



UNIVERSITY OF DENVER

Writing Style Guide





INTRODUCTION

The Office of Communications and Marketing at the Daniels College of Business has prepared the Daniels Style Guide as a writing and editing reference for written materials for publication, including print and electronic marketing materials, newsletters and general correspondence.

Daniels primarily follows the Associated Press Stylebook and the University of Denver MarComm Style Guide for University-specific terminology, with a few exceptions for Daniels-specific formatting and usage. Daniels' style guide takes precedence, however for entries not listed here, refer to the AP Stylebook.

There can be exceptions to every rule depending on the audience and publication. Please contact the OCM communications team for clarification or questions:

Lorne Fultonberg
Director of Communications
lorne.fultonberg@du.edu
303.871.4289

A

academic degrees

Capitalize abbreviations of academic degrees without spaces or periods between the letters (MBA, BSBA, MS). Only use the prefix Dr. when referring to a medical doctor. Do not use when referring to PhDs.

Do not capitalize references to generic academic degrees when spelled out (he has a bachelor of science degree).

Lowercase the proper names of specific academic degrees (she has her master's of science in engineering).

Capitalize degrees as part of catalogs, course lists and similar collateral.

When referring to more than one master's degree, only "degrees" is plural (master's degrees).

When writing about Daniels alumni, list their degree(s) and the full year(s) they were awarded in parentheses at some point in the copy. Include non-Daniels DU degrees (Sally Smith (BSBA 1989, MBA 1991)). If multiple degrees, list in chronological order. If multiple degrees from the same year, list the lower level degree first (BAcc 2022, MAcc 2022).

Do not use program-specific names such as "MS Marketing" or "MS MKTG."

For an alumnus who attended but did not earn a DU or Daniels degree, list the years of attendance (John Smith (attd. 1995-1997)).

See: Daniels degrees for a full list of abbreviations

Academic Hood

The name of the Daniels ceremonies for graduating grad students, occurring in fall (November), winter (March), spring (June) and summer (August). Refer to it as the Academic Hood Ceremony or Academic Hood but not simply "Hood." Do not call it "hooding."

addresses

Informal: Electronic and all other informal uses of addresses use the abbreviated format, as follows (note punctuation, abbreviations and capitalizations). Include the suite number or office designation where possible. (ex: 2101 S. University Blvd., Suite 255 Denver, CO 80208).

Formal: Return addresses on formal invitations and official Daniels publications should use complete words for direction, street name and state, including the +4 zip code. (ex: 2199 South University Boulevard, Suite 255 Denver, Colorado 80208-XXXX).

advisor

Not adviser

AI

Short for artificial intelligence. Acceptable on first reference.

alumnus, alumni, alumna, alumnae

Use these terms to refer to former students of DU/Daniels. A degree is not required to be considered alumni:

- Alumnus: man (singular)
- alumni: a group of men, group of mixed gender or gender-neutral group
- alumna: woman (singular)
- alumnae: women (plural)

If a singular gender-neutral term is desired, alum is acceptable.

amicus, amica, amici

Use these terms to refer to former employees of the University who have earned this honorary distinction.

- amicus: man (singular)
- amica: woman (singular)
- amici: men, women and mixed gender (plural)

If a gender-neutral term is desired, amicum is acceptable.

ampersand (&)

Do not use in running text. Limit use in headings, captions and charts; exceptions when space is limited. Do not use for Race and Case, Meet and Greet, or Lunch and Learn events.

Use if actual part of a company or program name (Johnson & Johnson).

artificial intelligence

AI is acceptable on first reference.

B

Board of Trustees

Capitalize Board of Trustees when it refers to the DU governing organization, but lowercase board when it stands alone.

See: Trustees for information on use when referring to members.

breaks

Avoid line breaks at the end of a sentence unless the end word is already hyphenated. Keep company names, product names, city and state names, complete elements of dates, measurements and numbered items together on one line.

bold

Generally, do not bold end punctuation unless part of word or phrase being emphasized. Do not overuse.

In newsletter and email communication, bold dates and times of upcoming events. (The Academic Hood ceremony takes place at 2:30 p.m. on Friday, Aug. 21.)

buildings and facilities

Capitalize the formal name of campus buildings and facilities on first reference in all documents. On subsequent references, some building names may be shortened.

- Anderson Academic Commons, the Academic Commons, the library, the AAC
- Burwell Center for Career Achievement, the Burwell Center
- Carnegie Green (between Mary Reed and the AAC)
- Campus Green (between Sturm Hall and the Frank H. Ricketson Jr. Law Building)
- Centennial Halls, Halls
- Centennial Towers, Towers
- the Collaboratory
- Community Commons
- Daniels College of Business, Daniels, the Daniels building
- Dimond Family Residential Village
- DU Welcome Center (formerly the Cable Center)
- Graduation Green (between the Daniels building and Margery Reed Hall)
- The Hub
- Johnson-McFarlane Hall, J-MAC
- Joy Burns Center
- King Lee and Shirley Nelson Residence Hall, Nelson Hall
- Kring Conference Room
- Marcus Commons
- Margery Reed Hall, Margery Reed
- Marsico Investment Center
- Meyer Family Kitchen
- Mary Reed Building, Mary Reed
- Reiman Theater
- Student Success Center
- Tuscan Ballroom

bullets

Capitalize the first word following a bullet.

When a list contains complete sentences, capitalize and punctuate each sentence as though it stands alone.

When a list consists of sentence fragments or phrases, do not use a period or semicolon at the end of each entry, including the concluding entry.

Use parallel construction for each item in a list: Start with the same part of speech (such as a verb or noun) for each item, use the same voice (active or passive) for each item, use the same verb tense.

Introduce the list with a short phrase or sentence.

Example:

> The Daniels Style Guide contains a number of useful items:
>
> - Guidance on proper nouns
> - Acceptable spelling of campus locations
> - Rules for punctuation

The Business of Better Business/the business of better business

The tag line for The Daniels Effect branding effort.

Use title case in marks and branded materials. Lowercase when using in a sentence: “Ethics Bootcamp is one example of how Daniels is in the business of better business.”

C

campus

City campus: The University of Denver is housed on a 125-acre site in the University Park neighborhood.

Mountain Campus: The James C. Kennedy Mountain Campus is situated on 720 acres of pristine wilderness in the Colorado Rockies. KMC is acceptable on second reference.

campuswide

capitalization

General

When referring to the Daniels College of Business or the University of Denver, use the College and the University (capitalized) for subsequent shorthand references.

Only capitalize “the” before a name if it is part of the proper name.

Do not capitalize seasons or terms (winter, fall quarter, the spring 2026 term).

Buildings, rooms and chapters

Capitalize chapters, rooms, highways, etc. when followed by a number or letter (Room 101, Chapter 11). Daniels room numbers can stand alone without the word “Room” when it is clear what the number is referencing (ex: Daniels 101).

All-caps building abbreviations may be used in internal communications.

DCB: Daniels College of Business
JBC: Joy Burns Center
MRH: Margery Reed Hall

Schools and departments

Capitalize formal names of schools and departments (School of Accountancy).

Keep names lowercase in casual references (The accounting department).

captions under photos

Use either full sentences with punctuation or phrases without punctuation; avoid mixing.

In group shots, identify people from left to right and according to rows.

To credit photographers, include “Photo by” as the last sentence. For photos provided by others, include “Photo courtesy of” as the last sentence

centers

See: schools

classes

Class of 2019, but the classes of ’90–’99.

class titles

Capitalize the title of classes; do not use quotations. Lowercase casual references to classes.

- He loved his Welcoming the Fourth Industrial Revolution class but really disliked photography.

co-curricular

cohort

Lowercase unless referring to a specific, numbered cohort.

The newest Executive MBA cohort features 17 students.
Executive MBA Cohort 82 traveled to Rwanda and Kenya.

In some program-specific instances (like department newsletters), a cohort number is an acceptable substitute for a student’s degree and graduation year.

John Smith (Cohort 8) published his research paper last week.

colons

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

He promised this: The company will make good on all the losses.

There were three considerations: expense, time and feasibility.

Place colons outside of quotation marks unless they are part of the quotation itself. Do not combine with a dash.

Coloradan

Do not use “Colorado” with “an” tacked onto the end.

commas

Omit the last serial comma except when an item in a series contains a conjunction (and, but, or), or when it is needed to break up long phrases or avoid confusion. Do not use before ‘too’ at the end of a sentence.

Use commas before and after cities/states and cities/countries.

Commencement/commencement

Capitalize when referring to DU’s ceremonies. Lowercase when referring to ceremonies at other universities.

committee names

Lowercase generic committee names (buildings and grounds committee, budget committee, search committee).

Capitalize only those committees with distinctive formal names (the Colorado Committee on Higher Education Reform).

composition titles

Use quotation marks around titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art.

Do not use quotations around the names of magazines, newspapers, the Bible or books that are catalogues of reference materials.

Do not underline or italicize any of the above.

compound words and hyphenation

Do not break words at the end of lines, except for those words already hyphenated.

Do not hyphenate comparative or superlative form when adverb more, most, less or least is combined with an adjective.

Do hyphenate well- combinations before a noun, but not after (a well-known person. The person is well known).

Do not hyphenate an adverb particle combination if the adverb ends in ly (an overly friendly person

Consumer Insights and Business Innovation Center

CiBiC is acceptable on second and subsequent references.

coursework

contractions

Consider the audience to decide if contractions are appropriate and when it is better to spell out full words.

coursework

cum laude, summa cum laude, magna cum laude

Always lowercase.

D

Daniels College of Business; Daniels

Not "DCB" or "The Daniels College." Daniels or the College are acceptable on second and subsequent references.

The Daniels Effect

A branding effort that describes the tangible success and the intangible values that stem from the Daniels College of Business.

Do not separate from "The," which is always capitalized.

It's part of what we call The Daniels Effect.
Not: Pick up your Daniels Effect swag in Margery Reed Hall.
Not: Experience the Daniels Effect.

For more about the brand campaign, visit: www.daniels.du.edu/daniels-effect.
For assets and use guides, visit: www.daniels.du.edu/ocm/brand-toolkit.

See also: The Business of Better Business

dashes

Use em dashes (—) to represent a break in text, with no space on either side of the dash.

En and em dashes are not the same as hyphens. They can be inserted using "insert advanced character" in Microsoft Word.

- On a Mac an en dash is option+dash (next to the 0) and an em dash is option+shift+dash.
- On a PC, an em dash is ctrl+alt+dash on the number pad or (with Num Lock engaged) alt+0151 on the number pad. An en dash is alt+0150

dates

When used with a specific day, months are abbreviated per AP style. When used with only a year, spell out all months (Dec. 31, 2019, but December 2019).

Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.

In copy, offset all dates with commas. (The event takes place on Monday, Oct. 31, in the AAC.)

Do not use th, nd, rd, etc. in dates.

decades

Do not use an apostrophe before the "s" in years (the 1990s). Use an apostrophe to indicate numerals that are omitted from the abbreviated version (the '90s).

dean

Lowercase when making a reference without a proper name. Capitalize when a proper name follows.

The next speaker will be the dean of the Daniels College of Business.

The next speaker will be Dean Naomi Boyd.

Dean Boyd is acceptable on second reference.

degrees

- BSBA
- BSAcc
- Executive PhD
- Hon. PhD (Honorary PhD)
- MAcc (Master of Accountancy)
- MSATA (Master of Science in Accounting Technology and Analytics)
- MBA
  - Use MBA when designating alumni degree information for the following programs:
    - Executive MBA
    - Part-time Professional MBA
    - full-time Denver MBA
    - Online MBA
    - **Do not** use the prefixes EMBA, PMBA, and DMBA when parenthetically referring to an alum's degree
- MS
- MSAQF (Master of Science in Applied Quantitative Finance)
- MSBA (Master of Science in Business Analytics)
- MSMKT (Master of Science in Marketing)
- MSREBE (Master of Science in Real Estate & the Built Environment)

See: Academic degrees for usage in copy

doctor/Dr.

Only use the Dr. title when referring to a medical professional.
In formal, highly-academic settings (such as an Academic Hood program), the title is acceptable.

E

emeritus, emerita, emeriti

Use these terms to refer to former employees of the University who have earned this honorary distinction.

- emeritus: man (singular)
- emerita: woman (singular)
- emeriti: men, women and mixed gender (plural)

If a singular gender-neutral term is desired, emerit is acceptable.

endowed chairs and scholarships

Capitalize the full name of the chair or professorship. (Ved Nanda holds the Thompson G. Marsh Professorship.)

Modified uses incorporating a lowercase chair or professorship are acceptable on second references. (The Marsh professorship is a great honor.)

Entrepreneurship@DU

Spell out on first reference. E@DU is an acceptable subsequent abbreviation, with all letters capitalized.

Entrepreneurship Week referred to as E Week.

etc./et cetera

Use commas before and after. Either the full or abbreviated use is acceptable.

e.g.

Short for "for example." Use commas before and after.

Elevate 2035

The Daniels strategic plan.

email; email addresses

"email" is one word, lowercase, no hyphen.

Email addresses should be lowercased.

exclamation points

Use sparingly.

F

faculty

The word "faculty" is a collective noun, singular in form but referencing a group of individuals.

Use with a singular verb if emphasizing action as a unit: The law school faculty embodies the University's emphasis on the public good.

Use a plural verb if emphasizing faculty members individually: Faculty from the political science department are quoted in recent news reports about the election.

first-year

In most cases, this term is preferred over "freshman."

Four-Dimensional (4D) Student Experience

At DU, students receive a multidimensional, adventure-driven education that prepares them to make a difference and thrive in a dynamic world. It's called the 4D Experience. The four integrated dimensions are: advancing intellectual growth, exploring character, promoting well-being and pursuing lives of purpose.

Only lowercase four-dimensional when it is not paired with the word "experiences." In all other instances, all elements should be capitalized.

4impact Challenge

The competition that concludes the BUS 1440 course. Formerly known as the Madden Challenge.

G

gender-specific language

Avoid gender-specific language when referring to hypothetical or generic people and groups. Opt for neutral nouns and pronouns ("they" or "the student" instead of "he" or "she").

H

headlines

Capitalize headlines in title case, excepting words that are conjunctions of three letters or fewer.

Honors/honors

Capitalize Honors when describing students in the University Honors Program or when describing projects prepared for the program and its classes. (Sally, who is an Honors student, takes a demanding course load each quarter.)

Lowercase honors when it refers to departmental achievements. (Sarah Hamm earned honors in biology.)

Hood

See: Academic Hood

The Hub

The space located on the first floor of the Daniels building, containing offices for

Entrepreneurship@DU, the Liniger Center on Franchising, the Bailey Program for Family Enterprise, CiBiC, the Sales Leadership Center, and the Leadership in the Outdoor Recreation Industry program.

Capitalize The in all uses.

The Hub also contains three spaces, which are always capitalized: the Create Studio, the Media Studio and the Re:Make Studio.

hyphenation

Do not hyphenate frequently used words that are readily recognized without hyphens (nonstudent, reevaluate, nonprofit).

Use suspensive hyphenation (this is a 12- to 14-week program).

I

i.e.

Abbreviation for "that is." Offset with commas.

industry integration

Part of the Daniels strategic plan and promise to become "the most industry-integrated business school in the country."

italics

Do not use.

J

Joy Burns Center

Joy Burns is acceptable on second and subsequent references.

M

Margery Reed Hall

Margery Reed is acceptable on second and subsequent references.

microsite

One word with no space.

N

Native

Avoid when describing a place where someone was born (i.e., a Colorado native).

When describing someone's identity, use a term that the person you're writing about prefers. Capitalize Native, Indigenous, Native American and American Indian. Try to name tribal identity where possible.

nonprofit

Not non-profit or nonprofit organization.

numbers (also see dates, time, phone numbers)

Use figures for all numbers above nine; spell out numbers below 10. Use numerals for ordinals 10th and above, and when needed for space limitations. Do not use superscript formatting for ordinals. Spell out numbers when they are the first word of a sentence.

Exceptions: Ages, sums of money, times of day, calendar years, days of the month, temperature, academic term hours and dimensions all use numerals. Use numerals in parentheses, in charts and with technical terms.

O

on-campus

P

percentages

Use the % sign paired with a numeral, with no space (5% increase).

Spell out "percentage," but use a figure (2 percentage points).

For amounts less than 1%, precede the decimal with a zero (0.5%).

In casual uses, use words rather than figures and % (she has a zero percent chance).

PhD

Do not use this suffix in editorial copy. Acceptable to use in some signatures, following a faculty member's name.

Naomi Boyd, PhD

See also: doctor/Dr.

phone numbers

On business cards, footers and in stacked addresses, use periods to separate the area code and exchange (303.871.0000). In narrative text (complete sentences), use hyphens (He called 303-871-0000 to reach the Daniels College of Business.).

Pioneer/pioneering

The University's official moniker. Usage should be determined on a case-by-case basis.

Because of DU's unique situation, consider alternatives when describing someone as a pioneer in their field, for example.

"Pioneering," though a verb, can also be harmful to segments of the DU community. Consider alternatives.

professor

In sentences, lowercase before a person's name, unless they are emeriti faculty. (The class is taught by associate professor John Smith, under the guidance of Professor Emerita Jane Doe.)

Always use the full title of endowed professors. (The class is taught by Koch Endowed Professor of

Entrepreneurship John Sebesta.)

Do not abbreviate Prof.

program abbreviations

On second and subsequent references **in internal communications**, the following Daniels programs and majors can be abbreviated as follows:

- ACCT (Accounting)
- BIA (Business Information and Analytics)
- BELS (Business Ethics and Legal Studies)
- FIN (Finance)
- HOSP (Hospitality Management)
- MKTG (Marketing)
- MGMT (Management)
- INTB (International Business)
- REBE (Real Estate and the Built Environment)

Q

quarters

Lowercase fall, winter and spring quarters, summer session and interterm in general copy.

See also: terms

quotation marks

Periods, commas, question marks and exclamation marks go inside the closing quotation mark.

Semicolons and colons go outside quotation marks.

Use single quotation marks in news headlines and for quotes within quotes.

Use quotation marks for book, dissertation and thesis titles, as well as articles, poems, short stories, book chapters, essays, individual lectures, blog entries, podcasts, and TV and radio programs.

No quotation marks are needed for academic course titles, apps, awards, websites, political documents (the Constitution), scriptural works (the Bible, the Koran, the Talmud), or musical compositions whose names contain a musical form (such as a concerto, symphony).

S

said vs. says

Use “said” when attributing most quotes—it’s something that was said in the past.

Use “says” when referring to a recurring thought or philosophy (she always says…), and in press releases.

schools

The following shortened versions are acceptable on second and subsequent references to Daniels schools:

- Bailey Program for Family Enterprise (the Bailey Program)
- Franklin L. Burns School of Real Estate and Construction Management (the Burns School)
- Fritz Knoebel School of Hospitality Management (Fritz, the Knoebel School)
- Leadership in the Outdoor Recreation Industry (LORI)
- Liniger Center on Franchising (the Liniger Center)
- Reiman School of Finance (Reiman)
- Sales Leadership Center (SLC)
- School of Accountancy (SoA)
- Student Success Center (SSC)

spacing

Use one space after a period, not two.

Sprints

Capitalize when referring to Daniels' one-credit, one-topic courses.

startup

Not start-up

subheadings

Generally, these should be written in sentence case, but title case is permitted, depending on the style and aesthetic of the publication.

state names

Per AP style, when writing text, spell out the name of the state.

Use abbreviations in press release datelines and photo captions (Denver, Colo.)

T

time

They are uppercased if they Follow AP Style format with no :00 for whole hours; insert a space after the numeral; lowercase a.m. and p.m. and separate with periods (1 p.m.; 8:30 a.m.) Ranges of time should be separated with a hyphen and only need to use a.m. or p.m. once. (The event is from 1-3 p.m.) The word noon should be lowercased in all instances.

titles

Job titles are lowercase when they appear after a name or separately. They are uppercased if they precede a name.

For ease of reading, it is recommended that titles are used after a name, offset with commas.

> Jane Smith, associate professor of marketing, is an esteemed scholar.

toward/towards

Toward is preferred.

trademarks

Do not include trademark (™) or registered trademark (®) symbols in text.

Trustees

Capitalize trustee as a title before the name (Trustee Allan Phipps). Lowercase when used as a descriptor in a sentence. (As a trustee, Allan Phipps served the University Board of Trustees well.)

See also: Board of Trustees

U

University

Capitalize second references to the University when the University of Denver is implied. DU is acceptable on second reference.

URLs

Lowercase all URLs except when doing so would cause confusion. Omit the "www" and "http" in all text. Generally avoid in editorial text. Opt for hyperlinked text instead.

W

web/website

Do not capitalize web; website is always one word. Web address and web browser are two words.

Women in Business club

Abbreviate as WiB on second reference.

Lowercase graduate or undergraduate when preceding. (The event was hosted by the graduate Women in Business Club.)

Y

years

As a general rule, use full four-digit years, but let context dictate usage. Either 1946 or '46 may be appropriate.

When discussing a span of years, it is acceptable to use the shortened version for years in the same century (1946-52, 1998-2003).

When referring to an academic year, use a shortened version (2022-23 academic year).





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