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Letter from the President

The visual symbols and key messages of a university have a great impact on how its audiences identify and perceive the institution.

The *SMU Brand Guidelines* was developed to help maintain consistency in symbols and messages in the development of University communications. In an accessible, online format, this guide contains the University’s official policy of use for a variety of visual symbols as well as editorial content.

These brand guidelines are particularly important for SMU as we seek to enhance our national recognition. Establishing a strong and recognizable identity in the crowded marketplace of brands requires consistency as well as creativity. No matter how diverse and distinctive the activities of a university may be, there must be some common visual themes associated with the institution as a whole.

Thank you for your cooperation in ensuring that these guidelines and standards are implemented. By following the basic guidelines outlined, we help to reinforce SMU’s identity as a nationally recognized center for teaching and research.

R. Gerald Turner  
*President, SMU*
Introduction

This graphic standards guide was developed by Development and External Affairs to provide a foundation for consistent communications about SMU.

Although the University comprises an extraordinary range of schools, areas and programs, it is important that SMU’s public identity be expressed in an engaging and recognizable manner that employs consistent visual elements, message and tone. Maintaining consistency enables audiences to recognize quickly the SMU brand, which conveys quality and credibility.

This guide contains sections on both visual and verbal components of the SMU message. That includes instructions about the proper use of symbols such as the SMU logo and seal, as well as stationery guidelines and web standards.

The guide is designed to assist in the development of materials by all schools, departments and areas of the University. In addition to providing guidelines that ensure consistency, it will simplify many aspects of the process involved in creating new publications or organizing University events by supplying the correct visual symbol.

Please address any questions regarding the content of this document, as well as any other issues regarding graphic standards and University messaging, to SMU’s Office of Public Affairs.
SMU Logo

The logo is the most important symbol used to communicate SMU’s public identity or brand. It is the University’s visual centerpiece. The logo confers SMU’s stature, reputation and endorsement. For these reasons, it is essential that the logo be accorded respect and used in a manner that adheres to the rules explained in this section.

To maintain the integrity of this important symbol, all SMU logos are created by, and available exclusively through, SMU’s Office of Public Affairs. Logos should not be produced independently.

The logo quickly conveys the message that the reputation and strength of the University stand behind any programs or events for which it is employed, and that correspondence or documents on which it appears reflect official University business.

The logo appears on all University stationery, banners, publications, ceremonial documents and external emails. (University stationery is available exclusively from Marfield Corporate Stationery Company through an exclusive contract with SMU. For approved logo and letterhead formats, please visit smu.edu/stationery.)

It also is entirely appropriate for the logo to be used on clothing, banners or other articles expressing SMU pride.

The logo may not be used with any product, event or organization not sponsored or sanctioned by the University. Use of the logo for events or initiatives co-sponsored by the University and outside organizations requires the permission of SMU’s Office of Public Affairs.
Typefaces

The primary typeface for SMU is Galliard, which should be used as the default font for all schools and units. Galliard is a serif font, which refers to a style of typeface that employs “serifs,” or small structural details on the ends of some strokes of letters and numbers. Galliard may be used for cover titles, initial caps, large text, subheads, quotes and body copy.

A contemporary typeface rooted in traditional styles, Galliard suggests the spirit of SMU as an institution that is both forward looking and grounded in history.

Four recommended weights of Galliard are listed at right. For cost efficiency, schools and units should consider purchasing licenses for typefaces in bulk.

We recommend using a sans-serif font in conjunction with Galliard for contrast — in headlines or pull quotes, for example. A sans-serif font refers to a style of typeface not employing serifs. Recommended sans-serif fonts include Arial, Futura, Gotham, Helvetica and Avenir.

To purchase a typeface, please visit:

fonts.com
monotypeimaging.com
adobe.com

Be sure to ask for the educational discount.

A Bit of History

Designed by Matthew Carter for International Typeface Corporation (ITC), the ITC Galliard font family was based on the work of the 16th-century letter cutter Robert Granjon. According to Fonts.com, ITC Galliard is ideal for lengthy copy due to its readability. It is a beautiful typeface for setting text in quality books, magazines and periodicals. Carter is one of the last font designers trained in Old World methods of creating type by hand.
Elements

The SMU logo consists of two components placed together. The first is the stylized rendering of the University’s official seal, featuring Dallas Hall, SMU’s first building and the University’s historic symbol. For the purposes of this guide, the stylized rendering of the seal is referred to as the “icon.”

The second logo component is the University initials, “SMU,” also referred to as the wordmark initials. The visual appearance of the University initials has been designed with great care in order for it to be clear and easily identifiable. As part of the logo, the University initials are always written using a customized form of the Galliard typeface. Galliard is the primary typeface for SMU. (For further information, refer to the “Typefaces” section of this guide.)

The proportions of the icon and initials have been carefully designed and should not be altered (i.e., the size of the logo elements should remain consistent in relation to one another).

Both logo elements should be placed in an upright position at all times. The two components – icon and University initials – comprising the complete logo should be used together in the vast majority of cases. Typically, the initials should be placed to the right of the seal.

In rare cases it is permissible to employ either the icon or initials on their own. This may include occasions when the icon is being used with an audience known to be especially familiar with SMU and a subtler expression of the University’s identity is desired.

The University’s full name (Southern Methodist University) is not part of the logo and should not appear next to the icon in place of the University initials.

Helpful Fact

A very small registered trademark symbol, which consists of a circled “R” and protects use of the logo, should appear to the right of the University initials when the initials appear next to the University icon. The trademark symbol “TR” should be used next to the icon appearing on its own on merchandise, such as clothing. However, a small service mark, consisting of the letters “SM,” should appear when the icon appears alone on all other materials, including in publications and on banners.

These symbols are required unless the icon in question is large enough that a commensurately large trademark or service mark would be distracting and unsightly. A good rule of thumb is that when the icon measures more than three inches in diameter, the trademark or service mark are not required.
Service Marks, Trademarks and Register Marks

A **service mark** symbol, indicated by SM, typically appears with the SMU icon when the icon is used on marketing materials. A service mark is any word, name, symbol, device or combination used to identify and distinguish the services of one provider from services provided by others, and to indicate the source of the services. A service mark differs from a register mark and trademark.

A **trademark** symbol, indicated by ™, typically appears with the SMU icon on products such as mugs, bags, bottles, etc. A trademark includes any word, name, symbol or device used in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name.

A **register mark** is a trademark that is registered with a government authority. It is indicated by the symbol ®. The running mustang icon is a registered trademark and should be identified with the ® symbol. A register mark is a word, symbol or phrase used to identify an organization’s product and differentiate it from other organizations’ products.
Color Palette

The official colors of the logo are red for the icon and blue for the University initials, in the shades reproduced in the example. These also are the official colors of SMU.

The colors are identified by Pantone number, as indicated. However, it is important to be aware that exact shades are unpredictable, especially when they are being reproduced on materials such as plastics and fabrics and when using paints.

Often it is a good idea to work closely with the printer to ensure color accuracy rather than to rely solely on the Pantone number.

SMU red and blue may be used as the chief colors in University communications, or as “accent colors” against neutral backgrounds such as tans and grays. The colors illustrated provide good examples of neutrals that work well when employing the official colors as accents.

A Bit of History

The University’s first president, Robert S. Hyer, selected Harvard Crimson and Yale Blue as the school colors to symbolize SMU’s high standards. Those original colors are much darker than the red and blue that have been used in recent decades and that are illustrated in this guide. Colors in this guide reflect colors used currently.
Printing the SMU Logo

The official colors of the logo are red and white for the icon and blue for the University initials. The colors may be altered under specific circumstances, as outlined below:

- A partial reverse logo image – available exclusively through the Office of Public Affairs – is acceptable when used against certain color fields. In properly rendered reverse images, the “stroke” color should remain white for consistency. (See example at the bottom of the page.) White type is preferable to black when the logo appears on darker backgrounds. See examples at right.

- The logo may appear in blue or black on publications produced using two or three colors.

- The logo may appear in the same color as that used in publications produced using a single color.

In general, SMU red and blue also are the preferred colors for University publications. The use of neutral shades, such as tans, khaki and grays, is recommended when other colors are required.

University publications should avoid using colors associated with SMU’s regional competitors. These include burnt orange, maroon, purple and green, among others.

Correct

Incorrect. To tell if the logo is correct, check the stroke color. It should remain white for consistency.

Correct

Correct

Incorrect. To tell if the logo is correct, check the stroke color. It should remain white for consistency.

Preferred logo color.

One-color applications in blue or black should be used only when a publication is produced in two or three colors, making it impossible to render the icon in red.
Unacceptable Logo Alterations

To preserve the integrity of the logo, it may be reproduced only from authorized original artwork, available from the Office of Public Affairs.

The shape of the icon should not be distorted, and neither the logo nor the icon should be enclosed in a box, frame or other decorative addition. The shape and proportions of the logo should not be altered in any way.

In addition, the logo should not be encircled with lettering of any kind. To ensure the highest quality of reproduction, the logo image should not be pixelated.

The logo should not be placed in close proximity to other lettering or symbols. As a general rule, a space roughly equivalent to half the size of the “M” in the University initials should be maintained around the logo on both sides as well as above and below. This rule of thumb applies no matter the size of the logo.

Correct. Minimal spacing around SMU logo

Incorrect. Logo should not be placed within close proximity to other lettering or symbols

Incorrect. Logo should not be encircled with lettering.

Incorrect. Logo should not be pixelated.

Incorrect. Use of an older logo, which employed the University’s full name, has been discontinued.
School and Area Logos

Proper formats for employing the SMU logo in conjunction with additional identifiers are illustrated at right.

SMU logos have been established to incorporate secondary information such as the names of schools and administrative units. Names of departments are not incorporated into this structure because this tertiary information would be difficult to read.

Instead, SMU academic and administrative departments should display their names, in non-logo format, prominently on brochures and websites while employing their school or unit logo elsewhere of the communication.

Centers, institutes, departments and areas that are supported by an endowment may have their own logo.

To maintain the integrity of this important symbol, all SMU logos are created by, and available exclusively through, SMU’s Office of Public Affairs. Logos should not be produced independently.

For information about displaying department names on letterhead, see the section on stationery in this guide.

Official style for school, endowed centers, institutes, departments and area logos.

Optional treatment for SMU’s seven endowed schools.

For promotional logos, contact the school’s marketing office for correct usage.

To maintain the integrity of this important symbol, all SMU logos are created by, and available exclusively through, SMU’s Office of Public Affairs. Logos should not be produced independently.
Athletics and Spirit Logos

SMU’s athletic teams employ logos different from the SMU logo. See examples at right.

The athletics logo was designed to incorporate individual team names, as illustrated.

In addition, either Peruna or the University initials may be used as a single logo element by athletic teams or spirit groups.

The athletics logo also may be used for SMU club sports.

Except for team logos created by SMU Public Affairs and SMU Athletics, maintain at least one-half the “M” height as clear space around the athletics logo.

Correct spacing around the spirit logo

Correct spacing around the spirit logo. Except for athletic team logos, type treatments should follow the minimal spacing guidelines shown on the left.
Peruna

Peruna, the official Mustang graphic symbol, is a component of the University’s athletic logos. It also may be used in other contexts to demonstrate or highlight school spirit.

While the Peruna symbol should not be used as a substitute for the SMU logo, it may appear on its own to symbolize spirit and pride in SMU. It also may be used by University spirit groups and in certain graphic applications.

When used alone, the Peruna logo should be shown with the ® register mark symbol.

To protect the integrity of the registered trademark, maintain at least one-half of Peruna’s height as clear space around the logo. In limited applications, the Peruna logo may be used as a graphic element in ways that do not maintain this clear space, but it should never be put in close proximity to short blocks of type (such as organization names) that create the appearance of a new logo.

Helpful Fact

Red is the preferred color for Peruna. To maintain consistency and the symbol’s integrity, Peruna always should run toward the right.

Space equals 1/2 of the height of Peruna

Correct spacing around Peruna
SMU Seal

The official University seal, which features Dallas Hall, is a significant element in the University’s historic identity and is used exclusively for official business of the University. The seal is maintained by the Office of the University Secretary and used for corporate purposes. It also is used on academic documents produced with the approval of the Office of the Provost in conjunction with the Office of Public Affairs.

The seal should be used only for the purposes specified, and never as a substitute for the University logo, which remains the University’s primary visual symbol.

The same care and respect should be accorded the official seal as the University logo. The seal always should be placed in an upright position and never altered or tampered with. Care should be taken to leave adequate space on all sides of the seal.

No lettering, symbols or graphics should be placed close to, behind or on top of the seal.

Variations of the University’s official seal are prohibited.

Correct

Incorrect. This seal has been retired.
Podium Signs

One important way in which the SMU brand is expressed is through events sponsored by the University. For that reason, SMU has guidelines for podium signs. Such signs communicate that SMU’s stature and reputation stand behind the conference or presentation in question or that the University is the official sponsor of the event or gathering.

Therefore, it is important that podium signs be placed in central or key visual positions. That is, SMU’s podium signs always should be placed so that they are visible not only to those in the room, but also to any audience that may be watching or participating through broadcast, podcast or other medium. Their placement also should make it easy for the signs to be used as backdrops for photographs of the event.

To aid in visibility, these designs have been granted a special exception to the University standard for clear space around the wordmark.

Under SMU guidelines, podium signs should include the SMU wordmark and the icon. Podium signs also may include the names of any of SMU’s schools as a secondary identifier, if appropriate.

Signs may appear in either blue or red.

Examples of school podium signs
Presentations

When developing slides or other supporting materials for presentations, make sure that the University identity comes through clearly and that messages are presented in visually appealing ways that are easy for audiences to comprehend. At smu.edu/powerpoint, SMU provides both a brand-aligned PowerPoint template that can be used or modified for presentations and a more detailed style guide for PowerPoint.
Embroidered Shirts and Other Products

To ensure high-quality presentation of the SMU logo, the University does not permit the Dallas Hall icon to be embroidered on shirts and other products. Instead, the use of the SMU wordmark, combined with other lettering in a contrasting, sans-serif font, is permitted (see the shirt illustrations below). Because of their clean lines, sans-serif fonts are preferred for embroidery or silk screens.
Stationery

The “generic” all-University stationery bearing the SMU logo should be used by those not affiliated with specific schools. Members of schools should use stationery bearing the school name beneath the SMU logo.

The school logo may appear on business cards, notepads and note sets. On other materials, the school name should appear below the SMU logo.

Logo Products Guidelines

Letterhead
SMU logo; school/area logo may not appear. School name may appear under SMU logo. Personalization (name and title) is offered only to deans, vice presidents and endowed professors and should be ordered through Patrick Cullen.

#10 Envelope
SMU logo; school/area logo may not appear. School name may appear under SMU logo.

Business cards
School/area logo. Cards may be one or two sided.

Mailing label
SMU logo; school/area logo may not appear. School name may appear under SMU logo.

Notepads
School/area logo. Two sizes available; small size has two options available.

Monarch letterhead and envelope
SMU logo; school/area logo may not appear. School name may appear under SMU logo. Personalization (name and title) is offered only to deans, vice presidents and endowed professors and should be ordered through Patrick Cullen.

Note sets
School/area logo.

For the purposes of consistency, security and cost-saving, SMU’s watermark stationery is available exclusively through Marfield Stationery Company online at smu.edu/stationery.
Letterhead

Below are approved formats for official SMU correspondence, including both letters and emails.
Monarch Letterhead

Personalization (name and title) is offered only to deans, vice presidents and endowed professors and should be ordered through Patrick Cullen.
Envelopes

General SMU A10 Envelope with window

General SMU A10 Envelope with optional message

General SMU 13 x 10 Envelope

General SMU 12 x 9 Envelope

General SMU 9 x 6 Envelope
Mailing Labels

General Mailing Label
- 5.5 inches x 4 inches
Business Cards

SMU.

Name
Title
continuation of title field allowing for 2 lines
Department
PO Box 750XXX Dallas TX 75275-0XXX
214-768-XXXX Cell or Fax 214-768-XXXX
xxxxx@smu.edu smu.edu/xxx

facebook.com/smudallas
twitter.com/smu
instagram.com/smudallas

World Changers Shaped Here

General business card Option 1
- One-sided
- Division optional

General business card Option 2
- Two-sided
- Division optional

SMU.

Name
Title
continuation of title field allowing for 2 lines
Department
PO Box 750XXX Dallas TX 75275-0XXX
214-768-XXXX Cell or Fax 214-768-XXXX
xxxxx@smu.edu smu.edu/xxx

facebook.com/xxxxx
twitter.com/xxxxx
instagram.com/xxxxxx

World Changers Shaped Here

School business card Option 1
- One-sided
- Division optional

School business card Option 2
- Two-sided
- Division optional

SMU.

Name
Title
continuation of title field allowing for 2 lines
Department
PO Box 750XXX Dallas TX 75275-0XXX
214-768-XXXX Cell or Fax 214-768-XXXX
xxxxx@smu.edu smu.edu/xxx

facebook.com/xxxxx
twitter.com/xxxxx
instagram.com/xxxxxx

World Changers Shaped Here

SMU.

Name
Title
continuation of title field allowing for 2 lines
Department
Division
PO Box 750XXX Dallas TX 75275-0XXX
Physical Address
Fax 214-768-xxxx
smu.edu/xxxx
facebook.com/xxxxx
twitter.com/xxxxx
instagram.com/xxxxxx

World Changers Shaped Here
Notecards

Red printed A6 Notecard
- Optional personalized message inside

Blue printed A6 Notecard
- Optional personalized message inside

Blind embossed A6 Notecard
- Optional personalized message inside

Gold embossed A6 Notecard
- Optional personalized message inside

A6 Printed Envelope

A6 Printed Envelope Option 2
Notepads

- **General Large Notepad**
  - 5.5 inches x 8.5 inches

- **General Small Notepad**
  - Option 1
  - 4.25 inches x 5.5 inches

- **School Large Notepad**
  - 5.5 inches x 8.5 inches

- **School Small Notepad**
  - Option 1
  - 4.25 inches x 5.5 inches
Pocket Folders

Red pocket folders with gold embossed seal are available for purchase from Mail Central. Send requests to directmail@smu.edu. Include the fund/org, location for delivery and quantity.
Marketing Emails

Mass emails sent to audiences on and off campus should be designed in ways that clearly identify the University and support the SMU brand – and that are consistent with other communications from the school or unit. They must also follow federal regulations. At smu.edu/emailtemplates, SMU provides a variety of templates that can be used both when sending from a University email account and when sending from a third-party email service.

For each individual email, all copy should follow SMU style and be consistent with University communications.
Editorial Style Guide

A

abbreviations
Do not use abbreviations, except in special publications and sports schedules, that call for abbreviated months/dates; states; with company names because of space considerations; and with addresses as they actually appear on mailings.

academic degrees
Lowercase and use an apostrophe in nonspecific uses: He has a bachelor’s degree in journalism, or She has a master’s. But: He has a Bachelor of Arts in journalism. SMU has awarded 1,182 bachelor’s, 678 master’s and 76 doctoral degrees. When used after a name, the degree name is set off by commas: Bob Smith, Ph.D., spoke. (See the degrees entry for a complete listing of degrees offered by SMU.)

academic titles
Capitalize and spell out formal titles such as professor, chancellor, chair and dean when they precede a name: Dean Craig C. Hill, Professor Emeritus of Anthropology Ronald K. Wetherington. Lowercase when the title follows a name, unless the title is an endowed chair: Jennifer Collins, dean of Dedman School of Law; Dinesh Rajan, chair of the Department of Electrical Engineering; David D. Blackwell, the W.B. Hamilton Professor of Geological Sciences.

When using dean, notation should read as the dean of; James E. Quick, dean of research and graduate studies.

acknowledgment

acronyms
Because it is difficult to make unfamiliar acronyms memorable unless you have the resources of an AT&T or IBM – or the combined strength of everyone at SMU – avoid the use of acronyms, particularly in communications with external audiences. When you do need to use acronyms (such as in longer internal documents), use them only after the full name has been used at least once previously. Use acronyms without periods.

Commonly used acronyms:
AARO
ACE
CEO

CIS
DEA
FiR
LEC
OIT
SACS
SAMSA

addresses
Keep address style consistent with postal regulations, using no punctuation.

Office of Public Affairs
PO Box 750174
Dallas TX 75275-0174

Use appropriate street abbreviations: Ave., Ln., Ste. (Suite), Blvd., St.

If using indicia, Southern Methodist University must go on the top line in all return addresses.
Southern Methodist University
Division of Enrollment Services
Office of Undergraduate Admission
PO Box 750181
Dallas TX 75275-0181

Admission
Singular, not plural.

adviser
Not advisor or advisors.

affect vs. effect
Affect, as a verb, means to influence: The final exam will affect his final grade.
Effect, as a noun, means result: The effect of the Hopwood decision on minority enrollment is substantial.

Effect, as a verb, means to cause or bring about: The new athletics director will effect many positive changes in the department.

African American
Use African American, not Black or Negro. Hyphenate when used as an adjective: African-American Studies. When using the term black, capitalize only when used as part of a formal title: the Black History Program.

afterward
Not afterwards.
ages
Always use figures. When the context does not require year or years old, the figure is presumed to be years.

Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens.
Examples: A 5-year-old boy. The boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe).

all right
Two words.

alma mater

Alternative Breaks

alumni
_Alumni_ is used for both male and female (plural) graduates (not _alums_). _Alumnus_ is used for a single male graduate, _alumna_ is used for a single female graduate and _alumnae_ is used for plural female graduates.

a.m., p.m.
Lowercase, with periods. Avoid redundant usage: 8 a.m. this morning. See also the TDP and times entries.

American Athletic Conference

among, between
Use _between_ when introducing two items and _among_ when introducing more than two. _It’s between you and me_, but _The vote was divided among several candidates_.

However, _between_ is the correct word when expressing the relationship of three or more items considered one pair at a time. _Negotiations on a debate format are under way between the network and the Ford, Carter and McCarthy committees._

ampersand
In general, not a substitute for the word _and_. In narrative copy always spell out. Use only when part of a formal name: _AT&T, Barnes & Noble, Procter & Gamble_.

annual giving

apostrophe
For singular common nouns not ending in s, add ’s.
_the church’s fundraisers_
_the girl’s dresses_

For plural common nouns ending in s, add only an apostrophe after s.
_the churches’ fundraisers_
_the girls’ dresses_

For singular proper nouns ending in s, add only an apostrophe after s.
_Texas’ entrepreneurial spirit, not Texas’s …_ _Aeschylus’ plays, not Aeschylus’s …_ _Mr. Jones’ life_

For singular common nouns ending in s, add ’s if the next word does not begin with s. If the next word begins with s, add only an apostrophe.
_the witness’s testimony_
_the witness’ schedule_

For singular nouns that end in s sounds (such as x, z and ce), add ’s if the noun does not end in s AND if the next word does not begin with s.
_the fox’s lair_
_General Nimitz’s biography_
_the chief justice’s decisions_

For singular nouns that end in s sounds (such as x, z and ce), add only an apostrophe if the noun does not end in s AND if the next word begins with s.
_for your conscience’ sake_
_for his appearance’ sake_

For proper nouns plural in form, singular in meaning, add only an apostrophe after s.
_the United States’ economy_

For common nouns plural in form, singular in meaning, add only an apostrophe after s.
_economics’ principles (but for inanimate objects like economics, it often is better to say principles of economics)_

For plural proper nouns ending in s, add only an apostrophe after s.
_SMU Mothers’ Club_
_SMU Dads’ Club_
_SMU Mothers’ and Dads’ Clubs_
_The Joneses’ home (this refers to two or more members of the Jones family sharing the same home; but it would be Mr. Jones’ life – because it refers to the life of one person, Mr. Jones)_

For nouns with the same singular and plural form (example: species, series, moose), treat them as plurals even if the context in which they’re used is singular.
_the species’ survival_
_the series’ conclusion_
_the moose’s tracks_
Joint possession vs. individual possession
• If ownership is joint, use possessive form after the last word.
  Jack and Jill's house (if both Jack and Jill own the same house)
  SMU and Dallas' partnership (if it's a joint partnership)
• If ownership is individual, use possessive form after each relevant word.
  Jack's socks and Jill's socks (if they're not sharing socks and have their own socks)
  SMU's and Dallas' contributions to the regional economy (if both contributed individually)

Descriptive phrases
• Do not use possessive form for a word ending in s if it is used in a descriptive sense.
  a Mustangs game
  the Cowboys game
• Use possessive form for a plural word that does not end in s.
  a children's movie
  the people's support

areas of study (as of April 2017)
  Advertising
  Anthropology
  Applied Physiology and Health Management
  Art (Portfolio Required)
  Art History
  Biochemistry
  Biological Sciences
  Biophysical Sciences
  Business
    Accounting
    Business – Energy Management
    Business – Entrepreneurship
  Finance
  Finance with Alternative Asset Management Specialization
  Financial Consulting
  Management
  Marketing
  Real Estate Finance
  Risk Management and Insurance
  Chemistry
  Corporate Communication and Public Affairs
  Creative Computing
  Dance (Audition Required)
  Economics
  Economics with Financial Applications Specialization
  Economics with Management Information Applications Specialization
  Educational Studies (Teacher Certification)
  Engineering
    Civil Engineering
    Computer Engineering
    Computer Science
  Engineering with Cyber Security Specialization
  Computer Science with Game Development Specialization
  Electrical Engineering
  Electrical Engineering with Biomedical Specialization
  Engineering Management Information Systems
  Environmental Engineering
  Management Science
  Mechanical Engineering
  Mechanical Engineering with Biomedical Specialization
  English
  English with Creative Writing
  Environmental Science
  Environmental Studies
  Ethnic Studies (African/African-American, Mexican-American)
  Fashion Media
  Film and Media Arts – B.A. (No Portfolio Required)
  Film and Media Arts – B.F.A. (Portfolio Required)
  French
  French Studies
  Geology
  Geophysics
  German
  Health and Society
  History
  Human Rights
  Individualized Studies in the Liberal Arts
  International Studies
  Journalism
  Markets and Culture
  Mathematics
  Medieval Studies
  Music (Audition Required)
  Philosophy
  Physics
  Political Science
  Pre-Health
  Pre-Law
  Pre-Physical Therapy
  Psychology
  Public Policy
  Public Relations and Strategic Communication
because, since
Use because to denote a specific cause-effect relationship: Because he was 12 years old, he got in at children's prices. Since is acceptable in a causal sense when the first event in a sequence led logically to the second but was not its direct cause. Since 1915, students have attended SMU.

bi-
The rules in the pre-entry apply, but in general, no hyphen is used: bifocal, bilateral, bipartisan, bilingual, bimonthly, biweekly, biannual.

biannual, biennial
Biannual means twice a year, synonymous with semiannual. Biennial means every two years.

Bible
Capitalize without quotation marks when referring to the Scriptures in the Old Testament or the New Testament. Also capitalize related terms, such as the Gospels, Gospel of St. Mark, the Scriptures, the Holy Scriptures.

Do not abbreviate individual books of the Bible.
Also, lowercase bible as a nonreligious term: The SMU Editorial Style Guide is my bible.

biblical
Lowercase in all uses.

bimonthly
Every other month. Semimonthly means twice a month.

biweekly
Every other week. Semiweekly means twice a week.

Blu-ray disc

Board of Trustees
References to SMU’s Board of Trustees are in uppercase: He is on the Board of Trustees or He is on the Board. She is a member of SMU’s Board of Trustees.

book titles
Titles of books, including reference books, and periodical titles are italicized, except for the Bible, which is in roman typeface: Journal of Air Law and Commerce, The Chicago Manual of Style.
Campaign: You can help make SMU Unbridled: The Second Century Campaign a success. Lowercase subsequent references: Brad E. Cheves announced that the campaign is already off to a running start.

Campaign Executive Committee

Campaign Leadership Committee

Campaign Steering Committee

campus-wide

capital vs. capitol

Capital is the city where a seat of government is located. Do not capitalize: Austin is the state capital of Texas.

When used in a financial sense, capital describes money, equipment or property used in a business by a person or corporation.

Capitol describes the actual building where a seat of government is located. Capitalize U.S. Capitol and the Capitol when referring to the building in Washington: The meeting was held on Capitol Hill in the west wing of the Capitol.

Follow the same practice when referring to state capitols: Texas pink granite was used in the construction of the Capitol of Texas. The State Capitol is on Congress Avenue.

centennial

The centennial of SMU’s founding is 2011. The centennial of SMU’s opening is 2015. Always lowercase when not part of a title. Note that the official name of SMU’s centennial commemoration (2011–15) is The Second Century Celebration. Also note the following entries, which constitute the list of centennial titles.

Centennial Chair

Centennial Cornerstone

Centennial Distinguished Chair

Centennial Fountain, Cooper

Centennial Hall

Visitor Center in Hughes-Trigg Student Center
Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status: co-au-thor, co-chair, co-defendant, co-host, co-owner, co-pilot, co-signer, co-star, co-worker, co-sponsor, co-chair and co-op.

Do not use a hyphen in other combinations: coed, coeducation, coequal, coexist, cooperate, cooperative and coordinate.

collective nouns
Nouns that denote a unit take singular verbs and pronouns: class, committee, crowd, faculty, family, group, herd, jury, orchestra and team. For example: The committee is meeting to set its agenda. The faculty at SMU is one of the best in the nation. The jury has reached its verdict. A herd of cattle was taken to market. Central University Libraries seeks funds to expand its collection. Although Mustang Days is a collective noun, it should take a plural verb. At SMU, Mustang Mondays attract many high school students.

College
Uppercase when referring to Dedman College of Humanities and Sciences. Dedman College of Humanities and Sciences is the heart of SMU. Various departments are housed in the College.

colons
When to capitalize the first word after a colon
• Cap the first word after a colon only if it is a proper noun or the beginning of a complete sentence. Breaking news: Dallas is hosting the Olympics. We promise you this: We will achieve our goals.
• Do not cap the first word after a colon if it’s the beginning of a series of items. Consider three things before getting a dog: time, care and expense.
Where to place a colon when there are quotation marks
• Put colons outside quotation marks unless they are part of the quotation itself. He explained his “rules”: eat, drink and sleep.
Avoid using a colon before a list when it directly follows a verb or preposition.
• After a verb
• After a preposition
Incorrect: I’ve danced with the legends, including: Fred Astaire, Gene Kelly and Michael Jackson.

cheves, Brad E.

church
Capitalize as part of the formal name of a building, a congregation or a denomination, but lowercase in other uses: Highland Park United Methodist Church and the Roman Catholic Church, but a Methodist church, a Baptist church.

century
Lowercase, spelling out numbers less than 10: the first century, the 21st century. For proper names, follow the organization’s practice: 20th Century Fox, Twentieth Century Fund. Hyphenate when used as an adjective: 18th-century literature.

chair
According to SMU guidelines on the use of nonsexist language, use chair – not chairman or chairwoman for SMU Board members and department heads. Follow the corporation’s nomenclature for positions outside of SMU: W.R. Howell, retired chairman, J. C. Penney Company, Inc.

centers and institutes
Spell out the full name on the first reference: The Cary M. Maguire Center for Ethics and Public Responsibility, The John Goodwin Tower Center for Political Studies brings many policy experts to campus. Events sponsored by the Center are well attended.

Center
Uppercase when referring to a specific SMU center or the George W. Bush Presidential Center. The John Goodwin Tower Center for Political Studies brings many policy experts to campus. Events sponsored by the Center are well attended.

centennial pavilion, gail o. and r. gerald turner

centennial professorship

centennial promenade

centennial quadrangle, r. gerald turner

centennial scholarship, endowed
Correct: I’ve danced with the legends, including Fred Astaire, Gene Kelly and Michael Jackson.

**commas**

When listing more than two items in text, do not follow the next to last item with a comma: *The flag is red, white and blue,* and *You may choose plant, vegetable or mineral.*

**company names**

Do not abbreviate except in special publications or when the company name is abbreviated in its own title: *Texas Instruments Inc., Trammell Crow Company, IBM Corporation.* Do not punctuate with a comma before Inc. *SMU board member Milledge A. Hart, III, is chairman of Hart Group Inc.*

**complement vs. compliment**

*Complement* is a noun and a verb denoting completeness or the process of supplementing something: *The ship has a complement of 444 sailors and 44 officers,* or *The tie complements the suit.*

*Compliment* is a noun or verb that denotes praise or the expression of courtesy: *The captain complimented the sailors on their fine work,* or *She was flattered by the compliments on her new outfit.*

**complementary vs. complimentary**

*The husband and wife have complementary careers,* but *They received complimentary tickets to the baseball game.*

**compose, comprise**

*Compose* means to create or put together. It commonly is used in both the active and passive voices: *He composed a song,* *The United States is composed of 50 states,* and *The zoo is composed of many animals.*

*Comprise* means to contain, to include all or embrace. It is best used only in the active voice, followed by a direct object: *The United States comprises 50 states,* *The jury comprises five men and seven women,* *The zoo comprises many animals.* In general, the whole comprises the parts. When the sentence starts with the larger item, use *comprise.* Never use *is comprised of.*

**composition titles**

Apply the guidelines listed here to titles of books, movies, operas, plays, poems, songs and television programs, as well as lectures, speeches exhibitions and works of art.

The guidelines, followed by a block of examples: Capitalize the principal words, including prepositions and conjunctions of four or more letters.

Capitalize an article – *the, a, an* – or words of fewer than four letters if it is the first or last word in a title.

Titles of books, including reference books, and periodical titles are italicized, except for the Bible, which is in roman typeface: *Journal of Air Law and Commerce,* *To Kill a Mockingbird.*

Use italics for titles of movies, television programs, songs, operas, exhibitions and work of art: *The Sound of Music,* *NCIS,* *Varsity,* *The Magic Flute.*

**council, counsel, counselor**

A *council* is a deliberative body, and *council members* are those who belong to it.

To *counsel* is to advise, hence a *counselor* is one who advises, such as a guidance counselor, or an admission counselor, *counselor-at-law.*

**couple of**

The *of* is necessary; never use *a couple tomatoes* or a similar phrase. The phrase takes a plural verb in constructions such as: *A couple of tomatoes were stolen.*
course numbers
Use Arabic numerals and capitalize the subject when used with a numeral: Philosophy 209.

coursework
One word.

court names
Capitalize the full proper names of courts at all levels. Retain capitalization if U.S. or a state name is dropped: the U.S. Supreme Court, the Supreme Court, the State Superior Court, the Superior Court. For courts identified by a numeral: 2nd District Court, 5th U.S. Circuit Court of Appeals.

courtesy titles
In general, do not use the courtesy titles Miss, Mr., Mrs., Ms. or Dr. on first and last names: Joe Jones, Emily Smith. The exceptions are with professors, such as Professor Mark Chancey; clergy, such as The Reverend Dr., Reverend, Pastor or with elected officials, such as The Honorable, Senator, Congressman, etc.
Exceptions on second reference include individual preferences, particularly in development and donor publications/lists. Cultural dictates may also override SMU style in some cases.

cross country
Two words, no hyphen.

Crum Lacrosse and Sports Field

curriculum, curricula
Curriculum is the singular form, while curricula is the plural form.

D

D magazine
Capitalize and italicize only D.

Dads’ Club

Dallas
When used in datelines, the city name stands alone.

data
A plural noun, it usually takes plural verbs and pronouns: These data are inconclusive. Singular is datum.

database
One word.

dates
Use Arabic figures, without st, nd, rd, or th. For example: Their anniversary is March 20. Do not abbreviate, even when a specific date is given with a month: February 15, 1994, not Feb. 15, 1994.
When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, however, set off the year with commas: January 1972 was a cold month. January 2 was the coldest day of the month. He was born March 3, 1944, in Michigan.
Do not use “on” before dates: The bust was dedicated September 11, not The bust was dedicated on September 11.

dean
Capitalize and spell out formal titles when they precede a name: Dean Samuel S. Holland. Lowercase when the title follows a name, unless the title is an endowed chair: Thomas DiPiero, dean of Dedman College of Humanities and Sciences.
When using dean, notation should read as the dean of, James E. Quick, dean of research and graduate studies.

dean’s list
Lowercase in all uses: He is on the dean’s list. She is a dean’s list student.

deanship

Deason Innovation Gym

Dedman Center for Lifetime Sports

The Dedman Foundation

The Dedman School of Law
On succeeding references: The School of Law.

degrees
SMU offers these degrees (listed in alphabetical order):
B.A. – Bachelor of Arts
B.B.A. – Bachelor of Business Administration
B.F.A. – Bachelor of Fine Arts
B.H. – Bachelor of Humanities
B.M. – Bachelor of Music
B.S. – Bachelor of Science
B.S.C.E. – Bachelor of Science in Civil Engineering
B.S.Cp.E. – Bachelor of Science in Computer Engineering
B.S.E.E. – Bachelor of Science in Electrical Engineering
B.S.Env.E. – Bachelor of Science in Environmental Engineering
B.S.M.E. – Bachelor of Science in Mechanical Engineering
B.S.S. – Bachelor of Social Sciences
C.M.M. – Master of Church Ministries
D.E. – Doctor of Engineering
D.Min. – Doctor of Ministry
J.D. – Juris Doctor
L.L.M. – Master of Laws
M.A. – Master of Arts
Master of Arts in Dispute Resolution
M.B.A. – Master of Business Administration
M.B.E. – Master of Bilingual Education
M.Div. – Master of Divinity
M.Ed. – Master of Education
M.F.A. – Master of Fine Arts
M.I.T. – Master of Interactive Technology
M.L.S. – Master of Liberal Studies
M.M. – Master of Music
M.M.T. – Master of Music Therapy
M.R.E. – Master of Religious Education
M.S. – Master of Science
M.S.A. – Master of Science in Accounting
M.S.C.E. – Master of Science in Civil Engineering
Master of Science in Counseling
M.S.Cp.E. – Master of Science in Computer Engineering
M.S.E.E. – Master of Science in Electrical Engineering
M.S.E.M. – Master of Science in Engineering Management
M.S.Ent. – Master of Science in Entrepreneurship
M.S.Env.E. – Master of Science in Environmental Engineering
M.S.E.S. – Master of Science in Environmental Science
M.S.F. – Master of Science in Finance
M.S.F.M. – Master of Science in Facilities Management
M.S.I.E.M. – Master of Science in Information Engineering and Management
M.S.M. – Master of Sacred Music
M.S.M. – Master of Science in Management
M.S.M.E. – Master of Science in Mechanical Engineering
M.T.S. – Master of Theological Studies
Ph.D. – Doctor of Philosophy
S.J.D. – Doctor of the Science of Law

B.A., B.S., J.D., M.B.A. and Ph.D. are known widely enough to use “as is” in the first reference. Lesser-known degrees such as D.Min. should be used in full on the first reference: He received his Doctor of Ministry degree from SMU in 1993. See the bachelor’s and master’s entries.

department
Capitalize when referring to a specific academic department, no matter the order of the sentence: The Department of English, the English Department. However, lowercase when plural: The Anthropology and Biological Sciences departments are sponsoring a forum this afternoon.

dependent
Correct noun and adjective form. Not dependant.

dimensions
Use figures and spell out inches, feet, yards, etc., to indicate depth, height, length and width. Hyphenate adjectival forms before nouns. For example: He is 5 feet 10 inches tall, the 5-foot-10-inch man, the 6-foot man, the basketball team signed a 7-footer. Also: The car is 16 feet long, 6 feet wide and 5 feet high. The rug is 9 feet by 12 feet, the 9-by-12 rug. The storm left 9 inches of snow.

directions and regions
In general, lowercase north, south, east, west, north-east, northern, etc., when they indicate compass direction. However, capitalize when they designate regions: He drove north toward home. He lives in the North. Or: A storm system that developed in the Midwest is spreading eastward. Capitalize when used to denote widely known sections: West Texas, Southern California, South Florida, the South Side of Chicago, Far North Dallas. If in doubt, lowercase.

With names of nations, lowercase unless they are part of a proper name or are used to designate a politically divided nation: northern France, eastern Canada, the western United States, but Northern Ireland, South Korea, South Africa.

director
Director of, not for. Susan White is director of University Periodicals.

discreet vs. discrete
Discreet means prudent, circumspect: I’m afraid I was not very discreet.

Discrete means detached, separate: There are four discrete sounds produced by a quadraphonic system.
disinterested vs. uninterested
Disinterested means impartial, which is usually the better word to convey the thought: A disinterested observer is a fair judge.

Uninterested means that someone lacks interest: He was uninterested in the story she told.

Division of Enrollment Services
(combining Admission, Financial Aid, Student Financial Services and Bursar)

In news copy, continue to use the name of the office: Office of Undergraduate Admission, Office of Financial Aid, Office of Student Financial Services. If space allows, use Division of Enrollment Services as the header for return addresses and Business Reply Mail. Division of Enrollment Services Office of Undergraduate Admission, PO Box 750181, Dallas TX 75275-0181.

doctoral, doctorate
Lowercase as general terms (i.e., not as part of a full degree name, such as Doctor of Philosophy degree).
I am proud to have earned a doctoral degree at SMU. Wilhelmina earned her doctorate in art history. See degrees, bachelor's and master's entries.

donors (guidelines for listing)
First and foremost, list donors according to their preference. Indicate deceased donors with a † following their name. See Robert H. Dedman, Sr. example below.

Place class years after the last name:
  Nancy McMillan Dedman ’50
  and Robert H. Dedman, Sr. ’53 †
  Patrick Harrison ’03, ’05
  Ann Thompson Maguire ’52 †
  and Cary M. Maguire
  Cheryl Johnson Wyly ’90 and Sam E. Wyly
Put commas before Jr., Sr., III, etc.

Alphabetical examples:
  Harry Crutcher, Jr.
  Mrs. Harry Crutcher, Jr.
  Ernest L. Smith, III
  Harrison P. Smith
  Irvin L. Smith, Jr.
  Christine Chandler Thompson
  Dorothy R. Wilson
  Robert E. Wilson, Jr.

When a donor has two last names, placement depends on whether the name is hyphenated. Always alphabetize under the first letter of the last name. A hyphenated name is one name.

Shelley Simmonds Weidenbach is alphabetized under “W.”
Shelley Simmonds-Weidenbach is alphabetized under “S.”

When two people with different last names are listed on the same line, alphabetize under the last name of the second donor in the listing.

Janice Miller and Cheryl A. Terry are alphabetized under “M.”

Dr Pepper Snapple Group
Do not use a period after Dr in Dr Pepper.

DVD
Abbreviation for digital versatile disc or digital video disc.

E
editor in chief
No hyphens.
effect
See the affect vs. effect entry.
e.g.
Use for example instead, except with certain technical or legal references.
either
Use it to mean one or the other, not both. Right: She said to use either door. Wrong: There were lions on either side of the door. Right: There were lions on each side of the door. There were lions on both sides of the door.
either ... or, neither ... nor
The nouns that follow these words do not constitute a compound subject; they are alternate subjects and require a verb that agrees with the nearer subject:
Neither they nor he is going. Neither he nor they are going.

Elizabeth Perkins Prothro Hall
Elizabeth Perkins Prothro Hall on first reference. Prothro Hall is acceptable on subsequent references.

email
Use in all instances for electronic mail. (no hyphen)
emeritus/emerita
This word often is added to formal titles to denote that individuals who have retired retain their rank or
Try to avoid in body copy. Instead of: **Be sure to bring your tent, sleeping bag, etc., on the camping trip, say:** *Bring items such as your tent, sleeping bag and backpack on the camping trip.*

**ethnic groups**

Use African American, not Black or Negro. Hyphenate when used as an adjective: African-American Studies. When using the term black, capitalize only when used as part of a formal title: the Black History Program. Also, use Hispanic or Mexican American, Latin American, Native American and Asian or Asian American where applicable.

**every day (adv.), everyday (adj.)**

He goes to class every day. He wears his everyday cap.

**every one, everyone**

Two words when it means each individual item, one word when used as a pronoun meaning all persons.

**ext.**

Use ext. for extension when used with phone numbers. *For more information, please call the Office of Public Affairs at 214-768-4060, ext. 366.*

**faculty**

A collective noun that takes a singular verb. Refers to an entire group of educators who staff a department or school. When not referring to the whole group, use faculty members. Examples: *The faculty is meeting here. Faculty members are meeting here. The faculty is discussing the issue. The Dedman College of Humanities and Sciences faculty has considered the proposal.* Do not use Faculty are ...

**Faculty in Residence**

Abbreviated FiR.

**farther vs. further**

Farther refers to physical distance: *He walked farther into the woods.*

Further refers to an extension of time or degree: *She will look further into the mystery.*

**fax**

As an adjective, noun and verb.
**federal**
Capitalized only for corporate or governmental bodies that use the word as part of their formal names: Federal Express, the Federal Trade Commission.

Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities: federal assistance, federal court, the federal government, a federal judge.

Also, federal District Court (U.S. District Court is preferred), and federal judge William Wayne Justice (U.S. District Judge William Wayne Justice is preferred).

**Fellow**
Capitalized. Professor John Smith has been elected a Fellow of the American Society of Mechanical Engineers.

**firsthand**
One word, no hyphen in all uses.

**first-year, first year**
Hyphenate as an adjective: Most first-year students live in residence halls. No hyphen when used as a noun: All first years are encouraged to meet with their academic advisor.

Use first-year student in all references to a student in his or her first year of studies.

**Gerald J. Ford Research Center**

**foreign words**
bourgeois (adj.), bourgeoisie (n.), café, cliché, coup d’état, crème brûlée, cul-de-sac, faux pas, fin de siècle, hors d’oeuvre, liaison, mélange, naïve, naïveté, pro bono, raison d’être, résumé, sauté(ed), vis-à-vis, cum laude, summa cum laude, magna cum laude.

Foreign words not in common usage should be italicized. If the word is listed in “Foreign Words and Phrases” in Merriam-Webster’s Collegiate Dictionary, Tenth Edition, it should be italicized. If it is listed in the English-language portion, it is not necessary to italicize.

**former**
Always lowercase, but retain capitalization for a formal title used immediately before a name: former President Carter.

**Fort Worth, Fort Lauderdale, Fort Burgwin**
Spell out, not Ft. Worth, Ft. Lauderdale or Ft. Burgwin.

**forward**
Not forwards.

**Founders’ Day**
Founders’ Day is the annual University celebration marking the creation of SMU, held on the third Friday each April. As this has become a spring homecoming, the series of events is referred to as Founders’ Day Weekend. Founders’ Day is acceptable when referring to the designated Friday. Examples: The groundbreaking will be held on Founders’ Day. All alumni are invited to Founders’ Day Weekend.

**fractions**
Spell out amounts less than one using hyphens between the words: two-thirds, three-fourths, four-fifths, etc. Use figures for precise amounts larger than one, converting to decimals whenever practical: 1 1/2, 3 3/4, 2 5/8, etc.

**freshman**
See the first-year, first year entry.

**full time vs. full-time**
Hyphenate when used as a compound modifier: She has a full-time job. No hyphen when used as an adverb. He works full time.

**fundraising, fundraiser**
Examples: They planned a fundraising campaign. A fundraiser was hired. They were hosting a fundraiser for the band trip.

**G**

**government**
Always lowercase and never abbreviate: the federal government, the state government, the U.S. government.

**GPS**
Abbreviation for global positioning system.

**grade, grader**
Hyphenate both the noun forms (first-grader, second-grader, 10th-grader) and the adjectival forms (a fourth-grade pupil, a 12th-grade pupil).

**grade point average**
Spell out on first reference: His grade point average is 3.8. Abbreviate on second reference: His high GPA earned him many awards.
grades
Examples: an A, a B, a C, a D, an F, an I (Incomplete), a WP (Withdraw Passing), a WF (Withdraw Failing).
Spell out the last three items on first reference because they are not commonly known. Do not use quotation marks around A or B, etc.
When talking about grades in the plural, use an apostrophe: A’s, B’s, C’s, etc.

graduate
As a verb, use graduate in the active voice: She graduated from the University. Passive voice is correct, although unnecessary: He was graduated from the University. Do not drop from: John Smith graduated from SMU.

gray
Not grey. But, greyhound for the animal, and Greyhound for the bus company.

Greek(s)
Capitalize when used in reference to a Greek-letter fraternity or sorority.

groundbreaking
One word as an adjective and noun.

H

he, she
Avoid using as a generic term. Avoid the problem where possible by changing to plurals; otherwise, use he or she: The campus always seems strange to a first-year student (rather than him or her). The students will prepare for their exams. If he or she cannot attend AARO, a new date must be scheduled.

Hilltop Society
Recognizes donors who make gifts and pledge payments in consecutive fiscal years.

historian, historic, historical, history
A historic event is an important occurrence, one that stands out in history. Any occurrence in the past is a historical event. Always use a – not an – before each of these words: a history, a historian, a historic event, etc.

home page
Two words.
J

JCPenney, J. C. Penney Company, Inc.
Use JCPenney for general marketing copy related to the retail and/or catalog business. Use J. C. Penney Company, Inc. for any donor listing to represent the overall corporation.

judgment
Not judgement.

Jr.
Abbreviate as Jr. and Sr. only with the full names of persons or animals. Precede by a comma: Paul B. Loyd, Jr. The notation II or 2nd also may be used if it is the individual’s preference. Note, however, that II and 2nd are not necessarily the equivalent of junior – they often are used by a grandson or a nephew. See Sr. entry.

K

kickoff
One word as an adjective and noun.

Kitt Investing and Trading Center

Kmart
No hyphen, no space, lowercase m.

L

languages
Capitalize the proper names of languages and dialects: Aramaic, Cajun, English, French, Persian, Spanish, Yiddish, etc.

laptop
One word.

lay vs. lie
The action word is lay. (If the word “put” can be substituted, lay is the proper word.) It takes a direct object. Laid is the form for its past tense and its past participle. Its present participle is laying.

Lie indicates a state of reclining along a horizontal plane. It does not take a direct object. Its past tense is lay. Its past participle is lain. Its present participle is lying.

When lie means to make an untrue statement, the verb forms are lie, lied, lying. Examples: I will lay the book on the table. The prosecutor tried to lay the blame on him. He lies (not lays) on the beach all day. He is lying on the beach. He lay on the beach (past tense of lie).

laypersons
Not laypeople.

leadership order in lists
Follow this order when names are being combined into a single list for programs, ex officios on executive boards and so on:
Board (starting with the chair, then alphabetical)
President
Provost
Vice Presidents (alphabetized by last name)
Deans (alphabetized by last name)
Director of Athletics and Chief Investment Officer and Treasurer (alphabetized by last name)

When a list has the headline “Administration,” though, volunteers and deans are not included:
President
Provost
Vice Presidents (alphabetized by last name)
Director of Athletics and Chief Investment Officer and Treasurer (alphabetized by last name)

It would be appropriate to have a list with the headline “Deans” to the right of or below the “Administration” list.

lecture titles
Capitalize and use quotes (no italics) for their formal titles: Archaeology Professor Mike Snyder will present “A Study of Iron Age Inhabitants of the Northeast Texas Area.”

lecturer
Instructor in a given field.

legislative titles
On first reference: Use Rep., Reps., Sen. and Sens. as formal titles before one or more names in regular text. Spell out and capitalize these titles before one or more names in a direct quotation. Spell out and lowercase representative and senator in other uses.


On second reference: Do not use legislative titles before a name on second reference unless they are part of a direct quotation.
Congressman and congresswoman should appear as capitalized formal titles before a name only in direct quotations, but they may be used in lowercase in subsequent references to the legislator that do not use his or her name, just as senator is used in reference to members of the Senate.

liaison

Library
Uppercase when referring to a specific SMU library. DeGolyer Library is home to SMU’s special collections. The Library sometimes mounts exhibitions for the public.

lifestyle
Not life style or life-style.

ligatures
The union of two letters, utilized with certain typefaces. We use the fi and fl ligatures.

likable
Not likeable.

-ly
Do not use a hyphen between adverbs ending in -ly and adjectives they modify: an easily remembered rule, a badly damaged ship, a fully informed person.

M

“M” Award
Initial-cap the M and A, and put the M in quotation marks.

magazine names
Capitalize the name but do not place it in quotes; use italics. Lowercase magazine unless it is part of the publication’s formal title: The New York Times Magazine, SMU Magazine, TIME magazine. Check the masthead if in doubt.

majority vs. plurality
Majority means more than half of an amount. Plurality means more than the next highest number. For example, 51 votes for one person out of a possible 100 would be a majority, while 40 votes for one person and 30 votes for another would constitute a plurality.

Martha Proctor Mack Grand Ballroom, The
The is part of the name.

master’s
Lowercase as a general term (i.e., not as part of a full degree name, such as Master of Science degree). Stella earned her master’s degree at SMU. See degrees, bachelor’s and doctoral entries.

Meadows Foundation, The

Meadows Museum Sculpture Plaza

media
In the sense of mass communication, such as magazines, newspapers, the news services, radio and television, the word is plural: The news media are often the target of criticism.

memento, mementos

memorandum, memoranda

midnight
Do not put a 12 in front of it. It is part of the day that is ending, not the one that is beginning.

military titles
Capitalize a military rank when used as a formal title before an individual’s name. Spell out any title used before a name in a direct quotation.

On subsequent references, do not continue using the title before a name. When a title is substituted for a name, spell out and lowercase.

millennium

Miller Event Center

minorities
Use African American, not Black or Negro. Hyphenate when used as an adjective: African-American Studies. When using the term black, capitalize only when used as part of a formal title: the Black History Program. Also, use Hispanic or Mexican American, Latin American, Native American and Asian or Asian American where applicable.

mobile marketing

Moody Coliseum
Basketball and volleyball facility.
SMU will not discriminate in any employment practice, education program, education activity or admissions on the basis of race, color, religion, national origin, sex, age, disability, genetic information or veteran status. SMU’s commitment to equal opportunity includes nondiscrimination on the basis of sexual orientation and gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding the nondiscrimination policies, including the prohibition of sex discrimination under Title IX. The Executive Director/Title IX Coordinator may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu. Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education. Title IX of the Education Amendments of 1972, 20 U.S.C. §§ 1681-1688.

short version
SMU will not discriminate in any program or activity on the basis of race, color, religion, national origin, sex, age, disability, genetic information, veteran status, sexual orientation or gender identity and expression. The Executive Director for Access and Equity/Title IX Coordinator is designated to handle inquiries regarding nondiscrimination policies and may be reached at the Perkins Administration Building, Room 204, 6425 Boaz Lane, Dallas, TX 75205, 214-768-3601, accessequity@smu.edu. Inquiries regarding the application of Title IX may also be directed to the Assistant Secretary for Civil Rights of the U.S. Department of Education. Title IX of the Education Amendments of 1972, 20 U.S.C. §§ 1681-1688.

nonprofit
No hyphen.

noon, midnight
Do not put a 12 in front of them; they stand alone.

numbers
In text, and in general, spell out numbers one through nine. Use numerals for 10 and above. Some exceptions are percentages, ratios, monetary amounts, temperature readings, ages, physical dimensions and sports scores: 44 percent, 104 percent, $4 (not four dollars), 4°C or four degrees centigrade (not 4 degrees centigrade), They won the baseball game 4–2, She is 4 years old, The porch is 9 feet by 11 feet, etc.

long version
Southern Methodist University (SMU) will not
word; do not use commas between other separate words that are part of one number: twenty, forty, twenty-one, forty-one, one hundred forty-four, one thousand four hundred forty-four, one million four hundred forty-four thousand four hundred forty-four.

**beginning of a sentence**
Spell out a numeral at the beginning of a sentence. If necessary, rewrite the sentence to avoid this. The only exception to this rule is when a sentence is started with a number that identifies a calendar year:

Wrong: 444 first-year students entered SMU last year.
Right: Last year 444 first-year students entered SMU.
Right: 1989 was a very good year.

**casual uses**
Spell out casual expressions: For the thousandth time, please clean the house. Thanks a million. She jogged a quarter of a mile.

**proper names**
Use words or numerals according to an organization’s practice: 20th Century Fox, Twentieth Century Fund, etc.

**figures or words**
Spell out first through ninth when they indicate sequence in time or location:
first base, the First Amendment, he was first in line.

**starting with 10th, use figures**
Use 1st, 2nd, 3rd, 4th, etc. when the sequence has been assigned in forming names. The principle examples are geographic, military and political designations such as 1st Ward, 5th U.S. Circuit Court of Appeals, 7th fleet, 1st Sgt.

**plural numbers**
Add an “s” with no apostrophe to form plurals: She threw 6s. She remembers the 60s.

Centuries: The “10 and above” rule applies: Spell out centuries below 10; use numerals for 10 and above. Lowercase century: the 20th century, the fourth century, etc.

**commas**
Include commas in all four-digit numbers, except when listing years and SAT scores, also tax forms, rules and regulations and product model numbers: 1,458; 4,404; 9,999; etc. But, He scored 1100 on the SAT in 1993. Also, Form 1040A, Amendment 2401C, Ferrari 8000XT.

Don’t use commas around the year when it is written with a specific month: July 1990, not July, 1990. However, do set off the year with commas when a specific month and day are used: July 1, 1969, was a particularly hot day.

When giving a date for an event, do not use on before the date: The Mustangs will play Navy November 1 in Dallas (not on November 1).

O

**off of**
The of is unnecessary: He fell off the stage, not He fell off of the stage.

**Office of Information Technology**
Often abbreviated OIT.

**OK**
Not okay, o’kay, or O.K.

**on-campus, off-campus**
Hyphenate only when used as a compound modifier. She used the sources available from the on-campus libraries. He decided to live off campus.

**online**
One word, no hyphen, no matter the usage when referring to computer networks and services available via modem, such as the Internet.

**over**
In most cases, try to use the phrase more than: The course required more than eight hours of study each week. While over is generally used for spatial relationships such as The plane flew over the city, it can be used with numerals at times: She is over 30 and The shortstop hit 30 home runs and had 30 stolen bases.

**overused words**
Try to avoid overusing or trivializing descriptive words such as: unique, excellent, excellence, really, very, state-of-the-art, acclaimed, nationally/internationally recognized, world-class, world-renowned, quality, high-quality and prestigious.

P

**page numbers**
Use figures and capitalize page when used with a figure. When a letter is appended to the figure, capitalize it but do not use a hyphen: Page 4, Page 44, Page 20A.
part time vs. part-time
Apply the same rules as full time and full-time. In other words, hyphenate only when used as a compound modifier. She works at the restaurant part time. She has a part-time job.

percent
One word, no hyphen. Not per-cent. Always use figures with percents: 44 percent, 2 percent, etc.

possessives
For singular common nouns not ending in s, add ’s.
the church’s fundraisers
the girl’s dresses
For plural common nouns ending in s, add only an apostrophe after s.
the churches’ fundraisers
the girls’ dresses
For singular proper nouns ending in s, add only an apostrophe after s.
Texas’ entrepreneurial spirit, not Texas’s …
Aeschylus’ plays, not Aeschylus’s …
Mr. Jones’ life
For singular common nouns ending in s, add ’s if the next word does not begin with s. If the next word begins with s, add only an apostrophe.
the witness’s testimony
the witness’ schedule
For singular nouns that end in s sounds (such as x, z and ce), add ’s if the noun does not end in s AND if the next word does not begin with s.
the fox’s lair
General Nimitz’s biography
the chief justice’s decisions
For singular nouns that end in s sounds (such as x, z and ce), add only an apostrophe if the noun does not end in s AND if the next word begins with s.
for your conscience’ sake
for his appearance’ sake
For proper nouns plural in form, singular in meaning, add only an apostrophe after s.
the United States’ economy
For common nouns plural in form, singular in meaning, add only an apostrophe after s.
economics’ principles (but for inanimate objects like economics, it is often better to say principles of economics)
For plural proper nouns ending in s, add only an apostrophe after s.
SMU Mothers’ Club
SMU Dads’ Club
SMU Mothers’ and Dads’ Clubs

The Joneses’ home (this refers to two or more members of the Jones family sharing the same home; but it would be Mr. Jones’ life – because it refers to the life of one person, Mr. Jones)
For nouns with the same singular and plural form (example: species, series, moose), treat them as plurals even if the context in which they’re used is singular.
the species’ survival
the series’ conclusion
the moose’s tracks

Joint possession vs. individual possession
• If ownership is joint, use possessive form after the last word.
  Jack and Jill’s house (if both Jack and Jill own the same house)
  SMU and Dallas’ partnership (if it’s a joint partnership)
• If ownership is individual, use possessive form after each relevant word.
  Jack’s socks and Jill’s socks (if they’re not sharing socks and have their own socks)
  SMU’s and Dallas’ contributions to the regional economy (if both contributed individually)

Descriptive phrases
• Do not use possessive form for a word ending in s if it is used in a descriptive sense.
  a Mustangs game
  the Cowboys game
• Use possessive form for a plural word that does not end in s.
  a children’s movie
  the people’s support

potato
Definitely no e. Ditto with tomato. Plural: potatoes, tomatoes.

pre-
No hyphen unless the word that follows begins with a vowel or is a proper noun. Predental, prelegal, premedical.

President’s Associates
Recognizes donors who make gifts and pledge payments of $1,000 or more during a fiscal year.

President’s Scholars
Singular possessive; apostrophe before s.

press
Use only when referring specifically to the print
For close-quote marks, the comma and the period always go inside.
“*I love cake balls,*” he said with glee.
He said, “*I love cake balls.*”

For close-quote marks, the semicolon always goes outside.
*She said she likes “only chocolate cake balls”; she does not like vanilla.*

For close-quote marks, the colon goes outside unless it is part of the quotation itself.
*Don’t say it’s a “done deal”: We need specifics.*

For open-quote marks before quoted material that does not constitute a full sentence, do not place a comma before the quoted material.
*He said cake balls are “sublime and supremely satisfying.”* 

**principal vs. principle**
*Principal* is a noun and adjective meaning someone or something first in authority, rank, importance or degree: *She is the school principal. He was the principal player in the trade.* Or a capital sum placed at interest, due as a debt or used as a fund. *A portion of the annual income payment is a tax-free return of principal.*

*Principle* is a noun that means a fundamental truth, law, doctrine or motivating force: *They fought for the principle of self-determination.*

**pro bono**
Two words, no italics.

**pro rata**
Two words, no italics.

**professor**
Never abbreviate and, as with other titles, capitalize only when it precedes a name: *Professor of Journalism* Tony Pederson praised the student for his excellent feature story, but *Tony Pederson, professor of journalism,* praised the student for his work.

However, capitalize the formal name of an endowed chair whether it is placed before or after the name: *Harold W. Stanley, Geurin-Pettus Distinguished Chair in American Politics and Political Economy, gave the lecture.*

**professorship**

**Program**
Uppercase when referring to a named SMU program. *The Embrey Human Rights Program is popular with students. The Program continues to grow.*

**Prothro Hall**
Elizabeth Perkins Prothro Hall on first reference. Prothro Hall is acceptable on subsequent references.

**Q**

**quotation marks**
Use quotation marks to surround the exact words of quoted material.
*He said, “I love cake balls.”*

Placement of commas, periods, semicolons and colons

For close-quote marks, the comma and the period always go inside.
“*I love cake balls,*” he said with glee.
He said, “*I love cake balls.*”

For close-quote marks, the semicolon always goes outside.
*She said she likes “only chocolate cake balls”; she does not like vanilla.*

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For open-quote marks before quoted material that does not constitute a full sentence, do not place a comma before the quoted material.
*He said cake balls are “sublime and supremely satisfying.”* 

R

**racket**
Not *racquet*, when referring to the piece of sports equipment used in tennis, squash, badminton, etc.

**ratios**
For clarity and consistency, use figures and hyphens: *the ratio was 4-to-1, a ratio of 4-to-1, a 4-1 ratio.* As shown, the word *to* should be omitted when the numbers precede the word *ratio*. Always use the word *ratio* or a phrase such as a *2:1 majority* to avoid confusion with actual figures.

**religion references**
Capitalize the proper names of monotheistic deities: *God, Allah, the Father, the Son, Jesus Christ, the Son of God, the Redeemer, the Holy Spirit,* etc.

Lowercase, however, pronouns referring to the deity: *he, him, his, thee, thou, who, whose, thy,* etc.

Lowercase gods in referring to the deities of polytheistic religions, but capitalize the proper names of pagan gods and goddesses: *Neptune, Thor, Venus,* etc.

Lowercase such words and phrases as *god-awful, godlike, godliness and godsend.*

**religious titles**
The first reference to member of the clergy normally should include a capitalized title before the individual’s name. In many cases, *the Reverend* is the designation that applies before a name on first reference.

Only use *the Reverend Dr.* if the individual has an earned doctoral degree and reference to the degree is relevant.
Residential Commons
- Capitalize “Residential Commons” as a phrase and as individual Residential Commons names.
- The 11 Residential Commons are:
  - Armstrong Commons
  - Boaz Commons
  - Cockrell-McIntosh Commons
  - Kathy Crow Commons
  - Crum Commons
  - Loyd Commons
  - Mary Hay-Peyton-Shuttles Commons (includes three buildings: Mary Hay Hall, Peyton Hall and Shuttles Hall)
  - McElvaney Commons
  - Morrison-McGinnis Commons
  - Virginia-Snider Commons
  - Ware Commons
- Singular/plural: “Kathy Crow Commons is” but “the 11 Residential Commons are.”
- Use “the Commons” (initial capitalized) without the donor name to refer to an individual Residential Commons or Dining Commons on subsequent references.
- Don’t start a sentence with “Commons” – use “The Commons” or “Residential Commons” or “The Residential Commons” instead.
- Don’t shorten to “Res Commons,” and avoid “RCs” in formal communications.
- “Faculty in Residence” should be capitalized and not hyphenated, as shown. The acronym “FiR” can be used after being defined on the first reference, when using the acronym is appropriate, such as when “Faculty in Residence” would appear frequently in a document.
- Don’t refer to phrases that relate to previous housing systems, including:
  - Sophomore housing
  - Multiyear housing
  - First-year quad
  - Arts dorm
  - Honors dorm
  - Sophomore housing requirement
  - Dormitory
  - Cafeteria
- Don’t refer to the group of new facilities as “the Residential Commons complex” or “the Residential Commons” – the Residential Commons model includes all new and existing buildings that will support this living-and-learning experience.
- Avoid blanket statements like “all first-year students…” since the Residential Commons experience is different for different students.

RÉSUMÉ

RIO GRANDE
Because Río means “river” in Spanish, Río Grande stands alone. Don’t use Río Grande River.

ROBSON & LINDLEY AQUATICS CENTER

ROTC
Acceptable for all references to the Reserve Officers’ Training Corps, a nationwide program on many college campuses aimed at preparing young men and women to become officers in the U.S. armed services.

If reference to a specific service branch is necessary, use the following forms: Army ROTC or Air Force ROTC (no periods). Although SMU offers only the Army and Air Force versions (Air Force ROTC is offered through the University of North Texas, in conjunction with SMU), other colleges and universities also may offer Navy ROTC. (Navy ROTC includes those training for careers in both the Navy and the Marine Corps.) Do not use the abbreviations AROTC, AFROTC, or NROTC.

S

SAYS
Said when referring to speechmaking.

SCHOOL
Uppercase when referring to a specific SMU school. Cox School of Business has a number of continuing education programs. Many business executives take classes at the School.

SCHOOL NAMES
The degree of formality required should dictate use. For example, in most cases, Cox School of Business is acceptable upon first reference, though in more formal situations Edwin L. Cox School of Business may be preferred. “The” is not part of school names. Plays and concerts are produced regularly at Meadows School of the Arts. School names may be shortened on subsequent references and may include “the.” The Meadows School faces the Boulevard.

See School entry.

Cox School of Business, Edwin L. Cox School of Business
smartphone
A mobile telephone with computer features that may enable it to interact with computerized systems, send emails and access the web.

Smith, Dr. Bob
Refers to the Bob and Jean Smith Auditorium (per Meadows Museum style), the Dr. Bob Smith Pre-Med Advising Center and the Dr. Bob Smith Health Center. Do not abbreviate as the Smith Auditorium, the Smith Pre-Med Advising Center or the Smith Health Center. The whole name must be used in every instance.

SMU Campus at 100, The
The book published in 2012 to describe all of SMU’s buildings, fountains, promenades, monuments and other landmarks and their histories.

SMU Dads’ Club

SMU-in-Plano

SMU-in-Taos

SMU Libraries at 100, The
The book published in 2013 to commemorate SMU’s Year of the Library.

SMU Mothers’ Club

SMU presidents and terms
Dr. Robert S. Hyer, 1911–1920
Bishop Hiram Abiff Boaz, 1920–1922
Dr. Charles C. Selecman, 1923–1938
Dr. Umphrey Lee, 1939–1954
Dr. Paul Hardin, 1972–1974
Dr. James H. Zumberge, 1975–1980
Dr. L. Donald Shields, 1980–1986
Dr. A. Kenneth Pye, 1987–1994
Dr. R. Gerald Turner, 1995–

SMU Unbridled: The Second Century Campaign
Use the full name in every instance.

SMU: Unbridled Vision
The picture book published in 2011 to commemorate SMU’s first 100 years.

SMU vision statement and mission statement
The vision of Southern Methodist University
To create and impart knowledge that will shape
citizens who contribute to their communities and lead their professions in a global society.

The mission of Southern Methodist University
Southern Methodist University’s mission is to be a leading private institution of higher learning that expands knowledge through research and teaching. Among its faculty, students and staff, the University develops skills and cultivates principled thought and wisdom. The University is dedicated to the values of academic freedom and open inquiry and to its United Methodist heritage. To fulfill its mission the University strives for quality, innovation and continuous improvement as it pursues the following goals:

• To enhance the academic quality and competitiveness of the University.
• To improve teaching and learning.
• To strengthen scholarly research and creative achievement.
• To support and sustain student development and quality of life.
• To broaden global perspectives.
• To advance the University through select, strategic alliances.

social media
Facebook, Instagram, LinkedIn, Pinterest, Snapchat, Twitter, YouTube.

spacing between sentences
Use a single space between sentences in SMU publications. Style in correspondence may vary.

spring break
Not capitalized.

Sr.
Abbreviate as Jr. and Sr. only with the full names of persons or animals. Precede by a comma: Paul B. Loyd, Jr. The notation II or 2nd also may be used if it is the individual’s preference. Note, however, that II and 2nd are not necessarily the equivalent of junior – they often are used by a grandson or a nephew. See Jr. entry.

St. Louis

state
Lowercase in state of constructions: He is licensed in the state of Texas. Also, do not capitalize when referring to a level of legal or political jurisdiction: state Sen. Florence Shapiro, state Rep. Rafael Anchia ’90.

subject
Lowercase subjects, unless a language or followed by a roman numeral: English, French, Algebra I.

Sun Belt

T

TDP (time, date, place)
When listing the time, month, date and place of an event in news copy, list in this order: The sports banquet will take place at 7 p.m. July 1 in Moody Coliseum, The lecture will be held March 3 to 16 in Hughes-Trigg Student Center (not March 3 through 16), The bonfire will be held at 7 p.m. Wednesday, November 23, on the athletic fields. On invitations and programs, order may vary.

TEDxSMU
television
Spell out in all uses. Do not use tv, TV, or T.V.

term
Use instead of semester.

text message

that vs. which
In general, use that and which when referring to inanimate objects and to animals without a name. When choosing between the two, it often is necessary to determine whether the word will be used in an essential clause or in a nonessential clause.

Both types of clauses provide additional information about a word or a phrase in a sentence. The basic difference between the two lies in the fact that an essential clause cannot be taken out of the sentence without changing the sentence’s meaning. In other words, it is so essential to the phrase that its absence would lead to a substantially different interpretation of what the writer meant. That is the preferred pronoun to use when introducing essential clauses that refer to inanimate objects or animals without a name.

A nonessential clause, therefore, is a clause that can be taken out without changing the basic meaning of the sentence. Which is the only acceptable pronoun to introduce a nonessential clause that refers to an inanimate object or an animal without a name.
Punctuation: An essential clause must not be set off from the rest of the sentence by commas, while a nonessential clause must be set off by commas. Examples: The ruling that overturned the holiday schedule resulted in protests. The unpopular ruling, which was announced Tuesday, resulted in protests.

theater vs. theatre
Use theater when making a generic reference: I am going to the theater.
When used with a proper name, spell in accordance with the correct title of the facility: Bob Hope Theatre, Margo Jones Theatre, Greer Garson Theatre, but Hughes-Trigg Theater. Also in reference to Meadows – Division of Theatre, Theatre Studies.

times
Use figures with all times except for noon and midnight, which should stand alone.
When using times for events that occur at the start of the hour, do not include :00. For example: The meeting will begin at 11 a.m., and should last until 4 p.m. For times that must include both the hour and the minute, use a colon: 8:30 a.m., 4:45 p.m.
Use lowercase a.m. and p.m., with periods between the letters. Do not use AM, A.M., PM, P.M.
Also, avoid such redundancies as 4 a.m. in the morning, 8 p.m. at night, etc. If necessary, use 4 a.m. today or 8 p.m. Monday, etc.

titles
In general, lowercase professional titles unless they precede a proper name. For example: Dedman College of Humanities and Sciences Dean Thomas DiPiero, but Thomas DiPiero, dean of Dedman College of Humanities and Sciences. Also, Professor of Journalism Tony Pederson, journalism Professor Tony Pederson, but Tony Pederson, professor of journalism.
In general SMU does not use courtesy titles, such as Dr., but does use titles for clergy and elected officials, such as Bishop, Pastor, the Reverend, Senator, President.

toward
Not towards.

John Goodwin Tower Center for Political Studies, The
Spell out the full name on the first reference: The John Goodwin Tower Center for Political Studies. On subsequent references: Tower Center. Uppercase Center, when referred to on subsequent references without the proper noun. The Center helps students ...

T-shirt
Not Tshirt, T shirt, tee shirt, etc.

Turner Centennial Quadrangle and Turner Pavilion

Turner, R. Gerald

U

underway
one word.

United States
Spell out when standing alone. Use the abbreviated form, U.S., only as an adjective. The United States is the best country in the world, but Jim Chapman is a U.S. representative, or My wife is studying U.S. history. See also the nation entry.

University
When referring to an institution in general, use lowercase: There are many fine universities in the state of Texas.
When referring to SMU, use SMU or the University. In news releases, use Southern Methodist University on first reference, SMU on succeeding references.

University of Texas Southwestern Medical Center at Dallas, The
The is part of the name.

University-wide

upperclass
One word when describing college students (sophomores, juniors and seniors); two words when describing a class of society.

V

vice
Use two words, with no hyphen: vice president, vice chair, vice regent, vice chancellor.

videoconference, videoconferencing
One word.

voicemail
One word.
Washington
Never abbreviate when referring to the U.S. capital.
When you need to distinguish between the state and the federal district, use state of Washington or Washington state and Washington, D.C., or District of Columbia. (Note the comma after Washington.)

Wave
Wave, a perpetually moving sculpture, stands on the street-level plaza in front of the Meadows Museum. It is the first large-scale work designed by architect, artist and engineer Santiago Calatrava to be permanently installed in the United States.

website
If a website or an email address comes at the end of a sentence, punctuate accordingly. For more information, visit our website at smu.edu.

who vs. whom
Use who and whom when referring to human beings and to animals with a name.

Who is the word when someone is the subject of a sentence: The player who hit the home run is circling the bases, or Who is it?

Whom is the word when someone is the object of a verb or a preposition: The player to whom the home run was credited is circling the bases, or With whom do you wish to speak?

World Wide Web
Capitalize each word of this formal name for the system that links computer users worldwide.

worldwide
One word (no hyphen).

XYZ

Xerox
A trademark for a photocopy machine – do not use generically or as a verb.

X-ray
Use in all cases, as a noun, verb and adjective. Not x-ray.

years
Use figures without commas: 1991, 2005, etc. When referring to decades or centuries, use an s without an apostrophe: the 1890s, the 1920s, the 1960s, etc.

Years are the lone exception to the general rule that numbers should not be used to start a sentence: 1989 was an extraordinary year. But try to avoid this construction.

zero, zeros
No “e” in either case.

ZIP code
ZIP is an acronym meaning Zone Improvement Program. Don’t use periods between each letter.
Always include 0 and the three-digit PO box number after the ZIP for SMU addresses.
APPENDIX

Building and Campus Feature Names

Formal names of buildings and features. Shorter names in parentheses also are acceptable on first reference.

Airline Parking Center
Arden Forest
Armstrong Commons
Arnold Dining Commons
Barr-McMillion Natatorium
Binkley Parking Center
Bishop Boulevard
Blanton Student Observatory
The Laura Lee Blanton Student Services Building (Blanton Student Services Building)
Boaz Commons
The Brandt Garden
Bridwell Library
George W. Bush Presidential Center
George W. Bush Presidential Center Garden and Grounds
The Laura Bush Promenade (Laura Bush Promenade)
Caruth Hall
Centennial Cornerstone
Clements Hall
Cockrell-McIntosh Commons
Carr Collins, Jr. Hall (Collins Hall)
The James M. Collins Executive Education Center (Collins Center)
Cooper Centennial Fountain
Crain Family Centennial Promenade
Ann Lacy Crain Fountain (Crain Fountain)
Crosby Court
Kathy Crow Commons
Trammell Crow Building (Crow Building)
Crum Basketball Center
Crum Commons
Crum Lacrosse and Sports Field
Dallas Hall
Daniel Parking Center
Data Center
Dawson Service Center
Dedman Center for Lifetime Sports
The Dedman Life Sciences Building (Dedman Life Sciences Building)
Dr. Bob Smith Health Center
East Campus
The J. Lindsay Embrey Engineering Building (Embrey Engineering Building)
Expressway Tower
Joseph Wylie Fincher Memorial Building (Fincher Building)
Fred F. Florence Hall (Florence Hall)
Fondren Library Center (DeGolyer Library)
Fondren Science Building
Gerald J. Ford Research and Innovation Building
Gerald J. Ford Stadium (Ford Stadium)
Greer Garson Theatre
Greer Garson Theatre Fountain
Habito Labyrinth and Frost Marcus Labyrinth Gardens
Jake and Nancy Hamon Arts Library (Hamon Library)
Eugene B. Hawk Hall (Hawk Hall)
Mary Randle Hay Hall (Mary Hay Hall)
N.L. Heroy Science Hall (Heroy Science Hall)
Highland Park United Methodist Church
Hillcrest Foundation Amphitheater
The Hilltop
Hughes-Trigg Student Center
Hyer Hall of Physics (Hyer Hall)
The Jerry R. Junkins Electrical Engineering Building (Junkins Engineering Building)
Hoyt G. Kenneemer Memorial Fountain (Kenneemer Fountain)
Kirby Hall
Val and Frank Late Fountain (Late Fountain)
Uphamrey Lee Cenotaph
Umphrey Lee Center
Paul B. Loyd, Jr. All-Sports Center (Loyd All-Sports Center)
Loyd Residential Commons
Cary M. Maguire Building (Maguire Building)
Paul E. Martin Hall (Martin Hall)
McElvaney Commons
The McFarlin Memorial Auditorium (McFarlin Auditorium)
Meadows Museum
Meadows Museum Sculpture Plaza
Miller Event Center
The Moody Coliseum (Moody Coliseum)
Moody Parking Center
Moore Hall
Morrison-Bell Track
Morrison-McGinnis Commons
Mustang Band Hall
Mustang Parking Center
Mustang Plaza and Mall
Owen Arts Center
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Postal Regulations (Mailing)
Style requires that no punctuation be used in addresses. Spell out names of streets and abbreviate state names, without the use of periods. Do not use periods in “PO Box.” Also, use the nine-digit ZIP code. Telephone and fax numbers with area codes and any other preceding numbers should have those numbers set off from the seven-digit number with hyphens: 214-768-9999.
Redundant Expressions
Avoid combinations of words that together make for
a redundancy. Here are just a few:
old antique
from whence
ascend upward
descend downward
hoist up
assemble together
blend together
coaalesce together
congregate together
connect together
fuse together
gather together
join together
merge together
collaborate together or jointly
bisect in two
endorse (a check) on the back
shuttle back and forth
continue to persist
recur again or repeatedly
big in size
few in number
large in size
short in length or height
small in size
tall in height
completely unanimous
visible to the eye
capitol building
courthouse building
fellow colleague
habitual custom
doctorate degree
passing fad
basic fundamental
free gift
past history
new innovation
advance planning
chief, leading or main protagonist
original prototype
new recruit
temporary reprieve
pointed barb
first beginning/first began
consensus of opinion
knots per hour