

WISCONSIN LUTHERAN COLLEGE

Office of Marketing and Communication



EDITORIAL STYLE GUIDE

The Office of Marketing and Communication at Wisconsin Lutheran College (WLC) maintains the college's Editorial Style Guide. This document is intended to be a resource for those writing on behalf of WLC. It will ensure consistency in style, spelling, formatting, and tone throughout the college's external communication channels, such as print publications, websites, newsletters, email marketing collateral, advertising, and social media.

Adherence to the Editorial Style Guide helps ensure a unified and professional image for the college with its external audiences. A clear, consistent style in all communication reinforces WLC's reputation, brand, and image.

The Office of Marketing and Communication provides strategic leadership and a collaborative partnership in telling the WLC story. If you plan to connect with an external audience on behalf of WLC, or if you have questions about this document, please contact our office (wlc.edu/omc).

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GENERAL GUIDELINES

- The *Editorial Style Guide* is WLC's first point of reference for style and spelling questions. It takes precedence over the sources listed below.
- For questions of spelling not addressed in this guide, refer to the online Merriam-Webster Dictionary (m-w.com). Use the first spelling listed.
- WLC uses Associated Press style for other style, grammar, and spelling questions, with some exceptions as noted in this guide. See *The Associated Press Stylebook* for reference.
- When writing on behalf of the college for an external audience, use a voice that is professional, succinct, collegiate, active, clear, and consistent. Reserve informal writing for an internal audience (if appropriate) and for social media, but never break the basic rules of spelling and grammar.

COLLEGE REFERENCES

- When writing the name of the college, always use Wisconsin Lutheran College on first reference.
- In subsequent references, use WLC if appropriate for the audience.
- Avoid using Wisconsin Lutheran on second reference; it may cause confusion with the high school of the same name.
- Use lower case when referring to WLC as “the college,” except in legal documents.
- The Wisconsin Lutheran College single-line wordmark (shown below) is an image and cannot simply be typed in a similar font. Contact the Office of Marketing and Communication to acquire workmark files and logo-usage guidelines.

WISCONSIN LUTHERAN COLLEGE

HIGHER-EDUCATION TERMINOLOGY

ACADEMIC HONORS

Students who earn at least 60 credits at WLC qualify for Latin honors. Latin honors should be italicized.

- 3.60 GPA *cum laude* bronze honor cords
- 3.75 GPA *magna cum laude* silver honor cords
- 3.90 GPA *summa cum laude* gold honor cords

Students who earn between 48 and 59 credits at WLC and receive at least a 3.60 cumulative GPA will graduate with distinction and wear green honor cords.

ALUMNI

Alumnus refers to a man who has attended a school; alumni is the plural version. Use alumna in references to a woman who has attended a school (alumnae in the plural). Alumni is used when referring to a group of men and women who attended a particular school. Student who attended WLC for three consecutive semesters are considered to be WLC alumni (even if they didn't graduate from WLC), but readers should not be led to believe that a non-graduate actually earned a degree from Wisconsin Lutheran College.

For Wisconsin Lutheran College alumni, refer to the year of graduation following the person's name, preferably after the first or second mention of their name. Acceptable references: Steven Carlson '17; Steven Carlson, who graduated in 2017; or Steven Carlson, Class of 2017.

COURSES AND LOCATIONS

Refer to specific courses as follows: This semester, BIO 283 Marine Ecology is being held in Generac Hall.

Course titles should be capitalized the way they are listed in the academic catalog. References that do not use the official course name should be lower case: She is taking a history course.

Room locations and office numbers contain a building code followed by the room number. There is no space in between. Examples: At 8 a.m., Dr. Palmer teaches HIS 201 in S105. His office is G338. The event takes place in the Reichel Lecture Hall, FM15.

DEGREES

Wisconsin Lutheran College awards the following degrees: Bachelor of Arts, Bachelor of Science, Bachelor of Science in Nursing, and Master of Arts. Use periods when abbreviating degrees: B.A., B.S., B.S.N., M.A.

Capitalize the actual name of a degree - Bachelor of Arts - but use lower case when simply referring to an associate degree, a bachelor's degree, or a master's degree. Examples: Jenna Jackson graduated from WLC with a Bachelor of Science degree in chemistry. Jack Thompson, who earned a bachelor's degree in English, is pursuing his M.B.A. at Northwestern University.

Never precede a name with a courtesy title and follow it with a degree abbreviation in the same reference. Right: Dr. Paul Beck, professor of history. Wrong: Dr. Paul Beck, Ph.D.

Associated Press style specifies that the title Dr. should primarily be used in conjunction with a medical degree. WLC allows the use of "Dr." with its professors' names when the discipline is identified. Only the last name ("Balza," not "Dr. Balza" or "Prof. Balza") should be used in subsequent references.

Honorary doctoral degrees

All references to honorary doctoral degrees should specify that the degree was honorary: William Treffert received an honorary Doctor of Humane Letters degree.

Do not use Dr. before the name of an individual whose only doctorate is honorary. Exception: Gary Stimac may be referred to as Dr. Gary Stimac.

SCHOOLS, OFFICES, AND DEPARTMENTS

The names of most academic disciplines generally are not capitalized in text (biology, history, psychology). Program names that are proper nouns are capitalized (China studies, Spanish). Program names may be capitalized for clarity or emphasis in such publications as the college catalog or admissions viewbook, or in listings of academic programs.

Capitalize formal department names and office names. References using shortened or informal names should be lower case. Formal and informal names may be used interchangeably, though audience sensitivity should be exercised. Examples: The Office of Development is located on the third floor. She works in admissions. The School of Nursing hosted an open house. Twelve business administration majors will graduate in May.

STUDENT CLASSIFICATIONS

Use freshman, sophomore, junior, or senior (always lower case). A student's projected graduation year also may be used, especially in publications with multi-year use such as an admissions viewbook.

TITLES

- Capitalize official titles that appear before names (President Daniel W. Johnson, Provost John Kolander, Dean David Brightsman, Coach Klay Knueppel, Prof. James Matson).
- Informal descriptive titles and occupational titles used before names should be lower case (department chair Peter Eppen, admissions counselor Emily Gessner).
- Use lower case for titles appearing after names (Dr. Jarrod Erbe, dean of the College of Arts and Sciences; Lucas Faust, executive director of enrollment).
- Move titles to follow names whenever possible (Dr. Daniel W. Johnson, president of Wisconsin Lutheran College; Richard Mannisto, vice president of development and strategic initiatives; Rev. Dr. Joel Pless, professor of theology; Skip Noon, director of athletics).
- Use lower case for titles standing alone (the president, the dean, the provost).
- **Note:** Titles in mastheads or in formal usage (commencement programs and official announcements) often are capitalized without regard to these rules.

Emeritus, emeriti

The formal title of certain retiring faculty members who have retained their rank. Emeritus should be used after the formal title. Example: Dr. James J. Kiecker, professor emeritus. Emeriti is the plural form.

GENERAL STYLE AND USAGE

ABBREVIATIONS AND ACRONYMS

To avoid confusing the reader, avoid using “insider” abbreviations and acronyms, especially those that the reader would not recognize. With abbreviations, if there’s doubt, spell it out.

Spell out the first mention of words before using the acronym, unless the acronym is well known to the audience (NCAA). The acronym can follow in subsequent references. Spell out Wisconsin Evangelical Lutheran Synod (WELS) on first reference, unless the publication is targeted primarily for a WELS audience.

Use periods in abbreviations for all academic degrees and in most two-letter abbreviations (B.A., B.S.N., U.S., a.m.). Most acronyms of three or more letters that appear in full caps do not use periods (GPA, NCAA, NACC, FAFSA, WELS).

When a mix of degrees and certifications follows a person’s name (such as on a business card: Sheryl Scott, DNP, RN, CNE), periods can be eliminated in all abbreviations for consistency.

ADDRESSES

In citing college locations, state the building name before the room (Marvin M. Schwan Library - Heritage Room). Avoid abbreviations in running text, but they may be used in address listings. Examples: The college is located at 8800 West Bluemound Road in Milwaukee, Wisconsin. Listing: Wisconsin Lutheran College, 8800 W. Bluemound Rd., Milwaukee, WI 53226. Do not use superscript with numbers (89th Street, not 89th Street).

Spell out state names in text. If space is tight, use the state abbreviation in conjunction with a city (Mankato, Minnesota, or Mankato, Minn.). See *The Associated Press Stylebook* for abbreviations. Set off state names with commas before and after when used following a city in a sentence. Use the two-letter postal abbreviations only with addresses and ZIP codes.

COMMAS

In an exception to Associated Press style, WLC always uses the serial (Oxford) comma in a series. Examples: At the event, Sodexo will serve an appetizer, a main course, and dessert. She plays volleyball, softball, and basketball.

COMPOSITION TITLES

Italicize all titles of literary, musical, and theatrical works. Excerpts from musical compositions (a movement), blog entry titles, and chapter names of books should be in quotation marks.

DASHES AND HYPHENS

Use the en dash (-) with a space on either side to set apart a thought or phrase. Do not use em dashes (—).

Notes on hyphenation:

- In publications, never break words with a hyphen at the end of a line; change the document's settings to avoid it.
- Do not hyphenate modifiers containing an adverb ending in "ly" (nationally ranked college).
- Never use spaces around a hyphen.
- Use a hyphen to indicate duration: the budget for the 2017-2018 fiscal year.
- Use a hyphen within a sports score: The final score was 82-79.
- Use a hyphen in names of universities: the University of Wisconsin-Milwaukee.
- Refer to *The Associated Press Stylebook* for further information.

DATES

Use Arabic numbers without st, nd, rd, or th. Right: August 9. Wrong: August 9th.

There is a comma between the date and the year and again between the year and the rest of the sentence. There is no comma between just a month and year or between a season and year. Examples: The building will be completed in fall 2018. The conference is scheduled for June 2018. Freshmen move in on August 24, 2018, unless they participate in a fall sport. Where space is an issue (such as a table or athletics schedule), the shortened form of 8/24/18 may be used.

GEOGRAPHIC LOCATIONS

General compass points and related terms are lower case if they simply refer to direction or location (southeastern Wisconsin). Regions are generally capitalized (a Southern accent, East Coast, Midwest). General locations are lower case (downtown Milwaukee).

NUMBERS

Write out numbers of one digit; use numerals for numbers of two digits or more. See *The Associated Press Stylebook* for exceptions. Write out numbers that begin sentences, or recast the sentence to avoid the situation.

Use “more than” when referring to a quantity and “over” when referring to a location. The college offers more than 35 majors.

PHONE NUMBERS

Phone numbers should be formatted with periods: 414.443.8800. Do not use dashes or parentheses.

RECURRING EVENTS

No event can be “first annual.” Use “inaugural” instead. For subsequent events, use “annual” only when the event has been held once per year. Example: It is the 12th Butterfly Brunch, not 12th annual Butterfly Brunch, because the event used to be held twice a year.

TIMES

Use a.m. and p.m. preceded by a space. Do not use “12” with noon or midnight. Example: The event begins at 10 a.m. and ends at noon. When space allows, use “to” within a time span. Example: The class will be held from 9 to 9:50 a.m. Where space is an issue (such as a table or athletics schedule), or for design purposes, the shortened form of AM or PM may be used.

WEBSITES

There is no need to use http:// with a website. Do not use www. in front of a website address unless it is needed. *Note: The www. is needed in front of wlc.edu when that site is accessed through WLC’s campus network.*

When verbalizing the name of a site, say “slash,” not “forward slash” - “W L C dot E D U slash visit.”

WLC TERMINOLOGY

ATHLETICS

“Athletics” is plural when referring to WLC intercollegiate athletics. The college’s 18 athletics teams are part of the NCAA Division III and compete in the Northern Athletics Collegiate Conference (NACC). Specify “men’s” or “women’s” when needed for clarity, but only with sports that are played by both genders at WLC (never “men’s baseball” or “women’s softball”).

WLC’s athletics teams are the Warriors. The plural term should be used: Warriors athletics, Warriors women’s basketball team.

Warriors logos and wordmarks are reserved for athletics-related use only.

Use of Warriors logos and wordmarks must be approved in advance by the Office of Marketing and Communication. Refer to the Athletics Branding Guide for details (wlcsports.com/athletics/athleticcommunications).

BUILDING ADDRESSES

College Address

8800 W. Bluemound Rd., Milwaukee, WI 53226

Aspire Hall

8901 W. Wisconsin Ave., Milwaukee, WI 53226

Center for Arts and Performance

8815 W. Wisconsin Ave., Milwaukee, WI 53226

Gary J. Greenfield Administration Building

8800 W. Bluemound Rd., Milwaukee, WI 53226

Outdoor Athletic Complex

1401 Swan Boulevard, Wauwatosa, WI 53226

Parking Center

8701 W. Wisconsin Ave., Wauwatosa, WI 53226

Recreation Complex

8725 W. Wisconsin Ave., Milwaukee, WI 53226

Student Health Center

529 N. 89th St., Milwaukee, WI 53226

BUILDING NAMES

Campus Center

- Campus Center Colonnade (covered outdoor walkway)
- Campus Center Dining Hall
- Courtyard Café (not cafeteria)
- Warrior Underground
- Warriors Fan Shop (not a bookstore)

Center for Arts and Performance (not Capstone)

- Blackbox Theatre
- Raabe Theatre
- Reichel Lecture Hall
- Schlueter Art Gallery
- Schwan Concert Hall
- Wolf Rehearsal Hall

Gary J. Greenfield Administration Building

(Greenfield Administration Building allowed on second reference)

- Chapel
- Front Circle
- Galleria

Generac Hall (formerly the Science Hall)

Krauss-Miller-Lutz Outdoor Athletic Complex or ***Outdoor Athletic Complex***

(the complex is not Warrior Fields)

- Neumann Family Baseball Field
- Neumann Family Softball Field
- Outdoor Athletic Center
- Raabe Stadium
- Warrior Soccer Field (or Warrior Field)

Marvin M. Schwan Library (Schwan Library allowed on second reference)

- Heritage Room

Modern Languages Building

Parking Center (use "Center," not "Structure")

Quad (not the Courtyard)

- Divine Servant statue

Recreation Complex (REX allowed on second reference)

- Time of Grace Center
- Siebert Center

Residence Halls (not dorms)

- Aspire Hall
- Stimac Hall (formerly East Hall)
- Fischer Hall (formerly West Hall)

EVENTS AT WLC

Afternoon Tea

Art and Craft Fair

Assessment Day

Butterfly Brunch

Christmas Choral Concert

December Commencement

Fall Showcase Concert

Founders' Day (January 31)

Gary's Gallop

Guest Artist Series

Homecoming

Honors Convocation

Impact Award Luncheon

Jazz Festival

Leadercast

Lutheran Bowl

May Commencement

Opening Worship Service

Org Smorg

Paul F. Knueppel Classic

PHAT Tuesday

President's Welcome Luncheon

Roger Fleming Memorial Warriors Golf Invitational (or Warriors Golf Invitational)

Service of Light

Summer Arts in the Park

Trick or Treat in the Halls

Undergraduate Research Symposium

Warrior 5K... through the park

Warrior Open

Warrior Orientation and Welcome (WOW) Weekend

Winterfest

WLC Christmas

WLC LIST OF WORDS AND PHRASES

academic year (not school year)
admissions (plural)
alumni (only use “alum” informally in communication with alumni)
Ambassador Club
athletics (plural)

Board Emeriti
Board of Regents

Career Development Center
Center for Christian Leadership
Chamber Choir
Christian Leadership Certificate
Christian Women’s Leadership Circle (CWLC)
College of Adult and Graduate Studies (AGS)
College of Arts and Sciences (COAS)
College of Professional Studies (CPS)
commencement (not graduation)

Dr. Daniel W. Johnson or President Daniel W. Johnson (not Dan Johnson)
Dr. John D. Kolander or Provost John D. Kolander (not John Kolander)

email
enewsletter

fiscal year (July 31-June 30)
Four-Year Guarantee
fundraiser
fundraising
Future Teachers’ Education Association (FTEA)

Gary and Sandra Greenfield Endowed Chair for Christian Leadership Studies
Dr. Gary J. Greenfield (first full-time president of WLC)

Northern Athletics Collegiate Conference (NACC)
Nun Run or Nuns’ Run (slang - not for use in external publications)

Peer Admissions Counselors (PAC or Warrior PAC)
President's Cabinet
Pro Gloria Dei Award

residence halls (not dorms)

servant leader
servant leadership
Sodexo
Student Success Center

theatre (not theater)
Trinity Home Group (maintenance; formerly Johnson Controls)

Victor E. Warrior (mascot)

Warrior OneCard
Warriors (plural)
website
Wisconsin Association of Independent Colleges and Universities (WAICU)
Wisconsin Evangelical Lutheran Synod (WELS)
Wisconsin Lutheran Choir (not Wisconsin Lutheran College Choir)
Wisconsin Lutheran College Concert Band
Wisconsin Lutheran College Magazine (formerly Today Magazine)

Zoo Interchange road construction project

REV 2/15/2018

WISCONSIN LUTHERAN COLLEGE

MARKETING & COMMUNICATION