

The Catholic University of America Style and Visual Identity Guide

Catholic



The Catholic University of America Style and Visual Identity Guide

Following are the style, visual, and grammatical rules — as well as a list of commonly used editorial marks — for faculty, staff, and students at The Catholic University of America to follow in applying our image and identity to the materials through which we communicate to all our constituencies.

The guide comprises four sections:

- Style Guide, pages 1–13;
- Grammar and Punctuation, pages 14 and 15,
- Visual Identity Guide, pages 16–23; and
- Proofreading Marks, page 24.

We hope you find it useful. Please call the Office of Public Affairs with any questions, additions, or concerns at **202-319-5600**.



Style Guide

Many Parts. One Body.

From its beginnings in 1887 as a graduate research institution, The Catholic University of America has become a community of more than 6,500 undergraduate and graduate students, close to 1,400 full-time faculty and staff, and nearly 85,000 living alumni who hail from all over the world. Catholic University also comprises diverse schools, departments, majors, and programs. These students, faculty, staff, alumni, schools, departments, and centers all make up a distinguished institution that is unique as the national university of the Catholic Church in the United States.

When we speak and look like a unified institution and are recognized as one by those inside and outside the University, everything we do in the name of Catholic University broadens and deepens our impact and confirms CUA's strong identity to all our audiences. To that end, The Catholic University of America Style Guide is designed to help everyone who works at or with CUA to be effective, cogent ambassadors of the University's image, reputation, and mission.

This guide is based on three recognized style guides: primarily *The Associated Press Stylebook*; secondarily, the *CNS (Catholic News Service) Stylebook on Religion* and *The Chicago Manual of Style*. In addition, CUA's primary reference book regarding spelling is *Webster's New Collegiate Dictionary*. The list that follows expands upon information found in the above style guides and overrides any recommendations in those guides. This guide is intended for offices in the University only; it is not an academic style guide for students writing papers, theses, or dissertations. The guide is updated periodically for its own purposes and on behalf of other University entities.

The Office of Public Affairs adheres to this style guide for all the printed and online publications it produces, including magazines, reports, newsletters, brochures, fliers, ads, web stories, and press releases, and all the communications it disseminates. We urge all schools, departments, and offices to follow it as well so that together we can maintain the integrity of CUA's visual and editorial brand.

For questions not answered here, please consult *AP*, *Chicago*, or *CNS*, or call the Office of Public Affairs at 202-319-5600.

General Style Guidelines

Abbreviations and Acronyms

- Use abbreviations and acronyms sparingly unless your readership is familiar with them.
- Spell out the abbreviation or acronym on the first use and immediately follow with the abbreviation in parentheses to prepare readers for your subsequent use of the abbreviation. If the acronym doesn't appear in subsequent text, do not use it at all. Acronyms are only to be used for multiple references. Note: It is acceptable to use initials, not the full name of that which is being abbreviated, on first reference when they are widely recognized (periods are not generally used).
FBI, NCAA, SAT, GPA, CEO, AIDS, NASA
- Do not use abbreviations or acronyms for subsequent references if they follow at a great distance from the spelled-out version. (How far is too far? Ask yourself if the readers who are least familiar with your document's content would understand the abbreviation if they came upon it at that point in the copy.)

Abbreviations: Decades, Time

- Use A.D., B.C., a.m., p.m.

Academic Degrees

- Avoid abbreviations in text, but if space is an issue, use B.A., M.A., M.S., etc. Capitalize full and formal names of specific degrees.
Bachelor of Science, Bachelor of Arts, Doctor of Philosophy
- When referring to academic degrees in general or in a nonformal way, lowercase the first letter of the degree and use an apostrophe
bachelor's and master's degrees, bachelor's degree in nursing, master's in nursing
- When academic degrees follow a person's name in the middle of a sentence, the degree is set off by commas.
Mary Williams, Ph.D., was the featured speaker.
- Do not use the courtesy title "Dr." unless the person referred to holds a medical degree and then only if a medical degree is integral to the text. An exception to this rule is reserved for direct quotes, e.g.:
According to Dean Richards, "Dr. Williams is a prolific author and gifted teacher."

- “Doctoral” is an adjective and “doctorate” is a noun. “Doctorate” is never capitalized unless it is the first word in a sentence.
They all earned doctoral degrees. They all earned doctorates.
He has a doctorate in history.
- Abbreviations for degrees use periods.
B.A., B.S., M.A., M.S., J.C.L., J.D., Ph.D., S.T.D., S.T.L., J.C.D.

Academic Departments

- Capitalize the first letter in proper names of departments.
Department of History, Department of English
- Lowercase if it is not the official name.
The faculty in the history department give a group lecture every three weeks.

Academic Titles

- Capitalize and spell out formal titles such as professor, dean, or chairman when they precede a name. Instructors and other part-time faculty are not to be referred to as “professors” on second reference. Do not use the term “adjunct.” Use part-time.
Dean Albert Smith
Professor of Philosophy Marion Smoot teaches the philosophy of science.
- Lowercase elsewhere.
Albert Smith, dean
- On second reference use the last name only or use professor, even if the person being referred to is an assistant or associate professor, as long as the first reference has given their academic rank.
Joanna Renfrew, assistant professor of architecture, works with CAD/CAM applications.
Professor Renfrew recently presented a lecture about park benches and vendors’ carts at a conference in Toronto. Renfrew’s lecture on park benches was well received by the city planners.
- **Note:** Although the official name of a tenured professor at Catholic University is “ordinary professor,” this style guide recommends referring to tenured full professors simply as “professor” or “professor of (discipline)” because the term “ordinary professor” is unknown to most external audiences.

Acronyms

- Acronyms should be used sparingly and should follow the name from which they are derived in parentheses only if the acronym will appear later in the text. Otherwise, do not provide an acronym. For details, see *Abbreviations and Acronyms*.

Address, Catholic University

- The official mailing address for all schools, departments, and offices is 620 Michigan Ave., N.E., Washington, DC 20064. No building or room numbers.

EXCEPTION: If an office regularly receives visitors, list room numbers in printed matter, on websites, etc., to guide them to the proper building and room.

Addresses, Washington, D.C.

- Street addresses in Washington are typed with periods and set off by commas: N.E., N.W., S.W., S.E.
134 K St., N.W., Washington, DC 20017

Advisor/Adviser

- Advisor is preferred but adviser may also be used. However, use one or the other consistently in text.

Alumni

- Identify former students by the Catholic University degrees and class years as follows.
Frank Pierce, B.A. 1960; Jane Adams, B.A. 2005, came to Cardinal Weekend.

If the degree is part of text that appears in columns and thus requires concision, it is acceptable to type B.A. ’68. However, dropping the century requires that the typist use an apostrophe, ’ — not an opening single quote, ‘, or a straight footmark ´, to denote that the two digits are missing.

Alumnus, Alumni, Alumna, Alumnae, Alum

- “Alumnus” (“alumni” in plural) is a man who graduated from Catholic University. “Alumna” (“alumnae” in plural) refers to a female graduate. “Alumni” refers to a mixed group of men and women CUA graduates. “Alum” should be used sparingly and usually only in informal writing.

American Cardinals Dinner

- Annual fundraiser for Catholic University scholarships. Never refer to it as American Cardinal’s Dinner, American Cardinals’ Dinner, or simply Cardinals Dinner.
- When referring to a specific dinner in the series, precede it with “The” and the numeral of the dinner.
The 25th American Cardinals Dinner

Ampersand

- Do not use the ampersand (&) as a replacement for “and.” Use the ampersand only when it is part of an official name of a company, product, or other proper noun, or as part of a headline for space reasons. (Morgan Stanley & Co.)

Author

- Use primarily as a noun. Use sparingly as a verb. Preferred verb is “write.”
He is the author of many scholarly articles as well as a popular mystery series.
During his career as an academic historian, he wrote best-selling historical fiction.
He was a prolific writer and once authored two books in a single year.

Archbishop, Bishop

- The preferred usage for referring to Catholic bishops and archbishops.
Archbishop John Carroll was a key figure in the early history of the Catholic Church in the United States.
Bishop John J. Keane, the first rector of The Catholic University of America, served from 1887 to 1896.
- Use “Most Rev.” as a substitute to avoid awkward formulations:
Most Rev. Matthew Shepherd is the fourth archbishop of the Archdiocese of Hopeville.
- Use “His Excellency” only under the most formal circumstances.

Basilica of the National Shrine of the Immaculate Conception

- Use the full name for first reference; second reference, the Basilica.
- **Note:** The Basilica is adjacent to the campus; it is not a part of the campus and should never be referred to that way.

Board of Trustees

- Capitalize the Board of Trustees when referring to this Catholic University body. Also capitalize trustee before a name, lowercase after a name.
Trustee John Carroll
John Carroll, trustee

Buildings and Named Rooms

- Give the full name of building or named room on first reference; on second and subsequent references use less formal name, as follows:

Full Formal Name	Informal Reference
Edward M. Crough Center for Architectural Studies	Crough Center
John K. Mullen of Denver Memorial Library	Mullen Library*
Raymond A. DuFour Athletic Center	DuFour Center, the athletic center
Eugene I. Kane Student Health and Fitness Center	Kane Center
Edward J. Pryzbyla University Center	Pryzbyla Center
Monsignor Stephen J. Happel Room	Happel Room
Vincent P. Walter Jr. Boardroom	Vincent Walter Room

*When referring to the library system rather than the Mullen Library, use University Libraries.

Campus

See *The Catholic University of America Campus*.

Capital

- A place that is the political center of a state or nation.
Washington, D.C., is the capital of the United States. See also **Capitol**.

Capitalization

- Avoid unnecessary capitals. Capitalize formal titles when used before a name.
Dean Peter Smythe
- Lowercase titles after a name or when used alone:
Walter Mitty, professor
The professor was a genius.

EXCEPTION: For the University President
President John Garvey
John Garvey, President
Bishop David M. O'Connell, C.M., is the former President of Catholic University.
- Course names are capitalized. Majors, subjects, and disciplines are lower case unless they are proper nouns.
Rhonda decided to major in French as well as philosophy.
In the spring semester, Felix, a physics major, took Form and Value in Poetry.

Capitol

The building where the members of Congress adopt legislation and the land on which it sits as well as nearby structures serving those members.

The Capitol marks the geographic fulcrum of the capital.

Cardinal (religious title)

On first reference place “Cardinal” before a given name, not after. Use “His Eminence” only under the most formal circumstances to refer to a Catholic cardinal. Capitalize only when it is part of a formal name such as College of Cardinals.

Cardinal Donald Wuerl

The cardinals met in Rome to choose a new pope.

The meeting of the College of Cardinals is called a “consistory.”

Cardinal Card

Cardinal Cards as opposed to Cardinal cards.

Catalog

Not catalogue.

The Catholic University of America

- This is the official name of the University and should be used on the first reference. Note the capital “T” in The.
- On the second reference, the preferred usage is Catholic University.
- CUA is the third preferred usage and should be employed sparingly. NEVER simply write “Catholic” when The Catholic University of America is meant, unless it is in a direct quote. Also “The Catholic University” is **not** acceptable usage.
- If referring specifically to Catholic University in writing, uppercase “University.” If making a general statement about a university (not ours), lowercase university.
The University was founded in 1887.
The university experience is one that many young people benefit from.

The Catholic University of America Campus

- When referring to the main campus, use all lower case. Capitalize South Campus and West Campus.
The tour takes place on the main campus.

*The development of South Campus has changed the landscape of Brookland.
The West Campus eventually will be the main entrance to Catholic University.*

- Three of the green spaces on campus have specific names, as follows:
Area in front of McMahon Hall, bordered by the Basilica and Shahan and McGivney halls: *University Mall*
Area between the Pryzbyla Center and the law school: *University Lawn*
Grassy area on the east side of the Pryzbyla Center facing McMahon Hall: *Pryzbyla Lawn*

Chair

- Preferred usage for head of a department.
Ted Williams is the chair of the Department of Anthropology.
Marie Connant chairs the Department of Physics.

Chapels

- Catholic University has a total of five chapels on campus, two of which are inside residence halls. Following are the formal (first reference) and informal (second reference) chapel names.

First Reference	Second Reference
St. Vincent de Paul Chapel	St. Vincent's Chapel
St. Paul's Chapel or Caldwell Chapel	Caldwell Chapel
Mary, Mirror of Justice Chapel	Law School Chapel
Sacred Heart Chapel	Flather Chapel
Eucharistic Adoration Chapel	Opus Chapel

Church

- Capitalize when referring to the Catholic Church.
Courses on Church history can be found in both the School of Theology and Religious Studies and the Department of History.
The church on Millersville Road was built in 1998.

Coeducational/Cocurricular

- Never hyphenated.

Columbus School of Law

- See *Schools* on page 10.

Commas

- See *Grammar and Punctuation* section.

Commas/State Names

See *States, Cities* on page 11.

Commencement

- Always use initial capitalization when referring to the University graduation.
The Commencement speaker received an honorary Doctor of Theology degree from the University.

Compose/Comprise

- Comprise means to include, especially within a particular scope, or to be made up of. Compose means to form by putting together; to fashion; to constitute. Never use the formulation "comprised of."
The whole comprises the parts.
The University comprises students, faculty, and staff.
The Pennsylvania Academy of Fine Arts comprises an educational branch as well as a gallery.
The University is composed of people, places, and things.

Coursework

One word.

CUA

An acceptable substitute for Catholic University, although the latter is preferred on second reference whenever possible. First reference should be the full name of the University, The Catholic University of America.

Dates

May 1, June 2, Jan. 3 . . . not May 1st, June 2nd, Jan. 3rd . . . etc. When a month, date, and year are given, a comma must be used before the year as well as after it. See also **Months**.

The team was working toward a Jan. 24, 2014, deadline.

Days of the Week

- Capitalize and do not abbreviate.

Departments and Offices

- Use the full name of the department or office on first reference.
Department of Biomedical Engineering, Office of the Dean, Office of Housing Services, Department of Public Safety, Office of Residence Life, Office of Career Services, Department of Athletics.
- On second reference lower case, with the following exceptions:
Housing Services, Residence Life, Campus Ministry, Public Safety, Career Services, Athletics
But *biomedical engineering, chemistry, dean's office*

Departments and Schools, Special Cases

- The following are acceptable second references for the School of Architecture and Planning, Columbus School of Law, the Department of Drama, Benjamin T. Rome School of Music, and the education abroad office within the Center for Global Education.
CUArch, CUA Law, CUAdrama, CUA Music, CUAbroad

Disability Disclaimer

- Use one of the following two disability accommodations disclaimers on any materials (e.g., fliers, posters, ads, postcards, invitations) inviting the public to Catholic University-sponsored, on-campus events such as conferences, open houses, lectures, performances, etc. CUA-sponsored off-campus events at venues over which Catholic University has no facilities control do not require the disclaimer.
To request accommodations for individuals with disabilities, call 000-000-0000.
To request accommodations for individuals with disabilities, contact us at the number above. (or below . . .)

Education Abroad

- Use the term education abroad instead of “study abroad.”

EEO Statement

Any recruiting or admissions-related materials must carry the following short statement.

The Catholic University of America admits students of any race, color, national or ethnic origin, sex, age, or disability.

Email

- One word, no hyphen. Usually lowercase. Use capital E at the beginning of a sentence or for listing in contact information.

For more information, contact:

John Molar

Dean

School of Dentistry

The Catholic University of America

Washington, DC 20064

Phone: 202-319-9000

Email: molar@cua.edu

To confirm the sequence of courses, send an email to Dean Melissa Wyandot.

Emeritus/Emerita

- Emeritus is the singular, masculine form. For references to women, use emerita (singular) or emeritae (plural). Emeriti may serve as the plural for a group that is composed of men only or both men and women. Emeritus/emerita is lowercase unless it is used before a name as a formal title.

Professors emeriti, faculty emeriti

Madelyn McCarthy, professor emerita of art, has a retrospective show at the National Gallery.

Professor Emeritus Moses Jade

Endowed Chairs

See *Named Chairs*.

Ensure, Insure

Ensure means to guarantee. Use insure for references to insurance.

Faculty

- Catholic University style considers “faculty” a plural noun.

The architecture and planning faculty take studio critiques to a professional level.

First-Year Experience

- Note hyphen. FYE is acceptable on second reference.

Founders Day

- Signifies the date of Catholic University’s establishment on April 10, 1887. Never refer to it as Founder’s Day or Founders’ Day.

Freshman/Freshmen

- Use “freshman” when referring to an individual or when using the noun as a modifier, as in *freshman class*. Use “freshmen” when the term is a plural noun. Can also use “first-year student” or “first-year students.”

Freshmen and sophomores are required to leave their cars at home.

Citing their identification as a distinct culture, the freshman class set up a booth during Multicultural Day.

Fund-raising

- A hyphenated word no matter what the part of speech.

He was a fund-raising genius.

Fund-raising is an art.

Grammar

- See Grammar and Punctuation section, page 14.

Homepage

- One word.

Honors Program

- Capitalize its official name, which is University Honors Program. Lower case honors program.

We are all justifiably proud of the University Honors Program.

Fourteen students from the honors program presented their findings at the conference.

Initials

- The preferred Catholic University style is to spell out first names; however if initials must be used, do not put a space between them.

A.R. Gurney wandered onto campus in 2001 and never left.

Initials, Middle

- In general, use them; drop them if the person is known publicly without one.

Internet

- Always capitalize.

Invitations, Formal

- Spell out titles, months, etc., in formal invitations. Use R.s.v.p. should a response be requested.

Jr., III, etc.

- No commas between name and Jr., Sr., etc.

Bob Smith Jr. (B.A. 1989), father of freshman Bob Smith III and son of Bob Smith Sr. (B.A. 1967), is sponsoring four students on a trip to Malawi.

Locations

- Capitalize the first letter of rooms and other specific campus locations.

The lecture will be held in Caldwell Hall, Room 113.

Cardinals vs. Greyhounds, Raymond A. DuFour Athletic Center, Soccer Field

Pick up tickets in the Edward J. Pryzbyla University Center, Lobby.

The knitting club meets as follows: Noon, Monday, Wednesday, and Friday, Pryzbyla Center, Atrium

Log In/Login

- Log in is a verb and two words. Login is a noun and one word.

Yesterday I wanted to log in to my computer to finish my term paper, but for the life of me, I couldn't remember my login.

Money

- Use the dollar sign and numbers, no decimal and no zeros.

Parking is \$6 a day.

For amounts beyond thousands, use the dollar sign, number, and appropriate word (e.g., million, billion).

The new laboratory cost \$15 million to build and equip.

Months

- In narrative, abbreviate seven months of the year as follows when they are part of a specific date. Spell out in formal invitations, programs, etc. Always spell out months when followed by only a year.

This year the University will close on Dec. 20 for the Christmas holiday.

In December 2014 the University will be closed for 10 days.

Abbreviation	Spelled Out
Jan.	January
Feb.	February
March	March
April	April
May	May
June	June
July	July
Aug.	August
Sept.	September
Oct.	October
Nov.	November
Dec.	December

Multi

- Close up

multinational, multiauthor

But *multi-institutional***

Named Chairs

- Named chairs are always capitalized no matter where they appear in a sentence.
Edward Molyneux, John T. and Mary S. Francophone Professor of French, spoke briefly about obscurity.
John T. and Mary S. Francophone Professor of French Edward Molyneux spoke briefly about obscurity.

Non

- Close up except when “non” is followed by a capital letter.**
nonrefundable, nonsmoking, nonprofit, nonnumerical, etc.
non-Roman Catholic university

**For an in-depth table of compounds, hyphenations, and words formed with prefixes, see *Chicago*.

Numerals

- Spell out whole numbers one through nine. Use figures for 10 and above. Use figures for dimensions, percentages, ages, distance, decades, centuries, and computer storage capacities.
We have nine professors and 42 buildings.
She teaches ninth grade.
He has a daughter, 2.
My computer has 6 gigabytes.
That was the 90s; this is the 21st century!
We walked 3 miles, then ran 20 more.
The new piano is 9 feet long.

On-Campus/On Campus

- When used as a noun “on campus” is not hyphenated. As an adjective preceding a noun it is hyphenated.
On-campus living is a lot of fun. On-campus events are well attended.
But Events held on campus are well attended.
Living on campus made his life much easier.

Orientation

- Always capitalize when referring to Orientation for new students.
This year’s Orientation featured five new activities.

Percent

- Percentages are expressed in numerals. Use the symbol %. Spell out only when the percentage begins a sentence.
The Great Upper Church was more than 90% full for the University Mass.
Of patients wearing the robotic exoskeleton 70% could move within the range of normal by the end of the treatment versus 45% in the control group.
But Ninety percent of recent graduates went on to full-time employment.

Photo Captions

- Keep captions as simple as possible, writing them so that names can be simply listed left to right. For two rows, use “Standing” and “Seated” or “Top” and “Bottom” and list the names left to right.
Standing, from left: Joseph Alberto, Ed Franklin, Philip Grecko. Seated: Monica Peters, Philomena Sustini, Marilyn Weber, Paula Deptula.
Top, from left: Joseph Alberto, Ed Franklin, Philip Grecko. Bottom: Monica Peters, Philomena Sustini, Marilyn Weber, Paula Deptula.

Pope

- When the title is used before or referring to a specific pontiff, capitalize. When the word is used in the context of describing the office, lower case.
Pope Francis met with Catholic University alumni visiting Rome. The Pope was especially welcoming to older alumni.
The pope has held daily audiences for hundreds of years.

Postdoctoral

- But post-master’s study as “postmaster” is the name of the head of the United States Postal Service.

Professional Affiliations and Certifications

- RN, LCSW, FAAN, AIA; no periods

Punctuation

- See Grammar and Punctuation section, page 14.

Residence Halls

- Most campus buildings that house students should be referred to as halls. Buildings in Centennial Village are called houses. Never refer to any student residences as dorms.
The newest residence hall on campus is Opus Hall.
The residents of Magner House won the “Most Engaged House” award in 2014.

Résumé

- Not resume, which means “to assume or take again.”

R.s.v.p.

- Preferred abbreviation for *Repondez s’il vous plait*.

Said/Says

- “Said” is the preferred usage, however, use one or the other consistently in a document.
“Our architecture students have shown initiative in designing sustainable buildings,” said Martin Amis, professor of architecture.

Schools

- There are two ways to list schools of the University, in alphabetical order or in the order of their founding. Order of founding is appropriate for Commencement and at ceremonies such as a dedication, inauguration, or academic convocation.

Order of Founding

School of Theology and Religious Studies (1889)
School of Philosophy (1895)
Columbus School of Law (1897)
School of Arts and Sciences (1906)
School of Canon Law (1923)
School of Engineering (1930)
National Catholic School of Social Service (1934)
School of Nursing (1935)
Benjamin T. Rome School of Music (1965)
Metropolitan School of Professional Studies (1980)
School of Architecture and Planning (1992)
School of Business and Economics (2013)

Alphabetical

School of Architecture and Planning; architecture and planning school; CUArch
School of Arts and Sciences; arts and sciences school
School of Business and Economics; business and economics school
School of Canon Law; canon law school
School of Engineering; engineering school
Columbus School of Law; law school; CUA Law
Benjamin T. Rome School of Music; music school; School of Music
School of Nursing; nursing school; SON
School of Philosophy; philosophy school
Metropolitan School of Professional Studies; professional studies school; MSPS
National Catholic School of Social Service; social service school; NCSSS
School of Theology and Religious Studies; theology and religious studies school; STRS

- Use the full name of the school in the first reference; approved second references follow the official name in the list above. When listing schools with either The Catholic University of America or Catholic University, no apostrophe is necessary.
The Catholic University of America School of Philosophy; Catholic University School of Theology and Religious Studies
But *CUA’s School of Engineering*.

Schools and Departments, Special Cases

- The following are acceptable second references for the School of Architecture and Planning, Columbus School of Law, the Department of Drama, Benjamin T. Rome School of Music, and the education abroad office within the Center for Global Education:

CUArch, CUA Law, CUAdrama, CUA Music, CUAbroad

Seasons

- Lowercase spring, fall, summer, and winter except when used in a formal name such as CUA Winterfest. When a season defines a semester, it is not a formal name.

We bought our hamster, Clement, in the fall. In the spring, we discovered that Clement was a gerbil.

He began looking for an apartment off campus in the spring semester, so that he could move in before the beginning of the fall semester.

The mission trip to Jamaica took place during spring break.

Second Reference

- In copy, identify people by last name only on second reference, with the exception of members of the clergy and religious, and faculty.
- On first reference the preferred title for ordained priests is Reverend; Rev. is also acceptable. On second reference, use Father. Brothers are referred to as Brother and women religious as Sister; do not abbreviate either.
- In addition, on first reference either precede the title and name with spelled-out religious affiliation or follow the name with the abbreviation for religious affiliation, including periods as shown below.
Rev. Rafael Brown, O.F.M. Conv., leads Catholic University's Office of Campus Ministry.
The graduate school outreach coordinator is Religious Sisters of Mercy Sister Mary Joseph Roundtree. Sister Mary Joseph and Father Rafael shared speaking duties at the Campus Ministry fall retreat.

Professors, if their rank has been mentioned in the first reference, can be called Professor with their name following on second reference. See also **Titles**.

In his introduction, Associate Professor of English Jonathan Swift spoke glowingly of the invited lecturer. Professor Swift is noted for his wit and erudition.

Family members: In copy in which the names of members of families appear, the main subject is referred to by last name in the second reference and ancillary family members by their first name or names.

Davey Jones, head coach of the CUA swim team, his daughter, Mary, and her fiancé, Will Turner, donned scuba gear to explore the wreck, which was reputed to hold chests of gold and the remains of 400 crew members. Jones, Mary, and Will were on a mission to see if the story was true.

Senators Club

- No apostrophe.

States, Cities

- Use abbreviations/spellings listed below (in the AP, or Associated Press, column) when mentioning cities and states without a postal code. Use the postal abbreviation with zip codes. Spell out state names when they appear alone. Note: No periods with zip code.

Chicago, Ill./Chicago, IL 00000

Washington, D.C./Washington, DC 20064

- When using city and state in text, set off with commas:

Our train dropped us off in New Haven, Conn., then went on to Vermont.

Postal (with zip)	AP (without zip)	Postal (with zip)	AP (without zip)
AK	Alaska	MT	Mont.
AL	Ala.	NC	N.C.
AR	Ark.	ND	N.D.
AS	American Samoa	NE	Neb.
AZ	Ariz.	NH	N.H.
CA	Calif.	NJ	N.J.
CO	Colo.	NM	N.M.
CT	Conn.	NV	Nev.
DC	D.C.	NY	N.Y.

DE	Del.	OH	Ohio
FL	Fla.	OK	Okla.
GA	Ga.	OR	Ore.
GU	Guam	PA	Pa.
HI	Hawaii	PR	P.R. or Puerto Rico
IA	Iowa	RI	R.I.
ID	Idaho	SC	S.C.
IL	Ill.	SD	S.D.
IN	Ind.	TN	Tenn.
KS	Kan.	TX	Texas
KY	Ky.	UT	Utah
Postal	AP	Postal	AP
(with zip)	(without zip)	(with zip)	(without zip)
LA	La.	VA	Va.
MA	Mass.	VI	V.I. or Virgin Islands
MD	Md.	VT	Vt.
ME	Maine	WA	Wash.
MI	Mich.	WI	Wis.
MN	Minn.	WV	W.Va.
MO	Mo.	WY	Wyo.
MS	Miss.		

Students

- When identifying or referring to specific students, use the student's full name and include the city and state the student is from, as well as his or her major and class.
Freshman biology student Rhonda Balducci of Weston, Colo., wrote a paper on T-cell regeneration that was accepted for publication.

Telephone Numbers

- Use dashes, not parentheses, to set off area codes such as 202-319-5600. Use dashes and not periods between units: 410-330-7792. "800" numbers appear without a 1: 800-546-2220
The main number is 445-980-6599.
To buy the Ginza knife at this special price, call 800-123-4567.

Theatre/Theater

- Use spelling preferred by the discipline; at Catholic University, the Department of Drama uses "theatre." Otherwise use "theater" in general references; but *Hartke Theatre* and *Callan Theatre*.

Also the music school has the *Musical Theatre Program*.

Times

- Lowercase a.m., p.m. and use periods. Use noon and midnight, not 12 p.m. or 12 a.m. Times on the hour are listed without colons and zeros, as follows.
The dance begins at 6 p.m. and continues until midnight.
Monday, Nov. 6, 11:30 a.m. to 2 p.m.
Tuesday, Nov. 7, 2 to 5:30 p.m.

Titles

- Confine capitalization to formal titles before the name. Lowercase in constructions that set titles off from a name by commas or when not used with the person's name.
Pope Francis
Vice President of Enrollment Adelaide McGuillicutty spoke at the dedication.
The vice president of enrollment, Adelaide McGuillicutty, spoke at the dedication.
The treasurer signed the requisition.
The professor called the class to order.
EXCEPTION: President of the University

President John Garvey; John Garvey, President

Avoid double titles

Correct: *Bishop David M. O'Connell, C.M., former University President*

Incorrect: *Former University President Bishop David M. O'Connell, C.M.*

Titles, Academic

- See *Academic Titles*.

Titles: Italics and Quotation Marks

- Italicise titles of books, journals, plays, operas, movies, TV shows, newspapers, magazines, paintings, comic strips, and other freestanding works.

Eureka was cancelled mid-season.

Don Giovanni is a passionate indictment of selfishness.

Use quotation marks (“The Raven”) for titles of articles, chapters, individual poems, photographs, speeches, lectures, and shorter works.

Professor Johnson’s article, “The Power of Solar-Generated Electricity,” was published last year.

Use upper and lower case (no quotation marks, not italic [a.k.a. Roman]) for titles of courses.

Freshmen are required to take History of American Civilization during their second semester.

Conference titles are upper and lower case; presentations are in quotes:

Professor William Preston presented “How Rock-and-Roll Changed Poetry” at the 190th Annual MLA Conference on Rock Lyrics, Keats, and John Clare.

Titles, Religious

- Spell out cardinal, bishop, sister, father, and monsignor. Capitalize titles only when they appear before a name.

Father Rafael takes Campus Ministry’s mission to heart.

The cardinal spoke to first-year students in their philosophy class.

The following titles can be abbreviated:

Reverend; Rev.

Very Reverend; Very Rev.

Most Reverend; Most. Rev.

- No “the” appears before Reverend spelled out.
Reverend Bob Smith addressed the congregation.
Not *The Reverend Bob Smith addressed the congregation.*
- When referring to a monsignor, do not use the formulation “Rev. Monsignor” or “Reverend Monsignor.”
Monsignor Franklin devoted his last years to prayer.
- Religious affiliations always precede or follow the first reference of the name.
Rev. Martin Likovich, S.J., dean of the School of Liturgy.
Vincentian Father James Dooley will teach patristics this semester.

United States

- The two-letter abbreviation for the United States of America uses periods. The three-letter abbreviation does not use periods.
The U.S. Senate promised to pass a bill that would guarantee scholarships at higher education institutions in the United States.
If you tell a group of people that a product was made in the USA, their reactions will tend to vary with their age.
I came to the U.S. in 1492.
The cars and trucks outside the convention center were all U.S. made.

Web

- World Wide Web is capitalized. All iterations referring to it are lowercase and one word.
website, webcast, webmaster, webpage, web.

Grammar and Punctuation

Below are some general guidelines about frequent usages.

Apostrophe vs. Open Single Quote

- In Microsoft Word the apostrophe is typed as a special character. If this special character is not contained in a document you wish to have published by a professional printer, either you or someone in the Office of Public Affairs will need to search for and replace all the wrong marks before the designer lays it out. This will not only introduce greater chances for error but also add significantly to the time required for proofing.
- If a degree is part of text that appears in columns and thus requires concision, it is acceptable to type BA '68. However, dropping the century requires that the typist use an apostrophe, ' — not an opening single quote, ' , or a footmark, ' , to denote that the two digits are missing. Typing 19 or 20 to denote the century is a much less time-consuming process for all concerned.
Correct: *Rafael Alvarez, B.A. 1968* or *Rafael Alvarez, B.A. '68*
Incorrect: *Rafael Alvarez, B.A. '68* or *Rafael Alvarez, B.A. '68*

Commas

- Use serial commas and serial semicolons.
The new deans, professors, and students met at the Food Court for an informal coffee.
The new deans, many from Peoria, Ill.; incoming freshmen, most from Latrobe, Pa.; and all the graduate students on the south side of Michigan Avenue, N.E., came to the party.
- Set off nonessential information with commas.
His wife, Jean, is an auditor.
His boat, Titanic Jr., is docked in Annapolis.

The only reason to write “His wife Jean” or “Her husband Bob” without commas is if the person in question has more than one wife or more than one husband and one must identify which wife or husband is being referred to.

Commas/Dates

- When a month, date, and year are given, a comma must be used before the year as well as after it.
The team was working toward a Jan. 24, 2014, deadline.

Dashes: En, Em, Hyphen

- Use an en dash (traditionally the length of the width of the letter n) between dates, times, and any form indicating a span. No spaces around en dashes.
10 a.m.–2 p.m.; 2013–2014.
- Use an em dash (traditionally the length of the width of the letter m) to indicate a break. Catholic University style is to put a space before and after em dashes.
It's useless to throw the switch — the train has already derailed!
- Use a hyphen (short dash) for two- or three-word adjectives before a noun.
His paint-encrusted artwork made him a very wealthy man.
- Do not use a hyphen if the adjective follows the subject.
His paintings were paint encrusted even before he finished art school.
- No hyphen with adverbs ending in ly.
The members of Parliament booed his highly respected artwork.
It is an environmentally fragile area of campus.

Document Formatting

- Use single space after periods, not double spaces.

Exclamation Point

- The exclamation point may be used after emphatic statements and commands. It should not be used, however, as a substitute for a more emphatic word or phrase. Overuse of the exclamation point may make writing seem overly casual or adolescent.

Correct: *Congratulations! I've just heard you'll be a student at Catholic University in the fall.*
Incorrect: *Congratulations!!! I've just heard you'll be a student at Catholic University in the fall!*

From/To

- Do not use a hyphen to substitute for the word “to.”
Correct: *He was a professor at CUA from 1995 to 2005.*
Incorrect: *He was a professor at CUA from 1995–2005.*

I/Me

- Personal pronouns used as objects are me, you, him, her, us, them. Don't use the personal pronoun “I” as an object. If a preposition precedes the pronoun, “me” will always be the correct choice.
Correct: *The provost gave the commendation to James and me.*
Incorrect: *The provost gave the commendation to James and I.*
Correct: *Under the leadership of Susan and me, the company thrived.*
Incorrect: *Under the leadership of Susan and I, the company thrived.*

It's/Its

- It's is a contraction for “It is.” Its is the possessive, like his, ours, yours:
It's a wonderful life.
The newly animated car shined its lights on the snow.

Possessives

- Form the possessive of most singular nouns, proper nouns, letters, and numbers by adding an apostrophe and an s. Personal pronouns such as “its” and “whose” do not take an apostrophe.
I examined my dog's paws for burrs.
Marist Hall's basement, Euripides's tragedies, Descartes's thoughts: All were in my mind the week of finals.
Its clapper detached, the bell was silent. Whose bell was it? It's the bell for us all.
Pope Francis's encyclicals are eagerly awaited.
- The possessive of plural nouns (other than those that don't end in an s, such as “children”) is formed by adding an apostrophe only.
The professors' parking spaces were clearly marked.
But *The children's coats were hung carefully by the door.*

For more detailed information on the formation of possessives, exceptions, and other particularities, see *Chicago*.

Quotation Marks

- In regular text, commas and periods always go inside the end quotation mark. Colons and semicolons always go outside the end quotation mark. Exclamation marks and question marks can go inside or outside the quotation mark depending on usage; place inside when applied to the quoted matter, outside when applied to the whole sentence. Avoid using quotes for word emphasis.
Who wrote “The Raven”?
He asked, “How long will it take?”

Visual Identity Guide

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All complex organizations — including all higher education institutions — possess a visual identity system. An effective visual identity system is clear, visually compelling, genuine, and consistently applied across all levels of the institution for long periods of time. University policy requires the Office of Public Affairs (Publications and Design Services) to produce or review all Catholic University brochures, ads, newsletters, and other printed matter intended for an external audience.

The graphic elements of The Catholic University of America identity system — the CUA identifier (i.e., the name[s] by which the University is identified), the typeface, and signature colors — are among the University’s most valuable marketing and communications tools. They support Catholic University’s goal of speaking with one voice to all its stakeholders and the general public and solidifying the University’s image among both audiences.

All graphics-related requests by staff, faculty, and students that fall outside the University visual identity norms detailed in the pages that follow are reviewed by the director of publications in the Office of Public Affairs. As appropriate, the director consults with the associate vice president for public affairs and the vice president for university relations and chief of staff, who are responsible for enforcing those norms and for granting or denying requests for exemptions.

University Colors

The University's official Pantone Matching System (PMS) colors are PMS 186 (Red), PMS 123, (Yellow), Reflex Blue, and black. These colors should be used when printing the University shield and promotional items.

The CMYK and RGB breakdowns of the colors are:



PMS 186
(Red)

Process Colors:

Cyan/Magenta/Yellow/Black Combination

C	M	Y	K
0	100	81	4

RGB Colors:

Red/Green/Blue Combination

R	G	B
227	24	55



PMS 123
(Yellow)

Process Colors:

Cyan/Magenta/Yellow/Black Combination

C	M	Y	K
0	6	95	0

RGB Colors:

Red/Green/Blue Combination

R	G	B
225	229	18



PMS Reflex
Blue

Process Colors:

Cyan/Magenta/Yellow/Black Combination

C	M	Y	K
100	73	0	2

RGB Colors:

Red/Green/Blue Combination

R	G	B
0	84	164

University Preferred Typefaces

To further strengthen and unify University branding, the following typefaces have been approved for use in University publications, as they are compatible with the University wordmark.

For body type, use traditional serif typefaces:

- Times
abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Garamond
abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Janson
abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Stone Serif
abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

For headline type, sans serif typefaces can be used in addition to the above serif typefaces:

- Helvetica
abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
- **Franklin Gothic**
abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
- Stone Sans Serif
abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The script font below that can be used for invitations and formal events:

- *Berthold Script*
abcdefghijklmnopqrstuvwxyz123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The Wordmark and Shield

The University wordmark consists of the words *The Catholic University Of America** in the Times Bold typeface with small caps applied. It may be used with or without the University shield. The wordmark and the shield (also known as the coat of arms) used together constitute the *University's logo*, fostering a strong, unified visual identity for the institution. The logo is prominently featured on nearly all University publications.

THE CATHOLIC UNIVERSITY OF AMERICA



THE CATHOLIC UNIVERSITY OF AMERICA



THE CATHOLIC UNIVERSITY OF AMERICA

**The "O" in the word "Of" is always capitalized in the horizontal one-line wordmark.*

The Stacked Wordmark

The stacked versions of the wordmark (offset and centered) were developed to be used in square areas.

One Color

THE
CATHOLIC UNIVERSITY
of AMERICA 

Two Color

THE
CATHOLIC UNIVERSITY
of AMERICA 

Four Color

THE
CATHOLIC UNIVERSITY
of AMERICA 

One Color

THE
CATHOLIC UNIVERSITY
of AMERICA


Two Color

THE
CATHOLIC UNIVERSITY
of AMERICA


Four Color

THE
CATHOLIC UNIVERSITY
of AMERICA


The Shield (*Coat of Arms*)

The shield, also known as the coat of arms, may be used without the “CUA” and may be used without a border. However, the shield cannot be used alone as a design visual element. If the letters “CUA” are not inserted on top of the shield, the shield must be accompanied by the wordmark. If the letters “CUA” are on top of the shield, then the shield should not be accompanied by the wordmark because that would be redundant, i.e., the name of the University would be designated twice (see bottom of the page).

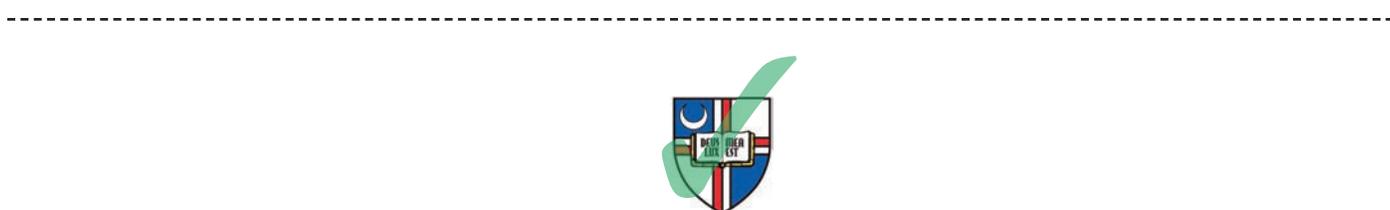
The coat of arms may not be combined in any fashion with any other arms and should never be combined with athletic emblems.

NOTE: There is only one approved set of wordmarks and logos. Only in extraordinary circumstances will a request for an alternative be approved. Routine requests by offices, departments, and schools to create their own logos and taglines have been and will continue to be declined because they dilute the University’s identity.

For more complete information about the history and parts of the shield, visit publications.cua.edu/wordmarks/cua-shield-logo.cfm.

To download various formats of the University wordmark and shield, visit publications.cua.edu/wordmarks/index.cfm.

	The Shield	The Shield with CUA	The Shield with CUA and Border
One Color			
Two Color			
Four Color			



Acceptable: **THE CATHOLIC UNIVERSITY OF AMERICA**



Not acceptable: **THE CATHOLIC UNIVERSITY OF AMERICA**

The Wordmark with School, Office, and Department Names

The school, office, or department name should be left aligned to the wordmark if the shield is placed to the left. The school, office, or department should be center aligned if the shield is placed above or below the wordmark.



THE CATHOLIC UNIVERSITY OF AMERICA

School, Office, or Department Name



THE CATHOLIC UNIVERSITY OF AMERICA

School, Office, or Department Name

The Seal

Use of the University seal is limited to official documents such as diplomas. The President and Board of Trustees of Catholic University use the seal to authenticate certain official documents that they issue. A seal has no other legitimate purpose and therefore may be put to no other use. Since the seal is a legal symbol of authenticity, graphic images that mimic it (i.e., the name of the University or one of its constituent parts encircling the shield) are not permitted.

One Color



Four Color



Athletics Logo

The Cardinal is the University's athletic symbol. Updated in 2007, it is available for use by any official Catholic University varsity and student club intramural team. However, the athletics logo cannot be displayed on any nonathletics materials created for a primarily off-campus audience or for clubs not officially sanctioned by the University.

No other representations of the Cardinal are to be used, including the "marching Cardinal" or the "Cardinal with sandals," which were retired in 2007.

Acceptable:



Not acceptable:



Stationery

The Letterhead

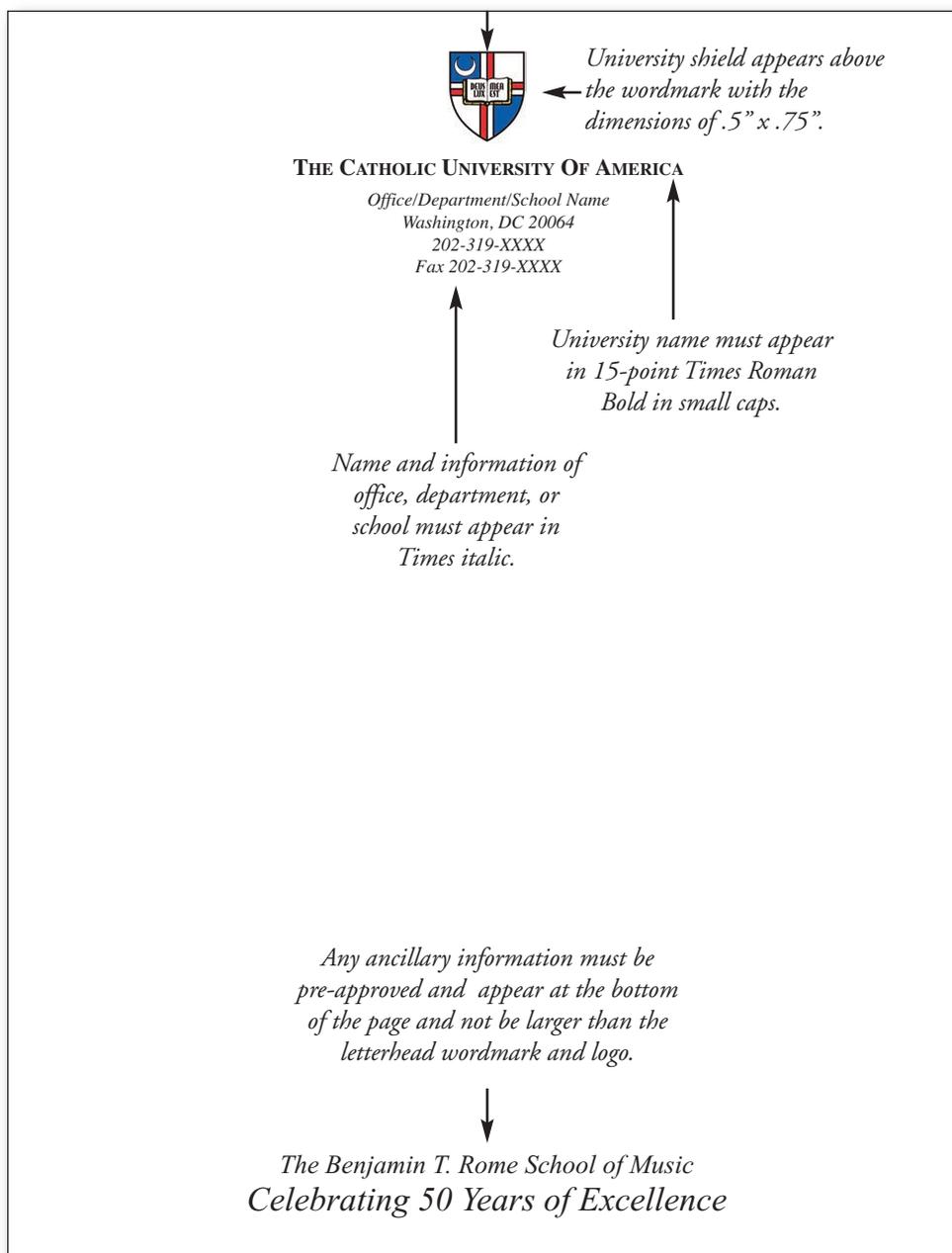
The shield appears above the full name of the University. The shield should have neither a border nor the letters CUA. The latter would be redundant because the full name of the University is listed under the shield. Below the University's name are the office, department, or school name, address, telephone number, and fax number (optional) in Times Italics typeface. To preserve the neat, integrated appearance, keep the italicized portion to a few lines. Printing individual names on letterhead is not authorized.

Telephone and fax numbers appear with hyphens after the area codes; no parentheses: 202-319-5000. Abbreviations are limited to DC and P.O. Box.

Two paper options are recommended. The formal stock is 24# Laid; the less formal stock is 20#. The 24# stock is heavier and more expensive. The 20# stock, lighter in weight and less costly, is especially suitable for offices that have large bulk mailings.

On occasion, the University permits variations in the design of letterhead to mark special occasions (e.g., when a school is marking an important jubilee). In all such cases, those variations are made to the bottom (or footer) of a University letterhead design. They must be designed by the publications staff in the Office of Public Affairs and approved by the associate vice president for public affairs and the vice president for university relations.

Top of shield falls .5 inches from top of page or aligns directly with a top page margin of one-half inch.



The diagram illustrates the correct layout for a letterhead. At the top, a shield logo is positioned with a note: "University shield appears above the wordmark with the dimensions of .5" x .75". Below the shield is the text "THE CATHOLIC UNIVERSITY OF AMERICA" in 15-point Times Roman Bold in small caps. Underneath this is the office information in Times italic: "Office/Department/School Name", "Washington, DC 20064", "202-319-XXXX", and "Fax 202-319-XXXX". A note states: "Name and information of office, department, or school must appear in Times italic." At the bottom, a note says: "Any ancillary information must be pre-approved and appear at the bottom of the page and not be larger than the letterhead wordmark and logo." Below this is the example: "The Benjamin T. Rome School of Music Celebrating 50 Years of Excellence".

Acceptable:



THE CATHOLIC UNIVERSITY OF AMERICA

*Office/Department/School Name
Washington, DC 20064
202-319-XXXX
Fax 202-319-XXXX*



THE CATHOLIC UNIVERSITY OF AMERICA

*Office/Department/School Name
Washington, DC 20064
202-319-XXXX
Fax 202-319-XXXX*

Not acceptable:

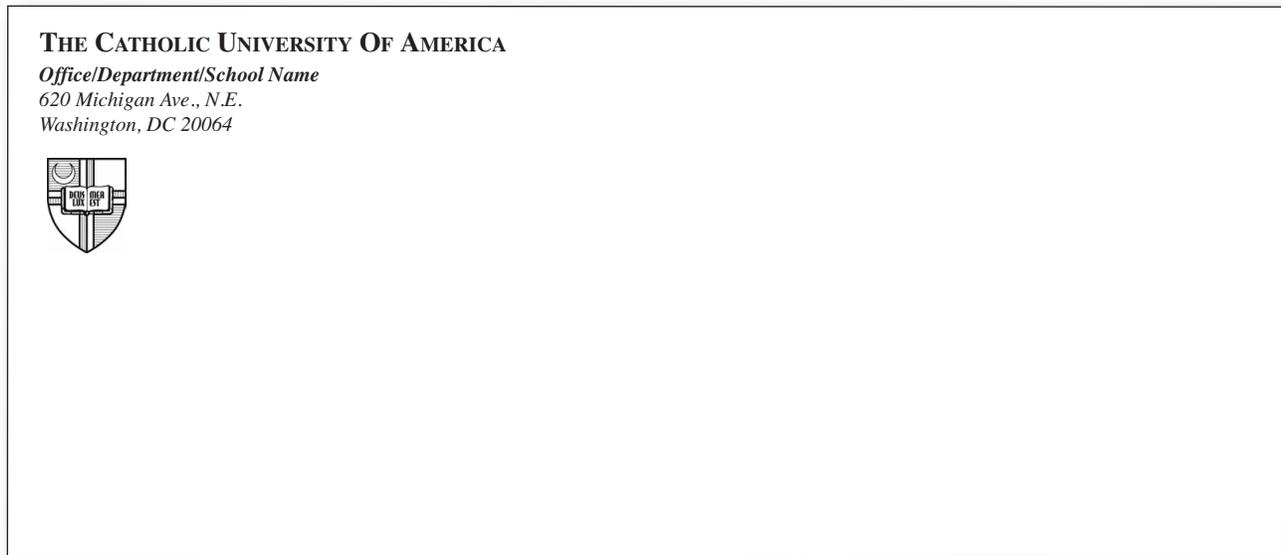


THE CATHOLIC UNIVERSITY OF AMERICA

*Office/Department/School Name
Washington, DC 20064
202-319-XXXX
Fax 202-319-XXXX*

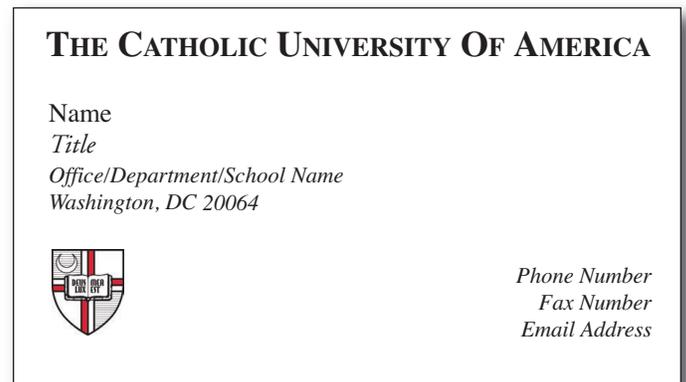
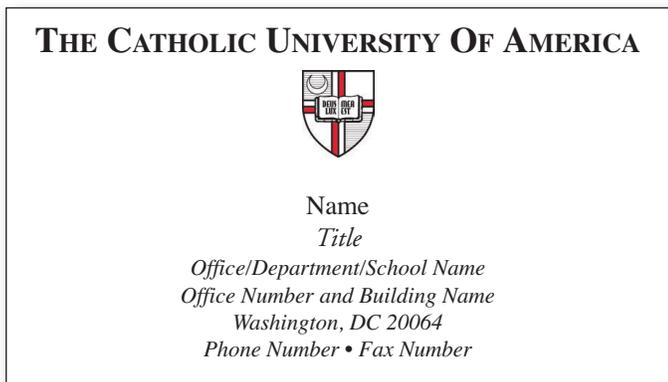
Business Envelopes

No individual names or phone numbers are allowed.



Business Cards

The typography on the business card is identical to that of the letterhead and envelopes. Two styles are available.



All stationery items for the University can be ordered from Ecoprint, Inc. in Silver Spring, Md. Visit ecoprint.com or call **301-589-6666** to order University stationery or business cards.

Logos and Type Treatments

The wordmark and shield are the logos for the University. Given their status as integral and permanent parts of the University, departments, offices, and schools are not permitted to create their own graphic elements (e.g., logos). Instead, departments, offices, and schools may use type treatments, developed in collaboration with the publications staff in the Office of Public Affairs, that can be used with the University wordmark. The following are examples of approved type treatments.

CUAdrama **CUArch** **CUAbroad**

Taglines

The President of The Catholic University of America determines the University's tagline. At this time, the University name serves as the tagline. Schools, programs, centers, and departments are not permitted to have their own taglines because they would dilute the University's identity.

University Trademarks and Merchandise

University departments and student groups seeking to use CUA trademarks in the production of items, including but not limited to T-shirts, coffee mugs, balloons, uniforms, booths, and exhibits, can work through promotional item vendors. However, the publications staff in the Office of Public Affairs must design or review the artwork for such items before they go into production. Allow three to six weeks for design and three days for review.

Vendors

Businesses that wish to be designated as authorized vendors need to enter into a licensing agreement with the University through the Office of Strategic Sourcing and Procurement.

Vendors producing CUA-branded merchandise must follow the guidelines of this manual, including using only the official name of the school or a pre-approved unofficial name.

A licensing agreement is not needed to produce items that will be used for noncommercial purposes.

Questions? Need more information? Call **202-319-5600** and ask to speak with a member of the publications and design services staff.

Proofreading Marks

- | or | delete; take it out
- () close up; print as () ne word
- () delete and cloose up
- ^ or > caret; insert here
- # insert aspace
- eq# space evenly where indicated
- stet let marked ~~text~~ stand as set
- tr transpoe; change order the
- / used to separate two or more marks and often as a concluding stroke at the end of an insertion
- ¶ begin new paragraph
- (Sp) spell out <set (5) lbs as five pounds>
- cap/uc set in capitals <CAPITALS>
- sc set in small capitals <SMALL CAPITALS>
- lc set in ~~L~~ower case <lowercase>
- ital set in italic <*italic*>
- rom set in roman <roman>
- bf set in boldface <**boldface**>
- = hyphen
- n̄ or 1/n or en en dash <1965–1972>
- m̄ or 1/m or em em dash <—>
- ↵ comma
- ↵ apostrophe
- ⋄ curly quote (double)
- () parentheses
- ⊙ period
- ;̂ semicolon