the name of the person who holds it. Example: Carol Barnes holds the Evelyn F. McKnight Endowed Chair for Learning and Memory in Aging.

F

freshman

A freshman is a student in his or her first year of college. It also can be used as an adjective, denoting something pertaining to the first year: a freshman-level course. The plural, freshmen, is used only when referring to two or more students in their first year of college.

fundraiser, fundraising

G

grade point average

GPA is acceptable for all references. When referring to letter grades in text, quote marks are not necessary. Examples: She earned a B in the class. His report card included three A's and one B.

H

health care

Two words in all uses.

historical periods

Capitalize the names of widely recognized periods, such as the Dark Ages and the Mesozoic Era. Lowercase century even when referring to a specific century: the 18th century.

honors

Always lowercase unless referring to the Honors College.

- She is an honors student.
- She graduated with honors.
- She is taking honors classes.

hyphen

Not needed between an adverb ending in -ly and its adjective: nationally known program. Insert a hyphen in compound modifiers beginning with "well": She is a well-informed woman. Insert a hyphen in words beginning with the prefix "self": self-assured, self-defense, etc.

I

internet terms

- email
- home page
- internet
- website, webcam, webcast, webfeed, webmaster, webpage
- web address, web browser
- For web addresses, use http:// in addresses that do not use www.
- On a marketing piece, you may choose to omit the http:// or www in the display for space and design purposes, unless the URL will not work without these.

M

mountains

The AP Stylebook advises spelling out "mount" in all uses, including the names of mountains and communities. For official names of organizations, defer to preferred spelling. Example: The UA's Mt. Lemmon SkyCenter is located atop Mount Lemmon.

Other regional mountain ranges: Mount Graham, Santa Catalina Mountains, Santa Rita Mountains, Rincon Mountains, Tucson Mountains, Tortolita Mountains.

N

Never Settle

This is the name of the UA's strategic plan, which former President Ann Weaver Hart launched in November 2013. Its full name is the Never Settle Strategic Academic and Business Plan. For more information, visit neversettle.arizona.edu.

O

Old Main

100% Engagement

This is the name of the UA initiative to ensure that all students have an opportunity to pursue their purpose by trying on a variety of careers and experiences, practicing guided reflection with a mentor, and earning officially noted Engagement Experience on their transcripts before they graduate.

OSIRIS-REx Mission

NASA's asteroid sample return mission, led by the University of Arizona's Lunar and Planetary Laboratory. Although "OSIRIS-REx" is an acronym, the full expansion is not required on the first mention. Ensure that the mission name is rendered correctly; use uppercase letters except for the letter "x" and include a hyphen between "OSIRIS" and "REx."

Correct: OSIRIS-REx

Incorrect: OSIRIS—REx, Osiris-REx, Osiris, Osiris rex.

The mission's full name is: Origins, Spectral Interpretation, Resource Identification, Security-Regolith Explorer.

P

postdoctoral, postgraduate

proper names

When referring to a building or place on second reference, do not capitalize the common noun. Centennial Hall becomes "the hall," Harvill Auditorium becomes "the auditorium" and Arizona Stadium becomes "the stadium." In plural uses, lowercase the common noun: Pima and Maricopa counties.

S

seasons, semesters

Always lowercase: fall semester, spring break, winter closure.

Southern Arizona, Southwest

state names

Spell out the names of states when used in the body of a story or news release. Abbreviate Arizona to Ariz. when used in datelines. A comma should be placed before and after the state name unless it ends the sentence: She was born in Prescott, Arizona, in 1926.

student-athlete

Always hyphenate.

T

Tech Launch Arizona

Tech Launch Arizona is the UA's commercialization unit. Tech Parks Arizona is part of Tech Launch Arizona. TLA is acceptable on second reference.

telephone numbers

Use a hyphen after the area code: 602-555-1212. Extensions are separated with a comma: 602-555-1212, ext. 3. Do not include 1 before toll-free numbers within the U.S. For the emergency telephone number, use 911, not 9-1-1.

theater

Use this spelling unless the proper name uses theatre, such as the School of Theatre, Film and Television, the Marroney Theatre, the Stevie Eller Dance Theatre, etc.

time of day

Separate hours from minutes with a colon and use periods with a.m. and p.m. Do not use zeroes for exact hours. "The movie is being shown at 11 a.m. and 1:30 p.m." For ranges of time, separate with a hyphen: 1-3 p.m., 5 a.m.-7 p.m.

title/titled/entitled

A title is the name of something. Entitled means having a right to do something or have something.

- The book is titled "The Third Half."
- She is entitled to half of the royalties.

titles

Capitalize and spell out formal titles when they precede a name; use lowercase elsewhere. Do not abbreviate vice president, professor, associate, assistant, etc.

For titles that come after a name, use lowercase and separate with a comma: Robert C. Robbins, president of the University of Arizona, gave the keynote address.

In non-news communications, use courtesy titles at your discretion depending on the context. For example, you might use courtesy titles (Mr., Miss, etc.) in a marketing program featuring a group of professors where one does not have a doctoral degree. Do use courtesy titles however, if part of a direct quotation.

Professor is capitalized only when it begins a sentence or when it is used in a direct quotation: Professor John Jones presented the award to professor Jane Valdez at the department's annual dinner.

Regents' Professor and University Distinguished Professor are always capitalized: Toni M. Massaro is a Regents' Professor of Law. Jerrold E. Hogle, a University Distinguished Professor of English, will speak at noon.

When a person holds multiple titles, use the most relevant title on first reference and, if necessary, provide the others later in the text.

If a person holds a title on a temporary basis, only the actual title is capitalized. "The student mentioned interim Custodial Services Director Ike Lean."

Other titles:

- Gov. Doug Ducey
- Mayor Jonathan Rothschild
- U.S. Sen. John McCain, R-Ariz.
- state Rep. Macario Saldate, D-Tucson
- Tucson, Arizona
- It's city of Tucson and state of Arizona, not City of Tucson or State of Arizona.

U**UA Mail****UA NetID**

The official personal identifier for University of Arizona faculty, staff and students. Your NetID permits secure access to a variety of applications and services at the UA using a single sign-on (one username and one password) system.

UA Presents

The entity that brings world-renowned artists to Tucson with performances often held at the UA's Centennial Hall.

The University of Arizona

In news communications and other written communications intended for an external audience, it is "the University of Arizona" on first reference and "the university" on second reference. When the name stands alone in text — such as in titles, headings or website footers — it is "The University of Arizona."

The name can be abbreviated to "UA" on second reference, but never "the U of A" (unless the phrase appears in a direct quotation). Be careful to note when "the" is needed. If you're not sure which form to use, try reading the sentence with the full name to see which sounds correct.

Incorrect: At University of Arizona, we believe in our land-grant mission.

Correct: At the UA, we believe in our land-grant mission.

Incorrect: All the University of Arizona employees are invited to attend.

Correct: All UA employees are invited to attend.

University of Arizona Foundation

The University of Arizona Foundation is a nonprofit corporation dedicated to advancing the UA. The UA Foundation is responsible for managing Arizona NOW, the UA's comprehensive \$1.5 billion fundraising campaign that ended in early 2017. Stewarding an existing asset base of more than \$850 million, the UA Foundation has helped generate nearly \$3 billion in private funding to support the university. The UA Foundation is acceptable on second reference.

University of Arizona Health Sciences

UAHS is acceptable on second reference. UAHS comprises the following entities:

- College of Medicine – Tucson
- College of Medicine – Phoenix
- College of Nursing
- College of Pharmacy
- Mel and Enid Zuckerman College of Public Health
- Banner Children's at Diamond Children's Medical Center
- Banner – University Medical Center Phoenix (Banner – UMC Phoenix)
- Banner – University Medical Center Tucson (Banner – UMC Tucson)
- Banner – University Medical Center South (Banner – UMC South)
- Banner – University Medical Group (This is the practice plan made up of COM faculty physicians.)
- University of Arizona Cancer Center
- University of Arizona North Valley
- This is the UA's Paradise Valley campus. UANV on second reference.

University of Arizona South

This is the UA's Sierra Vista campus. UA South on second reference.

W

Wilbur Wildcat, Wilma Wildcat

Wildcat is this couple's last name. Their middle names are The but is shortened to an initial (Wilbur T. Wildcat and Wilma T. Wildcat). They are not Wilbur the Wildcat and Wilma the Wildcat.

Z

ZonaZoo

This is the official student section and student-ticketing program for University of Arizona Athletics.

Preferred Spellings

- "A" Mountain
- African American Student Affairs (no hyphen)
- BIO5 Institute
- Biosphere 2
- Adalberto and Ana Guerrero Student Center (formerly Chicano/Hispano Student Affairs)
- DuVal Auditorium
- Native American Student Affairs
- Student Union Memorial Center
- University of Arizona BookStores, the UA BookStore at the Student Union Memorial Center, the UA BookStore at the Park Student Union. On second reference, "bookstore" is correct.

Other Resources for Communications Professionals

Writing with the UA [Voice and Tone](#)

[UA Communicators](#)

Meet weekly with communicators across campus to learn and share the stories that matter. Contact Pam Scott, AVP University Communications, for more information.

[UA Creative Group](#)

Work with the team that is evolving the brand.

The Associated Press Stylebook

Available at UA BookStores

Building Directory

directory.arizona.edu/buildings

U.S. Board on Geographic Names

geonames.usgs.gov/domestic/index.html

"Woe Is I" by Patricia T. O'Conner

Available at UA BookStores

UAHS Style Guide

<http://biocom.arizona.edu/sites/biocom2/files/uahsstyleguide.pdf>