

Berkeley Editorial Style Guide

University Development and Alumni Relations
Fundraising Communications Guidelines

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Introduction

These guidelines, updated as of *January 2020*, are intended to promote clarity and consistency in UC Berkeley collateral. *The Chicago Manual of Style* (17th edition), *Merriam-Webster's Collegiate Dictionary* (11th edition), and the *Associated Press Stylebook and Briefing on Media Law 2017* are recommended as authorities for issues not covered here.

Academic Terms and Usage

Alums and Emeriti

Aim to use terms that are bias-free: **alum/alums**. Instances exist in which “alumna” or “alumnus” has historically been used: *Alumnus of the Year Award*, for example. Avoid when possible, but you may need to defer in some instances and use these terms. Use **emerita** and **emeritus** since there is no bias-free option at present. Inform partners about bias-free language in this regard when appropriate. Various terms are outlined below.

alumnus (*singular masculine*) — avoid if possible; see above

alumni (*plural masculine*) — collective body of men and women; avoid if possible; see above

alumna (*singular feminine*) — avoid if possible; see above

alumnae (*plural feminine*) — use when referring to women only; avoid if possible; see above

alum/alums (*bias-free option*) — use whenever possible; see above

emeritus (*singular noun*)

emeriti (*plural noun*)

professor emeritus (*singular masculine adjective*) **Professor Emeritus of English John Smith**

professor emerita (*singular feminine adjective*) **Professor Emerita of Mathematics Mary Jones**

professors emeriti (*plural adjective*)
The department’s faculty includes six professors emeriti.

chancellor emeritus

A new center will be named in honor of Chancellor Emeritus John Smith. The chancellor emeritus was honored.

Awards and Honors

the Nobel Prize in physics/Nobel laureate/Nobel Prize winner

the Guggenheim Fellowship/the fellowship/
the Guggenheim fellow/the fellow

Alumnus (or Alumna) of the Year (award title from Berkeley Charter Gala; not bias-free language) See *Alums and Emeriti on this page*.

the John Jones Chair in Russian Literature/the Jones Chair/
the endowed chair/the chair

Vladimir Nabokov, the Jones Professor of Russian Literature/
the chairholder

the Mary Smith Distinguished Professorship in Anthropology/
the Smith Distinguished Professorship/the distinguished
professorship/the professorship

John Doe, the Smith Distinguished Professor of
Anthropology/the professorship holder

MacArthur Fellowship/MacArthur “genius” award or “genius”
grant/MacArthur fellow

Class Years

UNDERGRADUATE DEGREE

**Jane M. Doe ’62; John N. Doe of the Class of 1955 or
the Class of ’55**

GRADUATE DEGREE

John N. Doe M.B.A. ’60; John Smith Ph.D. ’39

MORE THAN ONE CAL DEGREE

John N. Doe ’55, M.B.A. ’60

NAME WITH SUFFIX

John Doe Jr. ’60

CAL GRAD WITH A NON-CAL M.D.

Phillip M. Levin ’60, M.D.

PUNCTUATION OF MULTIPLES

Classes of the ’80s, ’90s, and ’00s will hold a reunion.

PAIRS

See the following examples for noting class years for couples. If using boldface text to emphasize the names, bold “and” within the pairs.

John ’56 and Jane ’58 Harrison

John Harrison ’56 and his wife, Jane ’58

Bob and Ann ’02 Chavez

PARENT YEARS

When listing parents' years after names in a listing, place their child's degree year after the name (and the parent's own class year) when applicable. Separate the two with a comma. Don't use a period after the letter P.

Eric Walker '69, P '10

For several different parent years for one parent, use the P once.

Dennis Wong P '97, '01, '04

For listing names of couples, place parent year(s) after each first name or the first name and middle initial. Use a comma to separate class year and parent year.

**William '67, P '02 and Maria '67, P '02 Robinson
Victor R. M.B.A. '67, P '02 and Camilla B. P '02 Jones**

For names that include three words in the name, place parent year after full name of both couples' names. This can get confusing!

Nikki Wu McClain P '11 and Charlie J. McClain '69, P '11

PRIOR TO 1930

When writing about an alum who graduated prior to 1930, write out the full year to avoid confusion as to the century in which the degree was awarded.

Incorrect **Distinguished alumni include former Supreme Court Chief Justice Earl Warren J.D. '14.**

Correct **Distinguished alumni include former Supreme Court Chief Justice Earl Warren, J.D. 1914.**

When an alum's name and class year stand alone (such as in a list or as a quote attribution) and the year in question is prior to 1930, indicate the full year.

"If it is a mistake of the head and not the heart don't worry about it, that's the way we learn."

— **Earl Warren 1912, J.D. 1914**

CAPITALIZATION

Capitalize **Class** when referring to a specific class.

Class of 1984

NOT YET GRADUATED

Include class years for people who have not yet graduated. It is advised that you ask individuals what class year to list. Use CADS to get the graduation year for lists (honor rolls and the like) when asking each member of a group is not feasible.

Courses

SEQUENCE

In a sequence of courses with a single title and course description, the complete number of the sequence must be repeated.

Incorrect **Chemistry 12A-B-C or Chemistry 12ABC**

Correct **Chemistry 12A-12B-12C**

CAPITALIZATION

Capitalize a course's official designation, but do not italicize. Enclose the description of the course in quotes if it differs from the official designation.

Professor Jones teaches Biology 101, "An Introduction to Biology."

Degrees and Affiliations

CAPITALIZATION

When academic degrees are referred to in general terms such as doctorate, doctoral, bachelor's, or master's, they are not capped.

He earned a bachelor's degree in English.

INITIALIZATION

Initialisms for degrees should be as follows with no spaces:

A.B.	J.D.	M.D.	M.P.P.
B.A.	J.S.D.	M.Eng.	M.S.
B.S.	LL.M.	M.F.	M.S.W.
C.Mult.	M.A.	M.F.A.	O.D.
C.Sing.	M.A.T.	M.J.	Ph.D.
D.Eng.	M.Arch.	M.L.A.	
Dr.P.H.	M.B.A.	M.L.I.S.	
Ed.D.	M.C.P.	M.P.H.	

Licenses and associations do not take periods:

CPA, LCSW, AAAS, IEEE, ASLA

According to the Chicago Manual of Style, the trend is away from using periods in these abbreviations. Whichever style you choose, be consistent within the document. Berkeley Haas style is to exclude periods in degrees: BA, MBA, PhD, and so forth.

Departments and Disciplines

CAPITALIZATION

Capitalize disciplines only when referring to specific courses or departments.

I'm studying biostatistics, although my favorite course is Anthropology 100 in the Department of Anthropology.

In a first reference, use **Department of Anthropology**. You may use **archaeology department** or **anthropology** in subsequent references.

Majors and minors are lowercase (but proper names as subjects are always capitalized).

She majored in linguistics and minored in Asian studies.

People and Titles

See also *Titles*, page 15.

CHANCELLOR

Refer to our current chancellor in all collateral as **Carol Christ** (including in addresses). *Exception:* **Carol T. Christ** is printed below her signature on certificates and letters in which she is signing her name and using her middle initial.

CAPITALIZATION

Capitalize the following titles only when immediately preceding personal names: governor, president, provost, vice chancellor, dean, chair, director, coordinator, professor.

The governor agrees with President X, but Professor Y claims that most professors do not.

Capitalize **chancellor** in all references to the current chancellor and **president** in all references to UC's president. Do not capitalize **chancellor** in reference to former chancellors.

The Chancellor awarded \$1 million in discretionary funds to student services.

As a former chancellor, Smith was also on the committee.

Capitalize full titles before names. Place long titles after names as lowercased appositives.

Vice Chancellor John Doe; Jane Doe, professor of chemistry; John Doe, vice chancellor for university development and alumni relations

We honored Chancellor Emeritus Smith.

Occupational titles preceding a name are not capitalized.

Several people contributed to the report, including attorney James Smith.

Titles following a personal name may be capitalized in event collateral such as invitations, lists, and programs.

See *Titles Used in Apposition*, page 15.

Do not use **Dr.** in academic titles unless the professor prefers to use it in an honor roll or similar listing. Avoid using the abbreviation **Prof.**

We are delighted to present this award to John Doe, Professor of Economics.

Treatment of Campus Entities

The capitalization guidelines below cover most campus uses.

CAPITALIZATION

Lowercase **university** when used generically.

The university was founded in 1868.

Capitalize the following words only when they are part of a title.

campus, college, school, department, institute, center, program, office, committee

Incorrect: **The College relies on vital support from every part of our community.**

Correct: **The College of Chemistry relies on vital support from every part of our community.**

Subsequent references are always lowercase.

The College of Chemistry sets out to create a sustainable foundation of financial stability to enhance the college's level of excellence.

For correct spelling of campus entities not listed here, visit berkeley.edu.

- **Arts & Humanities**
- **The Bancroft Library/the Bancroft**
Lowercase the in running text.
- **Berkeley Art Museum and Pacific Film Archive/the Berkeley Art Museum/the Pacific Film Archive/the museum/the archive/BAMPFA**
- **Berkeley Center for New Media**

- Berkeley Engineering/College of Engineering/the college
- Berkeley Law/UC Berkeley School of Law/the school
- Biological Sciences/Division of Biological Sciences
- Cal Alumni Association/CAA/the alumni association/the association
- Cal Athletics/the athletics department/Intercollegiate Athletics
- Cal Performances
- Center for *(not of)* Latin American Studies
- Chang-Lin Tien Center for East Asian Studies
- Center for Information Technology Research in the Interest of Society (CITRIS) and the Banatao Institute/CITRIS and the Banatao Institute *(second reference)*
- College of Chemistry/the college
- College of Environmental Design/CED/the college
- College of Letters & Science/L&S/the college
- College of Natural Resources/CNR/the college
- Connie & Kevin Chou Hall
Ampersand is part of building's title.
- C. V. Starr East Asian Library *(note spacing)*/the Starr Library/East Asian Library
- Energy Biosciences Building
- Genetics and Plant Biology Building
- Goldman School of Public Policy/the Goldman School/the school
- Graduate School of Education/the GSE/the school
- Graduate School of Journalism/J-School/the school
- Greek Theatre *(not Theater)*
- Walter A. Haas School of Business/Haas School of Business/Berkeley Haas/the business school/the school
- Walter A. Haas, Jr. Pavilion/Haas Pavilion/the pavilion
Comma before Jr. was requested by the donor.
- Hearst Memorial Mining Building
- Phoebe A. Hearst Museum of Anthropology/the Hearst Museum/the museum
- Institute of East Asian Studies
- Institute of *(not for)* International Studies
- International and Area Studies/IAS
- International House/I-House
- Jean Gray Hargrove Music Library
- Koshland Hall
- Lawrence Hall of Science/the hall
- University Library *(for main library)*/the library *(when referring to a branch library)*
- Life Sciences Addition/LSA
- Li Ka Shing Center for Biomedical and Health Sciences
- McCone Hall *(not Earth Sciences Building)*
- Morrison Library *(not the Morrison Reading Room or Morrison Room)*
- Physical Sciences
- School of Information/I School/the school
- School of Optometry/Berkeley Optometry/the school
- School of Social Welfare/Berkeley Social Welfare/the school
- Social Sciences/the division
- Stanley Hall
- Sutardja Dai Hall
- Tan Kah Kee Hall/Tan Hall/the chemical engineering and chemistry building
- Tang Center *(the building)*/University Health Services/UHS *(the unit)*
- Theater, Dance, and Performance Studies
- Doreen B. Townsend Center for the Humanities/the Townsend Center for the Humanities/the Townsend Center/the center
- UC Berkeley Extension/Berkeley Extension
not University Extension or UC Extension
- UC Botanical Garden/the garden
- Helen Wills Neuroscience Institute

Administrative Style and Usage

Email Best Practices

SUBJECT HEADERS

Don't use words such as **free** or **sale** in subject headers; they can get flagged as spam by the recipient's email client. Look in your email spam folder for more examples.

PREHEADER TEXT

This is short summary text that follows the subject line in the email inbox view. This is an opportunity to expand upon your subject line or summarize what is in the email. Not everyone will see it, however.

Homecoming October 18–20

If you don't include custom preheader text, what those who do see the email in preview mode will see is the first line of the email. For example: *Office of the Vice Chancellor for Research*. The last word should be "Research" in the example above, but it is cut off in the space allowed. You may need to adjust the length of the first line if you aren't including custom preheader text to avoid this.

Screen size, web browser, and other factors affect what shows up as preheader text. It may be best to include preheader text in order to avoid repetition or material that doesn't make sense in relation to the email.

ALT TEXT

Alt text (alternative text) is descriptive text in place of an image when a website is visited using screen reading software for the visually impaired. Some browsers may also display alt text if an image fails to load.

The following phrases should never appear in alt text: "picture of," "image of," or "graphic of." These don't add context. On the other hand, "photo of...," "painting of...," "illustration of..." or even "13th century woodcut of..." *do* provide additional context that might be useful to the user and are acceptable though not required.

Most screen readers stop reading alt text after 125 characters so keep alt text reasonably descriptive but not too long.

Address Formats

EMAIL

In text, electronic addresses are lowercase. Do not omit the period when an email address falls at the end of a sentence.

INTERNET

Do not omit the period when a web address falls at the end of a sentence (for digital or print).

When linking text to a URL in a digital publication (email, web page):

Do not include: **http://** or **www.**

BigGive.berkeley.edu
berkeley.edu/campus-life

Do not link text such as: **click here** or **here**.

Make link texts descriptive: **Find more details on the commencement website's FAQ.**

Do not capitalize the **b** in **berkeley.edu**.

MAIL

Return addresses on all campus mail pieces must be formatted as follows:

Institution name **University of California, Berkeley**
Optional name and title **Jane Doe, Director**
Optional subunit name **Office of Gift Planning**
Department name **University Development and Alumni Relations**
Address **1995 University Avenue, Suite 401**
 Berkeley, CA 94704 (+4 not required)

Only use the **Suite 400** address for donors to send their gifts. *Adding the four digits after the zip code is not required.*

The bottom three lines of the return address should be: department name, delivery address, and city/state/ZIP in that order.

Institution name **University of California, Berkeley**
Department name **University Development and Alumni Relations**
Address **1995 University Avenue, Suite 401**
 Berkeley, CA 94704

If additional information must be included in the return address, it can be inserted between the institution name and the department name. In some cases, an event name may be at the very top.

<i>Event name</i>	Big Give
<i>Institution name</i>	University of California, Berkeley
<i>Department name</i>	University Development and Alumni Relations
<i>Address</i>	1995 University Avenue, Suite 401 Berkeley, CA 94704

In most cases, collateral from Cal Athletics requires a different address. See page 9.

For more information about mailing requirements, contact **UC Berkeley Mail Services** at **643.MAIL (643.6245)** or visit **mailservices.berkeley.edu**.

COPYRIGHT AND TRADEMARK INFORMATION

All printed and electronic materials produced at the university are copyrighted by the UC Regents. While it is not required by copyright law to receive copyright protection, a copyright notice is always a good thing to include.

Copyright 2020 UC Regents

Copyright 2020 the Regents of the University of California

© 2020 UC Regents

© 2020 the Regents of the University of California

The university seal and other campus symbols such as the Cal script and some images of Oski are trademarked.

For details on copyright and trademarks, contact **Business Contracts and Brand Protection** at **bcbp@berkeley.edu** or **642.9120**.

PHONE AND FAX NUMBERS

The main phone number for UDAR is **510.642.1212**.

The main fax number is **510.642.8969**.

Athletics Style Guidelines

Athletics uses *The Associated Press Stylebook*. Exceptions to AP style are noted.

Terms and Usage

Academic All-American or All-Academic	The Academic All-America program selects the most outstanding student-athletes of a specific season for an honorary sports team: Nine student-athletes earned spots on the Pac-12 All-Academic team. Ivan Sandoval and Penny Wright were named Academic All-Americans.	Bears	Short name of Cal's athletic teams is fine for headlines and secondary text references. Use Golden Bears on first reference. California Golden Bears is used more in the external sports world.
All-America	Use when referring to the team or a selection: an All-America choice	Berkeley	Do not refer to the campus as Berkeley or Cal Berkeley . Use UC Berkeley or Cal California may also be used (<i>not as common as the first two</i>). <i>See University References, page 16 for non-Athletics communications.</i>
All-American	Use when referring to an individual.	Cal Athletic Hall of Fame	Not Athletics with an s
All-Pac-12	Use to describe the best teams in the conference: the All-Pac-12 football team <i>See also Pac-12 in this section.</i>	Cal Family	Refers to the entire community of fans and donors in a warm, all-encompassing way <i>Both words are capitalized for Athletics collateral.</i>
apostrophes	In staff titles, don't use apostrophes: Bears football coach Justin Wilcox said... No additional 's in plural names or singular names ending in s: Bears' last win versus USC or Gladys' first at-bat	Director of Athletics	Not Athletics Director ; But note name of the fund, Athletic Director's Excellence Fund .
backboard	This along with backcourt, backfield, backhand, backstroke , and so forth are all one word.	Go Bears!	No comma
ballclub	This along will ballgame, ballpark, ballplayer are all one word.	NCAA	This stands for the National Collegiate Athletic Association. Abbreviate it on first reference; no need to spell out. Other examples of usage: NCAA Division I, NCAA Tournament
		No. 1	Don't spell out or use symbols: The Cal rugby team defeated the No. 1 Saint Mary's Gaels to end the regular season on a winning note.

Pac-12 Conference or **Pac-12** UC Berkeley is a member of this collegiate athletic conference that operates in the Western United States, participating in 24 sports at the NCAA Division I level. It may also be spelled out as **Pacific-12 Conference**, but that is not very common. Its football teams compete in the Football Bowl Subdivision (abbreviated as FBS; formerly Division I-A).

See also NCAA in this section.

Pan American Games, Pan Am Games This competition is held among athletes from nations of the Americas every four years before the Summer Olympic Games.

team names Don't capitalize team names:
Cal women's water polo *not*
Cal Women's Water Polo Team

titles Don't capitalize coaching titles.

See also Titles, page 15.

Follow AP style, and use quotation marks around names of books, television shows, movies, and the like (except the Bible, which would be capitalized, no quotation marks).

Top *versus* **top** Use uppercase when ranking comes from a titled list:

USA Today Top 25

Use lowercase when using generically:
top-10 running back

Hyphenate when it modifies object after reference:

a top-five finish but **finished among the top five**

track & field Use the ampersand.

years

List as:

1995-98, 1999-2002, and 2002-04
not 1995-1998 or 2002-2004

Address

In general, collateral from Cal Athletics will include the following return address:

University of California, Berkeley
Cal Athletics
195 Haas Pavilion
Berkeley, CA 94720-4422

More Information

Athletes at Cal are called **student-athletes**.

The official name for the athletic teams is the California **Golden Bears**, but it is commonly shortened to the **Bears** for subsequent references.

Go Bears! does not take a comma.

The campus mascot is **Oski**.

For complete information about Athletics, including a list of teams, names of facilities, and more, visit **calbears.com**.

General Style Preferences

Abbreviations and Acronyms

SPELL OUT

In general, spell out on first reference followed by the acronym in parentheses:

World Wildlife Fund (WWF)

Use the acronym in subsequent references.

ABBREVIATE

Chief executive officer can be abbreviated as **CEO**.

Postal designations for states (**CA, MD, IL**) are acceptable in formats such as class notes; in journalistic formats, AP style (**Calif.**) is preferable. In general, spell out the names of states. *See also Cities, page 11.*

Omit periods from initialisms:

DOE, NCAA, NEA, NIMH, SAT scores, UNESCO but U.S., U.N.

Use **U.S.** as an adjective and **United States** as a noun.

Ampersands

Avoid, except in commonly used acronyms such as **L&S** or entities, facilities, and the like that feature it: **Connie & Kevin Chou Hall**. Otherwise, spell out **and**.

Ampersands may be used in graphics.

Apostrophes

PLURALS

Do not use apostrophes to form plurals (**1960s** not **1960's**) unless it would be confusing without (thus **A's and B's** not **As and Bs; p's** not **ps**). *See also Plurals, page 14.*

POSSESSIVES

Possessives of singular nouns ending in **s** are formed by adding **'s**. Athletics does not use the apostrophe. *See page 8.*

James's parents, campus's legacy

Plural nouns modifying other nouns do not need an apostrophe if they are used in an attributive rather than a possessive sense.

Parents Weekend is a weekend for parents not a weekend possessed by parents.

If you want to be safe, use the apostrophe unless it is not used in a formal name.

Department of Veterans Affairs

Follow the most prevalent online usage for holidays:

Father's Day, Mother's Day, Presidents' Day, Veterans Day

See also Possessives, page 15.

Bias-free Language

See also Gender, page 13.

FIRST-YEAR VERSUS FRESHMAN

Aim to use **first-year student** instead of **freshman**. Use **second-year, third-year**, and so forth to indicate number of years of college a student has completed/year in which student is currently enrolled.

Having lived her whole life in rural Georgia, third-year student Isabel Sanford recalls the culture shock of her first week at Berkeley.

If it sounds awkward, leave it out. Simply note the class year student is expected to graduate.

Having lived her whole life in rural Georgia, Isabel Sanford '20 recalls the culture shock of her first week at Berkeley.

Some institutional collateral may use **freshman/freshmen**.

DESCRIPTORS

Be mindful of the following descriptors, keeping in mind that it's advisable to avoid if possible; let the individual or group being featured tell the story. Lead with aspirations and contributions. Terms may be included in summaries, bullet points, graphics, or quotes by another person:

Historically marginalized/marginalized

Avoid this term. *Note: Vice Chancellor for Equity & Inclusion Oscar Dubón has used this term.*

Historically underrepresented

This is acceptable to use for internal communications. For donor communications, it may be necessary to specify that this term includes African Americans, Latinx,

LGBTQ+, Native Americans, women, and other groups. Be sure not to overuse the term in one piece of collateral.

Low-income

This is acceptable. Instead of saying **low-income students** say **students from low-income backgrounds** or **students from low-income environments**.

People of color/students of color

This term is acceptable. It's best to provide context instead of simply using this descriptor. Don't say **persons of color** as it's too formal. "Persons" persists largely in formal or legal contexts.

Underrepresented minorities or URM

Use sparingly. For internal audiences, you may use the term and the acronym. For external audiences, do not use the acronym. When communicating with donors, it may be necessary to specify that this term includes more specific groups. This term includes African American, Latinx, Native Americans, and other groups.

Under-resourced or underresourced

Avoid this term. It's too general.

Underserved

Avoid for the same reason as above.

Bullet Points

They should be consistent in their look and general length, but they may vary in construction. They should also be relatively short in length. Add periods to the ends of bullet points if they are full sentences.

Capitalization

STATES

Lowercase state when used as an adjective or common noun:

a state map, the state economy, the people of the state of California

Capitalize state when writing about the state government:

The State of California provides about 14 percent of Berkeley's annual budget.

TITLES AND HEADINGS

In titles and headings, capitalize all major words in hyphenated compounds unless they are preceded by a prefix or follow a musical key symbol:

Long-Range Development Plan, Pre-collegiate Academy, E-flat Concerto

PLURALS FOLLOWING PROPER NAMES

Plurals of generic terms after proper names are lowercase:

San Francisco and Alameda counties, University and Shattuck avenues, departments of Chemistry and Physics (*but physics and chemistry departments*)

Cities

U.S. CITIES

Major U.S. cities do not need state identifiers with the exception of cities of the same name in different states.

**Kansas City, Kansas; Kansas City, Missouri
Portland, Maine; Portland, Oregon**

The Associated Press Stylebook has a complete list of U.S. cities that don't need state identification. See the Datelines entry. In general, spell out state names. See also **World Cities** below. See also *Abbreviations*, page 10.

WORLD CITIES

World cities commonly associated with a country do not need a country identification.

Bangkok, Cairo, London, Tokyo, Toronto

The Associated Press Stylebook has a complete list of cities around the world that don't need country identification. These can be found under the Datelines entry.

AP generally follows the guidelines for datelines when U.S. and world city names are listed within stories, lists, and so forth (not just when cities are listed in datelines in stories).

Colons

INTRODUCING ONE COMPLETE SENTENCE

When a colon introduces one complete sentence, lowercase the word right after the colon. **I say it often: research is different at Cal.**

INTRODUCING TWO OR MORE COMPLETE SENTENCES

When a colon introduces *two or more sentences* or when it introduces speech in dialogue or a quotation or questions, the first word following the colon is capitalized.

Remember to use AP style for colons when writing for Athletics. AP style keeps the complete sentence after the colon capitalized. **I say it often: Research is different at Cal.**

Commas

MOST COMMON USE

In general, we use the serial or Oxford comma:

Berkeley researchers are tackling the biggest scientific, technological, societal, and cultural issues of our time.

ATHLETICS AND PRESS RELEASES

For Athletics pieces and press releases, use AP style: the serial comma would not be used unless to avoid confusion. The final comma in this example separates each component:

You help support scholarships, academic mentoring and tutoring, and health and wellness programs.

Do not use a serial comma after an ampersand if that symbol is part of a formal name:

Management, Entrepreneurship & Technology program at Berkeley Haas

SEPARATING CLAUSES

When using a comma to separate clauses in a sentence, ensure that both clauses are capable of standing alone as independent sentences. If the sentence has only one subject but has two verbs or objects, no comma is used.

Incorrect: **We are grateful to have you here today, and for your generous support of Berkeley.**

Correct: **We are grateful to have you here today and for your generous support of Berkeley.**

Incorrect: **For more information on the evening’s exciting program, or to make hotel reservations, visit celebration.berkeley.edu.**

Correct: **For more information on the evening’s exciting program or to make hotel reservations, visit celebration.berkeley.edu.**

CONJUNCTIONS

This rule of using commas (**Separating Clauses** above) applies to English’s seven coordinating conjunctions:

for, and, nor, but, or, yet, so

Remember these seven using the mnemonic **FANBOYS**. The same rule also applies to **not only** and **but also**, which are correlative conjunctions.

Incorrect: **He was not only a good friend, but also a great brother.**

Correct: **He was not only a good friend but also a great brother.**

AS WELL AS

This means “in addition to.” As a general rule, you don’t need a comma before *as well as*. A comma turns the thing you’re talking about with *as well as* into an aside — information that is less important than the rest of the sentence. If that part after *as well as* is just as important, the best thing to do is get rid of the comma and change *as well as* to **and**.

Dates and Times

MONTH AND YEAR

September 2000 (*no comma*)

MONTH, DAY, YEAR

September 10, 2009

DECADES

1980s (*no apostrophe*) or **’90s**

SEASONS

Seasons are not capitalized:

the spring of 2000, summer, fall, winter

TIME

a.m., p.m. (*not A.M., pm, PM, or other variations*)
noon (*not 12 p.m.*)

Do not precede **noon** or **midnight** with **12**.

Pacific Daylight Time/PDT

Pacific Standard Time/PST

(*or similar terms for different regions*)

Make sure to note the time correctly. Daylight savings time in the United States falls between early March and early November.

DURATION

To indicate duration of time, use **to** between the hours in text, but an **en dash** in calendar or tabular entries:

The picnic will run from 10 a.m. to 3 p.m.; class times are 11 a.m.–noon, 4–5 p.m., and 9:30 a.m.–3 p.m.

Do not use **10:00**.

Leave space after the number but not on either side of the en dash. Do not mix formats.

Incorrect: **The lecture is from 10–11 a.m.**

Correct: **The lecture is from 10 to 11 a.m.**

Em dash and En dash

EM DASH

Use an em dash to set off phrases.

I will go — no matter what — tomorrow night.

Use spaces on either side of the em dash.

EN DASH

Use an en dash between numbers in times.

Your appointment is 10–11 a.m.

Fiat Lux

Capitalize it as a motto, but don't italicize it unless it's the name of a book, magazine, or title of a publication:

Fiat Lux

Gender

In general, use gender-neutral terms whenever possible:

chair, chairperson, police officer

Do not use *s/he* or *his/ her*.

Recast in the plural:

Donors may pay by credit card if they so choose.

Be careful not to mix singular and plural.

Incorrect: Every student has their preference.

Correct: All students have their preferences.

If a piece of collateral is a story about a specific person or persons, such as a feature or bio, ask what pronouns people use. Don't ask what they prefer.

THEY/THEM/THEIR

In pieces about people who identify as neither male nor female or ask not to be referred to as **he/she/him/her**, use the person's name in place of a pronoun. While the use of **they/them/there** is acceptable as a gender-neutral pronoun, avoid confusion whenever possible by using the person's name. If **they/them/their** is essential, explain in the text that the person uses (not prefers) a gender-neutral pronoun.

Geographic Regions

CAPITALIZATION

In general, capitalize compass points when referring to a place and lowercase when referring to a direction:

Settlers from the East went west in search of new lives.

Lowercase compass points when describing a section of a nation, state, or city (eastern Texas) unless denoting widely known sections:

Southern California, Northern California

Other accepted uses:

the Bay Area, the West Coast, Western capitalism, Eastern religion

Hyphenation

COMPOUND ADJECTIVES THAT PRECEDE THE NOUN

THEY MODIFY are hyphenated unless they are easily recognized as a single concept:

lower division or upper division class, computer science field, private sector contributions, real estate markets

COMPOUNDS THAT ARE HYPHENATED AS ADJECTIVES

off-campus housing, part-time employment, decision-making skills

COMPOUNDS NOT HYPHENATED AS NOUNS

her housing is off campus; she works less than full time; findings that assist in decision making

COMPOUND ADJECTIVES WITH -LY are not hyphenated:

privately funded, highly regarded

COMPOUND ADJECTIVES WITH NUMERALS should not be hyphenated:

the \$40 million campaign

ADDITIONAL INFORMATION

fundraising (*not fund-raising, fund raising*)

For additional guidance, see the Word List on page 17.

Indefinite Articles

Words starting with a pronounced **h**, **long u** or **eu** take the article **a**, not **an**:

a hotel, a historic study, a euphonious word; but an honor, an heir

Letter Spacing

Use **one space** after a period in printed and online materials.

Names

COMPANY

Spell out in full (including **Company** or **Corporation**) whenever possible, but drop **Inc.** or **Ltd.** After the first reference, a company name can be shortened:

Hewlett-Packard Company becomes **Hewlett-Packard**

PERSONAL

Except in letter salutations, avoid use of courtesy titles (**Mr.**, **Mrs.**, or **Ms.**) except to distinguish persons with the same last name. First (and last) names may be used in informal situations. Subsequent references should be consistent: either last names (preferred) or first names.

Enclose nicknames in quotes:

John “Boomer” Smith

Do not divide personal names at the end of a line. Break after the middle initial(s) if it's not possible to keep the whole name together:

J. R. R. / Tolkien *not* **J. R. R. Tol- / kien**

AP and Chicago recommend that commas be dropped from names with suffixes:

James Madison Jr., Walter A. Haas Sr., Arthur C. Oppenheimer II

In some instances, exceptions are made to follow individual preference:

Walter Haas, Jr. Pavilion

Compound names should be hyphenated or not, according to the preference of the individual.

Compound names should be alphabetized under the last surname or according to the individual's established usage.

Numbers

Spell out zero through nine in ordinary text, and spell out any number that begins a sentence:

seven, 7,000

Exceptions include course numbers, grade-point averages, unit and monetary values, scores, percentages, compound numbers, and decimal fractions — all of which may be indicated with numerals.

Use commas with all numbers above 999:

1,000, \$13,500, 500,000

For amounts of a million or more, use figures when referring to monetary amounts, but follow the regular rule for other quantities:

\$8 million, eight million people, \$40 million campaign

In a series, treat all numbers the same:

Berkeley's faculty includes 4 Pulitzer Prize winners, 136 members of the National Academy of Sciences, and 85 members of the National Academy of Engineering.

Spell out ordinals through ninth:

first grade, 21st century, 25th anniversary, eighth reunion, 10th annual, 18th reunion

Use a numeral in reference to a specific annum.

In year 2 of the program, we will recruit three new professors.

Use numbers to represent ages, even those under 10.

Plurals

If it can be done without confusion, single or multiple letters or numbers used as nouns form the plural by adding **s** alone:

the three Rs, YMCAs, in twos and threes

See also Apostrophes, page 10.

Faculty is singular when referring to an academic body:

Berkeley's faculty is one of the finest in the nation.

Faculty is plural when referring to several individuals:

The college's faculty are working with local schools.

Possessives

Plural nouns ending in **s** take only an apostrophe:

the VIPs' entrance, states' rights

Singular nouns ending in **s** take **'s** to form the possessive (unless you're writing Athletics pieces):

campus's, James's, Haas's

Exception: when two or more sibilants precede the apostrophe:

Kansas', Moses'

“The” in running text

A **the** preceding a name (of an association, company, or institution), even when part of the official title, is lowercase in the running text, according to Chicago. This is also the way of AP, which prefers “down” style:

You are granted access to special events such as the Charter Hill Society Leadership Roundtable.

Make a gift to the Cal Parents Fund today.

Exception: if the name of the organization includes a specially designed font. Our designers often refer to this as watermark text, which is often used in programs and invitations. This usually includes the capitalized **The**.

Titles

PEOPLE ACADEMIC

the professor; Laura Sanchez, professor of comparative literature; Professor Sanchez

USED IN APPPOSITION

When a title is used in apposition before a personal name — not alone and as part of the name but as an equivalent to it, usually preceded by **the** or by a modifier — it is considered not a title but rather a descriptive phrase and is lowercased:

former presidents Eisenhower and Kennedy, Berkeley Haas professor Christine Parlour

DESCRIPTIVE TITLES

When preceding a name, generic titles that describe a person's occupation should be lowercased:

the historian Daniel Alexander Payne Murray not Historian Murray

For additional guidance about the treatment of people's titles in Athletics collateral, see page 9.

WORKS

Italicize titles of books, periodicals, poems, plays, films, works of art, and long musical compositions. Titles of dissertations and theses, exhibition titles, course names, lectures, manuscripts, articles, songs, and television and radio episodes are enclosed in quotes.

Athletics follows AP style and uses quotation marks to set off titles of works. See *Titles*, page 9.

URLs

Use URLs sparingly. Do not bold or italicize.

See *Internet*, page 6.

University References

The Regents of the University of California

The incorporated name is:

The Regents of the University of California

Abbreviate the **Board of Regents of the University of California** as:

the UC Regents

the Regents Capitalize when referring to the specific people that make up the group as in **the Trustees**.

the Board of Regents

the board

UC Berkeley

In first references, use the official name of the campus:

University of California, Berkeley

In subsequent references, use:

UC Berkeley (especially if Berkeley alone could be confused with the city of Berkeley)

Berkeley (never for Athletics collateral)

Cal

the university

Do not use:

University of California at Berkeley (except where a comma causes confusion)

U.C. Berkeley

U.C.-Berkeley

UCB

U.C.B.

Cal Berkeley

Berkeley or Cal?

Use **Berkeley** in academic contexts and **Cal (or UC Berkeley)** in alumni, athletics, or informal contexts.

Alternate the use of **UC Berkeley** and **Cal** in Direct Response Marketing and Athletics collateral.

Do not use **Berkeley** in Athletics collateral. See *Athletics style*, page 8.

University Seal and Signature

Find guidelines for use of the university seal, graphic treatment of the signature **University of California, Berkeley**, copies of the seal, type style and PMS color guidelines, and other useful resources at **brand.berkeley.edu**.

For advancement and fundraising communications, consult the design style guide at **identity.berkeley.edu**.

The UC Berkeley Foundation

Abbreviate the University of California, Berkeley Foundation as:

the UC Berkeley Foundation

UCBF

the foundation

the Board of Trustees

the board

the Trustees Capitalize when referring to the specific people that make up the group as in **the Regents**.

The names of foundation committees are capitalized on first mention but lowercase in subsequent references (**Finance Committee/the committee**). Lowercase **trustee** when used generically and not referring to the group of people specifically.

University of California

Abbreviate as **UC**; if confusion with **UC Berkeley** is likely, refer to the **10-campus UC system** or **the UC system**.

University of California Office of the President may be abbreviated as **UCOP** (internally only). Don't use systemwide as a title; it is acceptable as an adjective.

The committee reviewed systemwide personnel policies.

For other UC campuses, follow similar guidelines as for Berkeley:

University of California, Davis

Abbreviate as:

UC Davis, UC Irvine, UCLA, UC Merced, UC Riverside,

UC San Diego, UCSF, UC Santa Barbara, and UC

Santa Cruz

Appendices

WORD LIST Consult *Merriam-Webster's Dictionary*, *The Chicago Manual of Style*, or *The Associated Press Stylebook* for words not shown here.

acknowledgment	follow up (v.)	percent
adviser <i>but</i> advisory	follow-up (n., adj.)	policy mak(er) (-ing) (n.)
African American (adj., n.)	full-time (adj.)	postdoctoral
archaeology	fundrais(er) (-ing)	postgame, pregame
Asian American (adj., n.)	grade-point average	preeminent
bioengineering	groundbreaking	preprofessional, preregister, preschool
campuswide	health care <i>or</i> healthcare	problem solv(er) (-ing) (n.)
canceled	high-tech (adj.)	P.S., P.P.S
catalog (-ed) (-ing)	homepage	reent(er), (-ry), reexamine
chairholder (<i>but</i> professorship holder)	interdisciplinary	R.S.V.P.
check-in (n., adj.)	Internet	schoolchildren
check in (v.)	interrelationship	sociocultural, socioeconomic
checkout (n., adj.)	judgment	startup
check out (v.)	K-12 (en dash)	statewide
clean-up (n.)	kickoff (n.), kick off (v.)	student-athlete (n.)
co-author	long-range	tenfold
co-chair	longstanding	theater (<i>except</i> Greek Theatre)
co-worker	long-term	trailblazer, trailblazing
coeducation	longtime	travel(er) (-ing)
cooperate	millennium	underrepresented
coordinate	modeling	underway (adj.), under way (adv.)
course work (<i>but</i> fieldwork)	multicultural, multimedia, multidisciplinary (<i>but</i> multi-year)	versus (use vs. in graphics, invites)
cross-cultural	nationwide	workflow
cross-fertilize	No. 1	workstation
cutback (n.), cut back (v.)	nonprofit, nonresident, nonstudent	work-study
cutting edge (n.), cutting-edge (adj.)	note-taking	worldwide
decision mak(er) (-ing) (n.)	on-campus (adj.), on campus (n.)	World Wide Web, the web
decision-making (adj.)	off-campus (adj.), off campus (n.)	website, webmaster, webcast
dialogue	ongoing	X-ray
email	online	ZIP code
ex officio	part-time (adj.)	
filmmaking		

WORDS COMMONLY MISUSED

appraise, apprise *Appraise*: set a value on; *apprise*: inform.

capital, capitol *Capital*: the city that is the seat of government; *capitol*: the building in which the legislative body sits. Also *capital*: relating to or being assets that add to the long-term net worth of an organization (*capital improvements*).

comprise, compose, constitute *Comprise*: to contain or embrace (*The university comprises 14 schools and colleges*); do not use *is comprised of*. *Compose* and *constitute* are used in the opposite manner for the parts that make up the whole (*The university is composed of 14 schools and colleges. Fourteen schools and colleges constitute the university*).

continual, continuous *Continual* means over and over; *continuous* means without interruption (*We come to work continually every day. She spoke continuously for an hour*).

dilemma A *dilemma* is a choice between undesirable alternatives. It is not a synonym for problem or quandary.

disinterested, uninterested A *disinterested* person is impartial; an *uninterested* person is indifferent.

enervate, energize *Enervate*: weaken; *energize*: instill with vigor.

every day, everyday *Every day* means “each day.” *Everyday* is an adjective that means commonplace, ordinary, or normal.

farther, further *Farther* refers to physical distance (*We can go no farther on this road*); *further* may be used in this sense but is most often used figuratively to refer to extent or degree (*We will proceed no further with these fruitless deliberations*).

fewer, less *Fewer* is used of numbers; *less*, of quantity (*Fewer men require less food*).

its, it's *Its* is a possessive pronoun (*Every dog will have its day*). *It's* is a contraction of *it* and *is* (*It's time to go home*).

lectern, podium A *lectern* is a tall stand on which the speaker places notes. A *podium* is a platform on which the speaker stands while speaking.

lie, lay The verb *to lie* (indicating a state of reclining) does not take a direct object (*I lie down*). Its past tense is *lay* (*I lay down*); its past perfect tense is *have lain* (*I have lain down all day*); and its present participle is *lying* (*I am lying down; I was lying down*). The verb *to lay* is an action word and takes a direct object (*I lay the book down*); its past tense is *laid* (*I laid the book down*); past perfect is *have laid* (*I have laid the book down*); and its present participle is *laying* (*I am laying the book down; I was laying the book down*). The verb *to lie* (as in *to speak an untruth*) takes the forms *lied*, *have lied*, and *lying*.

principal, principle *Principal* (adj.): most important (*His principal demand*); *principal* (n.): a leading person or chief (*She is the school principal. He is a principal with Watkins & Watkins*); *principle* (n.): a basic belief or truth (*Stick to your principles*).

quality *Quality* is a noun, so it can't be used to modify anything. Form a compound adjective by adding *high-* or *top-* (*Berkeley offers a high-quality education*).

segue Use *segue* not *segueway* or *segway* to indicate a transition without interruption from one activity, topic, scene, or part to another, according to Merriam-Webster. *Segueway* and *segway* are not found as entries, although the latter is a trade name for a company that makes electric transportation devices.

that, which *That* heads a restrictive clause; *which* heads a descriptive clause. Note the difference in meaning between these two sentences: *The Navy is mothballing all of its ships that are rusty* (the only ships being mothballed are the rusty ones); *The shirt that you lent me is in my bag. The shirt, which is red, is in my bag*.

PROOFREADER'S MARKS

- delete or take out ~~out~~
- ☺ delete and close up
- ☺ close up; no space
- # insert space
- 1/2 for insert letter punctuation, word
- SP spell out numeral: 11
- Fig set as numeral: one
- SH do not make correction indicated
- ii align
- ¶ make new paragraph
- no ¶ no new paragraph
- tr transpose
- tr words transpose
- tr lines transpose
- run on
- run over break run over line
- ic SET in lowercase letters
- cap set in capital letters
- sc set in small caps
- ? query, verify: Petrograd
- ital set in italic type (italic)
- rom set in roman type (roman)
- lf set in lightface type (lightface)
- bf set in boldface type (boldface)
- wr wrong font set in correct type
- ^ insert text
- ◊ insert period
- ^ insert comma
- ^ insert semicolon
- ! insert colon
- "/' insert apostrophe or single quote
- "/" insert quotation marks
- set? insert question mark
- (/) insert parentheses
- = insert hyphen
- insert en dash
- insert em dash
- move right
- [move left
- ⌋ center
- ↑ move up
- ↓ move down
- FL flush left
- FR flush right

Questions or Comments

PLEASE FEEL FREE TO CONTACT

External Relations and Marketing Communications 510.643.7123

Resources

UC BERKELEY BRAND AND IDENTITY RESOURCES

campaignidentity.berkeley.edu — for UC Berkeley advancement and fundraising identity resources

brand.berkeley.edu — for general UC Berkeley brand identity resources

FOR MORE INFORMATION

- *The Chicago Manual of Style*, 17th edition
- *The Associated Press Stylebook and Briefing on Media Law 2017*
- *Merriam-Webster's Collegiate Dictionary*, 11th edition
- *The Careful Writer* by Theodore Bernstein

