

# STYLE & BRANDING GUIDE

KANSAS WESLEYAN UNIVERSITY



KANSAS  
WESLEYAN  
UNIVERSITY



# STYLE & BRANDING GUIDE

## KANSAS WESLEYAN UNIVERSITY

### THE MISSION

The mission of Kansas Wesleyan University is to promote and integrate academic excellence, spiritual development, personal well-being and social responsibility.

### FOCUSED VISION STATEMENT

This focused vision statement is the guiding set of principles that shapes the actions and decisions taken by all members of the KWU community.

**Current Students** ▶ This vision reminds us of our ultimate goal—to lead rewarding and productive lives. As members of the KWU community, we will diligently work toward graduation and preparation for a lifetime of success in our careers, in our service to community, and in our commitments to faith and family. With the support of the KWU community, we acknowledge the deeply valued bond between education, activities and service to the community. KWU students will do our best to honorably reach our fullest potential academically and socially. We will proudly strive to be winners in the classroom, in our sport, in the community and in our personal lives.

**Prospective Students** ▶ This vision stands as a promise of success, support and a life-long commitment from KWU. We will experience first hand our opportunities for academic success, meaningful relationships and learning beyond the classroom.

**Alumni** ▶ This vision urges us to stand as exemplars of character and service in our careers and communities. We will embrace lifelong learning for ourselves and offer mentoring opportunities to current KWU students whenever possible. As advocates for the university, we remain loyal, connected and philanthropic.

**Faculty** ▶ This vision drives us to be teachers, advisors and scholars who offer the support each KWU student needs to graduate ready for a fulfilling life. We will provide an educational experience that bolsters academic and professional skills and promotes curiosity, integrity, critical thinking, resourcefulness, service and stewardship of the earth.

**Staff** ▶ This vision affirms our goals as a community to provide excellent customer service and enhance communication among all KWU constituents. We will make KWU a community where students can achieve academic and personal success. In all aspects of our organization, we will demonstrate our commitment to and respect for KWU and each other.

**Board of Trustees** ▶ This vision commits us to be advocates for KWU; to support the financial well-being of the institution; to support enrollment of students who are prepared and motivated to graduate from KWU; to ensure quality and integrity in instructional, co-curricular, and experiential learning programs and in university administration; to foster a caring and supportive community; and to uphold KWU ideals of inclusion, compassion and service.

**Community** ▶ This vision is a pledge that KWU will be a valuable citizen to Salina and the surrounding region, building bridges to the world beyond. KWU will employ its resources and expertise to benefit the community and will welcome opportunities for KWU students to develop their minds, faith and skills as they discover the joy of serving others.



# STYLE & BRANDING GUIDE

## KWU COLORS



### PURPLE

**PMS** 268 C  
**CMYK\*** 81/100/12/2  
**RGB** 88/44/131  
**HEX** 5A2A82



### GOLD

**PMS** 123 C  
**CMYK\*** 0/23/91/0  
**RGB** 255/199/44  
**HEX** FEC524



### TEAL

**PMS** 320 C  
**CMYK\*** 100/11/38/0  
**RGB** 0/61/170  
**HEX** 00A1AA

*\*CMYK values are for coated paper. Please contact MARCOM if you need uncoated paper values.*

**NOTE►** If you have any questions regarding the university colors, please contact Brad Salois in Marketing and Communications (MARCOM) at [brad.salois@kwu.edu](mailto:brad.salois@kwu.edu) or 785-833-4340.

## UNIVERSITY COLORS

The official colors of Kansas Wesleyan University are purple and gold. These colors should be primary on all university collateral.

Use of consistent colors in our visual communications across print and web strengthens the identity of Kansas Wesleyan University. Great care has been taken to select exact colors for the university, and use of these colors is very important. You can find the proper color values to the left. Do not use other color variations without prior approval from MARCOM.

Teal is for use as an accent color and should be used sparingly.

## COLOR SYSTEMS DEFINED

### ► PANTONE MATCHING SYSTEM (PMS)

Color system used for print reproduction

### ► CMYK

Four colors combined to create full-color print reproduction  
C=Cyan M=Magenta Y=Yellow K=Black

### ► RGB

Three colors combined for full-color viewing on computer monitors  
R=Red G=Green B=Blue

### ► HEX

A six-digit alpha numeric representation of color for use on the Web, derived from RGB color values

**NOTE►** For apparel and logo gear, the primary colors (plus white) should be used whenever possible.



# LOGO STANDARDS



**DO NOT** rearrange, stretch or alter KWU logos in any way.

No less than 1 inch



## THE ACADEMIC LOGO

The academic logo is the primary visual identifier for the university and is used in all development, promotional, marketing, recruitment and outreach materials including, but not limited to, print, apparel and online communications.

The logo should not be redrawn, re-proportioned or modified in any manner. The elements should always remain together. Do not use drop shadows, bevels, animation, 3-D effects, embosses, glows or outlines on the logo. The Alumni Association logo is the only acceptable variation of the academic logo.

**NOTE** ▶ Please use ONLY the provided files of the logo; other versions you have may be outdated. Electronic logo files are available upon request from [skylar.nelson@kwu.edu](mailto:skylar.nelson@kwu.edu).

## LOGO SIZE/SPACING

Size minimums are noted to ensure that the logo and logotype are legible and prominent in various media. The academic logo should never appear smaller than 1 inch wide.

The academic logo needs sufficient visual space so that its impact is not degraded. Items such as text, images or graphic elements should be kept away from the logo by a minimum distance of the height of the “K”; more space is always acceptable.

## BACKGROUNDS

The purple/black logo is the preferred logo for use on white or lightly colored backgrounds. An all black logo is available for use when color is unavailable. The logo is also available in all purple for instances when purple is available but the addition of black is not.

The white logo is intended for use on colored backgrounds such as purple, black or dark gray.

There may be instances where the logo may need to be used on a photograph. The color or black version of the logo may be used on light photographs and the white version on dark photographs. Be sure that the logo is placed in an area of the photograph that provides sufficient contrast so that the appearance of the logo is not diminished in any way.







# LOGO STANDARDS



## THE UNIVERSITY SEAL

The university seal is the traditional legal signature or imprimatur for the university, representing official sanctioning by the institution. Use of the seal is reserved for the President's Office and for formal academic and university business, such as authenticating diplomas, transcripts and other official documents, such as commencement awards and materials. **Use of the seal is limited and should not be used as a substitute for the university logo.** The seal is used as part of the Pioneer Society logo.

**NOTE►** Electronic files for the university seal can be obtained only by special request.



## THE ALUMNI ASSOCIATION LOGO

The Alumni Association logo is used exclusively by the Alumni Association. Size, spacing and color guidelines are the same as with the academic logo. Refer to page 4.



## THE CORPORATE CIRCLE LOGO

The Corporate Circle logo can only be used as a two-color logo.



## PIONEER SOCIETY LOGO

The Pioneer Society logo can only be used as a three-color logo. The "Pioneer Society" script can be used separately in instances such as invitations. The Pioneer Society logo is the only instance that the university seal can be used outside of the parameters set above.

**NOTE►** The Pioneer Society logo should never be used smaller than 2.5 inches wide.



## LOGO STANDARDS



### THE POWER OF AND

Introduced in January 2016, the Power of AND branding campaign reflects the ability for students to pursue academics in the classroom and experience activities and interests outside of the classroom. These opportunities develop lifelong skills such as leadership, character development and strong work ethic, which lead to personal and professional success.

The branding of the Power of AND requires AND to always be in all caps and in a bold font. The Power of AND logo should never be used in place of the academic logo.

**NOTE►** The word AND should never be in quotations.



### ARETE LOGO

Arete, the KWU Honors Program, is an interdisciplinary program featuring unique courses, seminars, colloquia and the opportunity for independent research or performance that supports the mission of the program and of Kansas Wesleyan University.

The logo should never be used smaller than 1 inch wide. The purple and gold should never be switched. If color is unavailable, the use of black is acceptable, as is the use of white on a solid, dark background.

**NOTE►** There is no accent on Arete.



No less than 3/4-inch



## ATHLETIC LOGOS

The Coyote is the primary visual identifier for KWU Athletics and is used in all development, promotional, marketing, recruitment and outreach materials including, but not limited to, print, apparel and online communications. The logo should not be redrawn, reportioned or modified in any manner.

## LOGO SIZE

Size minimums are noted to ensure that the logo is legible and prominent in various media. The Coyote should never appear smaller than three-quarters of an inch wide.

The Coyote needs sufficient visual space so that its impact is not degraded. Items such as text, images or graphic elements should be kept away from the logo by a minimum distance of the height of the nose; more space is always acceptable.

**NOTE►** The Coyote should never be altered to have more than one color. It should appear only in purple, gold, black or white. The Coyote should never be used facing left.



**NOTE►** Special color usage must be granted by MARCOM prior to usage (i.e. Cancer Awareness, etc.)

**NOTE►** Please use ONLY the most recent versions of the logo. Significant changes were made in the summer of 2017. Contact a MARCOM staff member with questions.



# LOGO STANDARDS



## ATHLETIC LOGO VARIATIONS

While the Coyote is the primary visual identifier for KWU Athletics, other variations are available for use. These logos should never be altered and should appear only in approved color combinations.

### LOGO SIZE

The Coyotes and KWU logo variations should never appear smaller than 1 inch wide. Items such as text, images or graphic elements should be kept away from the logo by a minimum distance of the height of the nose; more space is always acceptable.

### KW LOGO

The KW logo is an accepted option, but should be used sparingly.

**NOTE**► This is the only situation in which the letters “KW” can be used without the “U.”

## ALTERNATE DESIGN OPTIONS

These alternate logo options are for use on apparel and other nonofficial materials for the university. The KWU and paw print can be separate and used on the same garment in different locations. The paw print can be used only with “KWU” or “Kansas Wesleyan University” on the item. It could go on the sleeve or back, but the shirt must have “KWU.”

## ALL T-SHIRT AND UNIFORM DESIGNS MUST BE PRE-APPROVED BY MARCOM AT LEAST TWO WEEKS PRIOR TO PRINTING.

**NOTE**► Please use ONLY the most recent versions of the logo. Significant changes were made in the summer of 2017. Contact a MARCOM staff member with questions.

**NOTE**► With all athletic logos, purple must always be present with white on a gold background, such as on a gold T-shirt.

Do not use shadows or outlines with all logos.



# LOGO STANDARDS

**NOTE** ▶ Each logo file is associated with a specific number; use these pages for easy identification.  
Available file formats: JPG; PDF; EPS; other formats available upon request.

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**NOTE**► Each logo file is associated with a specific number; use these pages for easy identification.  
Available file formats: JPG; PDF; EPS; other formats available upon request.

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**NOTE** ▶ Each logo file is associated with a specific number; use these pages for easy identification.  
Available file formats: JPG; PDF; EPS; other formats available upon request.

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**NOTE** ▶ Each logo file is associated with a specific number; use these pages for easy identification.  
Available file formats: JPG; PDF; EPS; other formats available upon request.

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**NOTE**► Each logo file is associated with a specific number; use these pages for easy identification.  
Available file formats: JPG; PDF; EPS; other formats available upon request.

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**NOTE** ▶ Each logo file is associated with a specific number; use these pages for easy identification.  
Available file formats: JPG; PDF; EPS; other formats available upon request.

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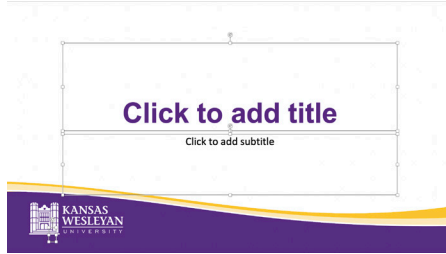


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# RESOURCES



## POWERPOINT TEMPLATE

There is a PowerPoint template available for use online at [www.kwu.edu/MARCOM](http://www.kwu.edu/MARCOM). For assistance with this template or creating a new one, please contact Jean Kozubowski at [jean.kozubowski@kwu.edu](mailto:jean.kozubowski@kwu.edu) or 785-833-4345.

The photos to the left show the basic template.



## LETTERHEAD/BUSINESS CARDS

The university supplies a generic letterhead as well as a custom footer for use by all faculty and staff. Orders for letterhead should be directed to Skylar Nelson in the MARCOM Office. You can reach Skylar by email at [skylar.nelson@kwu.edu](mailto:skylar.nelson@kwu.edu) or by calling 785-833-4509. Please allow 45 days for delivery.

Business cards are charged to each department's budget and orders should be directed to Human Resources.

## EVENT RESOURCES

Event resources fall under the purview of the Advancement Office. Please contact that office for information.

## PHOTOGRAPHY

Brad Salois oversees the university photo and video library. If you have a photography need, please contact him directly.

All persons who are on university property are subject to be photographed. The university does not require approval to use a likeness in any format.

## WEB SUPPORT

Various departments may have access to certain pages on KWU.edu. If access is not granted and/or available, please email both Brad Salois (brad.salois@kwu.edu) and Skylar Nelson (skylar.nelson@kwu.edu) with requested edits, or to discuss web solutions. The final decision on web content and structure rests with MARCOM, and all web pages should adhere to the KWU style guide requirements. With that said, every effort will be made to find an agreeable solution.

While MARCOM will make every effort to make needed changes to the web site, it is the responsibility of each department to notify MARCOM of required changes, such as course listings. It may take as many as 10 business days to make changes, depending on how extensive they are, and notice of 20-30 days is required to build new pages.

Major web changes may require a MARCOM request form.

**NOTE►** Request forms can be found at [www.kwu.edu/MARCOM](http://www.kwu.edu/MARCOM)

## MARKETING AND COMMUNICATIONS

The Marketing and Communications Office is a strategic partner to all academic and administrative units within Kansas Wesleyan University. We offer solutions for the university's marketing and communication needs and serve as a clearinghouse for advancing the university's internal and external relationships.

Our mission is to uphold and strengthen the university's reputation, image and values. We seek to raise awareness about the university, elevate its academic profile and draw attention to the effect our students, alumni, faculty and staff have locally and globally.

Contact us for expertise in branding and marketing, communication strategy, media relations, internal communications, external affairs, web communications, social media, visual and creative design, publications and photography.

## PROJECT REQUESTS

To make a project request, visit [www.kwu.edu/MARCOM](http://www.kwu.edu/MARCOM) and complete the MARCOM Request Form. This request must be submitted no less than 30 days from the date you need the project delivered (45 days is preferred). Printing off-campus can take up to 3 weeks once the project design is completed. Submitting this form within a shorter time frame will not guarantee that it can be supported. You will be contacted within five business days of submitting this form to meet with a MARCOM team member to discuss your needs and the kind of support you can expect. While we will do everything we can to provide support, submission of this form does not guarantee that support can be provided. If MARCOM cannot accommodate your request, we will provide you with contacts for outside resources to assist you.

**NOTE►** Faculty must first submit this form to the provost; coaches must submit to the director of athletics; and staff need to obtain a supervisor's signature.

## PRINTED MATERIALS

All university-sponsored/hosted event materials must be approved by MARCOM prior to printing.

Handwritten signs are unacceptable. Printed signs can be requested from MARCOM. Remember, your signs reflect the university brand.

As part of posting signage on campus, you must have a plan to take the signs down in a timely fashion after the event. Failure to do so may result in loss of posting privileges.

### Posting print materials from non-campus organizations

All signage from non-campus affiliated organizations must be approved by MARCOM or Student Development. In most cases, yard signs from outside sources are not permitted on campus.



# WRITING STYLE GUIDE

**NOTE►** In general, Kansas Wesleyan University follows the Associated Press Stylebook for its publications. The style guide below covers points that are of particular focus at Kansas Wesleyan.

## academic catalog

### academic year

Correct: 2021–22

Incorrect: 2021–2022 (Notice it is not a hyphen but an “en” dash between the years.)

### academic degree abbreviations

Do not use periods between abbreviations, such as MBA, RN, BS, BA. Periods may be required in some academic settings.

### alumnae, alumni, alums, alumna, alumnus, alum

Alumnae, Alumni, or Alums — Plural (female, male, generic)

Alumna/Alumnus/Alum — Singular (female/male/generic)

Incorrect: There are many alumnis living around the country.

Incorrect: I am an alumni of KWU.

We typically only use alum or alums when speaking. In writing, use alumna, alumnus or alumni.

### Alumni by Choice

An honorary award given to an individual or family who has demonstrated or expressed a significant tie with KWU, traditionally conferred at Homecoming. May be marked in publications with the designation ABC '20, where 20 is the year awarded.

### Arete

There is no accent on Arete.

### asterisks

Never use an asterisk as a bullet.

Asterisks always appear in pairs. The first one indicates that there is another one below it on the page explaining the first asterisk. If you have to reference a second item, two asterisks can be used (\*\*); however, below, there should be a matching set (\*\*) that explains it.

### baccalaureate

This can be used to refer to a bachelor's degree; to a religious service given at an academic institution, usually held before commencement; and to the sermon delivered at such a service.

### Bachelor of Science with a major in Nursing

Kansas Wesleyan has transitioned away from the Bachelor of Science in Nursing (BSN) to the Bachelor of Science with a major in Nursing (BS with a major in Nursing).

### Board of Trustees

Always capitalize

### buildings, offices

See Page 23

### co-curricular, extracurricular

### commas in a series

Do not use a comma before “and” in a series.

This is also known as the Oxford comma.

Correct: The university offers undergraduate, online and hybrid programs.

Incorrect: The university offers undergraduate, online, and hybrid programs.



# WRITING STYLE GUIDE

**Communication vs. Communications** Dept. of Communications; communication degree

**courses** Capitalize the full name of a course, but not a generic description.  
Correct: He is taking Introduction to Ethics.  
He is taking an ethics class.

**Coyotes** Pronounced “KI-OATS” not “KI-YOT-EES”  
Always capitalize Coyotes.  
Do not capitalize the sport.  
Correct: The Coyotes won the game tonight.  
The Coyote basketball team won tonight.  
Incorrect: The Coyotes Basketball team won tonight.  
  
Do not use the term “Lady Coyotes” when referring to women’s teams.  
Do not use “boys” and girls’ to describe teams. We have “men’s” and “women’s” teams.

**dashes and hyphens** A hyphen (-) is to be used to create compound modifiers. Do not use a hyphen with adverbs ending in -ly.  
Correct: At KWU, service learning is encouraged.  
She took a service-learning course.  
The poorly decorated cake was still delicious.

Never use a hyphen between dates or times. Use an en-dash (–) to represent a span of numbers, dates or time (e.g., 8–10 p.m., 2003–06, \$12–\$15, 2016–17). Use an em-dash (—) as a less formal but more emphatic replacement for a colon, a pair of commas or parentheses. Put a space on both sides of the em-dash in all uses.  
Correct: I knew what I would find when I walked outside — snow!  
The brown horse — which was my favorite — let me rub its nose.  
I told her I would come to the movie — even though I wasn’t sure I wanted to — because it was her birthday.

En-dash and em-dash can be found in Microsoft Word under special characters/advanced characters. On our Web editor, you can insert an en-dash or an em-dash using the upside down horseshoe icon.

**dates** Do not abbreviate days of the week. Spell out months when they stand alone or with a year only. Do not separate month and year with a comma.  
In a complete date, abbreviate appropriate months: Jan., Feb., Aug., Sept., Oct., Nov., Dec. Include commas between the day of the week and the month and the date and the year. Do not include 0 before single digits.  
Correct: Monday, March 11, 2016  
Incorrect: Mon. 04 MAR 2017

**DECA** DECA is an organized business competition that provides students with problems and gives them 30–60 minutes to produce a solution. Capitalize DECA. “DECA” used to be an acronym but is now the official name of the organization.



# WRITING STYLE GUIDE

## decades

Correct: 1920s, 1950s (it is plural, not possessive, so no apostrophe)  
Incorrect: 1920's, 1950's

## degrees

Master of Business Administration  
associate degree (no "s")  
bachelor's degree  
Bachelor of Science degree (no "s")  
Bachelor of Arts degree (no "s")  
Correct: He received a Bachelor of Science degree from  
Kansas Wesleyan University.  
He received a bachelor's degree from KWU and a master's  
degree from KU.  
He earned an associate degree from Butler Community  
College before attending KWU.  
He has a Bachelor of Arts in Psychology and an MBA.  
He earned a bachelor's degree from KWU and a master's from KSU.  
*See also, academic degree abbreviations*

## degrees vs. majors

We offer Bachelor of Science, Bachelor of Arts and Master of Business Administration degrees. We offer majors in a variety of areas. We offer pre-professional programs in a variety of areas. Pre-professional programs are not majors or degrees, they are programs. Within majors, we have concentrations (i.e. Art is the major, but Photography is a concentration.)  
We capitalize the name of the major, but not the word "major."  
Correct: She earned a Bachelor of Arts with a major in History.

## department names

When referencing departments, capitalize the word "department" and the degree or department name. When the word "department" is used in a standalone manner, it is lowercase.  
Correct: Department of Nursing  
We have 80 students in the Music Department.  
The students in the Nursing Department want to become nurses.  
Sue made many friends within her department.

Department of Art and Design  
Department of Behavioral Science and Human Resources  
Department of Biology  
Department of Business and Accounting  
Department of Chemistry  
Department of Communications Studies and Theatre Arts  
Department of Computer Studies  
Department of Criminal Justice  
Department of Emergency Management  
Department of English  
Department of History  
Department of Mathematics and Physics  
Department of Music  
Department of Nursing Education





# WRITING STYLE GUIDE

Center for Public Policy and Safety  
Department of Religion and Philosophy  
Department of Sport & Exercise Science  
Department of Teacher Education

## divisions

Division of Fine Arts  
Division of Humanities  
Division of Natural Sciences & Mathematics  
Division of Nursing Education & Health Sciences  
Division of Social Sciences  
Division of Teacher Education

## double spaces

Never use double spaces between sentences.

## email

One word, no hyphen

## esports

All lowercase unless part of a proper name; then it is eSports.  
Correct: Stephens College has an all-female esports team.  
He was awarded the John Smith Collegiate eSports Scholarship.

## faculty

Faculty is plural and should be used with the appropriate verb.  
Correct: Faculty are teaching dynamic courses.

## graduation years

Use the outside single quotation mark without a comma after the name of a graduate. Put a “G” if it is a graduate degree.

Correct: Jennifer Rein G’10 works in the Advancement Office.  
John Smith ’17 is now a manager at Target.

## Kansas Wesleyan University

Correct: Kansas Wesleyan University  
Kansas Wesleyan  
KWU

Incorrect: K-Dub (we only use this verbally or with the K-Dub Hub)  
KW

## Liberal Studies Program

## me, myself and I

“Me” is an object pronoun. “Myself” is a reflexive pronoun and is always the object of a sentence. “I” is a subject pronoun.

Correct: The blame was placed on me.  
I, myself, could not be blamed.  
Mary, John and I went to the meeting.  
I would like to thank John, who helped Jennifer and me  
complete the project.

Incorrect: Mary, John and myself went to the meeting.

If you have trouble distinguishing between “me,” “myself” and “I,” test your sentence out by removing other names in a series.

Example: Mary, John and I went to the meeting.” vs. “Mary, John and  
me went to the meeting.

“I went to the meeting.” vs. “Me went to the meeting.”

## not only ..., but

When using this combination, use a comma before the word “but.” Be sure to





# WRITING STYLE GUIDE

keep consistency/balance on both sides of the sentence.

Correct: He not only received a degree, but he also earned the highest honors.

## numbers

Write out all numbers 1–9 (one through nine) unless in a headline

Correct: They won eight awards.  
They won 18 awards.

## phone numbers

As of July 2022, you must use the area code when dialing numbers in the 785 and 620 exchanges, even for local numbers. The change is because of the National Suicide Prevention Lifeline three-digit number, 988.

Correct: 785-123-4567

## prerequisite

## residence hall

We don't call them dorms.

## Rise Up!

The "!" should be included in all references. Rise Up! is a campus praise band.

## semesters

Capitalize the Fall or Spring when used with the year; however, if you are just referring to the fall semester or the spring semester, you do not capitalize fall or spring.

Correct: Fall 2016

## state abbreviations

The university uses these state abbreviations, which differs from their corresponding US Postal Service abbreviations and current AP style.

Ala. Ariz. Ark. Calif. Colo. Conn.

Del. Fla. Ga. Ill. Ind. Kan. Ky.

La. Md. Mass. Mich. Minn.

Miss. Mo. Mont. Neb. Nev.

N.H. N.J. N.M. N.Y. N.C. N.D.

Okla. Ore. Pa. R.I. S.C. S.D.

Tenn. Vt. Va. Wash. W.Va. Wis. Wyo.

Side note: Postal abbreviations may be used in certain situations to avoid confusion and enhance clarity. In headlines, don't use periods for states abbreviated with two capital letters: NY, NJ, NH, NM, NC, SC, ND, SD and RI. Other states retain periods: Ga., Ky., Mont., Conn.

## statewide, worldwide, campuswide, university-wide

## student-athlete

Always hyphenate

## The Power of AND

Always use AND in capital letters and bold in paragraph font.  
Never put quotations around AND.

## that, which

When you use the word "which" in a sentence, you need to use a comma before it; otherwise use the word "that."

Correct: He took the tree, which was covered in moss, out of the park.

## theatre vs. theater

Use "theatre" in all references.



# WRITING STYLE GUIDE

## times

Do not include double zeros. Put a space between the time. Use periods in “a.m.” and “p.m.”, and use lowercase letters.

Correct: 9–10:30 a.m. or 9:30 a.m. to 11 p.m.

Incorrect: 9:00-10:30AM (The website calendar is built to do zeros and no periods. It is the only place it should be used like this.)

## titles

Only capitalize a person’s title if it precedes the name in a sentence. Some exceptions may be made to this policy for formal events, at the discretion of MARCOM.

Correct: Department Chair Barbara Marshall was present.

Associate Professor Karen Babcock Brassea  
choreographed the play.

Incorrect: Barbara Marshall, Department Chair, was present.

When using academic titles, do not use Dr. and Ph.D. in the same reference.

Correct: Dr. Thompson or Matt Thompson, Ph.D.

Incorrect: Dr. Thompson, Ph.D.

**Composition titles** Composition titles may be listed in italics for formal university events, web site publication or other uses. This is a deviation from AP style. They may, instead, be listed in quotes when sent in a press release. This is to facilitate better communication with outside sources and match standard AP style requirements.

## United Methodist-affiliated

Incorrect: United Methodist Church-affiliated

## The United Methodist Church

Correct: KWU is affiliated with the United Methodist Church.

## university

Only capitalize “university” when it is used in a university’s full name.

Correct: Kansas Wesleyan University

Incorrect: The University is no longer accepting applications.

## website, web page, internet, online

## well-being

## Wesleyan Journey

Wesleyan Journey should be capitalized.

The Wesleyan Journey is a course, not a trip.

It is a service-learning experience (adjective, hyphenated). It is not study abroad, but it is a study-away experience (adjective, hyphenated).

It is offered at no additional cost for students who select U.S. and Costa Rica courses — the only requirement is a passport and a REFUNDABLE \$250 deposit (guarantees your spot; students get it back in cash before they depart). Courses in Europe are an additional cost to students. All students who meet the requirements are eligible; students who have not completed four semesters at KWU can pay for Wesleyan Journeys. See [www.kwu.edu/wesleyanjourney](http://www.kwu.edu/wesleyanjourney) for more details.

## buildings, offices

### **The Graves Family Sports Complex**

Roy and Donice Applequist North Ticket Booth  
Gene Bissell Field  
Bradley Tennis Courts  
Ken and Karen Ebert Family South Ticket Booth  
The Dale and Marceline Olson Track  
Randy and Mary Ann St. Clair President's Pavilion

### **Kirwin House** (president's residence)

### **Memorial Library**

Albert Nelson Student Success Center (also referred to as the Student Success Center)

### **Nursing Education Center**

Bieber Classroom  
Hauptli Lounge  
Lambert Classroom  
Jack & Donna Vanier Family Lobby  
Young Conference Room

### **Peters Science Hall** (NO APOSTROPHE)

Martha (Wessling) Bieber Biology Lab  
Dr. Charles B. Creager Physics Lab  
Emergency Operations Center  
Hazen Center for Teaching Excellence  
David P. Pollak Chemistry Lab  
Paul Stucky Optics Lab  
J.J. Vanier Lobby

### **Pfeiffer Hall** (female-only residence hall)

Shriwise Dining Hall (not cafeteria)

### **Pioneer Hall** The official name is **Hall of the Pioneers**, rarely used.

Administrative offices, capitalize Office whether it's Office of Admissions or Registrar's Office  
Norton Seminar Room, officially the Helen Norton Seminar Room  
Office of Student Financial Planning (can also be referred to as the Student Services Suite or the K-Dub Hub)  
Sams Chapel (NO APOSTROPHE)  
Stanton Conference Room

### **Plant Operations**

### **Sams Hall of Fine Arts** (NO APOSTROPHE)

Fitzpatrick Auditorium  
The Gallery

### **Student Activities Center** (not Activity)

Backstrom Conference Room  
Brown Mezzanine  
Everett Morgan Strength Training Center  
Hauptli Student Center  
Mabee Arena  
Muir Gymnasium

### **University United Methodist Church** Campus Ministries (not Ministry)

### **Wesley Hall** (male-only residence hall)

### **Wilson Hall** (co-ed residence hall, with genders separated by floor)

