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COLLIN COLLEGE

Public Relations Editorial Style Guide

Every time we write an article, news release, social media post or brochure, we are communicating the Collin College image. When our name is put in front of the public, we shape both our reputation and our college's identity. Clarity and consistency ensure that all communication strengthens our brand.

This Style Guide establishes guidelines for proper usage of language and text to maintain the integrity of the college's brand. The standards in this guide are based primarily on the style set by The Associated Press and used by media worldwide. However, there are variations from AP style that are unique to Collin College. This guide also serves as a companion piece to the Graphic Standards Manual housed on the Public Relations Intranet.

These guidelines are intended to apply to internal and external communication and marketing documents on behalf of the college whether in print or online. They are not intended to apply to legal, financial or academic documents, particularly assignments within the classroom. Faculty can select and implement the style most appropriate for their profession, industry or environment.

If you have a question about this guide or need clarification, please contact Public Relations at 972.758.3895.

academic degrees

Avoid abbreviations when addressing someone's academic credentials.

Example: Dean John Jones earned a doctorate in history.

Use abbreviations, such as B.A., M.A., EDD. and Ph.D., only when identifying many individuals by degree and the preferred form is cumbersome. Use the abbreviations after full names, never after just last names. After a name, the academic abbreviation is set off by commas.

Example: John Jones, Ph.D., spoke.

Do not precede the name with a courtesy title and follow the name with the degree abbreviation. It is redundant.

Wrong: Dr. John Jones, Ph.D.

Right: Dr. John Jones, dean of fine arts

After first reference, refer to the individual with the "Dr." title and their last name.

Example: Dr. Jones brought the deviled eggs.

Use an apostrophe in bachelor's degree, master's degree.

Do not use an apostrophe in a bachelor of arts, associate of science.

Master's, bachelor's are acceptable, but use associate degree (no possessive).

academic titles

Capitalize and spell out formal titles such as chancellor, chairman, etc. when they precede a name. Lowercase elsewhere.

For example, Collin College Board of Trustees Chairman Jack Frost applauded the new dean's hard work.

Lowercase modifiers such as department in "department Chairman Sam Smith."

addresses

Streets

Use abbreviations Ave., Blvd. and St. only with numbered address.

Example: 9700 Wade Blvd.

(Spell out and capitalize when part of a formal street name without a number.)

Example: Wade Boulevard.

(Spell out and lowercase when used alone or with more than one street name.)

Example: Wade and Preston Park boulevards.

All similar words such as alley, drive, road, terrace, etc. are always spelled out. Capitalize them when part of a formal name without a number and lowercase when used alone or with two or more names.

Numbers

Always use figures for an address.

Example: 9700 Wade Blvd.

Spell out and capitalize First-Ninth when used as street names; use figures with two letters for 10th and above.

Example: 3400 First Ave., 2200 34th St.

Abbreviate compass points used to indicate directional ends of a street or quadrants of the city in a numbered address.

Example: 2800 E. Spring Creek Pkwy.

Do not abbreviate if the number is not used.

Example: East Spring Creek Parkway.

Highways

When referring to a highway, use these designations: U.S. Highway 75, U.S. Route 9, state Route 44, Interstate Highway 30, FM 644. On second reference, only for Interstate: I-30

advisor

Do not use “adviser.”

affect/effect

“Affect” is a verb. “Effect” is a noun.

*Example: Tim’s blurred vision affected his shot.
The effect was an air ball.*

Example: The effect of smoking is lung cancer.

African-American

ages

Always use figures when the context does not require years, or years old. It is assumed the age is in years. Ages used as adjectives before a noun require hyphens.

Examples: The 5-year-old girl answered the question.

The girl who is 5 answered the question.

Darlene Young, 88, painted the picture.

The 44-year-old plumber was not available for comment.

*The Feldman brothers are in their 20s.
(no apostrophe)*

anxious/eager

These words do not mean the same thing. Anxious is an uneasiness of the mind or brooding fear.

Example: When the clowns arrived, Marcy got very anxious and promptly left.

Eager is an enthusiastic or impatient desire or interest.

Example: Marcy was eager for the clowns to leave her house.

Board of Trustees

Always capitalize any reference to the college’s Board of Trustees.

Example: The Collin College Board approved the motion.

The college Board of Trustees met last Tuesday night.

boy

Acceptable until the 18th birthday. Man is acceptable after that.

cannot

capitalization

Proper nouns

Capitalize the first letter in a word which identifies a unique place, person or thing.

*Example: King Kong, Elvis Presley, Plano,
Cinco de Mayo.*

Proper names

Lowercase common words unless they are modified with a proper noun.

*Example: Mississippi River, Rocky Mountains,
Spring Creek Campus, Preston Road.*

Lowercase the common words if they are used with a proper noun in plural.

*Example: Spring Creek and Preston Ridge campuses,
Preston and Park roads, Joe Pool and Lewisville lakes.*

Popular names

Capitalize words that are not proper nouns or proper names but are the effective equivalent.

*Examples: the Badlands, the Series (World Series),
the Derby (the Kentucky Derby).*

Derivatives

Capitalize words which are derived from a popular noun and still depend on capitalization for their meaning

Examples: Christianity, English, Spanish, Marxism.

Do not capitalize derivatives in which the word's meaning does not depend on its capitalization.

Example: french fries, venetian blind, herculean.

Sentences

The first word of any sentence should be capitalized. See compositions and titles for capitalization rules.

capitol/capital

Use “capitol” in reference to state and country capitol buildings, not the actual seat of the government.

Example: The Texas capitol building is located in Austin.

Use “capital” in reference to something being of high importance, accumulated goods and money and the seat of a governmental entity.

Example: You will need a lot of capital to start a business.

Example: Jaywalking is a capital offense in Celina.

Example: The capital of Texas is Austin.

Caucasian

Central Park Campus

Located at 2200 W. University Dr. in McKinney. Includes dental clinic, fire academy building, fire rescue complex, hospital lab, law enforcement academy and general education classes

certification credentials

Do not add periods.

Example: CB – Certified Bookkeeper, PMP – Project Management Professional, CNA – Certified Nurse Aid, CMA – Certified Medical Assistant

Collin College

The college brand name is Collin College. This name should be used in marketing, publicity, promotional and informational materials.

Use Collin College on first reference and either Collin or “the college” on subsequent references.

Collin County Community College District

The legal name of the college. The legal name will be used when conducting official college business or when referring to the college in materials that will be circulated outside of the college's service area.

Do not capitalize “college” when used by itself in reference to the college.

Example: The college closes on Thursday.

The district's service area includes all of Collin County, plus the city of The Colony and Rockwall County.

See also Collin College

Collin campuses

Always use entire name of Collin College campuses: Allen Center, Central Park Campus, Collin Higher Education Center, Courtyard Center, Preston Ridge Campus, Rockwall Center and Spring Creek Campus.

Abbreviations can be used on maps and schedules: AL, CPC, CHEC, CYC, PRC, RW, SCC

Collin County

Includes the cities of:

Allen, Anna, Blue Ridge, Celina, Fairview, Farmersville, Frisco, Josephine, Lavon, Lowry Crossing, Lucas, McKinney, Melissa, Murphy, Nevada, New Hope, Parker, Plano, Princeton, Prosper, St. Paul, Westminster, Weston and Wylie. North of Dallas County. Abuts Fannin, Grayson, Denton and Hunt counties.

Collin Higher Education Center (CHEC)

A university center located at 3452 Spur 399 in McKinney, Texas, that houses university partners, student services, as well as Collin College offices including the President's office, human resources, public relations and foundation and development.

Commonly Misspelled Words

absence	amateur
abundance	belief
accessible	believe
accidentally	beneficial
accommodate	camouflage
accomplish	cemetery
accumulate	chief
achievement	choose
acquaintance	chose
acquire	commission
address	committee
advice	commitment
advise	comparative

competent
concede
conceivable
conceive
condescend
conscience
conscientious
conscious
consistent
convenient
counselor
deceive
definitely
dependent
descend
desperate
dilemma
disappearance
disappoint
discipline
dominant
ecstasy
effect
efficiency
eighth
eligible
embarrass
environment
existence
existent
facsimile
fallacious
February
fictitious
fluorescent
forfeit
fulfill
government
grammar
grievous
guarantee

guerilla
handkerchief
harass
height
heinous
heroes
hesitancy
hindrance
humorous
ideally
imaginary
immediately
implement
irresistible
knowledge
laboratory
laid
legitimate
lightning
likelihood
loose
lose
maintenance
manageable
maneuver
mathematics
medicine
millennium
millennial
miniature
minuscule
miscellaneous
mischievous
misspelled
mosquito
mosquitoes
mysterious
necessary
necessity
neighbor
noticeable

nowadays
obedience
occasion
occasionally
occurred
occurrence
omission
opinion
optimism
optimistic
orchestra
ordinarily
overrun
pamphlets
parallel
pavilion
peculiar
perceive
permanent
perseverance
persistence
personal
personnel
portray
possess
possession
possessive
potato
potatoes
preferred
principal
principle
privilege
prominent
questionnaire
quizzes
receipt
receive
recommend
referring
relevant

relieving
reminiscence
repetition
resemblance
reservoir
resistance
rhythm
roommate
sacrilegious
satellite
secede
seize
separate
separation
sergeant
similar
simultaneous
skiing
sophomore
souvenir
succeed
success
succession
supersede
suppress
thorough
though
through
tomorrow
towards
tragedy
transferring
unnecessary
usable
usage
vacuum
vengeance
vigilant
villain
Wednesday
weird

wherever
wholly
yacht

composition titles

Apply these guidelines to books, magazines, computer games, movies, operas, plays, songs, television programs, lectures, speeches and works of art titles.

- Capitalize an article or words of fewer than four letters if it is the first or last word in a title.
Example: "Time After Time;"
"What We Talk About When We Talk About Love."
- Capitalize an article or words of fewer than four letters if it is the first or last word in a title.
Example: "The Magus"; "An Affair to Remember"; "The Star-Spangled Banner."
- Italicize the names of all such works except the Bible and books that are primarily catalogs of reference material.

In addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, handbooks, etc.

Example: "The Color Purple;"
Encyclopedia Britannica;
Merriam-Webster's Collegiate Dictionary.

Example: "Mary Newton published the article "How to Graduate Early" in Community College Times.

- Put the names of articles, speeches, plays and works of art in quotations.

contractions

Contractions are not allowed and are unacceptable. Spell them out.

Convergence Technology

In reference to program available through the Engineering and Emerging Technologies under Business, Information & Engineering Technology division.

convergent technology

Use in reference to the combination of voice, video and integrated data over an IP network.

Core Values

Always capitalize the first letter of each word in the core values. Also, use ampersands (&) between dual values: Learning, Service & Involvement, Creativity & Innovation, Academic Excellence, Dignity & Respect and Integrity.

Cougar News

The college's employee and student newspaper. Italicize.

CougarAlert

Emergency communication system for students and employees. Students and employees must subscribe to www.collin.edu/cougaralert.html to receive alerts by text message, phone message or email. Written as one word with an initial cap on the second word.

CougarMail

Collin College's student email solution. Written as one word with an initial cap on the second word.

CougarWeb

Name for the college's customized portal. Written as one word with an initial cap on the second word.

Courtyard Center (CYC)

Located at 4800 Preston Park Blvd. in Plano. Houses the Continuing Education and Workforce Development Division and department offices of the

Center for Workforce and Economic Development, Continuing Education, Seniors Active in Learning (SAIL), and Collin Small Business Development Center. Registration and bookstore also have offices at the center.

dates and times

Do not abbreviate days of the week.

Do not abbreviate months if used without specific day. Spell out month if used with only the year.

Right: November 2005

Right: Nov. 15, 2005

Wrong: Nov. 2005

Always spell out: March, April, May, June, July.

If date in reference is in the future, include day of the week, month and day.

Example: Monday, July 11. If more than one date is being referenced: Monday-Sunday, July 11-17.

In reference to sites, dates and times, the correct order is time, date and site.

Example: 2-4 p.m., Sunday, July 17, at the John Anthony Theatre.

Always use noon or midnight instead of 12 p.m. and 12 a.m., respectively.

Use figures for times and include p.m. and a.m. - lowercased with periods. Example: 2 p.m.; 11 a.m. Avoid redundancies like 10 a.m. this morning, 8 p.m. last night, 3 p.m. in the afternoon.

The use of "th" and "st" in reference to dates and times after numerals is unacceptable.

days of the week

Never abbreviate, always capitalize.

dean

Capitalize when used as a formal title before a name.

Example: Fine Arts Dean John Jones.

Lowercase in other uses: John Jones, dean of fine arts; the dean.

Dean's List

decades

Examples: 1980s, 1830s.

Examples: '50s, '90s, the Roaring '20s

department titles

Department and division names are lowercased in external pieces like press releases, media advisories, op-ed columns, etc. Department and division names in internal or marketing materials (brochures, fliers, etc.) are uppercased. The words “department” and “division” are lowercased when used alone.

Example: The Fine Arts Department hosted the event.

Example: Nancy said Business Information and Technology hosted an event.

Example: The division is responsible for the streamers.

dilemma/problem

These two words do not mean the same thing.

A dilemma is a conundrum in which there are two or more alternatives.

Example: Shawn's dilemma involved choosing between cereal, pork chops or biscuits.

A problem has no obvious solution.

Example: Shawn encountered a problem involving a leaky roof.

directions

Lowercase compass directions – north, south, east, west - when referring to a direction.

Example: McKinney is north of Plano, yet south of Oklahoma.

Uppercase those words when referring to a specific region.

Example: The campuses are located in North Texas.

Lisa is from Midwest Oklahoma.

Mordecai is from the Northwest.

Uppercase well-known areas.

Example: Although located in Northern Illinois, Chicago's South Side is popular for its tissue paper.

districtwide division titles

See department titles.

dual, duel

A “duel” is a contest between two people. A contest between three or more individuals is not a duel.

“Dual” denotes consisting of two parts.

Example: The tennis players dueled during a Saturday match.

Example: The program had dual components, which confused some of the students.

e-mail

Lowercase “e” and “m.” Include a hyphen.

enquire/enquiry

Use inquire/inquiry.

ensure/insure

“Ensure” means to guarantee something. “Insure,” however, means to take insurance out on someone or something.

entitled

Used when referring to expected ownership or to designate something or someone.

Example: Jed is entitled to the position. See titled.

e-schedule

lowercase “e” and “s” with a hyphen when it refers to the electronic version of the college’s class schedule.

every day, everyday

Every day is used as an adverb. Everyday is an adjective.

Example: Miles runs 10 laps every day.

Example: Chasing the dogs around the neighborhood is an everyday affair.

every one, everyone

Use two words when referring to an individual item. “Everyone” is a pronoun for all people involved.

Example: Every one of the dogs had rabies.

Example: Everyone wants to throw a party.

full time, full-time

Hyphenate when used as a modifier.

Example: Darcy is a full-time professor.

Example: Darcy works at the college full time.

fundraising

Fundraising, fundraiser.

girl

Acceptable until 18th birthday.

Woman acceptable afterwards.

grade point average

Spell out where available, all lowercase. Use GPA in second reference. Plural: grade point averages.

healthcare

imply/infer

A writer or speaker implies. The listener infers.

in/into

“In” indicates location whereas “into” indicates motion.

Example: Nick was in the room already.

Example: Boris walked into the room.

inquire/inquiry

Preferred use. Do not use enquire/enquiry.

Internet

uppercase “I”. One word.

Jr., Sr.

Always use “Jr.” or “Sr.” Do not use comma before “Jr.” or “Sr.” Never spell out and always use a period after it even if it does not end a sentence. Always uppercase.

Example: Ken Griffey Jr. signed autographs at the fair.

locations

Commonly referred to sites at Collin College:

Black Box Theatre

Center for Excellence in Healthcare

Cougar Den

Founders Hall

John Anthony Theatre

Pike Hall

Sue Olivier

Spring Creek Campus Living Legends

Conference Center

long term, long-term

Two words, use dash if it serves as a compound modifier.

*Example: The college will do well long term.
The college has long-term problems.*

long time, longtime

Two words, unless it modifies something.

*Example: It has been a long time since we had lunch.
Peanut butter and jelly have been longtime lovers.*

magazine names

Do not place in quotation marks. Use italics. Do not capitalize “magazine” unless it is officially part of the publication’s name.

Example: Harper’s Magazine, Newsweek magazine

mid-

Use a dash only if the second word is capitalized. Example: midmorning, midsemester, midterm, mid-Atlantic, mid-America

Montessori method

An educational method developed by Maria Montessori to instruct young children in training the senses and encouraging self-education.

months

Spell out unless used with a specific date. Never abbreviate March, April, May, June and July. Abbreviate Aug., Sept., Oct., Nov., Dec., Jan. and Feb. Spell out months if used with just a year.

Example: Pedro’s birthday is March 9.

Katie left Jan. 4.

Heather will leave in January.

Heather left in January 1972.

more than, less than

Use instead of, over or under in all cases for quantity. Over and under refer to location.

*Right: More than 3,000 students attended the game.
Wrong: Over 3,000 students attended the game.*

nationwide

newspaper names

Capitalize “the” in a newspaper’s name if that is the way the publication prefers to be known. Do not place name in quotes. Italicize it.

Example: The Dallas Morning News has great classified ads.

9/11

Sept. 11, 2001 is the preferred use in written reference to the terrorist attacks on the United States.

numerals

Only spell out numbers one through nine. For numerals 10+, use digits. Always spell out the number if it begins a sentence.

Example: Of the 49 students that participated, only five finished the exercises.

Example: Ten of the 12 students failed.

Use the previous rule when a number is used as a modifier.

Example: There was a nine-way tie in the conference.

Example: The 25-minute meeting was entirely too long.

online

One word, no hyphen.

over, under

Do not use in reference to number approximation. See more than, less than.

part time, part-time

Hyphenate when used as a modifier.

Example: Joe is a part-time employee.

Example: Joyce works part time at Staples.

phone numbers

Format phone numbers with periods between sets of numbers rather than dashes or parentheses.

Right: Please contact Lisa Vasquez at 972.758.3100.

Wrong: Please contact Lisa Vasquez at (972) 758-3100.

political parties and philosophies

Capitalize both the name of the party and the word party when used together.

Example: the Republican Party.

Also capitalize Communist, Conservative, Democrat, Liberal, Republican, Socialist, etc. when referring to a specific party or its members.

Lowercase these words when referring to a specific philosophy.

Example: communism, communist, fascist.

Short form punctuation for associating a person with a political party and state is: Sen. Kay Bailey Hutchison (R-Texas); Sen. Florence Shapiro (R-Plano).

Only use this in first reference in pieces for publications which may not recognize local politicians.

PowerPoint

One word, both “Ps” uppercased

President’s List

Preston Ridge Campus (PRC)

9700 Wade Blvd. in Frisco. Includes learning resource center, convergence lab, Cougar Den and general education classes.

principal, principle

Principal is a noun referring to a person or thing first in rank or authority.

Example: Ellen is the school principal.

Example: Errors were the principal reason for the loss.

Principle refers to a fundamental law, truth or doctrine.

Example: The college is based on the principle that all should be educated.

professor

Never abbreviate. Uppercase when used before a name. Do not include in second references.

public schools

Capitalize all words when referring to public school’s entire name.

Example: Martha Hunt Elementary School, Hedgecoxe Elementary School, Barney Fife Memorial High School.

punctuation

Colon (:)

Colons are commonly used to introduce lists, tabulations, texts, etc.

Do not capitalize the first word after a colon unless it is a proper noun or a start of a sentence.

*Example: Israel promised one thing to the board:
The Collin faculty would work even harder
than last year.*

Colons also can denote emphasis.

*Example: Israel guaranteed one thing to the college
board: success.*

Commas (,)

Drop the comma before an “and” in a sequence.

Right: *Dennis brought the apples, spiral notebooks and cowboy boots to the party.*

Wrong: *Dennis brought the apples, spiral notebooks, and cowboy boots to the party.*

Use a comma before “and” when denoting an independent clause.

Example: *Carol forgot to turn off the stove, and Earl had to drive back home to turn it off.*

Dashes (-)

Always put one space on each side of the dash in all instances.

Use a dash in the following instances:

Abrupt Changes

Use dashes to denote an abrupt change in thought in a sentence.

Example: *Daniel collected stamps - just like Eric - until they turned into bitter rivals.*

Series Within a Phrase

Denote a list within a phrase with a dash.

Example: *Leonardo’s favorite presidents - Harrison, Lincoln, Tyler and Grant - were featured in the history book.*

Attribution

Use a dash to attribute at an end of a quotation.

Example: *“The walls were shaking, the earth was quaking.” - Brian Jones*

Hyphens (-)

Use a hyphen in the following instances:

Ambiguity

Use a hyphen to nix any ambiguity in a word.

Example: *The small-business men attended the conference.*

Example: *The county finally re-covered that pothole.*

Compound Modifiers

When two or more modifiers come before a noun, a hyphen is used between them. Do not hyphenate adverbs that end in -ly and very.

Example: *The full-time professors applauded the committee.*

Example: *Nicole refuses to wear hand-me-down clothing.*

Hyphenate a compound modifier if it follows the noun and a to be verb to avoid confusion.

Example: *Seamus is quick-witted.*

Two-Thought Compounds

Example: *socio-economic*

Compound Proper Nouns and Adjectives

Example: *African-American, Mexican-American*

Prefixes and Suffixes

Example: *pre-election*

Example: *co-workers*

Numerals

Use a dash in dates, times, sports/games scores, heights.

Example: *The event runs from Friday, Sept. 12-16.*

Example: *The shop is open from noon-6 p.m.*

Example: *The man’s sleeping hours are from 8 p.m.-5 a.m.*

Example: *The Tigers won 6-5 Saturday night.*

Example: *Xavier, 6-5, is tall enough to change everyone’s light bulbs.*

Other Uses

E-mail

T-shirt

E-schedule

pupil/student

Use pupil for children in kindergarten through eighth grade.

Use student or pupil for those in ninth-12th grade.

Use student for college and beyond.

quotes (“”)

Always use quotation marks to indicate a direct quote. Also, cite the speaker following the quote using a comma before the end quotation marks.

Example: “The Board of Trustees is proud of its students,” Chairman Grace Howard said.

When citing a quote, place the verb behind the subject.

If a full paragraph of quoted material is continued, do not use close-quote marks on the first part of the quote. Place open-quote marks before the continuation of the quote:

Example: ...and then Earl came home and found the stove still on.

“Earl never forgave Carol for the mistake of wasting so much time and energy for such a silly incident, and they divorced six months later.”

Rockwall Center (RW)

2610 Observation Trail in Rockwall. This is abbreviated “RW” on college maps.

room

Capitalize room when used with a figure. Example: Room 172A.

SAT

Use only initials in reference to Scholastic Aptitude Test or the Scholastic Assessment Test.

seasons

Lowercase unless they are part of an event’s name.

Example: The spring semester will be the best ever.

Example: The Winter Olympics will never come to Timbuktu.

semesters

Specific semesters are not capitalized. Do not use a comma between the season and the year.

Example: The fall 2005 semester commences next week.

Sr., Jr.

See Jr., Sr. entry.

Southern Methodist University

Use full title in first reference. Use SMU in second reference.

Spring Creek Campus (SCC)

2800 E. Spring Creek Parkway in Plano. Includes the Spring Creek Campus Living Legends Conference Center, John Anthony Theatre, Blackbox Theatre, THE ARTS gallery and general education classes.

Spring Creek Campus Living Legends Conference Center

Lowercase conference center when not using with Living Legends.

states

Spell out the name of the 50 U.S. states when they stand alone in text. The eight state names that are never abbreviated under any circumstances, besides an address, are: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

State abbreviations are:

Ala.	Fla.	La.	Mont.	N.C.	Tenn.
Ariz.	Ga.	Md.	Neb.	N.D.	Ver.
Ark.	Del.	Mass.	Nev.	Okla.	Va.
Calif.	Ill.	Mich.	N.H.	Ore.	Wash.
Colo.	Ind.	Minn.	N.J.	Pa.	W.Va.
Conn.	Kan.	Miss.	N.M.	R.I.	Wis.
Del.	Ky.	Mo.	N.Y.	S.C.	Wyo.

When including a city with a state, use a comma directly behind the city's name and before the state. Some major cities can be referenced alone.

Recognizable cities in the area can also stand alone.

Example: New York City is the largest city on the eastern seaboard.

Example: Houston is a large city in Texas.

Example: Plano, McKinney and Allen are all located in Collin County.

statewide

teachers college

No apostrophe. Teachers colleges are found within universities.

teenager

Teen, teenager and teenage (adj.) are acceptable. Do not use teenaged.

Texas A&M University-Commerce

Spell out in first reference. Use A&M-Commerce in second reference.

textbook

THE ARTS gallery

The Dallas Morning News

Always include "The" and italicize.

The University of Texas at Austin (UT)

Spell out and use UT in second references. Always include "The" and "at Austin."

The University of Texas at Dallas (UTD)

Not "in Dallas" or "Dallas."

Use UTD in second reference.

Always include "The" and "at Dallas."

theater/theatre

Use "theater" unless "theatre" is official part of the name.

Example: The John Anthony Theatre is a site for many great plays.

their, there, they're

Their is a possessive pronoun.

Example: The Cornells went to their house and drank their wine.

There is an adverb indicating direction.

Example: Pernell went over there.

They're is a contraction for "they are."

Avoid contractions.

Example: They're going to bring the sandwiches.

Times

In reference to hours of the day, drop the “:00” in all instances. Also, if two times are indicated as both “a.m.” or “p.m.” then indicate as such after the second time. “AM,” “PM,” “pm” and “am” are not acceptable except in certain lists within the schedule of classes.

Right: The class runs from 8:30 a.m.-4 p.m.

Wrong: The class runs from 8:00 a.m.-4 p.m.

Right: The class runs from 8-11 a.m.

Use midnight or noon, not 12 a.m. or 12 p.m.

Avoid redundancies such as:

Wrong: The program starts that evening at 8 p.m.

Wrong: The program starts that morning at 9 a.m.

The usage of “o’clock” is unacceptable.

Titles

Individuals’ titles are lowercase when used after the name.

Example: Cary Israel is the district president of Collin College.

Example: Cary Israel, college president, welcomed faculty and staff at All College Day.

If titles come before the name, the title is capitalized.

Example: Collin College President Cary Israel spoke at All College Day.

In first reference, use the individual’s entire title and name.

Example: Human Resources Director Joan Allen attended the luncheon.

In second references, use only the individual’s last name unless they have a doctorate.

Right: Walter congratulated Dr. Nelson Rich for his good work in biology. However, Dr. Rich cited his students’ hard work for the many accomplishments.

title of classes

Do not capitalize classes or courses that are referred to in general. Capitalize classes or courses if they are language courses, indicate a country or other proper noun, or include a specific number or name.

Right: My Spanish course is difficult.

Right: My course in Latin American politics is easier than my French class.

Right: The Introduction to Humanities course is easy.

Right: My foreign language course is difficult.

Right: The humanities course is easy.

titled

Term used for the name of a composition. Do not use “entitled,” which means something completely different.

Example: The book is titled “The Return of the Native.”

T-shirt

trustee

University of North Texas (UNT)

Spell out in first reference and use UNT in second references.

Veterans Day

Observed Nov. 11 to honor those who have served in the armed forces. Veterans is plural with no possessive.

website

One word with no dashes. Do not capitalize unless used in a composition title or the first word in a sentence.

Website addresses should be formatted accordingly:
www.collin.edu . The http:// is not necessary unless it is a necessary part of the web address. All letters in a web address should be lowercased. Always use a period or appropriate punctuation after the website when it ends a sentence; however add a space between the address and the punctuation.

workforce

World Wide Web (WWW)

Capitalize both spelled out and abbreviated.
Lowercase when in use with URL. Can also be referred to as “the web” or “online.”

years

Always use numerals to indicate a year.

Example: 1984 was a very bad year for Eloise.

Example: Max lost the cufflink in 1990.