



# UMHB WRITING STYLE GUIDE

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A GUIDE TO FOLLOWING THE UMHB BRAND  
THROUGH MESSAGING AND COPY

UPDATED JULY 2023

**UMHB**

# MESSAGING AND COPY

As we tell the stories and promote messages about UMHB to our internal and external audiences, this writing style guide helps ensure our communication is coordinated, consistent and strategic. Using a unified writing style helps reinforce the main ideas of our brand promise across all platforms, including publications, website, collateral, media and events.

**We are committed to delivering engaging and memorable content that reflects and strengthens the UMHB brand.**

## RESOURCES

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With a few exceptions of adapted style for specific audiences, internal and external marketing and communication materials should follow *AP Stylebook*. If help or advice is needed, contact UMHB Marketing & Communications at **254-295-4601** or **communications@umhb.edu**.

## EDITORIAL GUIDELINES

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The following are some common style rules:

### Abbreviations

- In text or copy, spell out University of Mary Hardin-Baylor on first reference. UMHB may be used in subsequent references.
- Degrees — If listing a degree is necessary, the preferred form is to spell out and avoid abbreviation (Mary Hall, a doctor of physical therapy student; John Smith, who is graduating with a bachelor's degree in music). If abbreviations are necessary, use periods (B.A., M.B.A., Ph.D.).
- Professor — Preferred use is spelling out instead of abbreviating (Professor Long is teaching the class.)
- Use Dr. on first reference only. Mr. and Mrs. is not necessary unless used in formal communications.
- MCOB for McLane College of Business (not MCoB). COHS for College of Humanities and Sciences (not CoHS).
- Spell out Fort Cavazos, Fort Worth, etc.

### QUESTIONS? NEED HELP?

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## Ampersands

- Use only when it is part of a formal title, building name, company name, etc.
- Do not use ampersands in place of “and” unless it is part of the official name (Scott & White School of Nursing, Sue & Frank Mayborn Performing Arts Center, Paul & Jane Meyer Christian Studies Center, Frank & Sue Mayborn Campus Center) or title (John Williams, assistant professor & academic fieldwork coordinator). Some exceptions can be made in graphic design (ex. in headlines so copy will fit).

## Alumni/alumnus/alumnae/alumna/Honorary Alumni

- Alumni — plural for male and female graduates
- Alumnus — a single male graduate
- Alumnae — plural for female graduates
- Alumna — a single female graduate
- EX — alumni who attended UMHB but did not graduate
- HA — Honorary Alumni

## Capitalization

- Titles are lowercase unless followed by a name (UMHB President Dr. Randy O’Rear or Dr. Randy O’Rear, president).
- Official names are capitalized (We bought books at the UMHB Campus Store.) but not when used informally (We bought books at the campus store.)
- Board of Trustees is capitalized when referring to UMHB’s.
- When referencing an academic discipline or program, only languages are capitalized unless followed by a number (She is an English major. He is a chemistry major. She is taking Algebra I.) When specific departments are mentioned, it is not necessary to capitalize in most instances (the mathematics department), unless necessary for graphic design purposes.
- When referencing non-academic departments, such as Marketing & Communications or Fundraising, they can be capitalized for clarity purposes.
- Names of God and His Kingdom are capitalized (Jesus Christ, the Son of God, the Father, Holy Spirit, Redeemer, etc.) as well as referencing pronouns (He, His, Him). Also capitalize Heaven, Bible and Gospel.
- Names of semesters are not capitalized (The deadline to register for the fall 2022 semester is coming soon.)

## Dates and Time

- Unless special formatting is needed (like in a formal invitation), use month, day and

year, with commas before and after the year. (Classes will begin Jan. 5, 2022, following Christmas break.)

- When followed by a day and year, abbreviate Jan., Feb., Aug., Sept., Oct., Nov., Dec.) Spell out months when used alone or with the year (January 2022). Exceptions can be made for invitations and graphic design.
- For decades, use (1980s, not 1980's) or ('80s, not 80's).
- Avoid superscript (May 7, not May 7<sup>th</sup>) except in invitations.
- For times, a.m. and p.m. should be lowercase with periods, except in cases where space is limited.
- Unless used in a formal invitation, do not use ":00" or "o'clock." (The event begins at 8 p.m.)
- Use "noon" and "midnight" instead of 12 a.m. and 12 p.m. Do not use both (12 noon).

### Degrees

- Capitalized when a complete name is given (Master of Business Administration). The word "degree" is not needed in this instance.
- Lowercase when informal name is used (bachelor's degree).
- No apostrophe in associate degree (not associate's degree).

### Internet References

- When referencing a web address, omit "www" or "http://" (Visit umhb.edu for information.)
- In text, keep web addresses on one line — they should not be broken onto the next line with a hyphen.
- If necessary, web addresses may be bolded but never underlined.
- Check to make sure all web addresses and QR codes work correctly.

### Names

- Add parenthesis around maiden names: Ann (White) Smith.
- Use quote marks for nicknames or preferred names: Melissa "Mel" Gonzales.

### Numbers

- Spell out numbers one through nine; use numerals for 10 and above.
- For ages, always use numbers. (Bobby is 3 years old.)
- In text, always spell out "percent" and use numerals (Only 8 percent of students came to the meeting.)
- Use "more than" instead of "over" (More than 400 students moved into Lord Hall today.)

“Over” generally is used to describe a spatial relationship (The bird flew over his head.)

## Punctuation

- Oxford comma/serial comma — An additional comma is not needed in most copy.
- No comma before Jr., Sr., or numeral suffix (Michael Green Sr.)
- Use only one space after periods and colons.
- Commas and periods are placed inside ending quote marks. Questions marks can be inside or outside, depending on meaning.
- Do not hyphenate African American, Native American, fundraising, health care, yearlong.
- Add a single space before and after an em dash. (Students are used to seeing — and using — a style guide with their work.)
- Ellipsis — Use sparingly when writing an article, news or web content. A space is used before and after the ellipsis. (“I’m running out of time ... to finish my paper,” the sophomore said.) Paraphrase is possible to eliminate ellipsis (The sophomore only had a few more days to finish is paper.)
- The possessive for proper names ending in S only need an apostrophe (Jesus’ life, Myers’ dog).

## UMHB-SPECIFIC RULES

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The following are some common UMHB style rules:

### Addresses

UMHB addresses generally follow this order:

University of Mary Hardin-Baylor  
Name of Department/School  
Person’s Name  
900 College Street  
Belton, TX 76513

### Alumni

- Include graduation year for alumni without comma (Julie Smith ’01)
- Honorary alumni are identified with “HA” and include the year they were given the designation (Andrew Black HA ’91)
- Alumni status is granted to those who attended UMHB but did not finish a degree and are designated with EX (Renee White EX ’75)

## Awards Names

For correct names of awards and honors:

- [Student Awards and Honors](#)
- [Alumni Awards](#)

## Building Names

- **Academic Buildings**
  - Baugh Center for the Visual Arts
  - Community Life Center
  - Davidson Building
  - Engineering Design Building
  - Hardy Hall
  - Isabelle Rutherford Meyer Nursing Education Center
  - Parker Academic Center
  - Paul & Jane Meyer Christian Studies Center
  - Presser Hall
  - Sue & Frank Mayborn Performing Arts Center
  - Townsend Memorial Library
  - Wells Science Hall
  - York Science Center
- **Athletics**
  - Andersen Field House
  - Crusader Stadium
  - Cummins Field House
  - Dee Dillon Softball Field
  - Football Practice Fields
  - Red Murff Baseball Field
  - Soccer Fields
  - Soccer and Tennis Field House
  - UMHB Sportsplex
  - Yvonne Li Tennis Center
- **Meeting Rooms**
  - Brindley Auditorium
  - Lord Conference Center
  - McLane Great Hall

- **Office Buildings**
  - Clements Center
  - Heard Hall
  - Moon Building
  - Sanderford Administrative Complex
  
- **Residential Halls**
  - Beall Hall
  - Burt Hall
  - College View Apartments
  - Farris Hall
  - Garner Hall
  - Gettys Hall
  - Independence Village Apartments
  - Johnson Hall
  - Lord Hall
  - McLane Hall
  - Remschel Hall
  - Stribling Hall
  
- **Student Life Areas**
  - Bawcom Student Union
  - McClinton Campus Recreation Office
  - Frank & Sue Mayborn Campus Center
  - Mabee Student Success Center
  - Mabee-Farris Recreation Gymnasium
  - Manning Chapel
  - McClinton Family Intramural Fields
  - Outdoor Recreation Courts
  - W.W. Walton Chapel
  
- **Other Locations**
  - Cru Community Clinic
  - Campus Store
  - Curtis Mansion
  - Hughes Recital Hall
  - J.W. Williams Maintenance Center
  - Musick Alumni Center and Museum at the Parker House



## **Points of interest/Landmarks**

- Allen International College Plaza
- Campus Boys Gazebo
- Living Flame (not Eternal Flame)
- Christ in the Garden Sculpture
- Crusader Sculpture
- Forth From Her Portals Sculpture
- Vann Circle
- Historical Park
- McClinton Family Intramural Fields
- Crunch Time Pavilion
- Luther Memorial/Old Baylor Bell Tower
- Millennium Oaks Park
- N.B. Moon Building (Bell Baptist Association)
- Senior Bell
- Student Memorial in Millennium Oaks Park
- The Quad
- York Sesquicentennial Plaza

## **Colleges and Schools**

- College of Christian Studies
- College of Education
- College of Humanities and Sciences
  - School of Humanities
  - School of Natural Science
  - School of Social Sciences
- College of Visual and Performing Arts
- Mayborn College of Health Sciences
  - School of Exercise and Sport Science (EXSS)
  - Scott & White School of Nursing
- McLane College of Business

## **Hierarchy of Academic Titles**

- Tenured faculty
- Tenure-track faculty
- Full professor
- Associate professor
- Assistant professor
- Instructor
- Adjunct faculty



## Miscellaneous UMHB Rules

- Always use “students” instead of “kids.”
- Phone numbers — usually use hyphens (254-295-8642), but in some publications or collateral periods are acceptable (254.295.8642).
- Avoid using “dorm” in most cases; instead, use “residence hall.”
- Sader Belles is two words.
- In most instances, Cru is lowercase (CruCard).

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