

COPY STYLE GUIDE

JULY 2008



INTRODUCTION

Welcome to the latest edition of the Paul Smith's College Style Guide. It is my hope that you will find this guide both useful and illuminating, and, ultimately, a time-saver.

Some of you are sure to view this volume with suspicion – after all, rules governing usage of topics as niggling as the proper way to present telephone area codes and e-mail addresses may seem more of a burden than they are worth. But this guide is an important step toward ensuring that our written communications are both consistent across the institution and crafted in such a way to be of maximum value to our readers – always the most important people to keep in mind when putting together any publication. When you use this in conjunction with our visual identity and standards manual, you'll help make sure our messages are being presented clearly and accurately.

And while some may view a guide such as this as a barrier to creativity, in reality, it actually results in more freedom for the writer. Because answers to many of the basic questions of style and syntax that may occupy a writer's mind are included in this work – freeing that writer to actually write.

Bear in mind that this style guide is just that: a guide. It does no good to follow these rules blindly over a cliff. While the guide seeks to present alternative usages at times, it cannot address all possible exceptions. Use common sense above all when you write.

This guide is a living document. It will change over time. Your experiences, good and bad, are crucial in shaping its direction. Please direct any comments or suggestions to the director of communications at (518) 327-6297.

Kenneth Aaron
Director of Communications
July 2008

EIGHT COMMON QUESTIONS

Following are several issues that arise frequently regarding copy style:

College: When used alone, college should appear in lowercase, even when referring to Paul Smith's College (page 14).

PSC: Use this acronym only in materials circulated among members of the Paul Smith's community; even then, use it sparingly, as overuse of acronyms hinders readability (page 6).

Capitalization: When in doubt, don't capitalize. Titles are frequently capitalized erroneously. Lowercase titles unless they immediately precede a person's name. For example, use President John Mills, but John Mills, president of Paul Smith's College (page 12).

Area codes: Our format is to separate area codes with parentheses, not dashes (page 32).

e-mail not email (page 18).

Web site (page 35).

Numbers Spell out numbers one through nine; use numerals for 10 and above (page 26).

bachelor's degree/associate degree Bachelor's takes an apostrophe-s; associate does not (page 6).

HOW DO I KNOW WHETHER THE OFFICE OF COMMUNICATIONS SHOULD HELP WITH MY PROJECT?

Ask yourself:

Do I need help writing, editing or producing my project?

Do I need professional assistance designing my project?

Does my publication require four-color reproduction or other professional printing or production services?

Is my project aimed primarily at a mass, off-campus audience?

If you answer “yes” to any of these questions, please contact the communications office for a consultation on your project. We’ll establish a timeframe to come up with a high-quality project that will meet your needs, and give you guidance on how to accomplish that. We can assign staff to work on your project, work with your staff on producing the project, or reach out to professional writers, designers, printers and others who can assist.

Keep in mind: Good publications take time. It can take 8 to 12 weeks, if not longer, to craft a publication from scratch; even reprints and publications including minimal changes to a previous version typically take a month or more. So when you become aware that you need to work on a project, contact the communications office as soon as possible.

If your publication is aimed largely at a campus audience and you want to tackle the copy-writing and design yourself, use this manual, and the college’s “Visual Identity and Standards Manual,” to guide your work. Both include basic design and copy-writing rules to which everybody at the college needs to adhere. In the future, the communications office expects it will provide templates for creating some basic documents.

PAUL SMITH'S COLLEGE COPY GUIDELINES

The College will use the Associated Press Style Guide in most cases. Exceptions, special guidelines and frequently occurring issues are listed below.

To spell words listed in neither the AP guide nor here, consult an up-to-date dictionary. We prefer Merriam-Webster's Collegiate Dictionary (11th ed.)

When the Paul Smith's and AP guides are in conflict, the Paul Smith's guide takes precedence.

Please contact the Office of Communications at (518) 327-6297 with any questions, or e-mail kaaron@paulsmiths.edu.

A

abbreviations/acronyms Acronyms should be avoided. Take special pains to refrain from using multiple acronyms in the same document; the savings in space is negated by the confusion readers feel when confronted with alphabet soup.

When necessary, first spell out the acronym, and put the acronym in parentheses immediately afterward. Use this format only if that acronym will be used later in the same document.

Acronyms of three letters or more do not take periods; two-letter acronyms take periods. An exception are three-letter degree abbreviations, such as A.O.S. and A.A.S.

EXAMPLE: Paul Smith's College belongs to the National Association of Intercollegiate Athletics (NAIA). He went to an Alcoholics Anonymous (A.A.) meeting.

When referring to Paul Smith's College, use PSC only in documents intended for an internal audience or alumni. Regardless, use PSC sparingly; acronyms, even this one, hinder readability. In all other documents, use Paul Smith's or the college. PSC is not widely known off campus, and we do not brand ourselves with the PSC moniker.

academic degrees In running text, it is preferred to spell out degree names rather than abbreviating them. Those without academic backgrounds may be confused by acronyms. Full degree names are lowercase. It is acceptable to abbreviate degree names when used in a list, however. Plurals can be constructed by adding an s to the end of the abbreviation.

EXAMPLES: bachelor of arts, associate of applied science, B.A., B.A.s

When referring to degrees in a general manner, the bachelor's and master's degrees take an apostrophe-s. Others do not. Note that it is preferred to use bachelor's as opposed to baccalaureate.

EXAMPLES: bachelor's degree, master's degree, associate degree, doctoral degree or doctorate. (Note: doctorate is a noun; doctoral is an adjective.)

The use of the appellate "Dr." should be restricted to those with medical degrees. To denote possession of a doctorate, use this form:

Mary Jones, Ph.D.

List of degrees awarded by Paul Smith's College:

Division of Science, Liberal Arts and Business:

biology, B.S.
business management and entrepreneurial studies, B.S.
liberal studies-nature and culture, B.A.
natural resources-environmental science, B.S.
liberal arts-environmental studies, A.A.
liberal arts-general studies, A.A.

List of degrees awarded by Paul Smith's College, cont.:

Division of Forestry, Natural Resources and Recreation:

fisheries and wildlife, B.S.
forestry, B.S.
natural resources management and policy, B.S.
recreation, adventure travel and ecotourism, B.S.
forest recreation, A.A.S.
forest technician, A.A.S.
outdoor recreation, A.A.S.
surveying technology, A.A.S.
urban tree management, A.A.S.
geographic information systems certificate

Division of Hospitality, Resort and Culinary Management:

culinary arts and service management, B.P.S.
hotel, resort and tourism management, B.S.
culinary arts, A.A.S.
culinary arts – baking track, A.A.S.
culinary arts, A.O.S.
hotel and restaurant management, A.A.S.
baking and pastry arts certificate

academic titles Only faculty members of professorial rank should be referred to as professor. The title may be abbreviated when used in conjunction with a first and last name; it may not be abbreviated when used with a last name only. Do not refer to instructors, staff members or other employees as professors.

When the title professor is used immediately before a faculty member's name, no rank should be used. If their position is noted following the name, the appropriate rank should be used.

EXAMPLES: Prof. Mary Jones; Professor Jones; Profs. Mary Jones and A.B. Smith; Professors Jones and Smith; Mary Jones, assistant professor of forestry.

Do not abbreviate assistant or associate.

acronyms See *abbreviations/acronyms*.

ACT, SAT Do not spell out.

addresses Abbreviate avenue, boulevard and street in numbered addresses. Do not abbreviate when a numbered address is not provided.

Numbers in addresses are denoted by numerals, not words.

When providing a numbered address with ZIP code, use the two-letter postal code to designate state; otherwise, use the official AP state abbreviation (see *state names*.)

EXAMPLES: Please send mail to 100 Easy St., Paul Smiths, NY 12970.
I live on Easy Street.
Winters in Paul Smiths, N.Y., are practically balmy.

Also see *e-mail*.

Adirondack Biodiversity Project Formerly known as Adirondack All-Taxonomic Biodiversity Inventory.

Adirondack Park Agency Spell out on first reference. APA acceptable on second reference.

Adirondack Scholar Designation awarded students on the dean's list whose cumulative GPAs exceed 3.8.

Adirondack Watershed Institute of Paul Smith's College Adirondack Watershed Institute or AWI acceptable on second reference.

admissions office

advisor

A.D.

affect/effect Both affect and effect can be used as a noun or a verb. Typically, though, effect is used as a noun, and affect as a verb.

EXAMPLE: Jake's mentor had a profound effect on him. (NOUN)
 Jake's mentor affected the way he looked at life. (VERB)

African American Not hyphenated. See **black**.

ages Always take numerals.

EXAMPLE: I was 32 when I climbed Everest.
 My 21-month-old daughter sure is cute.

AIDS Does not take periods. Short for acquired immune deficiency syndrome.

a lot Two words

all right Not alright

alumna/ae/i/us Alumna is the term for a female graduate. Alumnus is the term for a male graduate. Alumnae describes a group of female graduates. Use alumni to refer to a group of male and female graduates. Alum is acceptable in certain, less formal situations.

Alumni Commons

Alumni Hall

a.m. See also **time**.

ampersand (&) Use the ampersand only when it is part of an official name or title. In running text, do not use in place of the word and.

EXAMPLE: I bought stock in AT&T.
 We saw lions, tigers and bears.

APA See **Adirondack Park Agency**.

area code See **telephone numbers**.

Arthur O. Eve Higher Education Opportunity Program HEOP acceptable on second reference.

associate degree See *academic degrees*.

Association for the Protection of the Adirondacks APA not acceptable on second reference.

B

baccalaureate See *academic degrees* or *bachelor's degree*.

bachelor's degree Use rather than B.A. or B.S. in running copy. Avoid baccalaureate. Also see *academic degrees*.

B.C.

bimonthly Every other month. Use *semimonthly* to mean twice a month.

biweekly Every other week. Use *semiweekly* to mean twice a week.

black Acceptable when used to describe a person's race or ethnicity. Do not capitalize. African American is also acceptable.

Blum House

Board of Trustees Always capitalize when used in relation to Paul Smith's College. Do not capitalize board when used on its own. Boards of trustees of other institutions are not capitalized.

EXAMPLES: The college's Board of Trustees met today.
 Syracuse University's board of trustees wore orange.
 After the board members of Paul Smith's met, they ate lunch.

book titles See *composition titles*.

buildings and facilities Use the official names of campus buildings and other facilities on first reference.

Alumni Commons

Alumni Hall

Blum House

Buxton Annex

Buxton Hill

Clinton Hall

Countess Alicia Spaulding-Paolozzi Environmental
 Research and Education Center

Currier Hall

Essex Hall

Franklin Hall

Freer Science Hall

Glover House

Hillside Hall

Hutchins Study Cafe

Joan Weill Adirondack Library

Joan Weill Student Center

Lakeside Dining Hall

Lakeside Hall

Lambert House

Livermore Hall

Lydia Martin Smith Hall

The Packbasket

Phelps Smith Administration Building

Pickett Hall

St. Regis Café

Saunders Gymnasium

Saunders Sports Complex

Saratoga Hall

Sporck Admissions Center

Statler Hospitality Center

Wally Ganzi Jr. Restaurant Training Center

Buxton Annex

Buxton Gymnasium Name no longer used. See ***Saunders Gymnasium***.

Buxton Hill Name given Buxton Annex, the Saunders Sports Complex and the tennis courts.

C

Canada goose Not Canadian goose.

capitalization Use capitals only when necessary – and it’s necessary much less often than many people think. If a word or phrase does not appear in this style guide, consult Merriam-Webster’s Collegiate Dictionary (11th ed.) Following are some common capitalization issues and how the college handles them:

Academic majors and disciplines: Majors and fields of study are not to be capitalized, unless they are a proper name.

EXAMPLE: I’m majoring in English and minoring in economics.
I’m studying biology and natural resources.

Academic divisions: Do not capitalize division names unless referring to their official titles.

EXAMPLE: She is a student in the Division of Hotel, Resort and Culinary Management.
She is studying hotel, resort and culinary management.

Academic departments and other offices: Do not capitalize names of departments or offices unless referring to their official titles.

EXAMPLE: The Department of Economics is part of the Division of Sciences, Liberal Arts and Business.
He’d like more information about economics programs.
The Office of Admissions overlooks Lower St. Regis Lake.
He needs directions to the admissions office.
The Office of Financial Aid can arrange loans. We have many financial aid professionals who can help.

Academic and administrative programs and committees: Capitalize only when using the full, formal name.

Classes: Terms such as freshman, sophomore, first-year student, etc., are not capitalized. Official designations such as Class of 1948 or Class of ‘62 are.

Events: Capitalize the official titles of events occurring at the College, but not generic uses of the same terms.

EXAMPLE: We plan to attend Commencement 2048.
Our 100th commencement is going to be spectacular.

catalog

CD-ROM

century Lowercase. Spell out numbers below 10. When used as an adjective in conjunction with a number, hyphenate.

EXAMPLE: 21st century
third century
19th-century literature

chairman/chairwoman When possible, use the gender-specific title. If not possible, use chair. Avoid chairperson. (N.B.: Joan Weill, who is currently head of the college's Board of Trustees, prefers chairman as her title.)

cities and towns Spell out names of cities and towns without abbreviation. In running text, municipalities outside of New York should be followed by the abbreviations for their states, unless included in the list of exceptions below. Do not use postal abbreviations. Cities that do not need to be followed by a state include:

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

Municipalities in the vicinity of Paul Smiths do not need to take N.Y. following, nor do larger cities in New York. To identify locations within New York State that may not be known to most readers, they can be followed by the name of the counties in which they are found.

EXAMPLES: We went to Albany to see our government at work.
 I watched some great lacrosse in Baltimore this weekend.
 The Royals play baseball in Kansas City, Mo.
 Several of our alumni are from Pierrepont, St. Lawrence County.

class Capitalize when referring to a specific class. Do not capitalize when referring to classes in general.

EXAMPLE: Class of 1950, Class of '07
 Many classes are celebrating reunions this year.

class year The year of graduation of Paul Smith's alumni appearing in college publications should be noted on first reference.

EXAMPLE: John Doe '57 loves it here.

Do not refer to current students with this format. Instead, state which year – freshman, sophomore, junior or senior – they are currently in. Do not capitalize these terms.

EXAMPLE: Jane James, a sophomore, is looking for a forestry job after she graduates.

clichés Avoid them like the plague.

Clinton Hall

college Should not be capitalized even if it is in direct reference to Paul Smith's College. If referring to Paul

Smith's College as "college" could confuse readers as to whether the writer means Paul Smith's or colleges in general, use Paul Smith's College on first reference.

EXAMPLES: The college is expecting its largest freshman class ever.
 I invented the Internet during my college years.

college and university names Use official names as compiled on this University of Texas at Austin Web site: www.utexas.edu/world/univ/

State University of New York institutions sometimes diverge from their official state-given names. SUNY-Albany, for example, is popularly known as the University at Albany, and SUNY-Binghamton is known as Binghamton University. Other SUNY institutions to be so treated include the University at Buffalo and Stony Brook University.

In these instances, adopt the common usage. Otherwise, on first reference, spell out SUNY.

The State University of New York College of Environmental Science and Forestry can be referred to as ESF on second reference.

EXAMPLES: We drove to the State University of New York at Potsdam. SUNY-Potsdam has a fine music school.
 The University at Albany is part of the State University of New York.

The College of the Adirondacks®

commencement Lowercase, unless used as an official title. See also **capitalization**.

EXAMPLES: Her parents came to commencement.
 I'm planning on attending Commencement 2009.

committees Official names of committees are capitalized. If the full name is not used, do not capitalize.

EXAMPLES: The Strategic Long-Range Planning Committee plans to meet in 2014.
 The planning committee gathered at midnight.

composition titles Enclose the titles of artwork, books, lectures, magazines, movies, songs, operas, television shows and similar creations within quotes. Exceptions include the Bible and reference works that are compendiums of material, such as dictionaries, encyclopedias, directories and similar publications.

EXAMPLES: "A Tale of Two Cities"
 The Rolling Stones' "Exile on Main Street"
 "Seinfeld"
 The Oxford English Dictionary

computer-aided drafting CAD acceptable on second reference.

convocation Lowercase.

corporate names Whenever possible, refer to companies as they are commonly known; e.g., Microsoft instead of Microsoft Corp. When necessary to append "Inc.," "Corp.," "Ltd.," et al., do not precede with a comma.

Countess Alicia Spaulding-Paolozzi Environmental Research and Education Center May be shortened on second reference to "the Center," or the "Spaulding-Paolozzi Center."

course titles Official names of courses are capitalized, although individual subjects are not. If using a course number, it should be used in conjunction with the course name and separated with a colon.

EXAMPLES: The student took Introduction to Economics, as all economics majors must.
 Business students should take ACC 201: Small Business Accounting.

currency See **money**.

Currier Hall

cyberspace

D

database

dates and times When using a day and date, separate with commas. Offset years with commas. If a specific date is used, January, February, August, September, October, November and December may be abbreviated; March, April, May, June and July may not. Avoid using abbreviations to begin a sentence. If used alone, or with a year only, abbreviations are not permitted.

EXAMPLES: Please meet the Friday, Nov. 30, deadline.
 July 6, 1997, was a good day.
 We got a huge storm in February 2007.

When using only a month and year, do not separate with a comma.

EXAMPLE: The Joan Weill Student Center opened in July 2006.

Dates do not take “st,” “nd,” “rd,” or “th” as modifiers.

EXAMPLE: October 19 is her birthday.

Deans’ Council

dean’s list

decades Decades can be referred to using either words or numbers, but not both in the same document. When using numerals, do not use an apostrophe before the s.

EXAMPLES: We were born in the ‘50s.
 The sixties must have been an interesting time.

degrees See *academic degrees*

departments See *offices*

Department of Environmental Conservation See *New York State Department of Environmental Conservation*.

Dillon Park See *International Paper John Dillon Park*.

dining hall Use in relation to the Lakeside Dining Hall. Do not refer to Lakeside as a cafeteria, dining room, mess hall or anything else.

disabled, handicapped Do not use. Find a way to emphasize the person and not their disability. Appropriate alternatives include “person with disability” or the like.

divisions Division of Science, Liberal Arts and Business
Division of Hospitality, Resort and Culinary Management
Division of Forestry, Natural Resources and Recreation

Also see ***offices***.

doctoral, doctorate See ***academic degrees***.

dot-com Use this form when referring in general to this category of company.

EXAMPLES: After graduation, he moved to Silicon Valley to work at a dot-com.

doughnut Not donut.

download

E

Earth Capitalize when referring to the planet's proper name; otherwise, lowercase.

EXAMPLES: Jimi Hendrix said Earth is the third stone from the sun.
She's a real down-to-earth type.

e.g., i.e. E.g. is the abbreviation for the Latin phrase that means for example. I.e. is the abbreviation of the Latin phrase meaning that is. Because these terms are easily confused, it may be best simply to use English: write for example if you mean that, and that is otherwise.

e-mail Unless the e-mail address is case sensitive, e-mail addresses should appear all lower case.

EXAMPLE: Complaints about this style guide can be e-mailed to kaaron@paulsmiths.edu.

emeritus Plural emeriti

ensure, insure Ensure is a verb meaning to guarantee. Insure should be used when referring to insurance policies.

EXAMPLES: He ensured everybody was buckled up before driving.
We insured the building against fire.

ESF see *college and university names*.

Essex Hall

et al. Latin abbreviation of et alia, which means and others.

etc. Latin abbreviation of et cetera. Avoid using etc. or et cetera in running text; it is lazy. When including a list of examples in running copy, try rephrasing to avoid the term.

events The following are annual events held by the college. They should be capitalized.

Commencement 'XX
Gala
Homecoming 'XX
Parents' Weekend
Reunion 'XX

Executive Cabinet Do not capitalize when referring just to the cabinet alone.

externship Avoid. See *internship*.

F-G

FAQs frequently asked questions

fall See *seasons*.

farmers' market Lowercase, unless used as Paul Smith's College Farmers' Market.

fewer, less Fewer should be used when referring to individual items. Less is appropriate when referring to bulk or quantity.

EXAMPLES: Fewer than 10 students got Bs in the class. (individual students)
We have less than \$100 in the bank.

first-year student See *freshman*.

Franklin Hall

Freer Science Hall

freshman An acceptable reference for a first-year college student. First-year student is also acceptable. Also see *class year*.

Fulbright Scholar

fund raising, fund-raising, fund-raiser

gay Acceptable when referring to men or women who are attracted to members of the same gender.

geographic information systems GIS on second reference. Do not confuse with GPS.

girl Use woman when referring to a female older than 18.

Global Positioning System GPS on second reference. Do not confuse with GIS.

Glover House

GPA abbreviation for grade point average. Acceptable on first reference. Take to at least one decimal point.

EXAMPLE: My GPA last semester was 4.0.

guideboat

H

handicapped, disabled Do not use. See **disabled, handicapped**.

hardware and software Official names for computer hardware and software can be found on manufacturers' Web sites. However, several products often used on campus are listed below:

Blackboard	Microsoft Office
EMAS	Microsoft Outlook
IBM AS/400	Microsoft PowerPoint
iMac	Microsoft Word
iPhone	Palm (Palm Pilot should be used only when referring specifically to that product, early versions of the Palm PDA.)
iPod	SCT PowerCampus
IQ.Web	The Raiser's Edge
Macintosh	
Microsoft Excel	

Harriman Cottage This building, on the National Register of Historic Places, is undergoing a comprehensive restoration and will become the home of the Adirondack Watershed Institute. The building is to be known as the **Countess Alicia Spaulding-Paolozzi Environmental Research and Education Center** (see entry).

he, she Always try to be inclusive with your language. Do not resort to forms such as s/he, and avoid writing he or she. Instead, recast your sentence to be gender neutral.

health care Two words. Do not hyphenate.

Higher Education Opportunity Program (HEOP) See **Arthur O. Eve Higher Education Opportunity Program**.

highways "Interstate" does not need to be spelled out when paired with a number. However, when providing directions, an interstate's commonly known name should be used first.

Hillside Hall

HIV

hors d'oeuvres

http Abbreviation for hypertext transfer protocol.

Hutchins Study Café Hutchins Café acceptable on second reference.

I-J-K

i.e., e.g. See *i.e.*, *e.g.*

impact Do not use as a verb. Choose another word instead, such as *affect* or *influence*.

EXAMPLE: The commencement speech had a great influence on all of us.
 NOT The commencement speech impacted us greatly.

insure, ensure See *ensure, insure*.

International Paper John Dillon Park Dillon Park acceptable on second reference. The park, which is managed by Paul Smith's College, is accessible to people with disabilities and open to the public.

international student Use instead of *foreign student*.

Internet Always capitalize.

Internet addresses See *Web addresses*.

internship Use when referring to on- or off-campus work experience and training specific to an academic program. Do not use *externship*.

interstate When providing driving directions, use I-# followed by the direction in lower case. If referring to the New York State Thruway, follow the reference with the appropriate section of interstate in parentheses. When referring to an exit number, exit should appear in lower case, followed by the number; the location of the exit can appear in parentheses after that.

EXAMPLE: Take the New York State Thruway (I-90) west to exit 34 (Syracuse).

irregardless This is not a word. Use *regardless*.

its/it's *Its* is the possessive form of an object. *It's* is a contraction that is short for *it is*.

EXAMPLE: It's going to be a bumpy ride. (It is going to be a bumpy ride.)
 I bought a bunny, and its ears are soft.

It's about the experience®

Joan Weill Adirondack Library Library acceptable on second reference. Do not refer to as the Joan Weill Library.

Joan Weill Student Center Student center acceptable on second reference.

Jr., Sr.: Do not precede with comma when following a person's name.

EXAMPLE: Sammy Davis Jr. was a great entertainer.

junior See *class year*.

Kmart

L

Lakeside Dining Hall

Lakeside Hall

Lambert House

Latino/Latina

less, fewer See *fewer, less*.

letter grades Capitalize. When pluralizing, do not use an apostrophe, unless the letter grade is an A.

EXAMPLE: I earned A's, Bs and Cs this semester, but no Ds.

listserv

Livermore Hall

login

logos Please employ the college's official logo, in its approved colors, wherever a logo is used. Please contact the Office of Communications at (518) 327-6297 or kaaron@paulsmiths.edu for information on acquiring a logo for your project.

Complete details on how to properly use the logo can be found in the companion volume to this style guide, "Visual Identity and Standards Manual," available at <http://www.paulsmiths.edu/styleguide.php>. If the size of the logo needs to be changed, its proportions must remain constant. Do not stretch or warp the proportions in any way.

The logo's official Pantone colors are PMS 5747C (dark green) and PMS 582C (lighter green). If using uncoated Pantone colors, the correct specifications are PMS 5747U and PMS 398U. Additional information about CMYK, RGB, one-color and other variations can be found in the manual referenced above.

That manual also contains information about the college's approved color palette, fonts and other design guidelines.

If you have any questions regarding the use and application of that manual, don't hesitate to contact the Office of Communications for assistance.

Lydia Martin Smith Hall



Macintosh An Apple computer. Not MacIntosh.

magazine titles Do not take quotes. Unless Magazine is part of the publication's name, do not capitalize.

EXAMPLE: He said he doesn't read the cartoons first in The New Yorker, but he lies.
The New York Times Magazine comes out every Sunday.

MasterCard

master's degree See *academic degrees*.

Microsoft

midnight Not 12:00 midnight, 12 midnight or 12 o'clock midnight. Just midnight.

EXAMPLE: I took a midnight train to Georgia.

money Use figures when referring to amounts. Dollars typically take a dollar symbol (\$); when referring to amounts less than \$1, spell out "cents." Amounts that do not include cents typically do not take a period and zeros.

In general, it is acceptable to round off large sums of money when exact figures are not necessary for accuracy. Additionally, sums greater than \$999,999.99 should be truncated by using decimals and the word "million," "billion," etc.

EXAMPLE: I paid \$10 for lunch. We spent \$3.14 on pie. He was 25 cents short.
After winning the lottery, she spent \$1.3 million on Lladro figurines.

months See *dates*.

more than, over Use more than to refer to quantity, and over as an adverb referring to spatial relationships. Occasionally, over can be used with numbers; trust your instincts.

EXAMPLES: We have more than 1,000 envelopes left to stuff.
Evel's motorcycle jumped over the canyon.
My mother is over 60.

multicultural No hyphen.

N

names Use first and last name on first reference. Do not use Mr. or Mrs. on subsequent references; use last name only. If using only a last name might prove confusing – for example, if more than one person in the publication shares the same surname – either differentiate using language or use the first name.

EXAMPLE: John Doe and his son, Sam Doe, both attended Paul Smith’s College. The elder Doe went on to become a famous taxidermist.

When referring to an alumna who has since adopted a married name, you may place her maiden name in parentheses. Her class year should still appear at the end of her name.

EXAMPLE: Betty (Rubble) Boop ‘53

Nicknames may be placed in quotation marks between the first and last name. If a person’s nickname is the familiar usage, it requires no quotes and need not be preceded by the person’s given name.

EXAMPLES: Lenny “Nails” Dykstra
Babe Ruth (Given name is George Herman Ruth)

Newcomb Visitor Interpretive Center Acceptable on first reference. (The VIC’s official name is New York State Adirondack Park Agency Visitor Interpretive Center at Newcomb.) Newcomb VIC acceptable on second reference; VIC alone is not acceptable, as it is too easy to confuse with the Paul Smiths VIC. See also **Visitor Interpretive Centers** and **Paul Smiths Visitor Interpretive Center**.

newspapers If the is part of a newspaper’s name, capitalize it. Otherwise, lowercase. When referring to an out-of-state newspaper and location is needed, place the state in parentheses between the newspaper’s city and its name.

EXAMPLES: We sent a press release to The Keene (N.H.) Sentinel.

The top 10 newspapers in the United States, by circulation:

USA Today
The Wall Street Journal
The New York Times
Los Angeles Times
Denver Post/Rocky Mountain News
Chicago Tribune
The Washington Post
New York Daily News
New York Post
Houston Chronicle

New York State Department of Environmental Conservation Use full name on first reference. DEC acceptable on second reference.

New York State Thruway South of Albany, the Thruway is I-87; west of Albany, the Thruway is I-90.

nonprofit, not-for-profit These terms mean the same thing.

noon Not 12:00 noon, 12 noon or 12 o'clock noon. Just noon.

EXAMPLE: We went to lunch at noon.

Northway I-87 north of Albany is known as the Northway.

EXAMPLE: To get to the Adirondacks from Buffalo, take the New York State Thruway (I-90) east, then take the Northway (I-87) north.

a number of ... Too inspecific. Could mean one; could mean 1 million. Try using more specific language.

EXAMPLE: YES: I used to get dozens of useless e-mails before the filter was installed.
NO: A number of people sent me spam today.

numbers In running copy, spell out numbers below 10; use numerals for numbers 10 and greater.

EXAMPLE: Give me your two cents' worth.
Paul Simon says there are 50 ways to leave your lover.

When dealing with a series of numbers in which the largest number is 10 or above, use numerals for all.

EXAMPLE: The old lady down the street has 2 dogs, 3 gerbils and 99 cats.

Numbers appearing at the beginning of a sentence should be spelled out.

EXAMPLE: Thirty people came to my retirement party.

When dealing with numbers in the millions and above, unless exactness is required, truncate by using decimals or the nearest round number.

EXAMPLE: There are 300 million people in the United States.
The CEO's salary is \$5.2 million.
After 1,304,211 jumping jacks, she set a record.

Use numerals when writing scores, votes or other tallies.

EXAMPLE: The Yankees won 6-5.
Thea was elected president of student government in a vote of 244-132.

O-P

offices The official names of departments and offices at Paul Smith's College should be capitalized. Do not capitalize unless the full, official name is used.

EXAMPLE: I sure hope the Office of the Registrar forgets to send a transcript home.
The registrar's office compiles our grades.

Adirondack Watershed Institute of Paul Smith's College	Office of Campus Safety
Arthur O. Eve Higher Education Opportunity Program	Office of Capital Projects
Campus Dining Services	Office of Career Services
Campus Ministry	Office of Communications
Division of Forestry, Natural Resources and Recreation	Office of Conference Services & Events
Division of Science, Liberal Arts and Business	Office of the Controller
Division of Hospitality, Resort and Culinary Management	Office of Educational Resources
Facilities and Receiving	Office of Health Services
Higher Education Opportunity Program	Office of Human Resources
Honors Program	Office of Information and Computer Services
Office of Academic Support	Office of Institutional Advancement
Office of Accommodative Services	Office of Major Gifts and Grants
Office of Admissions	Office of the President
Office of Advancement Services	Office of the Provost
Office of Alumni Relations	Office of the Registrar
Office of Annual Giving	Office of Residential Living
Office of Assessment and Teaching Excellence	Office of Student Activities
Office of Athletics and Recreation	Office of Student Affairs
Office of Business and Finance	Office of Student Development
	Office of Student Retention and First Year Experience
	TRIO-Student Support Services

OK not okay

Olympic Regional Development Authority ORDA acceptable on second reference.

online

over See *more than, over*.

The Packbasket

parentheses Parentheses tend to be overused and, in general, are distracting to the reader. Many times, writers use parentheses to extract themselves from awkwardly written sentences. Rather than leaning on parentheses, try rephrasing your sentence.

If parentheses are needed, however, follow these punctuation rules.

* If the parenthetical material is not a sentence, punctuation goes outside (like this).

* If the parenthetical material is a complete, stand-alone sentence, capitalize the first word and punctuate inside

the parentheses. (I think you get the idea.)

* If the parenthetical material is a complete sentence but is within a sentence, do not capitalize the first word or punctuate inside the parentheses.

Paul Smith's College Use Paul Smith's College on first reference. Subsequent references may be to the college or Paul Smith's. Refrain from using PSC. (See ***abbreviations***.)

Please be careful to always include the apostrophe-s when referring to Paul Smith's. We are neither Paul Smiths College nor Paul Smith College, and our name must never appear as such.

Paul Smiths, N.Y. The hamlet in which the college is located. Paul Smiths, N.Y., is a part of the Town of Brighton. When referring to the hamlet, do not use an apostrophe-s.

Paul Smiths Visitor Interpretive Center Acceptable on first reference. (The VIC's official name is New York State Adirondack Park Agency Visitor Interpretive Center at Paul Smiths.) Paul Smiths VIC acceptable on second reference; VIC acceptable on second reference as long as it is impossible to confuse with the other VIC, in Newcomb. The Paul Smiths VIC is located on land owned by Paul Smith's College and leased to the state. See also ***Visitor Interpretive Centers*** and ***Newcomb Visitor Interpretive Center***.

percentages To denote a specific percentage in running copy, use numbers followed by the word percent. The % symbol is acceptable in tables or scientific work.

EXAMPLE: You can fool some of the people 50 percent of the time.

Ph.D. See ***academic titles***.

Phelps Smith Administration Building

Pickett Hall

PlayStation Or PlayStation 2, PlayStation 3

p.m. See also ***time***.

possessives Possessive nouns take an apostrophe followed by the letter s. When the possessive itself ends in the letter s, follow that letter with an apostrophe but omit the final s. Do the same with plurals ending in s.

EXAMPLES: President Mills' beloved Red Sox are destined for another long year.
 The Yankees are the communications director's favorite team.
 I took the words from the horses' mouths.

post office box, P.O. Box When referring to post office boxes in general, use lowercase. When using with a specific number, capitalize and abbreviate.

EXAMPLES: I rented a post office box this fall.
 My new address is P.O. Box 56, East Rutherford, NJ.

prior to Use before.

pristine Do not use this word to describe the Adirondacks or the college's surroundings. A pristine area remains in its original state, having never been disturbed; little, if any, of the Adirondacks has been truly untouched.

Q-R

quotation marks Use double quotation marks around quotes. Phrases such as she said are separated from the quote with commas. Commas leading into a quote are outside the quotation marks; commas exiting the quote are within.

EXAMPLES: Dickens wrote, "It was the best of times, it was the worst of times."
 "Get me a cold beverage," the pasha said.
 "Look out," the outfielder yelled, "or the ball will hit you."

When embedding a quotation within a quotation, denote with single quotes.

EXAMPLE: The Jedi master yelled, "When I said 'Use the force,' I meant it."

Avoid using quotes around slang, colloquialisms or similar phrases. If you want to use a term, simply use it. Strunk, perhaps, explains it best (as Strunk usually does): "To do so is to put on airs, as though you were inviting the reader to join you in a select society of those who know better."

residence hall Use instead of dorm or dormitory.

resident assistant Use RA on second reference; acceptable on first reference in informal settings.

Reunion Capitalize when referring to a specific event: We all plan on meeting at Reunion '08 this June. Do not capitalize when referring to a reunion in general: When my old roommates got together, it was a great reunion.

R.S.V.P. Abbreviation for the French phrase *repondez s'il vous plait*. It means please reply. R.S.V.P. acceptable on first reference.

running copy or running text Refers to words used in prose as opposed to lists.

S

St. Regis Café

Saratoga Hall

SAT, ACT Do not spell out. Do not use periods.

Saunders Gymnasium Inside the Saunders Sports Complex. Not the entire building.

Saunders Sports Complex Building that contains the Saunders Gymnasium, swimming pool, movement studio, et al. Is part of ***Buxton Hill***.

scholarship Lowercase, unless part of an official name.

seasons Seasons are not capitalized unless they are part of an official title or publication date.

EXAMPLE: This is the fall 2006 academic calendar.
 We're going to the Summer Olympics.
 Have you seen the Spring 2006 issue of Simian Digest?

semesters Lowercase.

Sr. See ***Jr., Sr.***

senior See ***class year***.

Sequel Official college magazine.

shelf life Two words.

Smitty Plural Smitties.

sophomore See ***class year***.

spam Junk e-mail. Capitalize when referring to Spam, the Hormel canned meat product.

Sporck Admissions Center

spring See ***seasons***.

spring break

state names The following state names are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

Spell out state names when they are used alone. When used with a municipality, use the abbreviations listed

below. If providing a mailing address including ZIP code, use the official postal abbreviation, listed in parentheses.

Ala. (AL)	La. (LA)	Ohio (OH)
Alaska (AK)	Maine (ME)	Okla. (OK)
Ariz. (AZ)	Md. (MD)	Ore. (OR)
Ark. (AR)	Mass. (MA)	Pa. (PA)
Calif. (CA)	Mich. (MI)	R.I. (RI)
Colo. (CO)	Minn. (MN)	S.C. (SC)
Conn. (CT)	Miss. (MS)	S.D. (SD)
Del. (DE)	Mo. (MO)	Tenn. (TN)
Fla. (FL)	Mont. (MT)	Texas (TX)
Ga. (GA)	Neb. (NE)	Utah (UT)
Hawaii (HI)	Nev. (NV)	Vt. (VT)
Idaho (ID)	N.H. (NH)	Va. (VA)
Ill. (IL)	N.J. (NJ)	Wash. (WA)
Ind. (IN)	N.M. (NM)	W. Va. (WV)
Iowa (IA)	N.Y. (NY)	Wis. (WI)
Kan. (KS)	N.C. (NC)	Wyo. (WY)
Ky. (KY)	N.D. (ND)	

EXAMPLES: Airtfares to Fairbanks, Alaska, in February are very cheap.
 Virginia is for lovers.
 Richmond, Va., is for lovers, too.
 Send your checks to my attention at P.O. Box 265, Paul Smiths, NY 12970.

Statler Hospitality Center

sugar bush Two words.

summer See ***seasons***.

T

task force Two words.

telephone numbers Area codes are to appear in parentheses: (518) 327-xxxx. Area codes should be included on any document that might be distributed beyond the immediate area.

When providing campus telephone numbers, it is preferable to use the whole number as opposed to an extension alone. If extensions are used instead of full phone numbers, they should appear in this format: x1234. Additionally, the full dialing format must appear somewhere on the same page if extensions are used; not all readers will be familiar with our dialing prefix and it can be very frustrating to have to search for it.

television show titles See *composition titles*.

temperature Use numerals to denote all temperatures, except zero. It is assumed that temperatures will be provided in Fahrenheit; when in Celsius, or another scale, indicate. When temperatures drop below zero, use a word, not a minus-sign.

EXAMPLES: It dropped to minus 40 last night.
 We're expecting highs of 70 degrees this weekend.
 After the latest cold snap, zero seemed warm.

time

noon or midnight, not 12 noon or 12 midnight, nor 12 a.m. or 12 p.m. A.m. is an abbreviation of the Latin phrase ante meridiem, or before the meridian; p.m. is an abbreviation of the Latin phrase post meridiem, or after the meridian. Because noon and midnight are neither before nor after the meridian, they take neither a.m. nor p.m.

Times after noon and before midnight are noted with p.m. Times after midnight and before noon are noted with a.m.

When times on the hour are referred to in running copy, eliminate :00. If presenting a list of times, as in a schedule, include :00.

Example: The show started at 8 p.m.
 8:00 – 11:00 p.m.: Movie.

titles Titles are capitalized if they appear before the person's name or if they appear as part of a stand-alone list. If titles appear as an appositive, do not capitalize them.

EXAMPLE: President John Mills appeared at the Joan Weill Student Center.
 John Mills, president of Paul Smith's College, appeared at the Joan Weill Student Center.

See also *composition titles*.

toward Not towards.

T-shirt

trademark Capitalize trademarked names. The U.S. Patent and Trademark Office provides a searchable database of registered trademarks. It can be found at www.uspto.gov/main/search.html.

Tri-Lakes Region Refers to the Lake Placid-Saranac Lake-Tupper Lake area.

trustee Lowercase, unless referring to the college's Board of Trustees.

EXAMPLES: The trustees met this weekend.
 The college's Board of Trustees gathers regularly.

U-V

under way Almost always two words. Use underway when used as an adjective in a nautical reference: The underway armada.

upperclassman It is preferable to use the exact class year you are referring to; upperclassman means different things to different readers.

EXAMPLE: Juniors and seniors were welcome at the event.

upstate Avoid using. The term means so many different things to so many people it is nearly meaningless. Instead, try to use more specific locations: the Adirondacks, or the Southern Tier, or the Hudson Valley, for example.

If “upstate” is used, it should appear in lower case.

URL Abbreviation for universal resource locator. See also ***Web addresses***.

values The college’s values are: self-confidence; tolerance; lifelong learning; integrity; responsibility; excellence; community; and experience.

Visa The credit card. Not VISA.

Visitor Interpretive Centers VIC acceptable on second reference. See also ***Paul Smiths Visitor Interpretive Center*** and ***Newcomb Visitor Interpretive Center***.

voice mail

W

WWW See also *World Wide Web*.

Wal-Mart

Wally Ganzi Jr. Restaurant Training Center

Web See also *World Wide Web*.

Web addresses Unless standing alone as a graphic element, should appear in italics. The initial http:// can be dropped from Web addresses. For secure Web sites – ones that begin with https:// – the prefix should be included.

EXAMPLES: www.paulsmiths.edu
 Our e-mail is found at https://psexch01.paulsmiths.edu.

webcam, webcast, webmaster One word. Not capitalized. See also *World Wide Web*.

Web site See also *World Wide Web*.

Wi-Fi

winter See *seasons*.

workforce

work-study Lowercase, unless phrased as the Federal Work-Study Program.

World Wide Web The World Wide Web, or the Web, is a connected series of documents accessible via the Internet. Web pages may be comprised of text, images, video, audio and other forms of media. The terms World Wide Web and Internet are not interchangeable; the Web is part of the Internet. While World Wide Web, the *Web*, and *Web site* take capitals, *webcam*, *webcast* and *webmaster* do not.

X Y Z

Xbox Or Xbox 360

zip code While zip is short for Zoning Improvement Plan, do not place in all caps.

EXAMPLE: The Paul Smiths zip code is 12970.

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