**Marketing Communications Style Guide, A-Z**

In general, UVU’s style guide is consistent with the Associated Press (AP) Stylebook, with some exceptions.

***Note:*** *Italics are used in references below to demonstrate examples; however, these italics are not meant to be used in actual writing.*

**academic degrees\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When referring to the degree on its own in general terms, lowercase and use the possessive (except *associate degree* and *doctoral degree*). When referring to the full degree name, capitalize and don’t use the possessive. Capitalize the formal name of a degree, but do not capitalize the word *degree* if it is included.

Use the same rule for degrees and degree programs when referencing them in the plural.

Visit [*uvu.edu/catalog/current/departments/degrees-programs.html*](http://uvu.edu/catalog/current/departments/degrees-programs.html) for a full list of approved degrees.

For specific examples, see *associate, Associate in Arts, Associate in Science*; *bachelor’s, Bachelor of Science, Bachelor of Arts*; *certificate, Certificate of Proficiency*; *doctorate, doctoral degree*; *Juris Doctor degree*; *majors*; *master’s degrees at UVU*; and *Ph.D., Ph.D.s* entries.

**academic titles        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize formal titles listed before a name; lowercase titles used after a person’s name or as a substitute for a person’s name (e.g., dean, department chair, vice president). Avoid including an academic degree after a name as a form of identification, and never abbreviate titles. Place longer titles after names for ease and clarity.

*[Full Name], dean of the School of Education, attended the groundbreaking*.

*IAB Board Member [Full Name] and UVU President Astrid S. Tuminez wrote the op-ed.*

**addresses          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Abbreviate *Ave*., *Blvd.*, and *St.* only when used with a numbered address. Do not abbreviate *Parkway* or *Drive* (e.g., *1450 University Ave., Campus Drive, University Parkway*). Spell out and capitalize *First* through *Ninth* when used as street names; use figures with two letters (do not superscript) for *10th* and above (e.g., *21 Fifth Ave., 14 21st St.).* Do not abbreviate when the number is omitted (e.g., *Fifth Avenue, 43rd Street*).

Abbreviate compass points in a numbered address (but not the compass point when it is the name of the street, as is often the case in Utah):

*She lives at 372 E. 1150 North, Springville, Utah.
The bank is located at 75 N. University Ave.*

When writing a mailing address, include the zip code and U.S. Postal Service state abbreviation.

See also *campus address*.

**admissions\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Generally, the term will include the final *s* (e.g., *open-admissions university*, *the Admissions Office*). There are exceptions to this rule, including *deferred admission*, so use proper judgment when using the term (e.g., *admission to UVU*).

**advisor  \_\_\_\_\_\_\_\_\_\_\_**
Use this spelling to refer to all advisors (not *adviser*). It is appropriate to spell as *adviser* in press releases only, to follow AP style that news media outlets use.

**advisory board        \_\_\_\_\_\_\_\_**

Capitalize the full name of boards, committees, and councils especially when preceded by *UVU* or an institutional proper noun such as *University*, *Wolverine*, etc. Lowercase when referring to the board, committee, or council in general terms.

 *He will be meeting with the UVU Editorial Board.*

 *You will need editorial board approval.*

**alma mater          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Two words. Do not capitalize.

**alum, alumnus, alumni, alumna, alumnae \_\_\_\_\_\_\_**

Use *alum* as the singular, gender-neutral term for someone who has graduated from UVU. Use *alumnus* (*alumni* in the plural) when referring to a man who graduated. Use *alumna* for similar reference to a woman (*alumnae* in the plural). Use *alumni* when referring to a group of graduates.

The UVU *alumni* definition includes any student that earned a diploma, certificate, associate degree, bachelor’s degree, or master’s degree from Utah Valley University (basically, anyone that has a status of a graduate).

**Alumni Association        \_\_\_\_\_\_\_\_**

Always capitalize the *Alumni Association* when the two words appear together referring to the UVU Alumni Association.

**Alumni Board        \_\_\_\_\_\_\_\_**

*Alumni Board* is always capitalized when referring specifically to UVU’s Alumni Board.

**a.m.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Not *AM*, *A.M.*, or *am.* Use one space between the time and the designated time period (e.g., *10 a.m.).*

**Art and Visual Communications        \_\_\_**

Include the final *s* on *communications* for the formal name of both the department and the degree, which differs from the academic subject *communication*.

**associate, Associate in Arts, Associate in Science\_\_\_\_\_\_\_**

Not *associate’s* or *associates*. Lowercase when referring to the degree on its own in general terms (e.g., *associate*). When referring to the full degree name, capitalize and don’t use the possessive (e.g., *Associate in Applied Science*).

 *He is working toward an associate in applied science.*

*The Associate in Applied Science degree in information systems is a two-year program.*

**athletics        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize only on formal reference with an institutional proper noun such as *UVU* or *Wolverine*.

*UVU Athletics has a new website (wolverinegreen.com).
Participating in athletics is a good way to meet new people.*

**aviation sciences        \_\_\_\_\_\_\_\_\_\_\_\_\_**

See *School of Aviation Sciences*.

**bachelor’s, Bachelor of Science, Bachelor of Arts\_\_\_\_\_\_\_**

When using the degree on its own in general terms, lowercase and use the possessive (e.g., *bachelor’s*). When referring to the full degree name, capitalize and don’t use the possessive (e.g., *Bachelor of Music*). In general, use the term *bachelor’s degree* rather than *baccalaureate*.

 *She is working toward a bachelor’s degree in music.*

*[Full Name] graduated with a Bachelor of Arts in music with an emphasis in performance.*

**Black\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize in all instances as an adjective in a racial, ethnic, or cultural sense. Do not use as a singular noun. *African American* and *Black* are not necessarily interchangeable.

**board of directors        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize on general reference. Capitalize only as part of a formal name.

*The board of directors voted against it.
She is a member of the Alumni Association Board of Directors.*

**Board of Trustees        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize when referring to the UVU Board of Trustees. On first reference, list as *UVU Board of Trustees* (spell out *Utah Valley University* if it is the first reference to UVU). On subsequent references, *Board of Trustees* and *Board* are acceptable. When preceding a name, *Trustee* is the preferred term to *Board Member* (e.g., *Trustee [Full Name]*). Do not capitalize when plural (e.g., *the boards of trustees*).

*She is a member of the Board of Trustees.*

*The board members all agree that we should decline comment.*

**boards          \_\_\_\_\_\_\_**

See *advisory board*.

**bookstore\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

One word. Capitalize only when part of an official name (e.g., *the UVU Bookstore* or *UVU Campus Store*).

**Fveter          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize unless using the full, formal name of a building (e.g., *the Pope Science Building*). The terms *library*, *business building*, and *science building* should be lowercased if used generically.

Following is a list of formal names of UVU buildings and official abbreviations (not comprehensive):

*Browning Administration Building, BA*

*Business Resource Center, BR*

*Canyon Park Building, CL*

*Career Development Center, DC*

*Clarke Building, CB*

*Computer Science Building, CS*

*Courtyard or Quad*

*Environmental Technology Building, EN*

*Extended Education Building, EE*

*Facilities Complex, FC*

*Faculty Annex, FA*

*Fulton Library, FL*

*Geneva Fields, GF*

*Gunther Technology Building, GT (not Gunther Trades Building)*

*Health Professions Building, HP*

*Keller Building, KB*

 *Liberal Arts Building, LA*

*Losee Center, LC*

*McKay Education Building, ME*

*Mountainland Applied Technology College, MATC*

*National Guard Building, NG*

*Nellesen Building (Melisa Nellesen Center for Autism), NB*

*Noorda Center for the Performing Arts, NC*

*NUVI Basketball Center, BC*

*Parking Garage (Not Parking Structure)*

*Pedestrian Bridge*

*Physical Education Building, PE*

*Provo Airport Campus*

*Pope Science Building, PS*

*Quad or Courtyard*

*Rebecca Lockhart Arena, RL*

*ROTC Building, RC*

*Science Building, SB*

*Scott C. Keller Building, KB*

*Sorensen Student Center, SC*

*Sparks Automotive Building, SA*

*Student Life and Wellness Center, SL (Not SLWC; Not Building; use and, not &, except in logo treatment)*

*UCCU Ballpark, BB*

*UCCU Center (Rather than referenced as UCCU Events Center).*

*Utah Valley Institute of Religion (on the Orem Campus, not owned by UVU)*

*Wee Care Center , WE: Barbara Barrington Jones Family Foundation (Wee Care Center acceptable in all uses)*

*Vivint Business Resource Center, BRC (Business Resource Center acceptable on subsequent references)*

*Wolverine Service Center, WS (includes the Testing Center)*

*Wolverine Training Dome, WTD*

*Young Living Alumni Center, AL*

**campus address        \_\_\_\_\_\_\_\_\_\_\_\_\_**

The campus address should always appear as the following:

*800 W. University Parkway, Orem, UT 84058*

With a UVU address, always list the mail stop under the office name, followed by the university address. When possible, write the UVU address as it would be written on an envelope to avoid confusion for the audience:

*UVU Alumni Association*

*MS 111
800 W. University Parkway*

*Orem, UT 84058-6703*

**Campus Connection\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the campus location in the Sorensen Student Center.

**campus phone extensions        \_\_\_**

For internal-use documents, a lowercase *x* followed by the four-digit extension is acceptable.

*He can be reached at x5470.*

For all external documents, the phone number should be written out in full.

See also *telephone numbers*.

**campuses        \_\_\_\_\_\_\_\_\_\_\_\_\_**

See *Orem Campus*; *Provo Airport Campus;* UVU *North Campus (N)*; *UVU South Campus (S)*; *UVU West Campus (W)*; *UVU Wasatch Campus (WC);* and *Vineyard Campus*.

**Capitol Reef Field Station\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*Capitol Reef Field Station* is preferred on first reference. On subsequent references, *field station* is acceptable.

**Cashier’s Office        \_\_\_\_\_\_\_\_\_\_\_\_\_**

For clarity, *Cashier’s Office* is preferred over *Bursar’s Office*.

**centers\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the centers. Naming structure is *Center for*, not *Center of.* Do not capitalize *center* on subsequent references when used alone to refer to a specific center or centers.

See entries on *Center for the Advancement of Leadership, the*; *Center for Constitutional Studies, the*; *Center for Social Impact, the*; *First-Year Advising Center, the*; *Melisa Nellsen Center for Autism, the*; *Noorda Center for the Performing Arts, the*; *Sorensen Student Center, the; Student Life and Wellness Center, the; Veteran Success Center, the; Wee Care Center, the;* and *Women’s Success Center, the*.

**Center for the Advancement of Leadership, the   \_\_\_\_\_**

Capitalize the formal name of the center. Do not capitalize *center* on subsequent references when used alone to refer to the Center for the Advancement of Leadership. Acceptable to use *CAL* on second reference after designating in parentheses on first reference.

**Center for Constitutional Studies, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the center. Do not capitalize *center* on subsequent references when used alone to refer to the Center for Constitutional Studies. Acceptable to use *CCS* on second reference after designating in parentheses on first reference.

**Center for Global and Intercultural Engagement, the\_\_\_\_\_**

Capitalize the formal name of the center. Do not capitalize *center* on subsequent references when used alone to refer to the Center for Global and Intercultural Engagement. Acceptable to use *CGIE* on second reference after designating in parentheses on first reference.

**Center for National Security Studies, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the center. Do not capitalize *center* on subsequent references when used alone to refer to the Center for National Security Studies. Acceptable to use *CNSS* on second reference after designating in parentheses on first reference.

**Center for Social Impact, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the center. Do not capitalize *center* on subsequent references when used alone to refer to the Center for Social Impact. Acceptable to use *CSI* on second reference after designating in parentheses on first reference.

**Center for the Study of Ethics, the; UVU Ethics Center\_\_\_\_**

Capitalize the formal names of the center. Do not capitalize *center* on subsequent references when used alone to refer to the Center for the Study of Ethics. Acceptable to use *CSE* on second reference after designating in parentheses on first reference.

**Center Stage          \_\_\_\_\_\_\_\_**

Always capitalize when referring to the campus location in the Sorensen Student Center. Use *Center* not *Centre.*

**CEO        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Acceptable abbreviation in all instances for *chief executive officer* in business.

**certificate, Certificate of Proficiency\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**When referring to the certificate on its own in general terms, lowercase (e.g., *certificate*). When referring to the full certificate name, capitalize (e.g., *Certificate of Proficiency*).

 *He earned a certificate in autism studies.*

*[Full Name] received a Certificate of Proficiency in autism studies.*

**chair        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Within UVU, use *chair*, not *chairman*, *chairwoman*, *chairperson*, etc. For external entities, use that organization’s internal preference, if known; otherwise, use *chair*. Do not capitalize.

*[Full Name] is chair of the UVU Board of Trustees.*

**chief of staff        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Lowercase title unless it immediately precedes the name.

*[Full Name] is the chief of staff for President Tuminez.*

**class        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize *class* only when using a class year (e.g., *Class of 2020*).

**colleges and schools\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Always capitalize school and college names. Use an ampersand only if an ampersand is included in the logo of the department. This rule also applies to academic institutes and centers.

See *College of Engineering and Technology, the*; *College of Health and Public Service, the*; *College of Humanities and Social Sciences, the*; *College of Science, the*; *School of Education, the*; *School of the Arts, the*; *University College*; and *Woodbury School of Business, the*.

**College of Engineering and Technology, the\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the college and spell out *and*. For visual graphics and logos, it is acceptable to use an *&* instead of *and*. Acceptable to use *CET* on second reference after designating in parentheses on first reference.

**College of Health and Public Service, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the college and spell out *and*. For visual graphics and logos, it is acceptable to use an *&* instead of *and*. Acceptable to use *CHPS* on second reference after designating in parentheses on first reference.

**College of Humanities and Social Sciences, the\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the college and spell out *and*. For visual graphics and logos, it is acceptable to use an *&* instead of *and*. Acceptable to use *CHSS* on second reference after designating in parentheses on first reference.

**College of Science, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the college. Acceptable to use *COS* on second reference after designating in parentheses on first reference.

**college names        \_\_\_\_\_\_\_\_**

Always capitalize school and college names. In general, spell out *and*. For visual graphics and logos, it is acceptable to use an *&* instead of *and*. This also applies to academic institutes and centers.

**commas\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

In general, use the Oxford comma for increased clarity. Always include a comma after an introductory phrase.

*Vision 2030 is firmly rooted in our institutional values of exceptional care, exceptional accountability, and exceptional results.*

*If you would like to learn more, visit uvu.edu.*

**committee          \_\_\_\_\_\_\_\_\_\_\_\_\_**

See *advisory board*.

**commencement          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize *commencement* only when part of an official title, such as *the 76th Commencement Exercises.*

**communication        \_\_\_\_\_\_\_\_\_\_\_\_\_**

When referring to the academic subject or department, use *communication* not *communications* (exceptions include *University Marketing and Communications* and *the Department of Art and Visual Communications*).

*The Department of Communication has award-winning faculty.
He is majoring in communication.*

See also *Art and Visual Communications* and *University Marketing and Communications*.

**convocation          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize *convocation* only when part of an official title, such as *Freshman Convocation* or *College of Science Convocation.*

See also *Freshman Convocation.*

**council        \_\_\_\_\_\_\_\_**

See *advisory board* entry.

**course names        \_\_\_\_\_\_\_\_**

If you are referring to the official name of a course or academic department, make that clear and capitalize it. If you're referring to a field of study, in general, lowercase it.

*I am excited to take the Artificial Intelligence and Machine Learning class.*

*My undergraduate studies included f on data structures and software engineering.*

**course work \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Two words.

**Courtyard        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize when referring to the UVU location south of the Sorensen Student Center. The area outside the Student Life & Wellness Center should on first reference be referred to as the *Student Life and Wellness Center Courtyard* or *Student Life and Wellness Center Quad*. *Quad* is acceptable on second reference. Do not capitalize *courtyard* or *quad* on second reference.

**cross-country\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Not *cross country*.

**cum laude        \_\_\_\_\_\_\_\_\_\_\_\_\_**

List only when relevant to context. Do not capitalize.

*cum laude GPA 3.60*

*magna cum laude GPA 3.80*

*summa cum laude GPA 3.90*

*[Full Name (‘Class Year)] earned a Bachelor of Science in behavioral science, magna cum laude.*

**curriculum        \_\_\_\_\_\_\_\_\_\_\_\_\_**

The plural is *curricula*. It is never capitalized.

**cybersecurity          \_\_\_\_\_\_\_**

One word in all instances.

**dates        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When a month is used with a specific date, abbreviate all months except March–July (i.e., *Jan.*, *Feb.* *Aug.*, *Sept.*, *Oct.*, *Nov.*, and *Dec.*). Spell out the name of every month when used alone or with a year alone. When a phrase lists only a month and a year, or a semester and a year, do not separate the year with commas.

*The groundbreaking is set for Thursday, Jan. 10, at 2 p.m.
The Student Life and Wellness Center opened on April 3.
January 2014 was a cold month.*

Do not use an apostrophe when referring to a decade as a whole (i.e., *the 1980s*). Use an apostrophe to abbreviate a decade, not a single opening quotation mark (i.e., *the ’80s*).

**Deaf       \_\_\_\_\_\_\_\_\_\_\_\_\_\_**
Lowercase when referring to a hearing-loss condition or to a deaf person who prefers lowercase. Capitalize for those who identify as members of the Deaf community or when they capitalize Deaf when describing themselves. *Deaf* should be used as an adjective, not as a noun. This is a departure from AP Style. See the Disability Style Guide from the [National Center on Disability and Journalism.](https://ncdj.org/wp-content/uploads/2012/08/NCDJStyleGuide2015.pdf)

**dean        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize unless the title immediately precedes a name.

*[Full Name] is dean of the College of Science.
According to Dean [Last Name], informed instruction is essential.*

Use full names (including first or middle initial) only in formal instances. Use the full name on first reference. On subsequent references, use the title and the last name (e.g., *Dean [Last Name]*).

**dean’s list        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize.

**deferred admission        \_\_\_\_\_\_\_\_**

Not *deferred admissions*. Do not capitalize. *Deferred admission* and *leave of absence* have different requirements and prerequisites.

**degrees        \_\_\_\_\_\_\_\_\_\_\_\_\_**

See *academic degrees*, *academic titles*, and *integrated studies degree*.

**departments        \_\_\_\_\_\_\_\_**

When using the formal name of a department, capitalize the full name of departments on all references. Do not capitalize non-complete references. Do not capitalize when the reference is casual.

*He is chair of the Department of English and Literature.*

*She is chair of the humanities department.*

When listing titles, do not capitalize departments in general, unless the title immediately precedes the name.

*The vice president of academic affairs is [Full Name].
Vice President of Academic Affairs [Full Name] met with the students today.*

***Note:***The official name of the aviation sciences department is the *School of Aviation Sciences*, not Department.

See also *offices*, *college names*, *school names*, and *titles*.

**Division I        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Always use the Roman numeral *I*, not the figure *1*. Spell out *Division I* on first reference; *D-I* (always hyphenated) is acceptable on second reference. Hyphenate *Division-I* when used as an adjective (e.g., *Division-I sports*).

See also *NCAA*.

**doctor        \_\_\_\_\_\_\_\_**

You may use *Dr.* in first reference as a formal title before the name of anyone who has earned a doctorate.

***Note:*** *Doctorate* is a noun. *Doctoral* is an adjective used to modify a noun.

*She has a doctorate in psychology.
He earned a doctoral degree in public administration.*

See *doctorate, doctoral degree; Ph.D., Ph.D.s*.

**doctorate, doctoral degree\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When referring to the full degree name or the degree on its own in general terms, lowercase and don’t use the possessive. Use *doctoral* as an adjective and *doctorate* as a noun.

*President Tuminez earned a doctorate from the Massachusetts Institute of Technology in political science.*

 *She has a doctoral degree in political science.*

See *Ph.D., Ph.D.s* entry.

**dōTERRA UVU Training Dome\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The official name is the *dōTERRA UVU Training Dome*. *Training Dome* is acceptable on second reference.

**email        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Always in lowercase, unless the reference appears at the beginning of a sentence. Do not hyphenate.

**email addresses          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not italicize or capitalize email addresses. First preference is to work the address into body copy using parentheses. If the address cannot be worked into copy parenthetically, try to word the sentence so the address does not fall at the end of a sentence, which would require a period to follow it. If such placement does occur, end the sentence with a period as is grammatically correct. The same rules apply to website addresses.

*For more information, contact [Full Name] (firstname.lastname @uvu.edu or ###-###-####).*

*His email address is firstname.lastname@uvu.edu.*

See also *web address*.

**email subject lines        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Use title-case capitalization. Don’t capitalize prepositions, except those that are four letters or longer. Don’t punctuate subject lines.

 *Join Us for This Semester’s Presidential Lecture Series*

**emphases        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize degree emphases. List emphases in parentheses or write out the name of the degree including emphases.

See also *integrated studies degree*.

**engaged learning        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize, and do not put in quotation marks. Hyphenate when used as a compound modifier.

*We define UVU as a university that loves engaged learning.*

*Students have many engaged-learning experiences during their time at UVU.*

**Ethics Center        \_\_\_\_\_\_\_\_**

See *Center for the Study of Ethics, the; UVU Ethics Center*.

**Excellence and Innovation Initiative, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Use *the Excellence and Innovation Initiative*, not *the Innovation and Excellence Initiative*. For visual graphics and logos, it is acceptable to use an *&* instead of *and*. Acceptable to use *EII* on second reference after designating in parentheses on first reference.

**faculty        \_\_\_\_\_\_\_\_**

Note that *faculty* is plural and should use a plural verb.

*The English faculty have developed an intensive curriculum.*

**fall break          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize when referring to the annual holiday designated in the university Academic Calendar. Do not capitalize when using in general terms.

 *We will not hold classes during 2021 Fall Break.*

 *He is looking forward to the fall break.*

**finals        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Lowercase finals to refer to the end-of-semester tests.

*They are studying for finals before they head home for winter break.*

**first-generation\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize. When used as an adjective, hyphenate the term. Do not hyphenate when not used as an adjective.

 *[Full Name] is a first-generation student at UVU.*

 *As a student, she is first generation.*

**first gentleman          \_\_\_\_\_\_\_\_**

*First gentleman* is not a formal title and should not be capitalized. It is rarely used.

*UVU first gentleman Jeffrey S. Tolk hosted the luncheon on Saturday.*

**First-Year Advising Center, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the center and hyphenate *First-Year*. Do not capitalize *center* on subsequent references when used alone to refer to the First-Year Advising Center. Acceptable to use *FAC* on second reference after designating in parentheses on first reference.

**First-Year Experience and Student Retention, the Office of**

Capitalize the formal name of the office and hyphenate *First-Year*. Do not capitalize *office* on subsequent references when used alone to refer to the Office of First-Year Experience and Student Retention.

**forms        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the titles of all forms.

 *Pick up the Tuition Waiver Form in my office to hold your scholarship during your leave of absence.*

**Foundation, the UVU        \_\_\_**

Capitalize when referring to the UVU Foundation, but not as *foundation* alone.

*The project was funded by the UVU Foundation. The foundation funded the project.*

**four-year        \_\_\_\_\_\_\_\_\_\_\_\_\_**

When referring to UVU bachelor’s degree programs, hyphenate four-year when it precedes the program. Also hyphenate two-year programs.

**freshman          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize. For the plural form, use *freshmen*.

**Freshman Convocation        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize in all instances.

**Fulton Library, the Ira A. and Mary Lou\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the library. The full name, *Ira A. and Mary Lou Fulton Library*, is preferred on first reference. *Fulton Library* is acceptable on subsequent references. Lowercase when referring to the library in general terms.

See also *Library, library*.

**governor        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When referring to a state’s governor, capitalize and abbreviate as *Gov.* or *Govs.* when used as a formal title before one or more last names. Apply the same rule to a lieutenant governor: capitalize and abbreviate as *Lt. Gov.* Lowercase and spell out in all other uses.

*Gov. [Full Name] visited UVU Friday.
The lieutenant governor said he was pleased with the new building.*

**GPA        \_\_\_\_\_\_\_\_\_\_\_\_\_**

It’s appropriate to abbreviate *grade point average* as *GPA* in every instance. No periods.

**grades        \_\_\_\_\_\_\_\_**

Capitalize letter grades. Use an apostrophe and *s* to pluralize (e.g., *A’s, straight B’s, straight-A student).*

**Grand Ballroom        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Not *Grande.* Capitalize when referring to the campus facility in the Sorensen Student Center.

**groundbreaking        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Write as one word when referring to a ceremony or ideas and things never before seen. Do not capitalize as an event title.

*The groundbreaking ceremony for the new building was in January.
The president had a groundbreaking idea.*

**Hall of Flags        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize when referring to the campus location in the Sorensen Student Center.

**higher education, Higher Education, higher ed**

In general, references to higher education should not be capitalized unless part of a formal title. Use general title rules when referring to past and present commissioners of higher education. *Higher education* is preferred over *higher ed*.

**high school concurrent enrollment definition\_\_\_\_\_\_\_\_\_\_\_**

Any student that earned concurrent enrollment college credit from Utah Valley University while still enrolled in high school (or similar program) but did not attend UVU after high school.

**Homecoming Week        \_\_\_\_\_\_\_\_**

Capitalize only when the two words appear together. Do not capitalize *homecoming* when it stands alone.

**honors\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Not *honor’s* or *Honor’s*. Lowercase unless referring to the *Honors Program*. The *Honors Program* should always be capitalized. *Honors*, when used alone, should be lowercased.

**House          \_\_\_\_\_\_\_**

Capitalize all specific references to governmental legislative bodies (e.g., *the U.S. House of Representatives*, *the Utah House of Representatives*). Capitalize shortened references that omit the words *of Representatives* (e.g., *the Utah House*, *the State House, the House*).

See also *Senate* and *legislative titles*.

**institution        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Lowercase when referring to Utah Valley University in general terms.

See also *university, the*.

**institutional core values        \_\_\_**

Do not capitalize when referring to UVU’s core values (*exceptional care*, *exceptional accountability*, and *exceptional results*). When relevant, it is appropriate to use italics or bold font for emphasis. Never underline for emphasis.

**integrated studies degree        \_\_\_\_\_\_\_\_**

The integrated studies degree combines two different disciplines (emphases) into a single degree. List emphases in parentheses or write out the name of the degree including emphases. Do not capitalize the emphases.

*[Full Name] graduated with a Bachelor of Arts in integrated studies (history and philosophy).
[Full Name] earned a bachelor’s degree in integrated studies with emphases in history and psychology.*

**International Advisory Board\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Use *International Advisory Board* on first reference. Acceptable to use *IAB* on second reference after designating in parentheses on first reference.

**Interreligious Engagement Initiative**

*Interreligious* should be written as one word and *Engagement* and *Initiative* should be capitalized when used together; *initiative* should be lowercase when used alone.

**intramurals          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Intramurals should be spelled with a final *s*. (*Note:* *intra* rather than *inter*.)

**italics\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Use italics for journal titles (*note:* use quotation marks for article titles) and arts events (*note:* use quotation marks to refer to smaller events within the larger event).

When relevant, it is appropriate to use italics (or bold font) for emphasis. Never underline for emphasis.

**junior          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize. When referring to more than one junior student, use *juniors*.

**Juris Doctor degree          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize *Juris Doctor* when referring to the full name of the degree. When referring to the degree in more general terms, use *doctorate in law*. Only use the abbreviation *J.D.* when necessary or if it is the degree holder’s preference. When using *J.D.*, include periods in all cases. Set off the degree with commas after a person’s full name.

**Labor and Honor Room        \_\_\_\_\_\_\_\_**

Capitalize the full name of the room (including the word *room*) located in the Clarke Building.

**Lakeview Room        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the name of the room (including the word *room*) located in the Fulton Library.

**LEAD program        \_\_\_\_\_\_\_\_**

Do not spell out *Learn, Engage, Acquire, Discover* on first reference, but work those words into the first sentence or as near to the beginning as possible.

*The LEAD program focuses on four key areas of personal development: Learn, Engage, Acquire, and Discover.*

**leave of absence          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize. *Deferred admission* and *leave of absence* have different requirements and prerequisites.

**legislative titles        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize titles for formal, organizational offices within a legislative body when they are used before a name (e.g., *Speaker of the House [Full Name]*, *House Speaker [Full Name]*). Do not capitalize titles that follow a name.

See also *Senate* and *House*.

**legislature        \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When talking about the governing body of Utah, use *the* *Utah State Legislature* on first reference. On subsequent references, *the Utah* *Legislature*, *the legislature,* or *the state legislature* is acceptable as long as the meaning is clear.

**LGBTQ+ Student Services \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When referring to the [LGBT Student Services](https://www.uvu.edu/multicultural/lgbt/) that are part of Multicultural Student Services, list as *LGBT Student Services.*

**Library, library\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the library. The full name, *Ira A. and Mary Lou Fulton Library*, is preferred on first reference. *Fulton Library* is acceptable on subsequent references. Lowercase when referring to the library in general terms.

*The committee will meet in the UVU Fulton Library.
Students study in the library during finals.*

See also *Library, library*.

**main campus        \_\_\_\_\_\_\_\_**

Use *Orem Campus*.

**majors, minors        \_\_\_**

Do not capitalize majors or minors but capitalize the formal names of degrees. For a complete list of majors, visit the [*UVU Course Catalog page*](https://www.uvu.edu/catalog/current/departments/degrees-programs.html).

*She is majoring in behavioral science.
He earned a Bachelor of Science in business management.*

See also *academic degrees*.

**master’s degrees at UVU\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When using the degree on its own in general terms, lowercase and use the possessive (e.g., *master’s*). When referring to the full degree name, capitalize and don’t use the possessive (e.g., *Master of Business Administration*).

*He is working toward a master’s in business administration.*

*The Master of Business Administration program offers emphases in finance, marketing, management, and technology management.*

**Melisa Nellesen Center for Autism, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the center. Do not capitalize *center* on subsequent references when used alone to refer to the Melisa Nellesen Center for Autism. Acceptable to use *Autism Center* or *Nellesen Center* on second reference.

**months\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When a month is used with a specific date, abbreviate all months except March–July (i.e., *Jan.*, *Feb.* *Aug.*, *Sept.*, *Oct.*, *Nov.*, and *Dec.*). Spell out the name of every month when used alone or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas.

*The groundbreaking is set for Thursday, Jan. 10, at 2 p.m.
The Student Life and Wellness Center opened on April 3.
January 2014 was a cold month.*

See also *dates*.

**Museum of Art at Lakemount Manor \_\_\_\_\_\_\_\_\_\_\_\_**

The formal name of UVU’s art museum is *the Museum of Art at Lakemount Manor*, which should be used on first reference. *Museum of Art* is acceptable on subsequent references.

**musical artists/groups \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Dependent upon the performing group’s name, it might be necessary to clarify with phrases such as *the* *musical group*, *the* *performing group*, *the artist*, or *the band.* Do not use italics or offset with quotation marks in long-form writing.

**myUVU          \_\_\_\_\_\_\_\_**

Note the lowercase *my*. When possible, avoid starting a sentence with *myUVU* (if not possible, capitalize the *m*).

*Visit myUVU for more details. MyUVU includes important registration details.*

**NCAA        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Acceptable in every instance for the National Collegiate Athletic Association.

See also *Division I*.

**newspaper names        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Never place in quotation marks. Use italics on a case-by-case basis. Include and capitalize *The* only if it is part of a newspaper’s official name.

*The New York Times*

*The Salt Lake Tribune*

*Daily Herald*

*Deseret News*

*UVU Review*

**nicknames          \_\_\_\_\_\_\_\_\_\_\_\_\_**

A nickname should be used only when it is the way the person prefers to be known. Use quotation marks when inserting a nickname into the identification of an individual. In informal cases, it is appropriate to refer to the individual by his or her preferred nickname on first reference, without the quotation marks.

*[First Name “Nickname” Last Name]
[Nickname Last Name] will be at the ambassador’s lecture on Friday.*

**nontraditional student(s)        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not hyphenate *nontraditional*.

**Noorda Center for the Performing Arts, The\_\_\_\_\_\_\_\_\_\_\_\_\_**

On first reference, use *The Noorda Center for the Performing Arts*. On second reference, use *The Noorda*, not*The Noorda Center* or *the Noorda*. Always include the article *The* (capitalized). Lowercasing *The* may be appropriate in certain sentence constructions that use an adjective (e.g., *With the new Noorda Center for the Performing Arts, UVU is ready to take the stage*). Acceptable to use *NCPA* on second reference after designating in parentheses on first reference since outside entities occasionally use the acronym. The internal preference is *The Noorda* on subsequent references.

Capitalize the names of the theatre spaces (*note:* *theatre*, not *theater*) when using the full names: *the Concert Hall*, *the Scott and Karen Smith Theatre*, *the Barbara Barrington Jones Family Foundation Dance Theatre*, *the Nu Skin Recital Hall*, *the Melanie Laycock Bastian Theatre*, *the O.C. Tanner Atrium*, and *the Blair Box Office*. The first reference to the venue should include the donor’s full name, while subsequent references can include a shortened name.

**offices        \_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of a UVU office (e.g., *the Office of Academic Affairs*). Do not capitalize on informal reference.

See also *centers* and *departments*.

**One Stop          \_\_\_\_\_\_\_\_\_\_\_**

Capitalize the campus location/resource and write as two words.

**open-admissions institution        \_\_\_\_\_\_\_**

Hyphenate the term *open-admissions* when used before a noun, and always include the final *s* on *open admissions*.

See also *admissions*.

**Orem Campus        \_\_\_\_\_\_\_**

Capitalize when referring directly to the main UVU campus located at 800 W. University Parkway in Orem. Do not capitalize *main campus* for general reference.

*The UCCU Center is located on the Orem Campus.*

See also *Provo Airport Campus; UVU Lehi Campus*, *UVU Payson Campus*, *UVU Wasatch Campus (WC), UVU West Campus (W),* and *Vineyard Campus.*

**Orem Institute of Religion**

The Church of Jesus Christ of Latter-day Saints has an institute building at UVU adjacent to the Orem Campus; the building is wholly owned by the church and not endorsed by UVU. When referring to the building alone, use *Orem Institute of Religion of The Church of Jesus Christ of Latter-day Saints* on first reference. On subsequent references, *the institute building* is permitted.

**PACE          \_\_\_\_\_\_\_\_\_\_\_\_**

Spell out as *Professional Association of Campus Employees* on first reference. On subsequent references, use the acronym *PACE* after designating in parentheses on first reference.

**PBA        \_\_\_\_\_\_\_\_\_\_\_\_**

This term stands for *Planning, Budgeting, and Assessment*, but it is acceptable to refer to the internal budgeting process as *PBA* in all instances.

**Pell Grant          \_\_\_\_\_\_\_\_\_\_\_\_**

Both words are capitalized when referring to the governmental financial aid.

**parking lots\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal names of parking lots, if they have one:

*Park in the Lakeside Lot or lot M23.*

**Ph.D., Ph.D.s\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Only use the abbreviation when necessary or the degree holder’s preference. *Doctorate* is usually preferred for the university in the general sense of a terminal degree. When using *Ph.D.*, include periods in all cases. Set off the degree with commas after a person’s full name.

*[Full Name], Ph.D., is an assistant professor at UVU.*

See *doctorate, doctoral degree*.

**phone numbers        \_\_\_\_\_\_\_\_\_\_\_\_\_**

When listing a phone number in paragraph form, use this format: *(###) ###-####*. When listing a phone number as contact information on a website or a flyers, use this format: *###.###.####*.

When listing a number that is identified by letters, such as (*801) 863-INFO*, include the numbers *(4636)* in parentheses following the letters: (*801) 863-INFO (4636).*

See also *campus phone extensions*.

**p.m.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Not *PM*, *P.M.*, or *pm.* Use one space between the time and the designated time period (e.g., *2 p.m.).*

**Police Department, UVU          \_\_**

*UVU Police* is a plural term. *UVU Police Department* is singular.

*UVU Police are investigating the allegation.*

*The UVU Police Department is investigating the allegation.*

**prerequisite          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not hyphenate.

**President Astrid S. Tuminez\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

On first reference, use the university president’s full name (i.e., *President Astrid S. Tuminez*). On second reference, use title and last name (i.e., *President Tuminez*). Subsequent written references should use last name only (i.e., *Tuminez*). *Dr. Tuminez* can be used in the case of introductions and bios, but as a general rule, use *President*.

Don’t capitalize *president* unless the title immediately precedes the name.

 *Astrid S. Tuminez, president of UVU, will speak at the event.*

See *titles* entry.

**President’s Council        \_\_\_\_\_\_\_\_\_**

Capitalize and use full name on first reference. On second reference, *the* *council* is acceptable.

See also *vice presidents*.

**President’s Scholarship Ball        \_\_\_\_\_\_\_\_**

The annual event is officially referred to as *the President’s Scholarship Ball* on first reference. It is acceptable to refer to it as *the Scholarship Ball, Scholarship Ball,* or *the ball* on subsequent references.

**professor\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Don’t capitalize *professor* unless the title immediately precedes the name.

**programs        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of a UVU program when accompanied by the university’s name. Do not capitalize the name of a department when the reference is indirect. (*Note: Honors Program* is capitalized with or without the university name.)

*The students were excited to be admitted to the UVU Nursing Program.
The integrated studies program offers a great way to get started in your career.*

See also *centers*, *departments*, *Honors Program*, *offices*.

**Provo Airport Campus          \_\_\_\_\_\_\_\_**

Refer to the university’s airport campus in Provo, Utah, as *the* *Provo Airport Campus*.

**Quad          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize when referring to the UVU location south of the Sorensen Student Center. The area outside the Student Life and Wellness Center should on first reference be referred to as the *Student Life and Wellness Center Courtyard* or *Student Life and Wellness Center Quad*. *Quad* is acceptable on second reference. Do not capitalize *courtyard* or *quad* on second reference.

**Ragan Theater        \_\_\_\_\_\_\_\_**

Note the spelling of *Ragan* not *Reagan*, and *Theater*, not *Theatre* (which is different from *Noorda Theatre*).

See also *theater*.

**reapply, readmit          \_\_**

Do not hyphenate.

**re-create, recreate          \_\_**

Use the hyphen when talking about creating something again; no hyphen when talking about recreational activities.

**Reflection Center          \_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the location in the Student Life and Wellness Center. Do not capitalize *center* when used alone.

**regents          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

The term *regent* was retired in 2020. Use *board member* instead when talking about a person serving on the Utah Board of Higher Education (UBHE, the governing body).

**residential engagement coordinator        \_\_\_\_\_\_\_\_**

In general, do not capitalize. Not *resident engagement coordinator*.

**resumé          \_\_\_\_\_\_\_**

To avoid being read as *resume* (to start again), use an accent mark (i.e., *resumé* ), even though this is a departure from AP style.

**ribbon-cutting        \_\_\_\_\_\_\_\_**

Always hyphenate whether used as a noun or adjective. Do not capitalize as an event title.

*The governor attended the ribbon-cutting for the science building today.
The Pope Science Building ribbon-cutting is April 20.*

**room numbers          \_\_\_\_\_\_\_\_**

When spelling out the building name, follow it with a comma and *room* (lowercase unless part of the official name) then the room number, followed by another comma if the sentence continues.

*Visit the Pope Science Building, room 303, at 11 a.m. for the lecture.*

When using building abbreviations, do not include the word *room*, but include a space before the room number (e.g., *BA 110*). When a room number includes a letter, use lowercase letters and do not include a space between the numbers and letter (e.g., *room 120a*).

**ROTC        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Always use the abbreviation; do not spell out the *Reserve Officers’ Training Corps*.

**S2S        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Spell out on first reference as *Student-to-Student Giving Campaign*. *S2S* is acceptable on subsequent references after designating in parentheses on first reference.

**School Community University Partnership     \_\_\_\_\_\_\_\_\_\_\_\_**

*School Community University Partnership* on first reference; *SCUP* on subsequent references after designating in parentheses on first reference. Not *School*, *College, & University Partnership*.

**scholarship        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the full formal name of a scholarship. Do not capitalize on indirect or general references.

**school names        \_\_\_\_\_\_\_\_**

Always capitalize school and college names. In general, spell out *and*. For visual graphics and logos, it is acceptable to use an *&* instead of *and*. This also applies to academic institutes and centers.

**School of Aviation Sciences          \_\_\_\_\_\_\_\_**

The official name of the aviation sciences department is *the School of Aviation Sciences*, not *Department,* and with the *s*.

**School of Education, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the school. Acceptable to use *SOE* on second reference after designating in parentheses on first reference.

**School of the Arts, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the school. Acceptable to use *SOA* on second reference after designating in parentheses on first reference.

**Scott C. Keller Building\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Use the full name on first reference and capitalize the formal name of the building. Acceptable to use *Keller Building* on subsequent references.

**seasons          \_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize seasons, even when used as a semester name (e.g., *fall*, *fall semester*). Do not use *of* when listing a season and a year (e.g., *fall 2021*).

See also *semesters*.

**Senate        \_\_\_\_\_\_\_\_**

Capitalize all specific references to governmental legislative bodies (e.g., *the U.S. Senate, the Senate, the State Senate, the Utah Senate*). Use lowercase references to nongovernmental bodies.

See also *House* and *legislative titles*.

**senior          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize. When referring to more than one senior student, use *seniors*.

**semesters\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize semester seasons (e.g., *spring semester*, *spring 2021*). When a phrase lists only a semester and a year, do not separate the year with commas. Do not use *of* when listing a semester and a year (e.g., *spring semester 2021*).

**Silicon Slopes          \_\_\_\_\_\_\_\_**

Capitalize in all instances.

**SkillsUSA        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

One word with no space.

**SMARTLab        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

See *Vivint SMARTLab*.

**sophomore          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Do not capitalize. When referring to more than one sophomore student, use *sophomores*.

**Sorensen Student Center, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Not *Sorenson Student Center*. Acceptable to use *SSC* on second reference after designating in parentheses on first reference.

**state\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Lowercase when referring to the state of Utah or other states in general terms. Capitalize when referring to activities at the State Capitol building and official legislative matters.

 *He is excited to call the state of Utah home.*

 *She met with officials at the State of Utah in Salt Lake City.*

 *The State of Utah issued new directives.*

**Student Life and Wellness Center, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the center and spell out *and*. Do not capitalize *center* on subsequent references when used alone to refer to the Student Life and Wellness Center. For visual graphics and logos, it is acceptable to use an *&* instead of *and*. Acceptable to use *SLWC* on second reference after designating in parentheses on first reference.

**spring break          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize when referring to the annual holiday designated in the university Academic Calendar. Do not capitalize when using in general terms.

 *We will not hold classes during the 2021 Spring Break.*

 *He is looking forward to the spring break.*

**STEM        \_\_\_\_\_\_\_\_\_\_\_\_\_**

*STEM* is acceptable on first reference, but define what it means shortly thereafter (i.e., *science, technology, engineering, and mathematics*).

*The university has placed increased importance on STEM programs, increasing course availabilities in science, technology, engineering, and mathematics.*

**student          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When referring to a UVU student, always include the student’s major if one has been declared on first reference. When possible, include the student’s hometown.

**Student Alumni Board        \_\_\_\_\_\_\_\_**

Always capitalized. Acceptable to use *SAB* on subsequent references after designating in parentheses on first reference.

**student-athlete        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Hyphenate the term in all instances when referring to students who play sports on university-sanctioned athletic teams.

**student government        \_\_\_\_\_\_\_\_**

See *UVUSA Student Government*.

**Testing Center, Testing Services** \_\_\_\_\_\_\_\_\_\_

Capitalize in all references. Do not capitalize *center* on subsequent references when used alone to refer to the Testing Center.

**theater        \_\_\_\_\_\_\_\_**

Use *theatre* unless the proper name is *theater* (e.g., *Ragan Theater*).

**times\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

When referring to times on the hour, drop the colon and the *0s* and don’t use *o’clock.*

*Our event begins at 2 p.m.,* not *Our event begins at 2:00 p.m.* or *Our event begins at 2 o’clock in the afternoon.*

**titles and roles          \_**

Capitalize formal titles only when they are used immediately before one or more names.

*President Astrid S. Tuminez* or *Vice Presidents [Full Name] and [Full Name].*

Lowercase and spell out titles when they do not precede an individual’s name. It is acceptable to capitalize UVU divisions in titles when relevant. Use *president of* and *vice president of*, not *for.*

*He is the vice president of Academic Affairs.*

**titles and subheads\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Use title-case capitalization for titles and headlines. Don’t capitalize prepositions, except those that are four letters or longer.

*UVU Center for Social Impact to Host New ‘Breakdown’ Student Competition During Spring Break*

Use sentence-case capitalization for subheads. Always capitalize proper nouns.

 *Guiding growth: The UVU Master Plan*

**toward\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Use *toward*, not *towards*.

**track and field    \_\_\_\_\_\_\_\_\_\_**

Not *track & field*.

**TRIO Student Support Services        \_\_\_**

Acceptable to refer to as *TRIO* in all instances. Acceptable to abbreviate as *TRIO SSS* after designating in parentheses and spelling out *Student Support Services* on first reference.

**Trustee        \_\_\_\_\_\_\_\_\_**

Capitalize when using the full name, *UVU Board of Trustees*. Lowercase when speaking about a member of the Board unless trustee is being used as a title before a name.

*I had a conversation with a trustee.*

*It was nice to chat with Trustee [Last Name].*

See also *Board of Trustees*.

**UCCU Center          \_\_\_\_\_\_\_\_**

Should be referred to as the *UCCU Center* on all references. Do not refer to it as the *UCCU Events Cente*r or *Utah Community Credit Union Center*.

See also *buildings*.

**university, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Lowercase when referring to Utah Valley University in general terms.

 *The university will issue a statement at 4 p.m.*

See also *institution*.

**University College\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the college. Acceptable to use *UC* on second reference after designating in parentheses on first reference.

**Utah cities\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

All Utah cities should include a state reference for clarity. Other exceptions may apply due to audience and purpose. (*Note:* *Heber City,* not *Heber*.)

*Although she is from Spanish Fork, Utah, she now has an apartment in Orem.*

**Utah County \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Always capitalize *County* if you’re talking about Utah County.

**University Executive Council\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Acceptable to use *UEC* on second reference after designating in parentheses on first reference.

**University Marketing and Communications\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the department and spell out *and*. Include the final *s* on *Communications.* For visual graphics and logos, it is acceptable to use an *&* instead of *and*. Acceptable to use *marcom* on second reference after designating in parentheses on first reference.

**Utah System of Higher Education, the        \_\_\_\_\_\_\_\_**

Capitalize. Use *USHE* on second reference after designating in parentheses on first reference. USHE is governed by the *Utah Board of Higher Education* (*UBHE*), which replaced the State Board of Regents as the governing body.

See also *higher education, Higher Education, higher ed*.

**Utah Valley Express (UVX)**

Spell out on first reference. Use *UVX* or *rapid transit system* on second reference.

**Utah Valley University        \_\_\_\_\_\_\_\_**

Spell out *Utah Valley University* on first reference and use *UVU*, *Utah Valley,* *the university*, or *the institution* on subsequent references.

**Utah Valley, the Valley        \_\_\_\_\_\_\_\_**

*Utah Valley* should be capitalized when referring to the geographical location.

**Utahn(s)        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Not *Utahan(s)*.

**UVID        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Write as one word.

**UVU Lehi Campus          \_\_\_\_\_\_\_**

Capitalize *Lehi Campus* when referring to the university’s campus extension at Thanksgiving Point in Lehi, Utah.

See also *Orem Campus*.

**UVU Payson Campus        \_\_\_**

Capitalize *Payson Campus* when referring to the university’s campus extension in Spanish Fork, Utah.

**UVUSA (Student Government)        \_\_\_\_\_\_\_\_**

On first reference, if Utah Valley University has already been referred to in the article, refer to *UVUSA* as *UVU Student Association* and *UVUSA* thereafter.

**UVU Wasatch Campus (WC)        \_\_\_**

Capitalize when referring directly to the UVU campus in Heber City, Utah.

**UVU West Campus (W)        \_\_\_**

First preference is *West Campus* when referring to the university’s campus extension on Geneva Road in Orem. Also acceptable to use *UVU West.* For both terms, capitalize in all instances.

**Veteran Success Center, the**

The first word is neither plural nor does it contain an apostrophe. Capitalize the formal name of the center. Do not capitalize *center* on subsequent references when used alone to refer to the Veteran Success Center. Acceptable to use *VSC* on second reference after designating in parentheses on first reference.

**vice presidents\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Use *vice president of* not *for* in titles.

**Vineyard Campus          \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

For master planning purposes, refer to UVU’s 226 acres on the former Geneva Steel site as the *Vineyard Campus.* Geneva Fields is part of the Vineyard Campus.

**Vivint SMARTLab        \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

On first reference, use *Vivint Sales and Marketing Applied Research Test Lab*. Use *SMARTLab* on subsequent references after designating in parentheses on first reference.

**web address          \_\_\_\_\_\_\_\_\_**

First preference is to hyperlink the URL in the body copy to avoid a lengthy link (so it’s clear you’re driving traffic to the site). If the full URL must be worked into the copy, try to word the sentence so the address does not fall at the end of a sentence, which would require a period to follow it. If such placement does occur, end the sentence with a period as is grammatically correct. The same rules apply to email addresses.

See also *email address*.

**website          \_\_\_\_\_\_\_\_\_\_\_\_\_**

*Website* should always be written as one word. Do not capitalize unless it begins a sentence.

*For more information, visit the English department website (uvu.edu/English).*

**Wee Care Center, the        \_\_\_\_\_\_\_\_**

Use *Wee Care Center* and capitalizein all references. If using child care as supplemental information, *child care* would be two words.

See also *buildings*.

**Western Athletic Conference          \_\_\_\_\_\_\_\_**

Spell out on first reference; use the abbreviation *WAC* on subsequent references after designating in parentheses on first reference.

**Wolverine(s)        \_\_\_\_\_\_\_\_**

Always capitalize *Wolverine* when referring to the school’s mascot. UVU athletic teams may be referred to as *Wolverine teams* or *the Wolverines*. UVU students and alumni may also be referred to as *Wolverines*. UVU faculty and staff must be referred to as *Colleagues* (to begin email messages)*.*

**Wolverine Club        \_\_\_\_\_\_\_\_**

Always capitalize.

**Wolverine Fund        \_\_\_\_\_\_\_\_**

Always capitalize on first reference. *The fund* is acceptable on second reference.

**Wolverine Racing Team        \_\_\_\_\_\_\_\_\_\_\_\_\_**

Not *Wolverine Race Team*.

**Women’s Success Center, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the center. Do not capitalize *center* on subsequent references when used alone to refer to the Women’s Success Center. Acceptable to use *WSC* on second reference after designating in parentheses on first reference.

**Woodbury School of Business, the\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Capitalize the formal name of the school housed in the Scott C. Keller Building. Acceptable to use *WSB* on second reference after designating in parentheses on first reference.

**Young Living Alumni Center\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

On first reference, use the *UVU Young Living Alumni Center.* On subsequent references, use the *alumni center*.

**#s\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

In general, spell out one through nine and use figures for 10 or above and whenever preceding a unit of measure or referring to ages. Also use figures in tables, statistics, and sequences.

*Studies suggest that one in 10 students has gone a full day without food.*