



Editorial Style Guide

Provided by the Division of Strategic Communication and Engagement

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About the Editorial Style Guide

APU's Editorial Style Guide provides specific guidelines for writing and editing, based primarily on *The Chicago Manual of Style* (CMOS), that determine the standards and style of communications filtered through the Division of Strategic Communication and Engagement. We encourage the university community to use the guide as a helpful reference to maintain consistency in our style and language across university communications. Our editorial staff updates the guide as needed per institutional changes and industry trends.

APU Editing, Proofreading, and Grammar Guidelines

Abbreviations

Academic Abbreviations

To align with APA and CMOS preferences, all academic degree abbreviations should contain no periods:

AB—artium baccalaureus (Bachelor of Arts)

AM—artium magister (Master of Arts)

BA—Bachelor of Arts

BD—Bachelor of Divinity

BFA—Bachelor of Fine Arts

BM—Bachelor of Music

BS—Bachelor of Science

CPhil—Candidate in Philosophy (Note: This intermediate degree may not be awarded simultaneously with or after the PhD)

DB—divinitatis baccalaureus (Bachelor of Divinity)

DC—Doctor of Chiropractic

DD—divinitatis doctor (Doctor of Divinity)

DDS—Doctor of Dental Surgery

DLitt or DLit—doctor litterarum (Doctor of Letters; Doctor of Literature)

DMD/DDM—dentariae medicinae doctor (Doctor of Dental Medicine)

DMin—Doctor of Ministry

DO—Doctor of Osteopathy or osteopathic physician

DPT—Doctor of Physical Therapy



DSO—Distinguished Service Order
DVM—Doctor of Veterinary Medicine
EdD—Doctor of Education
EdM—educationis magister (Master of Education)
EdS—Education Specialist
Esq—Esquire
FRS—Fellow of the Royal Society
JD—juris doctor (Doctor of Law)
JP—Justice of the Peace
Kt—Knight
LHD—litterarum humaniorum doctor (Doctor of Humanities)
LittD—litterarum doctor (Doctor of Letters)
LLB—legum baccalaureus (Bachelor of Laws)
LLD—legum doctor (Doctor of Laws)
LLM—legum magister (Master of Laws)
LVN—Licensed Vocational Nurse
MA—Master of Arts
MAcc—Master of Professional Accountancy
MAEd—Master of Arts in Education
MArch—Master of Architecture
MBA—Master of Business Administration
MBM—Master of Business Management
MD—medicinae doctor (Doctor of Medicine)
MDiv—Master of Divinity
MEd—Master of Education
MFA—Master of Fine Arts
MMEd—Master of Music Education
MP—Member of Parliament
MPA—Master of Public Administration
MPH—Master of Public Health
MS—Master of Science
MSN—Master of Science in Nursing
MSW—Master of Social Work or Master of Social Welfare
OD—Doctor of Optometry
PhB—philosophiae baccalaureus (Bachelor of Philosophy)
PhD—philosophiae doctor (Doctor of Philosophy)



PhG—Graduate in Pharmacy

RN—Registered Nurse

SB—scientiae baccalaureus (Bachelor of Science)

SJ—Society of Jesus

SM—scientiae magister (Master of Science)

STB—sacrae theologiae baccalaureus (Bachelor of Sacred Theology)

Acronyms

As a general rule, the letters of an acronym should not be separated by periods. For example: *UTCC*, *SGA*, *IT*. If an organization is not associated with APU, check online for the correct abbreviation, as some companies/organizations use periods. **Note:** College Headed and Mighty Proud (C.H.A.M.P.) still uses periods in its acronym because it is known in the community that way and all of its printed materials use the periods. (See also “Special Exceptions by College, School, or Department”)

APU: The acronym “APU” is an acceptable abbreviation for the university, but be sure to use Azusa Pacific University on first reference, then Azusa Pacific or APU in subsequent references.

Grade-point Average

GPA is acceptable on second reference or in an informal context, such as a list.

Jr., Sr., and the Like

The abbreviations Jr. and Sr. as well as roman or Arabic numerals used after a name are part of the name and do not require a separating comma. These abbreviations are used only with the full name. Incorrect: *John Doe, Jr.* Correct: *John Doe Jr.*

Capitalization

Academic Degrees (See also “Program Titles” in the Titles section)

Capitalize the first letter of each abbreviated part of an academic degree. Do not use periods and do not use spaces between the letters for most degrees: *BA*, *MA*, *MS* (See also “Academic Abbreviations.”) Capitalize only the “official” (full proper) name of a degree program: *Bachelor of Arts in History*, *Master of Science in Nursing*, *Doctor of Education*, *PhD in Education*, but *bachelor’s program in history*, *master’s degree in nursing*. Use uppercase initials when the degree follows the individual’s name: *John Doe*,



PhD, Jane Doe, MFCC. Use an apostrophe to abbreviate the full proper name: *bachelor's degree or master's degree program*. Do not capitalize the names of concentrations and emphases: *Bachelor of Science in Kinesiology with a concentration in health professions*.

Academic Departments

Capitalize in all usages: *Department of History and Political Science, Department of Kinesiology*. Never use partially: *Department of History*. Also incorrect: *History Department*. (**Note:** Though not an academic department, the Athletics Department is the exception to this rule.)

Academic Term

Undergraduate Semesters

Lowercase in all usages: *fall semester, spring semester, fall 2021, and spring 2022*. The exception is when used as part of an official name of a program: *The 1995 Fall Banquet*.

Graduate and Professional Terms and Sessions

For graduate and professional programs, the academic structure comprises three terms—*Fall Term, Spring Term, and Summer Term*. Within those terms, most courses are conducted over 16- and 8-week sessions. Some sessions run concurrently or overlap during each term. Consult the [academic calendars](#) for updated information each year.

Accreditations

Capitalize when using the proper name. Azusa Pacific University is accredited by the WASC Senior College and University Commission (WSCUC). Various APU schools/departments/programs are accredited by the following educational and professional associations. Do not use periods with the acronyms. APU's accreditations can also be found on its website at apu.edu/accreditation/.

Accreditation Board for Engineering and Technology (ABET)

American Psychological Association (APA)

Association of Theological Schools (ATS)

Board of Registered Nursing (BRN)

Commission on Teacher Credentialing (CTC)

Commission on Accreditation in Physical Therapy Education (CAPTE)

Commission on Collegiate Nursing Education (CCNE)

Council for the Accreditation of Educator Preparation (CAEP)



Council on Social Work Education (CSWE)
International Assembly for Collegiate Business Education (IACBE)
National Association of Schools of Art and Design (NASAD)
National Association of Schools of Music (NASM)
National Association of School Psychologists (NASP)

Astronomical Terms

Capitalize the names of stars, satellites, planets, etc. Capitalize “Earth” when it is used as the proper name of our planet; lowercase when it is used to indicate soil, or when preceded by “the” or used in phrases such as *down to earth*.

Assembly

Capitalize when used as a proper name (e.g., *the California Assembly*) or if the state name is dropped but the reference is specific.

Board of Trustees

Uppercase in all usages. “The board” is also acceptable.

Brand Names

Brand names and registered trademarks are capitalized: *Band-Aid, Kleenex, Xerox, Styrofoam*. But whenever possible, use the generic term: *adhesive bandage, tissue, photocopy, plastic foam*.

Campus

Lowercase when used alone; uppercase when used as part of a specific name: *East Campus and West Campus; I barely made it to campus in time*.

Chapel

See entry in Religious Terminology section.

College and University Names

For names of colleges and universities other than APU, consult the Association of American Colleges and Universities, available at aacu.org.

Commencement

The word “commencement” is lowercase, as is the semester (*spring commencement, fall*



commencement), except when functioning as a title—e.g., *Undergraduate Commencement Ceremony, May 2024 Commencement*, etc. In the case of virtual commencement ceremonies, when “virtual” is used as part of the event title, it should be capitalized—e.g., *May 2024 Virtual Commencement*.

Committees, Councils, Teams

Uppercase in all references to specific university task forces or committees appointed for specific purposes: *Critical Incident Response Team; Staff Council; Task Force on the Adult Learner*.

Constitution

Capitalize all references to the U.S. Constitution; in references to constitutions of other nations or states, capitalize only with the name of a nation or a state: *the California Constitution, the state constitution*.

Cornerstones

Capitalize when referring to APU’s *Four Cornerstones*. *APU’s Cornerstones* is also acceptable.

Course Names

Uppercase when referring to specific courses: *Microcomputer Hardware Technology, Introduction to Nursing Science*. Lowercase when making general reference (except when referring to languages): *a political science class taught by Chris Jones; an English class taught by Pat Smith*. Capitalize “Online” when it is part of the formal course title.

Dean

Capitalize when used as a formal title before a name: *Dean John Smith*; lowercase in other uses: *John Smith, PhD, dean of students, will speak in chapel*.

Deans’ List

Lowercase in general uses: *She is on the deans’ list*. Uppercase when referring to the Azusa Pacific University Deans’ List. The apostrophe should follow the “s.”

Directional Terms



North, south, east, west, central, southeastern, northwestern, etc., are lowercase. Capitalize when referring to a widely known section: *Pacific Northwest, the West Coast, Southern California*.

Editor, Editor in Chief

Capitalize editor before a name only when it is an official corporate/organizational title. Do not hyphenate “editor in chief.”

Extension

Capitalize and abbreviate when it appears before a number: *Contact the Division of Strategic Communication and Engagement at (626) 815-6000, Ext. 4500*.

Faculty Meeting

Lowercase in all uses.

Faculty Senate

Uppercase in all uses.

Holidays

Religious and secular holidays are capitalized: *Good Friday, Labor Day*. APU has a Christmas vacation and a Midsemester Break (no longer Easter Vacation, and not Spring Break).

Internet

The term is lowercase in all uses: *The class used the internet for academic research*.

Judge

Capitalize before a name when it is the formal title.

Majors, Minors (See also “Academic Degrees”)

Do not capitalize unless it is the full proper name of an academic program: *APU’s psychology major; a minor in accounting; Bachelor of Science in Chemistry*.

National Guard

Capitalize when referring to U.S. or state-level forces: *the National Guard, the Guard, the California National Guard*.



Office Names

Capitalize the formal name of the office, and avoid using nicknames or partial names on first reference: *Jim had an appointment in the Office of Student Employment.* Incorrect: *Jim had an appointment in the Student Employment Office.* Correct on second reference: *Jim was on his way to Student Employment.*

Olympics

Capitalize all references to the international athletic contests held every four years: *the Olympic Games, the Games, an Olympic-sized pool.*

Political Parties

Names of national and international political organizations, movements, and alliances, and members of political parties, are capitalized (*Democratic party, Republican party*), but not the words *party, movement, platform, etc.*, unless part of the formal name.

President

Capitalize only as a formal title before the name of APU's president, but use lowercase in all other uses: *President Adam J. Morris; the president said today.* On second reference, use only the last name of the person: *President Morris.* When referring to the President of the United States, President is capitalized in all uses, regardless of whether it's connected to a surname. **Full name and degree information for APU's president:** Adam J. Morris, PhD.

Professional Titles (Refer to 8.19-33 in CMOS for further clarity)

Titles are capitalized only when they immediately precede a personal name and are thus used as part of the name. Titles should be lowercase when following a name or used in place of a name: *Director of Human Resources Jane Doe; Jane Doe, director of human resources; Jane Doe, director, Office of Human Resources; the director of human resources.* **Exception:** Names and titles displayed in list format, such as on a "Meet the Staff" webpage or on an Academic Cabinet list in an annual report:

Jane Doe
Director of Human Resources

Professor



Never abbreviate. Capitalize when used as a formal title before a full name, and also use the professor's degree: *Professor Tom Smith, PhD*. Lowercase elsewhere: *Tom Smith, PhD, is an assistant professor in the School of Music*. In most cases, APU uses the latter format.

Program Names (See also “Academic Degrees”)

When the official name of a degree or its correct abbreviation is used, the subject of the degree must be capitalized. When referring to a “master’s in...” the subject need not be capitalized. For example: *MA in Biotechnology*, *master’s in biotechnology*, and *Master of Science in Biotechnology program*. When identifying programs, be specific: *a degree program (as in the above example)*; *a certificate program (Certificate in TESOL program)*; or *a credential program (Single Subject Teaching Credential program)*. **Note:** The word “program” is not capitalized.

Regional Campus

Lowercase when used alone; uppercase when used as part of a specific name: *Inland Empire Regional Campus*. When listing a series of regional campuses, lowercase: *This program is offered at APU’s Inland Empire, Murrieta, and San Diego regional campuses*. **Note:** When content space is an issue (e.g., billboards, small print ads), we can remove the word “regional” and use, for example, *Inland Empire Campus*. **Note:** APU’s Monrovia location is now the Monrovia Regional Site. The School of Nursing also has an instructional site at Redlands Community Hospital that must be listed by its full name, Redlands Community Hospital Instructional Location.

Seasons

The four seasons are always lowercase except when used in a proper noun or to denote an issue of a publication: *summer solstice*; *fall 2024 semester*; *APU Life, Summer 2024*.

Social Security

Capitalize the words “Social Security” only. Do not cap number, tax, office, etc.

Staff Council

Uppercase in all uses.



The

Do not capitalize “the” as part of a campus title. It is *the Department of Music*, not *The Department of Music*. Using “the” in front of a campus name depends on the judgment of the writer, the meaning of the sentence, and the way the sentence reads. Most of the time, “the” is appropriate but not always necessary. It is best to use “the” if distinguishing one campus from another: *She attended the Orange County Regional Campus for one year and the San Diego Regional Campus for another*. This rule also extends to official names of publications, even if “the” is the first word of its official name: *The article ran in the New York Times*.

University

Do not capitalize *university* when it stands alone, even in obvious references to Azusa Pacific University: *Adam J. Morris, president of Azusa Pacific University, said, “As president of this university...”*

Web

Short for World Wide Web; lowercase in all uses, including as part of the compound word “website.” **Note:** It is preferable to use “the internet” instead of “the web.”

Website, Webmaster

Lowercase unless it is the first word in a sentence.

ZIP Code

Always use all caps for ZIP, but lowercase code.

First References and Subsequent References

Azusa Pacific University

The first reference typically should be “Azusa Pacific University” or “Azusa Pacific,” particularly for audience groups unfamiliar with the university. For subsequent references, “APU” is acceptable. It is no longer essential to include “APU” in parentheses after the first reference to Azusa Pacific University. When referring to an APU regional campus, use the full name on first mention and partial name on subsequent mentions: *She takes classes at APU’s Murrieta Regional Campus. It’s the closest regional campus to her house.*



Campus Addresses

Always use formal names on first reference. Use figures and capitalize “room” and the formal building name: *The Board of Trustees will meet at 8 a.m. Friday in Wilden Hall, Room 103.* (See also the “Campus Locations, Addresses, and Phone Numbers” section of this guide.)

Courtesy Titles

In second references, courtesy titles such as Mr., Mrs., Miss, and Ms. are not to be used. Use only the last name in second (and subsequent) references.

Residence Director, Resident Advisor

RD and RA are acceptable on second reference.

Titles of Groups

On first reference, use the full name of the group, department, etc., and capitalize all words except prepositions. On subsequent reference, when only a partial name is used, lowercase: *The School of Business and Management prepared this manual. The school offers bachelor’s and master’s programs in business.*

Gender-Based Word Usage

Animals

Be careful not to assume an animal is male unless the word (buck, bull, etc.) makes this clear. Refer to animals with the neuter gender pronoun “it.”

Athletics

Be careful to not refer to a male team as a boys’ team or to a female team as a girls’ team. Incorrect: *The boys’ basketball team won by 12 points; the girls’ team won by 17.* Correct: *The men’s basketball team won by 12 points; the women’s team won by 17.*

Generic “He” Pronoun

The use of the generic “he” may be perceived as promoting sexism. Use the following helpful hints to avoid causing concern:

- Group words to use a plural pronoun properly.

Yes: Typical Americans know their history. **No:** The typical American knows his history.

Yes: Nurses should have their salaries raised. **No:** Every nurse should have her salary raised.

- Delete or omit the pronoun.

Yes: A politician likes to offer opinions. **No:** A politician likes to offer his opinions.

Yes: Homework is important to the lawyer who wants to win a case. **No:** A lawyer who wants to win his case will do his homework.

- Use the word “the” in place of the pronoun.

Yes: An accountant can get used to the detailed work. **No:** An accountant can get used to his detailed work.

Yes: A teacher never tires of the nurturing duties. **No:** A teacher never tires of her nurturing duties.

- Recast the sentence to change the subject.

Yes: A reader who needs a good book goes to the library. **No:** If a reader needs a good book, he goes to the library.

Girl, Boy

“Girl” can be demeaning when referring to an adult woman, and “boy” can be demeaning when referring to an adult man. If the genders represented are of a similar young age, reference to girls and boys may be acceptable.

Glossary of Non-Gender-Specific Terms

Yes: flight attendant, **No:** airline stewardess

Yes: business executives, **No:** businessmen

Yes: chair, **No:** chairman

Yes: legislators, congress member, assembly member, senator, **No:** congressmen

Yes: council members, **No:** councilmen

Yes: homemaker, householder, **No:** housewife

Yes: average person, **No:** man on the street

Yes: humankind, humanity, people, **No:** mankind

Yes: journalists, **No:** newsmen

Yes: sales agents, sales associates, **No:** salesmen

Yes: leader, diplomat, politician, **No:** statesman

Yes: worker, **No:** working man

Yes: skillful, **No:** workmanlike



Personal Names and Titles on Mailings

When possible, use full names, including initials, and the relevant prefix: *Mr.*, *Mrs.*, *Ms.*, *Dr.*, *Rev.*, *Hon.* When doubt exists as to a female’s marital status, use *Ms.* For formal invitations, use classic references. (See also: Usage for Dr. under “Titles”) Use the following as guidelines:

Mr. and Mrs. John A. Doe Jr.

Dr. and Mrs. John A. Doe Jr.

Drs. John A. and Jane B. Doe (**Note:** Jr. is dropped here)

Mr. John A. and Dr. Jane B. Doe

Rev. and Mrs. John A. Doe

Rev. John A. and Dr. Jane B. Doe

Mr. John A. and Rev. Jane B. Doe

Mr. John A. Doe

Dr. John A. Doe

Ms. Jane B. Doe

Rev. Jane B. Doe

Double titles are not acceptable. Incorrect: *Rev. Dr. John A. Doe*

For parents of APU students, it is critical to have the mother’s **and** the father’s full names included. For example, in deans’ list announcements, newspapers typically request a mother’s full name and will not accept classic references as listed above. In those cases, the following usually appears: *John A. and Jane B. Doe*

Singular “They/Their” Pronoun

It is always preferable to rework sentences to ensure proper pronoun agreement and avoid confusing or stilted usage, but in some conversational contexts, use of the colloquial and commonplace singular “they” or “their” is acceptable: *Ask each of the students what they want for lunch.* Formal and academic materials typically avoid this more familiar style.

Wife, Husband

The opposite of “wife” is “husband.” Husband and wife should be used instead of man and wife. Be careful to avoid terms that may imply a wife as an appendage or as chattel: *the little woman, just a wife, ball-and-chain.*

Woman, Man

Avoid using “man” to refer to all of humanity. Many alternatives are available. Incorrect: *Man has inhabited the earth for thousands of years.* Correct: *Humans have inhabited the earth for thousands of years.*

Ethnicity-Based Word Usage

According to the Census Bureau’s 2020 Census, race includes the following broad categories:

- American Indian or Alaska Native; also acceptable are Indigenous American or Indigenous Peoples (e.g., Tongva Tribe), as many people consider “indigenous” the most inclusive term.
- Asian, Asian-descent, which includes:
 - Asian Indian
 - Chinese
 - Filipino
 - Korean
 - Japanese
 - Vietnamese
 - Other Asian (Hmong, Laotian, Thai, Pakistani, Cambodian, etc.)
- Black or African American
- Native Hawaiian or other Pacific Islander, which includes:
 - Chamorro
 - Samoan
 - Other Pacific Islander (Fijian, Tongan, Marshallese, etc.)
- White
- Some other race, which includes:
 - Multiracial or interracial
 - Hispanic, Latin, or Latinx (for example, Mexican, Puerto Rican, Cuban, or Spanish), and be sure to apply the appropriate suffix based on gender of referenced person (e.g., Bianca [Latina] or Edwin [Latino])



Ethnicity, according to the Census Bureau, determines whether a person is of Hispanic origin. Hispanic individuals (Mexican/Mexican American/Chicano, Puerto Rican, Cuban, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, etc.) may identify with any race.

As a general policy, reference to a specific individual's race is not appropriate, but in those instances that involve a conflict, it is equally important to specify that an issue may cut across racial lines. Identification by race may also be pertinent when providing the reader with a substantial insight into conflicting emotions known or likely to be involved in a demonstration or similar event. Generally, do not use "minority," but rather "underrepresented ethnicities" or "students of color."

African American/Black American

You may use either African American or Black American. Remember to always capitalize. Be mindful that Black is the most inclusive term but is not synonymous with African American. Typically, African American is a designation referring to individuals whose ancestors were enslaved here in America. Black can be applicable to African Americans, Cubans who identify as Black, and Africans (e.g., Nigerian, Kenyan). People whose parents were born in a country/province in Africa may not identify as African American yet will likely identify as Black. This is important to consider as higher education has domestic and international students.

American Indian

American Indian is preferred over Native American. Be precise and use the name of the tribe if possible: *He is a Navajo commissioner*. Spellings are published by the Bureau of Indian Affairs, *The Reference Encyclopedia of the American Indian* (Todd Publications), and in various tribal publications. Many words historically associated with the American Indian are disparaging and offensive: *wapath*, *powwow*, *brave*, *squaw*. Avoid their usage.

Asian, Asian American

Use Asian American for an American of Asian descent (Filipino, Korean, Thai, Pakistani, etc.). The word *Asian* alone usually refers to international students.

Caucasian



Caucasian, White, or European American may be used. Remember to capitalize.

Filipino, Philippines

Note the different spellings.

Latino, Hispanic American

Use either Latino/Latina or Hispanic American for those who identify as Mexican, Mexican American, Chicano/a, Cuban, Colombian, Dominican, etc. Regional designations and nationalities should be used when they are more accurate and specific than a general designation would be: *Mexican, Puerto Rican, Bolivian, Peruvian, etc.*

Pacific Islander

Use for those individuals from the smaller Pacific Islands. For Americans with this background, use Asian Pacific American. Specify regional designation or nationality when possible: *Native Hawaiian, Guamanian/Chamorro, Samoan, Fijian, Tongan, etc.*

Numbers

Abbreviating Numbers

When abbreviating numbers, follow these examples of numerical ranges. Omit implied digits where applicable, as long as the information is still clear to the reader: *3-10; 96-113; 107-9; 705-24; 14,643-98; 2024-25*. Exception: When using ranges with dollar amounts, do not omit digits. Correct: *\$110-\$130*. **Note:** Use a hyphen to connect numbers.

Age

Though CMOS advises spelling out whole numbers (including people's ages) from zero through one hundred, we adhere to our general rule for numbers—spell out only single-digit ages and use numerals for age 10 and up. For ages expressed as adjectives before a noun or as substitutes for a noun, use hyphens. *John is five years old. She met 12-year-old Natalie. Douglas is a 10-year-old. Tom is in his 30s (no apostrophe).*

Course Numbers

Course numbers comprise an alphabetical subject code and a three-digit Arabic numerical code: *CHEM 351*. Capitalize course names, whether used with or without course numbers.

Dates

Always use numerals except on certain formal invitations or programs. Do not use st, nd, rd, or th superscripts except in reference to centuries from the 10th forward.

Decades

When describing a decade, do not use an apostrophe: *the 1990s*. It is proper to shorten a decade title by using an apostrophe: *the '70s*.

Millions

In giving numbers above 999,999, it is preferable to use the word *million*, preceded by the appropriate number: *The United States population now totals more than 330 million. The APU budget exceeds \$150 million.* **Note:** In giving ranges with this construction, always include the word million after both numbers in the range: *The new residence hall will cost \$3.5 million to \$4 million.*

Money

In giving prices, it is not necessary to give the numbers after the decimal when the amount is in dollars only: *\$125*, not *\$125.00*.

Numerals vs. Words

- **Whole numbers:** Generally, spell out only single-digit numbers and use numerals for all others (10 and up). *They had three sons and two daughters. APU offers more than 100 programs.* Avoid awkward locutions such as: *Complete your degree in 15 months at one of eight Southern California locations.* Instead: *He had 15 parking tickets and 2 late fees.*
- **Large numbers:** When large numbers must be spelled out, use a hyphen to connect a word ending in “y” to another word, but do not use commas between other separate words: *twenty-one, one thousand one hundred fifty-five.*
- **Sentence start:** Spell out a numeral at the beginning of a sentence, with the exception of a numeral identifying a calendar year: *1991 was a very good year. Six people attended the party.*
- **Ordinal numbers:** Spell out “first” through “ninth” when they indicate sequence in time or location: *first base; he was seventh in line.* Starting with 10th, use figures. Use 1st, 2nd, 3rd, etc., when the sequence has been assigned in forming names. Examples of this are geographic, military, or political designations: *7th Fleet; 1st Sgt.*



- **In a series:** In a series of numbers, use numerals instead of spelling them out: *She had 10 dogs, 6 cats, and 97 hamsters.*

Percent

Always use numerals and the “%” symbol.

Phone Numbers

Include one space between an area code enclosed in parentheses and a phone number: *(800) 825-5278*. **Note:** It is no longer necessary to indicate “toll free” before or after an 800, 866, or 877 number, as most readers now understand these to be feeless lines. APU has also moved away from listing phone numbers that use words or letters, also known as vanity numbers: *(800) TALK-APU*. When a phone number has an added extension, the correct format is as follows: *(626) 815-6000, Ext. 2010*.

Project Code

For Strategic Communication and Engagement and Enrollment Management staff only: The project list number should be printed at the bottom of each print project along with the month and date in which the project printed: *23396-0619 (for a project printed in June 2019)*. It should be in a very small typeface and in an inconspicuous location determined by the designer. This helps us track the project in subsequent years should we need information. **Exceptions:** Some projects, due to their type, do not require project numbers, e.g., billboards, quickscreens, large displays, high-end invitations with dates.

SAT Scores

Note that commas should not be used in SAT scores: *She received a 1200 on her SATs.*

Times of Day

When giving the time, if an event begins on the hour, it is sufficient to give the hour only: *8 p.m.*, **not** *8:00 p.m.* This includes ranges of numbers: *8-9:30 p.m.*, **not** *8:00-9:30 p.m.*

Units

Always use numerals when referring to credits or units: *18 credits; a 3-unit course.*

Possessives

Make singular nouns possessive by adding an apostrophe and an “s.” Make plural nouns

possessive by adding only an apostrophe: *The bird's wing was broken. The birds' refuge was the ledge of a building.* If a singular noun ends in an "s," add only an apostrophe to make it possessive. Use the same rule for proper names: *Every space was empty at that campus' parking lot. Sherlock Holmes' reasoning abilities did not fail him.*

Conjunctions

According to CMOS, it is NOT an error to begin a sentence with a conjunction. However, "but" can be unclear at the beginning of a sentence unless the idea it introduces directly contrasts with what precedes. Pay special attention to meaning when choosing to begin a sentence with a conjunction.

Compounds

A common editorial concern is whether to spell compounds as two words, hyphenate, or close up as a single word. In general, hyphenation is usually necessary only before a noun (see "Symbols, Hyphens" below). Readability and pronunciation are the overall goals. Err on the side of not using hyphenation unless clearly needed: *nonprofit, re-enroll.* For a helpful guide to compounds, refer to 7.81-89 of CMOS, 17th Edition. *Merriam-Webster's Collegiate Dictionary* is our definitive resource for spelling words, including compounds with or without hyphens.

- **Adverbs ending in "ly":** Not hyphenated before or after a noun
- **Headers with compounds:** When using title case in a header or headline that includes a compound, capitalize both parts of the compound. *Substance Use Disorder Certificate Prepares Students for a High-Demand Career*
- **Hyphen with word space:** When the second part of a hyphenated expression is omitted, the hyphen is retained, followed by a word space. *University- and college-bound students; five- to ten-minute intervals*
- **Christ follower, decision maker, difference maker, faculty mentor:** Do not hyphenate these commonly used phrases.

Punctuation

Contractions

Beware of the contraction form "'s" when it makes the long form unclear: *What's the problem? What's been going on? He's the president. He's been here 30 years.* In these

cases, write out “what is,” “what has,” “he/she is,” and “he/she has.” **Note:** Contractions are permitted when a more informal style fits the tone and audience. Contractions are commonly accepted in modern writing and may be useful to convey a conversational approach, but in formal publications and academic contexts, contractions are often not used.

Spaces After Punctuation

Use one typeset space, not two, after all marks of punctuation that end a sentence, whether a period, colon, semicolon, question mark, exclamation point, or closing quotation marks.

Symbols

- **Ampersand (&):** Use ampersands only in charts, tables, or lists where space is at a premium, and for names of companies or organizations where the ampersand is part of the group’s official name. In narrative text, however, use “and.”
- **Apostrophes (’):** Apostrophes are used to show possession and to indicate missing letters or numerals: *Joe’s car is red. Jane called the ’60s her decade.* Use reverse apostrophes when referencing graduation years for alumni: *Jane Doe ’06.* Use apostrophes in the names of abbreviated academic degrees: *bachelor’s degree; master’s degree.* Do not use an apostrophe for plurals of multiple-letter combinations or numerals: *She practiced her ABCs. Thousands of TVs tuned into that program. He grew up in the 1980s.* Also, when editing, check for “smart apostrophes.” When documents are transferred from email, sometimes apostrophes appear like 'this.' Just retype the apostrophe to reformat for the correct curved shape.
- **Brackets ([]):** There are several uses for brackets: Use brackets for parentheses within parentheses and editorial additions or word substitutions in quotations. Use brackets to enclose editorial explanation. Use brackets to set off phonetic transcripts of words.
- **Colon (:):** A colon is commonly used to introduce a series or list, even in paragraph format. The terms “as follows” or “the following” require a colon if followed directly by the illustrating items, or if the introducing clause is incomplete without those items:
 - If a colon introduces a complete sentence, more than one sentence, a formal statement, quotation, or speech in a dialogue, capitalize the first word of the sentence: *There was one rule: Everyone must have fun.*

- If the colon introduces a sentence fragment, do not cap the first letter of the fragment: *The lecture covered three areas: banking, law, and ethics.*
- **Commas (,):** The comma denotes a slight pause and is used to separate items in a series, including the next-to-last item: *Azusa, Glendora, and La Verne.*
 - For dates with a month and year only, do not use a comma: *June 1983; the meeting took place in November 1986.*
 - A phrase that is nonessential to the meaning of the noun it modifies should be set off by commas: *The student, wearing a hat, is walking to Darling Library.*
 - Since the comma is one of the most misused punctuation marks, it is helpful to resist overuse and consult CMOS when in doubt.
- **Copyright (©):** This is the preferred symbol for giving notice. For the most part, it should be followed by the year the piece is published and then the name of the copyright owner.
- **Dollars (\$):** Use figures and the “\$” sign in all cases except casual references (*please give me a dollar*) or amounts without a figure (*dollars are flowing here*). Do not use zeros for exact amounts: \$5, instead of \$5.00. For amounts more than \$1 million, use the “\$” and numerals up to two decimal places: *It is worth \$4.27 million. It is worth exactly \$1,384,932.*
- **Ellipsis (. . .):** The ellipsis should have a space before the first period, between each period, and after the last period. The ellipsis is used to indicate that one or more words have been deleted from a quote, text, or document: *Azusa Pacific University exists . . . to advance the work of God in the world.*
 - If the part before the ellipsis is a complete sentence, a period (or other appropriate punctuation mark) precedes the ellipsis: *Blessed are the poor in spirit, for theirs is the kingdom of heaven. . . . Blessed are the merciful, for they shall be shown mercy.*
- **Hyphens (-), en dashes (–), and em dashes (—):** (See also “Compounds” above) Remember that generally, hyphens link items and dashes separate them. Do not use spaces before or after any of these symbols.
 - Hyphens join words to form compound adjectives or attach certain prefixes or suffixes to words. The hyphen should be used for compound words, word division, and to separate characters/numbers. *Some students are non-English speakers. My phone number is 555-2315.*
 - Hyphens are also used to connect number ranges, signifying “up to and including” or “through.” *In Genesis 6:13-22, we find God’s instructions to*

Noah. The School of Music event takes place Saturday, 11:30 a.m.-4 p.m. (Note that this rule diverges from CMOS, which calls for en dashes in this use. Hyphens are preferred by APU in standard content as a web- and reader-friendly style. En dashes may occasionally be employed in headlines or other emphasized text to enhance visual clarity.)

- Use the em dash to set off an amplifying or explanatory element (although commas, parentheses, or a colon may be clearer). Usually, parentheses are used when the information is nonessential, whereas dashes are used for emphasis. *It is a long-standing favorite among APU students—Donut Man. The professor’s students—that is, former students—still keep in touch with her.*
- **To Note:** Do not use hyphens in *Multiple Subject* and *Single Subject* in relation to the School of Education credentials and programs.
- **Quotation marks (“ ”):** Quotation marks go inside semicolons and colons, outside commas and periods. Question marks and exclamation points go inside the quotation marks if they are part of the quote, and outside if they are not: *Did you watch “The Civil War”?; then she asked, “Did you paint the entire fence?”*
 - The guidelines for quotations on the first reference to the person being quoted are as follows: *“Our programs are very strong,” said Thomas A. Smith, PhD, dean of the School of Theology.* After the quote, on subsequent references, simply use the person’s last name: *“Students really enjoy the classes we offer,” Smith said.*
 - Items that should be in quotation marks include: direct quotations, short poems, essays, article titles appearing within a journal, short-story titles, and webpages. For more information, refer to the most recent version of CMOS.
 - Also, when editing, check for “smart quotes.” When documents are transferred from email or HTML files, sometimes quotation marks appear like "this." Retype the quotation marks to reformat with curved marks.
- **Ratio (:):** Spell out a ratio description instead of using the ratio symbol when referencing it in a sentence: *The student-to-faculty ratio is 11 to 1.* Use 11:1 on lists such as the fact sheet or admissions numbers highlights.
- **Semicolon (;):** Use a semicolon when separating items within a series that has commas: *The invitation list included Jane Smith, professor of English; John Doe, dean of the Graduate School of Theology; and John Jones, noted attorney.* The

following words should be preceded by a semicolon when used between clauses of a compound sentence: *then, however, thus, hence, indeed, yet, so.*

Religious Terminology

Antichrist, Anti-Christ

Antichrist is the proper name for the individual the Bible says will challenge Jesus Christ. *Anti-Christ* is an adjective applying to someone or something opposed to Christ.

Bible, Biblical

Capitalize *Bible* in all references to the Old and New Testament writings, but lowercase *biblical*. (See also “Scripture(s), scriptural”)

Bible References

Where possible, use whole words: *Matthew 6:33*. Cardinal numbers are used in book names: *1 Timothy; 2 Kings*. (See also “Translation, Preferred”)

Chapel

Do not capitalize when referring to APU’s thrice-weekly chapel program, but capitalize when referencing formal chapel names such as Kaleo Chapel, Liturgical Chapel, Evening Prayers Chapel.

Church

Capitalize when referring to the universal body of believers: *The Azusa Street Revival was an important turning point in the history of the Church*. Capitalize the official name of a church or denomination: *Foothill Community Church, The Foursquare Church*.

Lowercase in general reference: *Many students opt to attend church on Sundays*.

Lowercase shortened second references to a particular church: *He serves as pastor of Foothill Community Church. Before becoming pastor, he attended the church for 10 years.*

Deity

Uppercase references to deity: *God the Father, Son, and Holy Spirit*. Also uppercase direct pronouns: *What did Jesus Christ mean when He said, “Come unto Me, all who are weak”?* Other examples include: *Word of God, Body of Christ, Him, His*.



Divine, Divinity

Capitalize only when used in direct reference to God, Jesus Christ, or the Holy Spirit, or when used as part of a proper noun: *The Divinity of Christ was not in question. The chocolate mousse was divine.*

God-Honoring, Godly

Capitalize the “g” in God-honoring but lowercase all uses of *godly*: *APU strives for God-honoring excellence. That staff member conducts himself in a godly manner.*

Gospel

Capitalize in general reference, and when referring to the books of the Bible. Do not capitalize in reference to the music genre: *She wanted to share the Gospel. The topic was the Gospel of John. He enjoys gospel music.*

Heaven, Heavenly

Lowercase in all uses: *Our Father in heaven, hallowed be your name. Be perfect, therefore, as your heavenly Father is perfect.*

Jesus Christ

Always use His full name in first references. Use Christ by itself only in subsequent references. Capitalize the names of major events in the life of Jesus Christ in references that do not use His name: *The doctrines of the Last Supper, the Crucifixion, the Resurrection, and the Ascension.*

Kingdom of God

Capitalize in general reference: *She prayed that her work would help further the Kingdom of God.*

Lord, LORD

When quoting the Bible, pay careful attention to the word “lord.” When referring to God in the Old Testament, use LORD; when referring to Jesus in the New Testament, use Lord; and when referring to a ruler, use lord.

Ministers and Priests

Use *Reverend* before a name on first reference if it is preceded by “the.” On second reference to members of the clergy, use only a last name if he/she uses a surname: *the*



Reverend Billy Graham on first reference, *Graham* on second. In a list, use *Rev. John Smith*. Substitute *Monsignor* before the name of a Roman Catholic priest who has received this honor. Do not routinely use words like *father* or *pastor* before an individual's name. If they appear before a name in a quotation, capitalize them.

Nuns

Always use *Sister* or *Mother* if applicable before a name: *Mother Teresa*.

Old Testament/New Testament

Both are always capitalized, but not italicized.

Scripture(s), Scriptural

Capitalize Scripture(s) in all references to the Old and New Testament writings, but lowercase *scriptural*. (See also "Bible, biblical")

Translation, Preferred

For consistency, official APU publications and materials use the New Revised Standard Version (NRSV) translation of the Bible, unless otherwise noted. Other translations are acceptable, but you must cite which translation was used.

Usage of A.D. and B.C.

The rules for A.D. (*anno Domini*, year of our Lord) and B.C. (before Christ) are not the same. The rule for A.D.: Because the full phrase should read "in the year of our Lord 1998," the abbreviation goes before the figure for the year: *A.D. 1998*. The rule for B.C.: The opposite of the A.D. rule is true. Because the full phrase should read "in the year 200 before Christ," the abbreviation goes after the figure for the year: *200 B.C.*

Word of God

Capitalize as shown when referring to the Bible or to Jesus.

Style/Tone

In general, the style/tone of the copy should match the intentions of the piece, as well as the overarching brand of the university. The goal is to produce accurate, consistent, and concise communication that captures the reader's interest or informs him/her appropriately. In order to keep a consistent identity across all university communications and materials, it's important to maintain alignment with the university's three personality



archetypes, as determined with the help of Carnegie, a higher education marketing and enrollment strategy consultant:

ARCHETYPE 1: THE PURPLE ADVOCATE

Uplifting Collaborator

Supportive and selfless, driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.

Key Terms: Compassionate, Empowering, Supportive

ARCHETYPE 2: THE BLUE BEACON

Devoted Leader

Powerful and assertive, driven by growth and being a frontrunner. Delivers stability, pride, and strength. Values power, influence, and accomplishment. Causes people to feel confident and in control.

Key Terms: Influential, Accomplished, Determined

ARCHETYPE 3: THE YELLOW CATALYST

Inspiring Forward-Thinker

Brilliant and forward-thinking, driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and progress. Causes people to feel awe and amazement.

Key Terms: Transformative, Engaging, Innovative

Formal/Academic

Most content for the university requires a collegiate level of formality with adherence to this guide and CMOS. As an academic institution, APU must uphold standards of grammatical accuracy, clear sentence structures, and detailed descriptions. Form and mode should communicate scholastic precision and care.

Informal/Conversational

In some contexts, a more conversational approach is appropriate, particularly content intended specifically for an undergraduate audience. Some of our other publications



(e.g., *APU Life*, Undergraduate and International Admissions materials, web articles) are moving toward a more informal style to present the relational, familial side of the university. This tone should maintain proper grammar and spelling but may bend formal “rules” for the sake of a more colloquial delivery.

Passive Voice

Passive voice tends to make language sound uncertain and less convincing. Try to change passive statements to active ones. Passive voice includes using a version of “to be” instead of a specific verb. Passive: *It is through this essay that the symbolism in Hamlet will be examined.* Active: *This essay will examine the symbolism in Hamlet.* Passive: *Students are capable of a lot in a nurturing learning environment.* Active: *Students excel in a nurturing learning environment.* (Helpful resource: writingcenter.unc.edu/tips-and-tools/passive-voice)

Internet

Because the APU website encompasses formal and informal content, and serves a very broad audience base, appropriate style/tone should be determined on a case-by-case basis. Expectations for consistency and precision tend to be less rigid because of the volume of online copy generated from multiple constituents. That said, stylistic rules from this guide and CMOS are still applicable and should be used whenever possible, even retroactively when appropriate. Writers/editors must remember that the website is one of APU’s primary venues for mass communication. The image we convey visually and verbally is essential for properly branding the university as a sound academic institution and honoring its mission and purpose.

Usage of Website Addresses/URLs

“Https://” or “www.” should not be included alongside a URL unless the URL will not function without it. For example: Visit apu.edu/visit/campus-tour to learn more. Always double-check links to ensure they work. (**Note:** URLs under the apu.edu site DO NOT need “https://” or “www.”)

If the URL is an extended directory (e.g., apu.edu/provost) rather than a base site (apu.edu), and is followed by a punctuation mark, add a final slash at the end of the URL, before the punctuation mark. Do not, however, include a slash after a PDF file name. Examples: For more information, visit apu.edu/admissions/undergraduate/. Learn more about APU’s beliefs at https://www.apu.edu/files/institutional_values.pdf.

In online/web-based copy, avoid writing out URLs when possible. Instead, choose a word set that can function as the hyperlink. Example: *To begin the audition process, [complete an application](#) no later than January 10.* **Exception:** Email addresses should always be written out and hyperlinked: *Should you have any questions, email stratcomm@apu.edu.*

Also, avoid phrases such as “click here” and instead hyperlink key phrases to help improve search engine optimization (SEO). Correct: *View the [Welcome Weekend video](#).* Incorrect: *View the Welcome Weekend video [here](#).*

Media Titles

Generally, use italics when referring to titles of books, movies, plays, songs, and television programs. Articles, speech titles, conference titles, works of art, sermon titles, and lecture titles should be put in quotation marks. Examples: I just read the latest *U.S. News & World Report*. He chose to watch *Nightline*. Rodin’s sculpture “The Thinker” is on display. Where italics are not available, underlining is acceptable. **Note:** The Princeton Review is the name of an organization and not a publication, so it is not italicized.

Special Word Usage

Alumni

Alumni are identified by the year in which they graduated, contracted by an apostrophe. For alumni who earned graduate degrees at APU, the abbreviated degree precedes the year of graduation and a comma is used to set off the descriptor:

Undergraduate: *Jim Smith '76*

Graduate: *Maria Gonzalez, MFA '18*

Both: *Ellen Choi '11, MAEd '14*

If a student enrolled but did not graduate, he/she is simply identified as a former APU student.

- *An alumna* is a woman who graduated from a school.
- *An alumnus* is a man who graduated from a school.
- *Alum* is acceptable when the singular form is necessary but the gender is unknown.



- *Alumnae* is the plural form for women who have graduated from a school, and *alumni* is plural for men or both genders together.

America

Use *United States* instead of *America* where applicable. America is more than just the United States—North, Central, and South America are made up of a number of countries.

Bachelor's Completion

Azusa Pacific's bachelor's completion programs are designed for students who began their studies at another higher education institution and would like to transfer to APU to finish their degree. The minimum number of units required to transfer varies by program, and in order to graduate, students must complete the required program units and General Education units for a total of 120 units. Note: There are different pathways to transfer to APU, either as a traditional undergraduate or regional campus/online student. Bachelor's completion language is used for transfer students who fall within the latter category and need greater flexibility to balance their other life responsibilities. Common word sets for this audience include *bachelor's degree completion programs* and *finish your degree*.

Check-in, Check in

As a noun, *check-in* is one, hyphenated word: *Conference check-in begins at 8 a.m.* As a verb, two words with no hyphen: *Check in at the Welcome Center.*

Comprise

The use of "comprised of" is not only passive voice, it is also a faulty construction. Comprise means "include." *Haydn's Piano Sonata No. 6 comprises four movements.*

Note: The use of "composed of" is an acceptable substitute, but note that it is passive voice and should be avoided if possible: *Haydn's Piano Sonata No. 6 is composed of four movements.*

Coursework

Spelled as one word in all instances.

Curriculum, Curricula

Use *curriculum* when referring to a single educational program. *Curricula* is the plural form. The same rule applies to other Latin nouns of this type: *datum, data*, etc.

Curriculum Vitae

The singular and plural are the same.

Days

In formal publications, refrain from abbreviating the days of the week. Where space restrictions or the medium (e.g., a web-based calendar) require that days of the week be abbreviated, follow the guidelines in CMOS, section 10.45. No matter the abbreviation method used, keep reader comprehension as the top priority. When abbreviating, be sure to apply the shortened form consistently. Yes: *The event took place on Mon., Feb. 13.* No: *The event took place on Monday, Feb. 13.*

Deaf, deaf

The word “deaf” (lowercase “d”) is the condition of partially or completely lacking in the sense of hearing: *He is deaf.* The word “Deaf” (capital “D”) refers to embracing the cultural norms, beliefs, and values of the Deaf Community: *He is Deaf.* The word should be capitalized when it is used as a shortened reference to being a member of the Deaf Community.

E.g. or i.e.

The former is used to mean “for example” and i.e. means “in other words.”

Email, Ebook, Eblast

Use as shown in text and address listings. No hyphen is needed.

Emeritus

Added to formal titles, *emeritus* denotes individuals who have retired and retain their rank or title: *Professor Emeritus John Doe* or *John Doe, professor emeritus of history.*

- Emeriti is the plural form.
- Emerita is used when referring to a woman.

Entitle, Title

Entitle means to give title to; *title* means to provide a title for or call by a title: *The author entitled the book last week. The book, titled Walden, is here.* Using *entitled* when telling the name of a book is a common mistake. Incorrect: *His new book, entitled The Forgotten Way, will be released next year.* Correct: *His new book, titled The Forgotten*



Way, will be released next year. Or to put it another way: An author is entitled to title his/her books.

Faculty Awards

Each year the Office of the Provost presents several awards to faculty members. These awards are the Chase A. Sawtell Inspirational Faculty Award, the Teaching Excellence Award, the Scholarly Achievement Awards, the Alice V. Watkins *Imago Dei* Ethos Award, the Community Engagement Faculty Award, the University Leadership Award, and the Mary Hill Award.

Fractions

When spelling out fractions, use hyphens: *one-half, one-third*.

From APU

Students earn their degree *from APU*. Use *at APU* only if the context refers to an on-campus program. Do not use *with APU*.

Handicapped, Disabled

Always use person-centered language. *Handicap* should never be used to describe a disability. *Disabled* is a general term for impairment by a physical, mental, cognitive, or developmental condition that substantially limits one or more of the major daily life activities, but it should not be employed as an adjective describing an individual or community. Incorrect: *a disabled person* or *the disabled*. Correct: *person with a disability* or *people with disabilities*.

Health Care and Healthcare

Per the School of Nursing's request and according to industry standards, "health care" should be written as two words when it is used as a noun: *Make a difference in health care*. It is one word, however, when used as an adjective: *MA in Healthcare Administration*; *APU nurses work at myriad healthcare organizations*. **Note:** This is a change from APU's previous style, when health care was written as two words in all uses.

ID Card

Refers to APU student identification card. Capitalize ID, with no periods or spaces. Do not capitalize *card*. *Faculty/staff card* is not capped.



Initials as a Name

When a person uses two or more initials and a last name, no space is needed between the initials: *C.P. Haggard, J.R.R. Tolkien*. Note that this is in contrast to CMOS. When a person uses his/her initials as a first name and last name, no periods and no spaces should be used: *JFK, LBJ*.

Like, Such as

Not interchangeable. The preposition “like” implies that what follows is not necessarily the same: *Students should read books by great authors like F. Scott Fitzgerald*. This implies that students do not necessarily need to read books by Fitzgerald, but by authors of the same stature. The prepositional phrase “such as” denotes a more direct relationship: *Students should read books by great authors such as F. Scott Fitzgerald*. In this usage, Fitzgerald is definitely included on the list.

Metro Gold Line

Azusa Pacific University is now accessible via the Metro Gold Line. It is acceptable to refer to the *Metro Gold Line* or simply the *Gold Line* when talking about the extension of the light rail service that stretches from Downtown Los Angeles to Azusa. The station serving our campus is the APU/Citrus College Station, located on Citrus Avenue within walking distance of APU’s East and West campuses. There is another stop, the Azusa Downtown Station, within the city of Azusa.

Months

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone or with a year alone. In formal publications, refrain from abbreviating any months. (Exceptions are made when writing for the website or other computer code where abbreviations are widely used and save valuable space. In such cases, prioritize reader comprehension and consult CMOS, section 10.44, for acceptable abbreviation formatting. When abbreviating, be sure to apply the shortened form consistently. Yes: *The event took place on Mon., Feb. 13*. No: *The event took place on Monday, Feb. 13*.)

Musical Notes and Keys

For musical notes and keys, use roman caps. For clarity, use the words *major* and *minor* with the letters when naming keys. *One of Mozart’s best-known symphonies is in G*



minor; middle C; key of G major; the D triad. As part of a piece title, make sure to capitalize *major* and *minor*: *Cantata in A Major; Sonata in E Minor*.

Nicknames

Use in place of a person's given name only if it is the way the person prefers to be known: *Jimmy Carter*. When a nickname is inserted into the identification of an individual, use quotation marks: *Jimmy "Scoop" Olsen*. In sports stories, commonly used nicknames may be substituted for a first name without quotation marks: *Air Jordan, Bubba Smith*. But in sports stories where the given name is used and in all news stories: *Earvin "Magic" Johnson*.

On-Campus and Off-Campus

Hyphenate only when functioning as an adjective in front of a noun: *Engstrom Hall is an on-campus residence hall. The baseball game takes place off campus.*

Online

One word when referring to the internet. No hyphen needed.

Over vs. More Than

Over typically refers to above, upon, or during; *more than* indicates greater in amount or degree, or additional or further. *The bicyclist rode over the bridge; APU offers more than 50 areas of undergraduate study.*

Service-Learning

Hyphenate in all uses: *service-learning project; Center for Academic Service-Learning; APU encourages students to participate in service-learning.*

State Names

State names are always spelled out unless in list form. If preceded by a California city or a well-known city, the state name can be omitted: *Oceanside, Merced, San Diego, New York City, Dallas*. State postal code abbreviations are listed below (use only for postal codes):

Alabama (AL), Alaska (AK), Arizona (AZ), Arkansas (AR), California (CA), Colorado (CO), Connecticut (CT), Delaware (DE), Florida (FL), Georgia (GA), Hawaii (HI), Idaho (ID), Illinois



(IL), Indiana (IN), Iowa (IA), Kansas (KS), Kentucky (KY), Louisiana (LA), Maine (ME), Maryland (MD), Massachusetts (MA), Michigan (MI), Minnesota (MN), Mississippi (MS), Missouri (MO), Montana (MT), Nebraska (NE), Nevada (NV), New Hampshire (NH), New Jersey (NJ), New Mexico (NM), New York (NY), North Carolina (NC), North Dakota (ND), Ohio (OH), Oklahoma (OK), Oregon (OR), Pennsylvania (PA), Rhode Island (RI), South Carolina (SC), South Dakota (SD), Tennessee (TN), Texas (TX), Utah (UT), Vermont (VT), Virginia (VA), Washington (WA), West Virginia (WV), Wisconsin (WI), and Wyoming (WY).

Note: Public relations materials, such as news releases and media alerts, use Associated Press abbreviations in text, such as Calif. In all other materials, the state should be spelled out unless in an address.

That, Which

That introduces a clause crucial to the reader's understanding: *The car that is red is in the parking lot.* Here, the restrictive clause "that is red" is crucial to the reader's understanding; there may be many other cars in the parking lot. *Which* introduces a clause that is not crucial to the reader's understanding. For example, if only one car was in the parking lot, the sentence would read: *The car, which is red, is in the parking lot.* The nonrestrictive clause "which is red" is not crucial to the reader's understanding.

Exception: If using the word *that* would produce two *thats* in a row, you may substitute the word *which*: *That which is good.*

Transferable

One "r" is preferable to "transferrable."

United States of America

Use periods in U.S., but periods are not necessary in USA.

URL

This is the abbreviation for Universal Resource Locator, a computer protocol used to locate addresses on the web. "URL" is appropriate to use on first reference but only for an informed audience. For readers not familiar with web terminology, consider using *website address*.

Vice President/Provost for . . .



It is never vice president **of**, but vice president **for**: *Vice Provost for Academic Effectiveness, Vice President for Enrollment Management.*

World Wide Web

Alternate spellings include World-wide web and World-Wide Web, but are not used at APU. Use *the web* sparingly, substituting *the internet* when applicable (*the internet* and *the web* are lowercase in all uses).

Titles (refer to 8.20-34 in CMOS for further clarity)

Cardinals, Archbishops, Bishops

Use these titles before the individual's name: *His Eminence, Timothy Cardinal Dolan, was named archbishop of New York*, and *cardinal* upon second reference. *Archbishop José H. Gomez* or *the Most Rev. José H. Gomez*.

Courtesy Titles

Courtesy titles are typically reserved only for use in mailings, not stories/articles or in online content. In second references, courtesy titles such as *Mr.*, *Mrs.*, *Miss*, and *Ms.* are not to be used. Use only the last name in second (and subsequent) references.

Dean, Director, etc.

Capitalize when used as a formal title before a name: *Dean John Smith*; lowercase in other uses: *John Smith, PhD, dean of students, will speak in chapel.*

Dr.

Those who have an earned or honorary doctorate should be referred to as individuals with a PhD, DBA, Ed.D., D.Min., LHD, etc.: *Laura C. Lastname, title*, on first reference, and *Lastname* in later references. It is redundant to refer to someone as, for example, *Dr. Michael Lastname, PhD*; use *Michael Lastname, PhD*.

- If the person has earned an MD, it is acceptable to refer to the individual as *Dr. Lastname*. On second reference, use only the last name of the individual.

President

For APU's president, capitalize only as a formal title before the name, but use lowercase in all other uses: *President Morris*; *the president said today*. On second reference, use



only the last name. **Full name and degree information for APU's president:** *Adam J. Morris, PhD*

Professional Titles

Titles are capitalized only when they immediately precede a personal name and are thus used as part of the name, in essence. Titles should be lowercase when following a name or used in place of a name: *Director of Human Resources Jane Doe; Jane Doe, director of human resources; Jane Doe, director, Office of Human Resources; the director of human resources*. **Exception:** Names and titles displayed in list format such as on a "Meet the Staff" webpage or on an Academic Cabinet list in an annual report:

*Jane Doe
Director of Human Resources*

Professor

Never abbreviate. Capitalize when used as a formal title before a full name: *Professor Tom Smith, PhD*. Lowercase elsewhere: *Tom Smith, PhD, is an assistant professor in the Department of Music*. In most cases, APU uses the latter format, with the title after the name.

Program Titles (See also "Academic Degrees" in the Capitalization section)

When the official name of a degree or its formal abbreviation is used, the subject of the degree must be capitalized. When referring to a "master's degree in..." the subject need not be capitalized. For example: *MS in Biotechnology, master's degree in biotechnology, and Master of Science in Biotechnology program*. When identifying programs, be specific: *a degree program* (as in the above example); *a certificate program (Certificate in TESOL program)*; or *a credential program (Single Subject Teaching Credential program)*. Avoid using the terms *associate, bachelor's, or master's* without the word *degree* following it. Example: *APU offers XX master's degrees*. NOT *APU offers XX master's*. **Note:** The word *program* is not capitalized.

Residence Director/Resident Advisor

RD and RA are acceptable on second reference.

Titles of Groups



On first reference, use the full name of the group, department, etc., and capitalize all words except prepositions. On subsequent reference, when only a partial name is used, uppercase the designated area, but not the generic office: *The Office of Student Employment offers help in finding on-campus jobs. The people in Student Employment are very friendly. The office also offers job training.*

APU Reference Information and Resources

Campus Locations, Addresses, and Phone Numbers

Referencing Azusa Pacific University

Azusa Pacific University must be written out completely in first references and in design elements, including when combining the university name with school, department, and office names: *Azusa Pacific University School of Education*, NOT *Azusa Pacific School of Education*. Second references may be abbreviated, such as *APU's School of Education* or *Azusa Pacific's Department of Kinesiology*. **NOTE:** When creating social media accounts on behalf of Azusa Pacific schools, departments, offices, etc., adhere to the naming guidelines presented in the university's social media standards, available at apu.edu/sce/brand/#social-media.

Naming Criteria (see also "Office Names" in the Capitalization section)

The following information serves as a broad guide for departments, offices, and facilities located on Azusa Pacific's main campus and at regional locations:

- As a general rule, most areas are titled:
 - *Office of* for nonacademic constituents and *Department of* for academics (with the exceptions of *the Business Office*, *the Department of Campus Safety* and *the Athletics Department*)
 - *Services* for provisional areas
 - *Center for* for support or research services

Addresses

For "branding" addresses that accompany our logo, use the office/department title with the appropriate physical address only: *Office of Chapel and Pastoral Care, 901 E. Alostia Ave.*; *School of Nursing, 701 E. Foothill Blvd.* For pieces that will be mailed or require mail



correspondence, use only the P.O. Box address. **Exception:** Copy for communication pieces/admissions materials for international students should include 901 E. Alostia Ave. **and** P.O. Box 7000 for international postal purposes.

Format

[Specific office name]

[Building], [Room number], [Campus] -or- [Regional location name]

Azusa Pacific University

[Street address]

Default to the abbreviated version (E., W., Blvd., Ave.) unless the situation calls for more formality, such as letterhead or invitations, or if used in a complete sentence. Complete addresses like the one above are the exception. They are necessary for online calendar items or pieces where a reader needs specific directions.

Azusa Pacific University's Azusa Campus (mailing address)

PO Box 7000

Azusa, CA 91702-7000

Phone: (626) 969-3434

(800) 825-5278

Los Angeles Pacific University (see also "Azusa Pacific University System" in the University Descriptions section)

300 N. Lone Hill Ave., #200

San Dimas, CA 91773

Phone: (855) 527-2768

Email: contact@lapu.edu

Other physical addresses that comprise the Azusa campus:

East Campus

Azusa Pacific University

901 E. Alostia Ave.

Azusa, CA 91702

West Campus

Azusa Pacific University



701 E. Foothill Blvd.
Azusa, CA 91702

Administration West
Azusa Pacific University
568 E. Foothill Blvd.
Azusa, CA 91702

Community Counseling Center (University Promenade)
Azusa Pacific University
918 E. Alostia Ave.
Azusa, CA 91702

Neighborhood Wellness Center
Azusa Pacific University
795 N. Dalton Ave.
Azusa, CA 91702

East and West Campuses

The Azusa Pacific University East Campus and West Campus are located in the city of Azusa, a suburb in the San Gabriel Valley, 20 miles northeast of Los Angeles.

- First mention: *Azusa Pacific University's [or APU's] East Campus*, Second mention: *East Campus*
- First mention: *Azusa Pacific University's [or APU's] West Campus*, Second mention: *West Campus*

Regional Campuses, Regional Sites, and Instructional Locations

Lowercase when used alone; uppercase when used as part of a specific name: *Inland Empire Regional Campus*. Use the full name on first mention and partial name on subsequent mentions. First mention: *Azusa Pacific University's [or APU's] Inland Empire Regional Campus*. Second mention: *Inland Empire Regional Campus*. **Note:** Do not refer to a regional campus as a *campus* without the *regional* descriptor. **Phone numbers:** Use regional campuses' local phone numbers (not 800/877 numbers) on ads/flyers/print materials to demonstrate a presence in the local community. **Note:** APU's Monrovia classrooms, used by the School of Nursing, are formally designated the Monrovia



Regional Site. Nursing also now offers classes at the Redlands Community Hospital Instructional Location.

Including the Azusa campus, APU consists of “seven convenient Southern California locations”:

High Desert Regional Campus

Azusa Pacific University

15283 Pahute St.

Victorville, CA 92395

Phone: (760) 952-1765, (760) 952-2965, (877) 247-3462

Fax: (760) 952-1734

Email: highdesert@apu.edu

Inland Empire Regional Campus

Azusa Pacific University

375 W. Hospitality Lane

San Bernardino, CA 92408

Phone: (909) 888-9977, (800) 964-8807

Fax: (909) 888-8739

Email: inlandempire@apu.edu

Monrovia Regional Site

Azusa Pacific University

606 E. Huntington Dr.

Monrovia, CA 91016

Phone: (626) 815-6302

Email: sonmonrovia@apu.edu

Murrieta Regional Campus

Azusa Pacific University

40508 Murrieta Hot Springs Rd.

Murrieta, CA 92563

Phone: (951) 304-3400, (877) 210-8841

Fax: (951) 304-3388, (626) 815-2198

Email: murrieta@apu.edu



Orange County Regional Campus
Azusa Pacific University
1915 Orangewood Ave., Ste. 100
Orange, CA 92868
Phone: (714) 935-0260
(800) 272-0111
Fax: (714) 935-0356
Email: orangecounty@apu.edu

Redlands Community Hospital Instructional Location*
350 Terracina Blvd.
Redlands, CA 92373

***Note:** The instructional location is not included in the university's overall location count. The Redlands Community Hospital Instructional Location is used only for School of Nursing RN to BSN classes for specific groups. When referring to the site, the full name must be used.

San Diego Regional Campus
Azusa Pacific University
5353 Mission Center Rd., Ste. 300
San Diego, CA 92108
Phone: (619) 718-9655
(877) 210-8839
Fax: (619) 718-9659
Email: sandiego@apu.edu

Regional Location Distinctions

- **Regional campuses** provide on-site instruction, house faculty and program support staff for programs, engage in community and industry outreach, recruit students at the local level, and facilitate student support services.
- For **regional sites**, community and industry outreach, recruitment of students, and most student services are facilitated by the nearest campus.
- **Instructional locations**, typically housed in property that is not leased or owned by APU, provide on-site instruction only, with all other academic and/or student support provided by the nearest regional campus or online. The parameters of the



instructional environment are typically defined by the Memorandum of Understanding (MOU) in place, alongside guidance from the dean, legal counsel, and the provost.

Location Details

Always use formal names on first reference. Use figures and capitalize *room* and the formal building name: *The Board of Trustees will meet at 8 a.m. Friday in Wilden Hall, Room 103.*

ZIP Codes

For “business reply” mailings (BRCs), the usual 91702-7000 ZIP code is NOT used. For a standard-size mailing (usually #9 or #10 envelope), use 91702-9982. For a postcard-size mailing, use 91702-9959.

Phone Numbers

The main number is (626) 969-3434. The toll-free number is used for recruiting, primarily admissions: (800) 825-5278. **Note:** We have moved away from using the toll-free number on undergraduate admissions materials and instead are using their main office number.

- We have moved away from listing “TALK-APU” as the toll-free number because some modern cell phones do not associate letters with the numbers on the keypad.
- For regional campuses, use the local phone numbers for each regional campus (not 800/877 numbers) on all ads, flyers, and print materials, since these tend to target local residents.

For websites and print pieces created for a specific office/department, use that office’s phone number. These can be written as: (626) 815-4527 or (626) 815-6000, Ext. 4527, depending on whether it is a direct-dial extension (see “Direct dial prefixes” below).

For pieces specific to an internal audience, especially faculty and staff, just the extension may be used: Ext. 4519 (**not** x4519). To find someone’s campus phone extension, search for it in Dialpad. **Area code:** The area code is always (626). **Note:** Because parentheses denote a country code in many parts of the world, we should avoid them in our phone numbers in communication pieces specific to international students: +1-626-812-3055.

Direct-Dial Prefixes and Extensions



812 applies to all 30XX extensions

815 applies to these extensions: 20XX, 21XX, 38XX, 45XX, 46XX, 50XX, 53XX, 54XX, 60XX, 61XX, 63XX, 64XX

804 applies to these extensions: 25XX, 26XX

387 applies to these extensions: 57XX, 58XX

857 applies to these extensions: 22XX, 24XX

Any other extension not represented above is considered a nondirect extension and requires the caller to dial (626) 815-6000 and then enter the extension.

Colleges, Schools, Departments, and Their Programs

For the most up-to-date list, refer to the current Academic Catalog at catalog.apu.edu. Because some updates occur throughout the year, ALWAYS cross-check what is listed in the catalog with what is listed online using the program finder at apu.edu/programs/. If discrepancies exist, check with the applicable department.

Special Exceptions by College, School, Department, Office, Etc.

Center for Academic Service-Learning

Make sure that “Service-Learning” is hyphenated in the title.

College Headed and Mighty Proud (C.H.A.M.P.)

Use periods between letters of the acronym.

Dining Services

Use the words *dining venues* as opposed to *eateries* when referring to on-campus facilities. When referring to APU’s food provider, use: *APU has partnered with Bon Appétit Management Company to provide delicious, nutritious, and responsibly sourced meals across campus.*

Honors

Capitalize in all references to the Honors College: *Honors humanities major; Honors humanities minor; she is an Honors student.*



Los Angeles Pacific University (formerly University College) (see also “Azusa Pacific University System” in the University Descriptions section)

In 2018, Los Angeles Pacific University launched, encompassing the branch of APU previously known as University College (prior to that, Azusa Pacific Online University or APOU). Because Los Angeles Pacific University is a separately accredited institution within the Azusa Pacific University System, references to it may stand alone. The university title may be abbreviated as LAPU.

Military and Veteran Education Benefits

Military and Veteran Services

The Office of Military and Veteran Education Benefits (MVEB) helps students understand and utilize their military education benefits. The office processes a variety of VA education benefits. The Office of Military and Veteran Services (MVS) serves as the primary support office for both prospective and currently enrolled military-connected students to ensure that all students transition to the university successfully and ultimately achieve their academic goal.

The VA has designated APU as a *Yellow Ribbon school* (no hyphen, last word lowercase). If referring to the VA program, *Yellow Ribbon Program* (no hyphen, last word capitalized) is the correct term.

School of Education

Do not hyphenate credential names: *Single Subject Teaching Credential*, NOT *Single-Subject Teaching Credential*.

Department of Music

- For musical notes and keys, use Roman caps. For clarity, use the words *major* and *minor* with the letters when naming keys: *One of Mozart’s best-known symphonies is in G minor; middle C; key of G major; the D triad*. As part of a piece title, make sure to capitalize *major* and *minor*: *Cantata in A Major; Sonata in E Minor*
- Include a musician’s performance instrument (always lowercase) preceded by a comma when listing his/her name: *David Beatty, trombone; Patricia Edwards, soprano*
- Capitalize all abbreviations such as Op. and No.

- Italicize all foreign words and titles of all symphonies, movements, opuses, numbers, masses, etc.: *Cantatas No. 51, Mass in F Major, Piano Concerto in D Minor, Bach Woche, Soli Deo Gloria*

Standard Copy

Disclaimers

The following disclaimers should be used with careful consideration of legal implications and consistency of messaging. Remember to involve General Counsel (James Buckley) whenever there is new disclaimer/legal language to consider, or doubt about making changes to current language.

- **Printed document:** *All content in this document is accurate at the time of publication. To verify information or policies that are time sensitive or subject to change, contact the appropriate department or office.*
- **Academic content online:** *Note: This information is current for the 2024-25 academic year; however, all stated academic information is subject to change. Refer to the current [Academic Catalog](#) for more information.*
- **Nondiscrimination:** *Azusa Pacific University, in compliance with federal laws and regulations, does not discriminate on the basis of race, color, sex, age, disability, national origin, or status as a veteran in any of its policies, practices, or procedures.*
- **Non-APU content:** *The following document [or website, PDF, paragraph, etc.] is published and maintained by XXXX company [or university, institution, organization, etc.] and is used with permission here. APU is not responsible for the information provided. Should you have any questions, contact XXXX company directly.*
- **Financial/cost disclaimer:** We include financial information (cost per unit and sometimes base cost) on some program materials. These materials should include a disclaimer for the year the material is printed: *Costs provided in this brochure are current for the 2024-25 academic year, but all stated financial information is subject to change. Visit apu.edu for the latest information.* **Note:** Any material listed in an APU publication that does not belong to APU should be properly cited per CMOS guidelines. In some cases, permission to reprint may be required.



University Descriptions

Description Standards

- Acceptable concepts:
 - Adjectives: Comprehensive, Christian, Evangelical, nondenominational
 - APU is “regionally accredited by WSCUC”
- Unacceptable concepts or phrases:
 - The use of either “liberal arts” or “professional programs” separately as general descriptors of the university or the undergraduate programs
 - Coeducational
 - Inter- or transdenominational
 - APU is “nationally accredited by WSCUC”

In order to keep a consistent identity across all university communications and materials, it's important to maintain alignment with the university's three personality archetypes, as determined with the help of Carnegie, a higher education marketing and enrollment strategy consultant:

ARCHETYPE 1: THE PURPLE ADVOCATE

Uplifting Collaborator

Supportive and selfless, driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.

Key Terms: Compassionate, Empowering, Supportive

ARCHETYPE 2: THE BLUE BEACON

Devoted Leader

Powerful and assertive, driven by growth and being a frontrunner. Delivers stability, pride, and strength. Values power, influence, and accomplishment. Causes people to feel confident and in control.

Key Terms: Influential, Accomplished, Determined

ARCHETYPE 3: THE YELLOW CATALYST

Inspiring Forward-Thinker



Brilliant and forward-thinking, driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and progress. Causes people to feel awe and amazement.

Key Terms: Transformative, Engaging, Innovative

Boilerplate

The boilerplate is typically updated in October/November with new numbers to be used for the following year. The following boilerplate is current for use in 2024-25:

Azusa Pacific University is an evangelical, Christian university committed to *God First* and excellence in higher education. With 70 bachelor's degrees, 44 master's degrees, 25 certificates, 8 credentials, and 9 doctoral programs, the university offers its 6,600+ students a high-quality education on campus, online, and at several regional locations throughout Southern California.

Motto

God First is always italicized; *God First Since 1899* should use title case when standing alone as a design element and should not include a period. **Note:** The uppercase use of *Since* in the motto is an intentional exception to CMOS's capitalization guidelines for prepositions. In this elevated usage as part of the motto, the word is essential to the full phrase and provides emphasis on APU's founding year.

The phrase *God First Since 1899* should be used below the logo on all print ads and billboards, except for those related to Azusa Pacific Seminary or the School of Theology. On materials for military-connected students, a specialized tagline, *God-honoring Excellence Since 1899*, replaces the motto. This tagline is approved for use with military-connected audiences only, and it is not paired with the university motto, to avoid redundancy.

Azusa Pacific University System

The Azusa Pacific University System was established to provide a Christ-centered education that meets the challenges, changes, and needs of current and future students through its affiliate institutions. Grounded in the Azusa Pacific University mission and Cornerstone mosaic of Christ, Scholarship, Community, and Service, the system



graduates difference makers—students prepared to impact the world for Christ in classrooms, hospitals, businesses, churches, communities, homes, and beyond. The Azusa Pacific University System is a nonprofit education system consisting of:

- Azusa Pacific University
- Los Angeles Pacific University

Los Angeles Pacific University

Los Angeles Pacific University is an accredited educational organization that exists to serve people around the world who desire an education experience delivered in the context of Christian faith, excellence, and flexibility, removing the barriers of accessibility. LAPU incorporates life experiences into shared learning opportunities.

University Philosophies and Historical Information

For information about APU's Four Cornerstones, faith statement, mission statement, essence statement, history, etc., visit apu.edu/about/.

Additional Information

Keep in mind that all content that comes across an editor's desk can be improved. Whether it is a grammatical or stylistic error, a structure or organization issue, or outdated/inaccurate data, the Division of Strategic Communication and Engagement is responsible for making the necessary adjustments to position the university well via the written word. Consider checking all facts, figures, dates, requirements, data, numbers, etc. against a secondary source such as the University Fact Sheet, the university website, or the Academic Catalog, or by contacting a department/office that can help.

Remember that this guide is a supplement to *The Chicago Manual of Style*, 18th Edition, on which our editorial style is comprehensively based. Anything that requires clarity or is not found in this guide can be located in *The Chicago Manual of Style* or online at chicagomanualofstyle.org.