

# STYLE & BRANDING GUIDE

KANSAS WESLEYAN UNIVERSITY



KANSAS  
WESLEYAN  
UNIVERSITY

## 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. The 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 life-long 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.

## 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 Amanda Colgrove in Marketing and Communications (MARCOM) at [amanda.colgrove@kwu.edu](mailto:amanda.colgrove@kwu.edu) or (785) 833-4345.

## 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.



## 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.



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

The logo should not be redrawn, reproportioned or modified in any manner. The elements should always remain together. Do not use dropshadows, 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 newly provided files of the logo; other versions you have may be outdated. Electronic logo files are available for download at [www.kwu.edu/MARCOM](http://www.kwu.edu/MARCOM).

No less than 1 inch



## 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 one 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.







## 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 only be obtained from MARCOM and will not be available online.



## 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*  
KANSAS WESLEYAN UNIVERSITY

## 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 two-and-a-half inches wide.



## 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

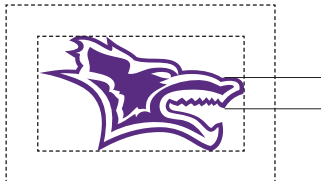
Arete, the KWU Honors Program, is an interdisciplinary program featuring unique courses, seminars, colloquia and the opportunity for independent research or performance that support the mission of the program and of Kansas Wesleyan University.

The logo should never be used smaller than one-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, reproporioned 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 only appear 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 newly provided files of the logo; other versions you have prior to July 1, 2017 are outdated. Electronic logo files are available for download at [www.kwu.edu/MARCOM](http://www.kwu.edu/MARCOM).



**NOTE►** Please use ONLY the newly provided files of the logo; other versions you have prior to July 1, 2017 may be outdated. Electronic logo files are available for download at [www.kwu.edu/MARCOM](http://www.kwu.edu/MARCOM).

## 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 only appear in approved color combinations.

### LOGO SIZE

The “COYOTES” and “KWU” logo variations should never appear smaller than one-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 non-official 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 only be used with “KWU” or “Kansas Wesleyan University” on the item. It could go on the sleeve or back, but shirt must have “KWU”.

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

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

Avoid using shadows or outlines with all logos.

**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.

01



02



03



04



05



06



07



08



09



10



11



12



13



14



15



16



17



18



19



20



21



**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.



**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.

46



47



48



49



50



51



52



53



54



55



56



57



58



59



60



61



62



63



64



65



66



67



# 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.

68 69 70 71 72



**BASEBALL**



**BASEBALL**



**BASEBALL**



**BASEBALL**



**BASEBALL**

73 74 75 76 77



**BASKETBALL**



**BASKETBALL**



**BASKETBALL**



**BASKETBALL**



**BASKETBALL**

78 79 80 81 82



**BOWLING**



**BOWLING**



**BOWLING**



**BOWLING**



**BOWLING**

83 84 85 86 87



**CROSS COUNTRY**



**CROSS COUNTRY**



**CROSS COUNTRY**



**CROSS COUNTRY**



**CROSS COUNTRY**

88 89 90 91 92



**FOOTBALL**



**FOOTBALL**



**FOOTBALL**



**FOOTBALL**



**FOOTBALL**



**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.

93



94



95



96



97



98



99



100



101



102



103



104



105



106



107



108



109



110



111



112



113



114



115



116



117



**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.

118



119



120



121



122



123



124



125



126



127



128



129



130



131



132



133



134



135



136



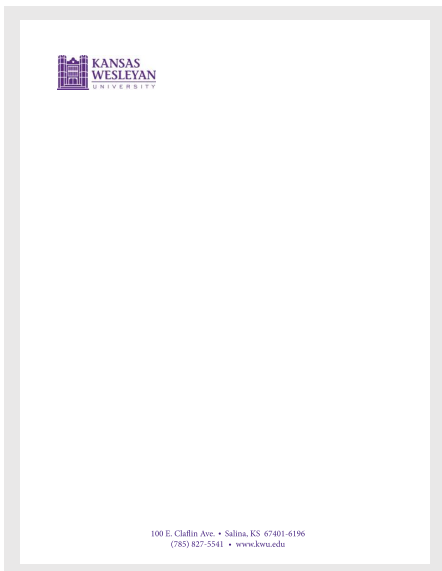
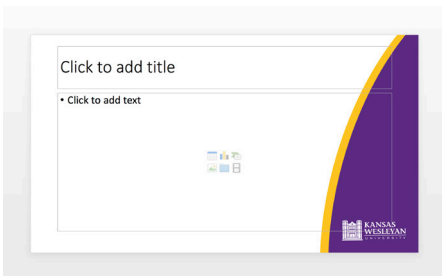
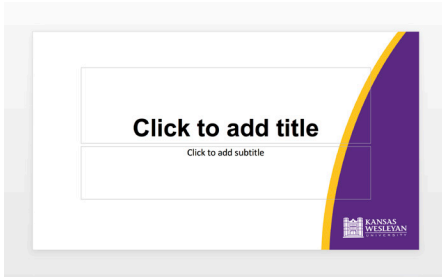
137



## POWER POINT 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 Amanda Colgrove at [amanda.colgrove@kwu.edu](mailto:amanda.colgrove@kwu.edu) or 785-833-4345.

The photos to the left show the basic template.



## LETTERHEAD/BUSINESS CARDS

The university supplies a generic letterhead that is for use by all faculty and staff. Orders for letterhead should be directed to Linda Baumberger in the Advancement Office. You can reach Linda by email at [linda.baumberger@kwu.edu](mailto:linda.baumberger@kwu.edu) or by calling 785-833-4341.

The letterhead can be customized with the addition of a footer. The footer template can be obtained through the MARCOM Office. Contact Amanda Colgrove at [amanda.colgrove@kwu.edu](mailto:amanda.colgrove@kwu.edu) or 785-833-4345.

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

## EVENT RESOURCES

The Advancement and MARCOM Offices have a variety of materials available for events on campus. These materials can be obtained through Linda Baumberger in the Advancement Office. Materials must be checked out and returned within the approved time frame.

### Materials include:

- Parking signs
- Registration signs
- Table cloths with academic logo
- Easels
- Metal tabletop sign holders
- Podium banners
- Welcome signs
- Shhh event occurring on Brown Mezzanine sign

**NOTE►** MARCOM can create custom signs upon request.

## PHOTOGRAPHY

Amanda Colgrove oversees the university photo and video library. If you have a photography need, please contact her directly.

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

## WEB SUPPORT

Each department has a designated Web Master who has access to its web page(s). Contact Logan Schrag at [logan.schrag@kwu.edu](mailto:logan.schrag@kwu.edu) or 785-833-4340 for training or Web solutions. Each department is responsible for updating and maintaining its Web page(s) or calendars to keep information timely and accurate.

Major Web changes 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 impact 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 10 days 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.

### 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.

## 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: 2016–17  
Incorrect: 2016–2017 (Notice it is not a hyphen but an “en” dash between the years.)

### academic degree abbreviations

Use periods between acronyms: M.B.A., R.N., B.S., B.A.

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

Alumni or Alums — Plural  
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.

### 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 on the page below it 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 (B.S.N.) to the Bachelor of Science with a major in Nursing (B.S. with a major in Nursing).

### Board of Trustees

Always capitalize

### buildings, offices

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

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

#### **The Hall of the Pioneers** (verbally we use Pioneer Hall)

Sams Chapel (NO APOSTROPHE)  
Office of Admissions

# WRITING STYLE GUIDE

Registrar's Office  
Provost's Office  
President's Office  
Office of Student Financial Planning (can also be referred to as the Student Services Suite or the K-Dub Hub)  
Student Development Office  
Advancement Office  
Marketing and Communications Office (MARCOM)  
Hazen Center for Teaching Excellence  
Campus Ministries (not Ministry)  
Center for Public Policy and Safety  
The Center for Global Service Learning  
Great Plains United Methodist Conference Salina District Office  
(this is not a university office, but is housed in Pioneer Hall)

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

Fitzpatrick Auditorium  
The Gallery

**Peters Science Hall (NO APOSTROPHE)**

Martha (Wessling) Bieber Biology Lab  
Dr. Charles B. Creager Physics Lab

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

**North Hall**

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

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

Shriwise Dining Hall (not cafeteria)

**South Hall**

**Memorial Library**

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

**Plant Operations**

**The Graves Family Sports Complex**

Bradley Tennis Courts  
The Dale and Marie Olsen Track  
Gene Bissell Field  
Randy and Mary Ann St. Clair President's Pavilion

**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.

**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

## 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”)

# WRITING STYLE GUIDE

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 M.B.A.  
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 Criminal Justice  
Department of Emergency Management  
Department of Chemistry  
Department of Communications Studies and Theatre Arts  
Department of Computer Studies  
Department of English  
Department of History  
Department of Mathematics and Physics  
Department of Music  
Department of Nursing Education  
Department of Sport & Exercise Science  
Department of Religion and Philosophy  
Department of Teacher Education

## divisions

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



**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 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 unless in a headline

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

**phone numbers**

Correct: (785) 123-4567  
Incorrect: 785-123-4567  
785.123.4567

## prerequisite

## residence hall

We don't call them dorms.

## 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 the USPS two-letter abbreviations for states.  
*This is a deviation from AP style.*

## 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.

## 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 (unless it is part of a list).

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** Titles of books, theater productions and songs should not be in quotes or italics. *This is a deviation from AP style.*

## 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.

