



BRANDING AND EDITORIAL STYLE GUIDE

Updated July 2020

In today’s competitive environment, ACU must tell its story clearly, consistently and effectively. We must promote a positive, accurate image to all our audiences.

This campus *Editorial Style Guide*, prepared by the professionals in our Division of Marketing and Strategic Communications, is an important document to help us present this unified message.

The marketing staff is responsible for creating materials to reflect ACU’s position as a national leader in Christian higher education. The success of this integrated program – which includes everything from advertising and publications, to signage and stationery, to social and mass media, to websites and e-communications – depends on faithful adherence by ACU faculty and staff.

A consistent presentation of the university is an integral part of creating ACU’s brand in the marketplace. It helps build name recognition and advances our mission.

I sincerely appreciate your cooperation in adopting these guidelines so ACU shares a clear, consistent message. Please contact Linda Bonnin and her staff, and let them help you tell the university’s story.

Dr. Phil Schubert
President

CONTENTS

Logos and Guidelines 3

Athletics Logo Introductory Guidelines 10
A separate *Athletics Graphics Standards* manual provides the details of ACU’s brand identity for intercollegiate athletics, which includes a primary and various sub-brand versions. Visit acu.edu/marketing to download a PDF of the complete manual.

Typography and Color 11

Official Products 13

Our Mission, Our Promise, About ACU 14

Style Matters 16

Legal Considerations 28



Improper Uses



UNIVERSITY SEAL

The **University Seal** is a legally protected trademark reserved for use primarily on official documents such as diplomas, transcripts and certain institutional literature.

Usage

- All uses of the University Seal must be approved by Creative Services.
- It is not available for download; Creative Services will provide artwork for approved uses.
- Consult with Creative Services on appropriate placement of the University Seal.

Colors

- The University Seal is usually reproduced in one color: black, white or ACU’s official purple, Pantone 268 (also known as PMS 268). See page 12 for more information.
- Two-color uses are allowed, but first consult with Creative Services.

Improper uses

- Do not use parts of the University Seal to create other logos.
- Do not create other icons to simulate ACU’s University Seal.
- The University Seal must not be redrawn, repropotioned or modified in any way:
 - Do not resize any element of the seal.
 - Do not add any other elements to the seal.
 - Do not distort the round shape of the seal.
 - Do not reposition any elements in the seal.
 - Do not substitute fonts in the seal. If you need assistance ensuring font integrity, please contact Creative Services.



Primary version



Vertical version



Horizontal version

ACADEMIC LOGO

The **Academic Logo** is a legally protected trademark and the primary graphical logo of the university. It appears on stationery products and most other official publications and websites representing ACU.

This page shows the three standard “lockup” configurations (Interlocking ACU and Wordmark) of the Academic Logo.

Usage

- The Academic Logo lockup consists of two elements: an Interlocking ACU and a Wordmark (Abilene Christian University) designed to fit three configurations: primary, vertical and horizontal.

Colors

- The Academic Logo is reproduced in one color: black, white or ACU’s official purple, Pantone 268 (refer to page 13 for more information).

Registered trademark

- The registered trademark symbol (capital “R” inside a circle) should appear with the Academic Logo unless the Interlocking ACU becomes less than .75 inches (3/4 inches) in height.
- Do not resize or reposition the registered trademark symbol without permission from Creative Services.



Improper Uses



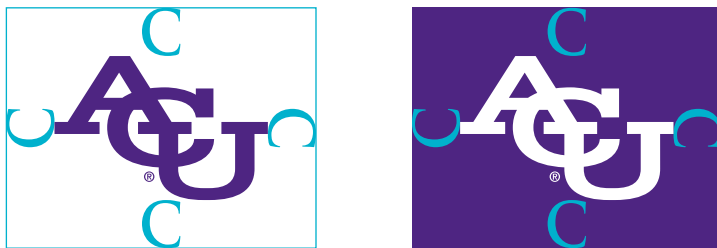
ACADEMIC LOGO (continued)

Clear space and minimum size requirements

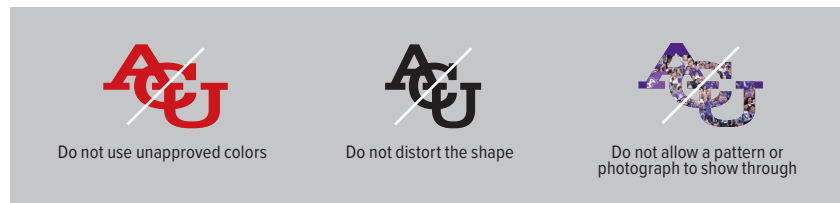
- A consistent clear space must appear around the Academic Logo to help maintain readability and not crowd the artwork.
- The minimum clear space around the Academic Logo is equal to the height of a capital “C” from the word *Christian* in the Wordmark.
- Primary version: 1-inch minimum height for print; 90-pixel minimum height for web
- Vertical version: 0.75-inch minimum height for print; 90-pixel minimum height for web
- Horizontal version: 0.375-inch minimum height for print; 50-pixel minimum height for web

Improper uses

- The Academic Logo must not be redrawn, reportioned or modified in any way:
 - Do not allow a pattern or photograph to show through the Academic Logo.
 - Do not resize any element of the Academic Logo.
 - Do not add any other elements to the Academic Logo.
 - Do not distort the shape of the Academic Logo.
 - Do not reposition any elements in the Academic Logo.
 - Do not substitute fonts in the Academic Logo. If you need assistance ensuring font integrity, please contact Creative Services.



Improper Uses



ACADEMIC LOGO (continued)

Interlocking ACU

- In some cases the Interlocking ACU can stand alone without the Wordmark.

Colors

- The Interlocking ACU is reproduced in one color: black, white or ACU's official purple, Pantone 268 (see page 13 for more information).

Trademark

- The registered trademark symbol should appear on the Interlocking ACU unless the Interlocking ACU becomes smaller than 0.75 inches (3/4 inch) tall.

Clear space and minimum size requirements

- The minimum clear space around the Interlocking ACU is equal to a capital "C" from the word *Christian* in the full Academic Logo.
- Do not print the Interlocking ACU nor use it on the web at a height less than .25 inch (1/4 inch) or 18 pixels.

Embroidery usage

- The Interlocking ACU is the only element of the Academic Logo that can be embroidered. It cannot be reproduced in more than one color (no outline nor different-color letters).
- Do not use the registered trademark symbol when embroidering the Interlocking ACU, as its detail is difficult to hold when stitched.
- Do not embroider the Interlocking ACU at a height less than 1/2 inch.
- (Purple) Mederia Thread: 918-1922 Polyneon #40



ABILENE CHRISTIAN
College of Business Administration



ABILENE CHRISTIAN
Department of Bible, Missions and Ministry

ACADEMIC LOGO (continued)

Colleges, schools and departments

- In an effort to present a cohesive university brand, colleges, schools and departments must not have their own logos apart from the official sub-brand logo lockups provided by Creative Services.
- Lockup versions of the vertical and horizontal Academic Logo allow the name of each ACU college, school or department to appear beneath the name of the university.

Colleges and Schools

College of Arts and Sciences
College of Biblical Studies
College of Business Administration
College of Education and Human Services
College of Graduate and Professional Studies
Honors College
Graduate School of Theology
School of Educational Leadership
School of Health and Human Services
School of Information Technology and Computing
School of Nursing
School of Professional Studies
School of Social Work
School of Undergraduate Studies

Departments

Department of Accounting and Finance
Department of Agricultural and Environmental sciences
Department of Art and Design

Department of Bible, Missions and Ministry
Department of Biology
Department of Chemistry and Biochemistry
Department of Communication and Sociology
Department of Communication Sciences and Disorders
Department of Engineering and Physics
Department of History and Global Studies
Department of Journalism and Mass Communication
Department of Kinesiology and Nutrition
Department of Language and Literature
Department of Management Sciences
Department of Marriage and Family Studies
Department of Mathematics
Department of Music
Department of Occupational Therapy
Department of Political Science and Criminal Justice
Department of Psychology
Department of Teacher Education
Department of Theatre

Usage, color, clear space, minimum size requirements and registered trademark inclusion

- Guidelines for the Academic Logo on pages 4-5 apply to all sub-brand logo lockups provided by Creative Services for colleges, schools and departments.



ABILENE CHRISTIAN
Office of Admissions



ABILENE CHRISTIAN
Center for Careers and Experiential Learning

ACADEMIC LOGO (continued)

University offices

- In an effort to present a cohesive university brand, offices and divisions must not have their own logos apart from the official sub-brand logo lockups provided by Creative Services.
- Lockup versions of the vertical and horizontal Academic Logo, however, allow the name of each ACU office to appear beneath the name of the university.

Examples

| | |
|--|--|
| Academic Advising | Money Student Recreation and Wellness Center |
| Admissions | Office of General Counsel |
| Advancement | Office of Multicultural Affairs |
| Alumni Relations | Office of the President |
| Billing | Office of the Provost |
| Business Services | Office of Research and Sponsored Programs |
| Career Center | Psychology Clinic |
| Center for Careers and Experiential Learning | Residence Life Education and Housing |
| Center for International Education | Registrar's Office |
| Counseling Center | Risk Management |
| Finance and Operations | Speech and Hearing Clinic |
| First-Year Program | Student Development Office |
| Human Resources | Student Financial Services |
| Institutional Effectiveness | Student Life |
| Marketing and Strategic Communications | University Events |
| Marriage and Family Institute | University Mail Services |
| Medical Clinic | University Procurement |
| | University Testing |

Usage, color, clear space, minimum size requirements and trademark inclusion

- Guidelines for the Academic Logo on pages 4-5 apply to all sub-brand logo lockups provided by Creative Services for university offices.



PRESIDENT'S CIRCLE
Est. 1969



LYTLE CENTER
FOR FAITH AND LEADERSHIP



SIBURT
INSTITUTE
for Church Ministry

NEXT

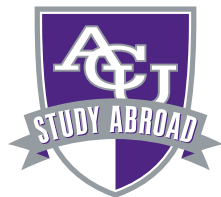
Nuclear Energy eXperimental Testing



MAKER LAB



SPRINGBOARD



SUB-BRANDS

Policy

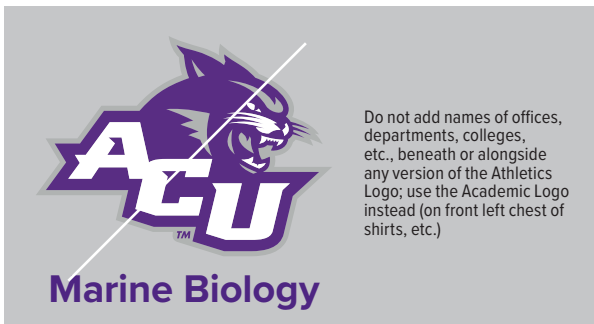
- Creative Services must design or approve the design of all ACU sub-brands.
- With help and approval from Creative Services, sub-brand logos can only be developed for these specific purposes:
 - Fundraising campaigns and special events
 - Academic centers or programs
 - Student-recruiting events or projects
 - Campus facilities and storefronts
 - Special projects designated by the president or Board of Trustees
- The resulting logos constitute a sub-brand for ACU that must be managed with the same care and diligence as the primary brands.

Usage, placement and colors

- Contact Creative Services for vector art of official sub-brand logos.
- A consistent clear space must appear around the sub-brand logo to help maintain readability and not crowd the artwork.



Improper Uses



ATHLETICS LOGO

Intercollegiate athletics at ACU – like any other NCAA Division I member institution – provides unprecedented opportunities to share ACU’s story and increase its visibility. The university’s **Athletics Logo** is a key component of its overall brand, and is **reserved for Athletics use only**.

Usage

- An *Athletics Graphics Standards* manual provides the details of ACU’s brand identity for intercollegiate athletics, which includes a primary and various sub-brand versions. Visit acu.edu/marketing to download a PDF of the complete manual.

Clear space

- A consistent clear space must appear around the Athletics Logo to help maintain readability and not “crowd” the artwork. The minimum clear space around the Athletics Logo is specified in the *Athletics Graphics Standards* manual.

Colors

- The Athletics Logo is reproduced in one, two or full color, including black, white and ACU’s official purple, Pantone 268.

Improper uses

- The Athletics Logo must not be redrawn, reproportioned or modified in any way:
 - Do not allow any pattern or photograph to show through the Athletics Logo.
 - Do not resize any element of the Athletics Logo.
 - Do not add any other elements to the Athletics Logo.
 - Do not distort the shape of the Athletics Logo.
 - Do not reposition any elements in the Athletics Logo.
 - Do not substitute fonts in the Athletics Logo. If you need assistance ensuring font integrity, please contact Creative Services.
- Do not add names of offices, departments, colleges, etc., beneath or alongside any version of the Athletics Logo; use the Academic Logo instead (on front left chest of shirts, etc.).

Proxima Nova
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Bold Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Condensed
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Condensed Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Condensed Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Condensed Bold Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Extra Condensed
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Extra Condensed Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Extra Condensed Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Proxima Nova Extra Condensed Bold Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Karmina
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Karmina Italic
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Karmina Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

Karmina
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 123456789.,;“\$!?”&*@

TYPOGRAPHY

Proxima Nova

- The primary typefaces used in headlines are **Proxima Nova (Regular)** and **Proxima Nova Bold**. Where headlines are short, uppercase is used.
- **Proxima Nova Condensed** may be used as a subhead for digital media.
- **Proxima Nova (Regular)** may be used as body text for websites and other digital media.

Karmina

- **Karmina (Regular)** should be used as the body copy for most print projects.
- **Karmina Italic** or **Karmina Bold** can be used for subheads instead of **Proxima Nova**.

Alternative Fonts for Specific Uses

- **Times New Roman** is the official font for the body of all personal letters. The ideal point size is 12 to ensure legibility for readers of all ages.
- **Arial** is the official font for presentations and other digital communications developed within each office.
- Do not use **Proxima Nova** nor **Karmina** or ACU Athletics-specific fonts for the body of letters or other official communications, or in presentations.

Primary Colors

PRINT
Pantone® 268
CMYK: 82/100/0/12

DIGITAL
RGB: 79/33/112
HEX: #4F2170



PRINT
CMYK: 0/0/0/0

DIGITAL
RGB: 255/255/255
HEX: #FFFFFF

Secondary Colors

PRINT
Pantone® 3125
CMYK: 90/0/20/0

DIGITAL
RGB: 49/165/188
HEX: #31A5BC

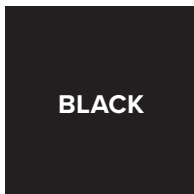


PRINT
Pantone® 421
CMYK: 0/0/0/26

DIGITAL
RGB: 197/198/200
HEX: #BFBAAF

PRINT
CMYK: 0/0/0/100

DIGITAL
RGB: 0/0/0
HEX: #000000



PRINT (only)
Pantone® 877
Metallic

COLOR PALETTE AND USAGE

Official ACU colors

- Color is one of the most important elements of the ACU brand and graphic identity program. Purple (Pantone or PMS 268) and white are the university’s official colors.

Secondary colors

- An expanded palette has been created using colors chosen by Creative Services to add flexibility to graphic design projects. Our designers will work with you to choose specific colors for layouts.

Print usage

- When designing print materials, use the CMYK formulas (the cyan, magenta, yellow and black color model used in four-color process reproduction) or, if printing with Pantone® colors, use the PMS number. Pantone® is a registered trademark of Pantone Inc. The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. Refer to the current edition of the PANTONE Color Formula Guide for the color standards.

Digital/Screen usage

- For all pieces viewed on a screen, use the Hex color or RGB formula (red, green and blue color model). If you design a piece for digital that will be printed, or vice versa, convert the colors to the targeted media.

Embroidery usage

- (Purple) Mederia Thread: 918-1922 Polyneon #40
- (Gray) Mederia Thread: 918-1811 Polyneon #40
- (Silver) Mederia Thread: 986-4010 FS Metallic #40

Contact Creative Services if you have questions or need assistance with color selection.



STATIONERY PRODUCTS

Official university stationery products must be ordered directly from an approved printing vendor through Marketing and Strategic Communications' website, acu.edu/marketing. These products include:

- Letterhead
- No. 10, A-2 and 9x12 envelopes
- Notecards (folded and single-panel) sized for A-2 envelopes
- Notesheets, which can be folded to fit A-2 envelopes
- Notecards (folded and single-panel) sized for No. 10 envelopes

UNIVERSITY BUSINESS CARDS

Official university business cards must be ordered directly from an approved printer through Marketing and Strategic Communications' website, acu.edu/marketing. There are two styles of business cards: academics and athletics.

EMPLOYEE NAME BADGES

Official employee name badges can be ordered through The Campus Store (Ext. 2359) and arrive in about three weeks.

TEMPLATES

Templates (with the Academic Logo) you can customize are available for download at acu.edu/marketing. These products include:

- Official ACU letter (Microsoft Word)
- Memorandum or agenda (Microsoft Word)
- PowerPoint presentation backgrounds
- Email signatures
- Desktop and mobile device backgrounds

EDITORIAL STYLE GUIDE

An important component of institutional identity is the style used to present words in publications and various media. Our audiences deserve to have information about Abilene Christian University presented in a consistent manner, including punctuation, spelling and usage. It makes our message more clear.

Like most university publication and creative services offices, ACU's institutional style for writing is shaped by a mosaic of various standards and practices, some historical in nature and others reflecting modern-day language use and trends. Not all reference sources agree on usage, so we are committed to finding a balance between consistency and practicality in a university with many audiences.

ACU uses *The Associated Press Stylebook* because writing done for news releases and printed material is often repurposed for use in or by the media, and the media follows AP style. You can purchase a copy in The Campus Store textbook section. The *AP Stylebook* follows *Webster's New World College Dictionary*.

The *AnswerBook*, published annually by ACU's Department of Journalism and Mass Communication, is a valuable guide to speaking, punctuation and historical information for journalism students. It also makes a great reference tool for any member of the ACU faculty or staff.

OUR MISSION

To educate students for Christian service and leadership throughout the world.

OUR PROMISE

ACU is a vibrant, innovative, Christ-centered community that engages students in authentic spiritual and intellectual growth, equipping them to make a real difference in the world.

ABOUT ACU

[Use this information when you need a short description about ACU:](#)

Abilene Christian University, a national leader in Christian higher education, is a large, globally diverse university attracting more than 5,200 students from 52 states and territories, and 46 nations to campuses in Abilene and Dallas, Texas. ACU combines quality academics and a serious focus on Christ – in daily Chapel, in student-led devotionals and in the classroom. Exceptional Christian faculty challenge students to make a real difference in the world.

[Use this information when you need a longer description about ACU:](#)

Abilene Christian University, a national leader in Christian higher education, is a large, globally diverse university attracting more than 5,200 students from 52 states and territories, and 46 nations to campuses in Abilene and Dallas, Texas. Students have an exceptionally high acceptance rate into prestigious professional and graduate schools. Top companies and organizations aggressively recruit ACU graduates for their knowledge and character. But the real distinctive quality at ACU is the combination of quality academics and a serious focus on Christ – in daily Chapel, in student-led devotionals and in the classroom. Other universities may offer quality academics, but few integrate faith and learning in all aspects of life. ACU's exceptional faculty challenge students to make a real difference in the world.

RECOMMENDED SOURCES OF INFORMATION AND GUIDANCE FOR WRITERS

The Associated Press Stylebook

Based on *Webster's New World College Dictionary* (yourdictionary.com), *The AP Stylebook* is a Bible of sorts for most American media.

The Open Notebook

Includes helpful aggregation of Diversity Style Guides for Journalists at theopennotebook.com.

m-w.com

The free online *Merriam-Webster Dictionary* also features a thesaurus.

urbandictionary.com

A good (and free) place to check for the meaning of American slang words. *Caution: language found on this website may be offensive.*

AnswerBook

An internal style guide for students in the Department of Journalism and Mass Communication at ACU, edited and updated annually by professor emeritus Dr. Charles H. Marler.

Like Stars Shining Brightly

Published in 1953 (Abilene Christian College Press) by Dr. Don H. Morris and Max Leach. (236 pages)

No Ordinary University

Published in 1998 (ACU Press) by Dr. John C. Stevens, edited by Dr. Charles H. Marler (564 pages).

The ACU Century

Published in 2005 (ACU) in honor of the university's Centennial, edited by Ron Hadfield (192 pages).

Dr. John's Perpetual Calendar

Published in 2005 (ACU) in honor of the university's Centennial, compiled by Dr. John and Ruth Stevens and Katie Noah Gibson, and edited by Ron Hadfield (365 pages).

For Such a Time as This: Identity, Mission and the Future of Abilene Christian University

Published in 2012, this landmark special report of the ACU Board of Trustees can be found in the Fall-Winter 2013 issue of *ACU Today* magazine at issuu.com/abilenechristian.

ACU Catalog

Published each year by the Office of the Registrar at catalog.acu.edu.

***ACU Today* magazine**

The 80-page award-winning university magazine is published twice a year. Back issues can be viewed at issuu.com/abilenechristian. Between-issues news is presented on the magazine's blog: acu.today.

***ACU Today* e-newsletter**

The *ACU Today* staff also produces a weekly e-newsletter sent to faculty, staff and key university advocates. It includes ACU highlights, media coverage, talking points on hot topics and links to upcoming events. Use the subscribe button on the acu.today blog.

The Optimist

ACU's award-winning student newspaper – produced by the Department of Journalism and Mass Communication – is published twice a week during fall and spring semesters, and also can be read online at acuoptimist.com.

STYLE MATTERS

2020-21

Rather than *2020-2021*.

A.B. Barret

ACU's founder used only one "t" in his last name.

Abilene Christian University

In general, use in first reference, then *ACU* and *Abilene Christian* in subsequent references. Watch for overuse of *ACU* in sentences, paragraphs and headlines.

a cappella

Capitalize when referring to the official ACU music ensemble: *She sang a cappella in the A Cappella Chorus.*

accreditation

This is the official language required when referring to the university's overall accreditation:

Abilene Christian University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate, baccalaureate, master's and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of ACU.

This accrediting body is sometimes referred to verbally as *SACS*, but use its full acronym: *SACSCOC*.

acronyms

Avoid on first reference and use sparingly throughout the remainder of the document. Place an acronym in parentheses following the first use of a full name, but only if the acronym is actually used later in the text.

ACT, SAT, LSAT, GMAT, GRE, MAT, MCAT and other entrance examination titles usually don't need to be spelled out, even on first reference.

ACU

Not *A.C.U.*

Keep in mind that ACU also is an acronym for Arizona Christian University (arizonachristian.edu), Australian Catholic University, American City University (California), Ajayi Crowther University (Nigeria), Ahram Candian University (Egypt), Association of Commonwealth Universities, Army Combat Uniform, Assault Craft Unit, Armoured Command Unit (Supreme Commander computer game), Auto-Cycle Union (Great Britain), Automovil Club deo Uruguay, Antenna Control Unit, Asian Currency Unit, Asian Clearance Union, America's Credit Union, Associated Credit Union, Altura Credit Union, Arab Customs Union, Assiniboine Credit Union (Manitoba), American Conservative Union, and Acme United Corporation.

ACU Box _____

Do not use "P.O. Box" for ACU addresses. ACU's ZIP code is 79699-*[the last four numbers of your box number]*

ACU Box 29010 [correct]

ACU Station, Box 29010 [not correct]

ACU P.O. Box 29010 [not correct]

ACU Dallas

ACU Dallas is an Abilene Christian University campus, accredited by the Southern Association of Colleges and Schools Commission on Colleges, to build upon the university's presence in the Metroplex by extending online graduate and undergraduate offerings to a broader demographic. The site in Addison, Texas, provides a home base for an expanded selection of online degrees and also allows for evening, weekend and short courses to be taught on site. All of the programs are offered online or in a hybrid (online with residency) format.

ACU Museum

Not the *WACU Museum*. Located in the Jennings House at the corner of Campus Court and East North 16th Street, it is operated, however, by Women for Abilene Christian University, a longtime women's auxiliary organization that raises funds for the university.

addresses

Use the abbreviations *Ave.*, *Blvd.* and *St.* only with a numbered address. Spell out those three words when used without a numbered address, as well as all other street names (*Alley, Drive, Road, Terrace, Lane, etc.*). Abbreviate compass points in addresses but do not abbreviate if the number is omitted.

| | |
|---------------------|------------------------|
| Judge Ely Boulevard | 6789 Judge Ely Blvd. |
| 1234 American Drive | 5678 Interstate 20 |
| 4321 E. Highway 80 | East Highway 80 |
| 890 E.N. 18th St. | East North 18th Street |

advisor

Not *adviser*.

alma mater

ACU is the *alma mater* of each of our graduates. *Oh, Dear Christian College* is the university's school song but not its alma mater.

Alumna, alumnae, alumnus, alumni

Alumna = female
Alumnae = plural female
Alumnus = male
Alumni = plural male, or male and female
Alum = singular usage, male or female
Alums = plural usage, male and/or female

ampersand (&)

Use ampersands only in charts, tables, infographics or lists of companies, where the ampersand is part of the company's official name. Otherwise, in text, use *and*.

annual

There is no such thing as a *first annual* event; something has to happen once for it to become, initially, a *second annual* event. The AP style on numbers applies: *second annual, ninth annual, 10th annual, 11th annual* and such.

assure, ensure, insure

These words are not interchangeable. *Assure* means "to inform with the intent of removing doubt." *Ensure* means "to guarantee." *Insure* means "to establish a contract for insurance."

Athletics

Not the *athletic department* (At ACU, *departments* refer to entities constituting academic colleges). Not the *athletic office*. An office or department cannot be athletic (only the people in it). Refer to as *ACU Athletics* or the *Athletics program*.

barbecue

Texas is famous for its *barbecue*. Spell differently only when used as part of a restaurant's official name: *Square's Bar-B-Que, Joe Allen's Bar-B-Que*

boldface

Boldface words for emphasis, but don't overdo it or the reader won't be able to tell which words are the most important. Underlining implies a link to a webpage and should not be used for emphasis. Avoid body text set in all caps unless referring to an acronym.

Board of Trustees

ACU's governing body is its *Board of Trustees*. Secondary reference is *board*. Individual members are *trustees* who are elected at the board's February meetings each year. They are eligible, if elected, to serve up to five three-year terms. Trustees are asked to contribute to various committees in which their leadership, expertise and influence are best utilized to set policy, guide the institution's long-term direction and ensure it fulfills its mission to educate students for Christian service and leadership throughout the world.

campus

ACU's original campus (1906-29) was on North First Street in Abilene. Do not refer to it as a *downtown campus*; downtown in 1906 was a number of blocks away. Abilene Christian moved in 1929 to its current campus on a hilltop in northeast Abilene, an area sometimes referred to affectionately as *the Hill*.

campus facility names

Buildings are often named after people to honor or memorialize them. Use full names of buildings in first reference and shorten them only when necessary.

Examples of first and secondary references to major buildings:

First: *Royce and Pam Money Student Recreation and Wellness Center*
 Secondary: *Money Student Recreation and Wellness Center, Money Center*
 Never: *Money SRWC*

First: *Onstead-Packer Biblical Studies Building*
 Secondary: *Biblical Studies Building*
 Never: *Bible Building*

First: *Mabee Business Building*
 Never: *Business Building*

First: *Hardin Administration Building*
 Secondary: *Ad Building*

Only use the three-letter Banner abbreviations for buildings in their intended context. Banner acronyms for facilities are designed only to streamline course schedule information, not serve as everyday names of buildings.

ACU’s campus changes constantly. The most recent campus map can be found at acu.edu/aboutacu. With the Vision in Action initiative in progress for the next few years, the map will undergo many revisions as facilities are named and built. Here is an alphabetical list of the buildings, features and other landmarks on the current map:

- | | | |
|--|---|---|
| A.B. Barret Hall | Byron Nelson Clubhouse | Galaxy Park |
| A.B. Morris Hall | Chapel on the Hill | Gardner Hall |
| ACU Museum | Computer Service Center | GATA Fountain |
| ACU Police Department | Crutcher Scott Field | Gibson Health and Physical Education Center |
| ACU Press and Leafwood Publishers | Cullen Auditorium | Gilbreth-Scott Teamroom |
| Adams Center for Teaching and Learning | Dillard Hall | God’s Messenger Sculpture |
| Adams Hall | Don H. Morris Center | Gray Stadium Throwing Events |
| Anthony Field at Wildcat Stadium | Duncum Center | Halbert-Walling Research Center |
| AT&T Learning Studio | Eager Tennis Pavilion | Hansen Reading Room |
| Beauchamp Amphitheatre | Edwards Hall | Hardin Administration Building |
| Bonneau Family Indoor Hitting Facility | eHub | Hope for the Future Sculpture |
| Brown Library | Elmer Gray Stadium | Hunter Welcome Center |
| | Engineering and Physics Laboratories at Bennett Gymnasium | Jacob’s Dream Sculpture Site |
| | Faubus Fountain Lake | Jennings House |

- | | | |
|--|--|---|
| Jones Tennis Building | Onstead-Packer Biblical Studies Building | Track and Field Fieldhouse |
| Labryinth, Rich Welcome Plaza | Onstead Science Center | University Mail Services |
| Larry Sanders Intramural Fields | Phillips Education Building | University Park Apartments |
| Lean on Me Sculpture | Physical Resources Building | Vanderpool Building |
| Learning Commons | Powell Fitness Center | Wally Bullington Football Practice Facility |
| Lunsford Foundation Trail | Sewell Theatre | Weber Medical and Counseling Care Center |
| Mabee Business Building | Sherrod Building | Wells Field |
| Mabee Hall | Shore Art Gallery | Wildcat Central |
| McDaniel House | Siggie Flag Plaza | Wildcat Stadium |
| McGlothlin Campus Center | Sikes Hall | Wildcat Way |
| McKinzie Hall | Smith Hall | Williams Performing Arts Center |
| Money Student Recreation and Wellness Center | Soccer and Softball Fieldhouse | Witt House |
| Moody Coliseum | Stevens Park | World Famous Bean |
| Moore House | Teague Center | Zellner Hall |
| Nelson Hall | The Ascension Trailhead | Zona Luce Building |
| Nichols House | The Campus Store | |
| North House | Tower of Light | |

Capitalization

Academia has more than its share of proper names, departments, colleges, divisions, schools, centers and institutes, so the spirit of handling capitalization is to minimize it where possible. Otherwise a sentence like this could result: *“The Department of Foreign Matters welcomes a new Dean to the College as we begin the 2020 Fall semester,” said Dr. Manny S. Matters, Artist-in-Residence. “Everyone from the Executive Secretary to the Chair of the Department, to the Assistant Professor of Stuff, to the Associate Vice President for Academics is proud of our University.”*

Majors and minors are not capitalized: *He is a biology major. She is studying toward a Master of Arts in history.*

Capitalize a reference to a specific academic semester, followed by its year: *ACU’s Fall 2020 semester began yesterday. West Texas is typically windy in the spring.*

In sentence or paragraph form, there is no need to capitalize the title of anyone at the university. Exception: professorships and chairs containing proper names such as *LeMoine G. Lewis Professor Emeritus of Church History* and *Carmichael-Walling Chair for New Testament and Early Christianity*.

In composition titles: Capitalize all principal words, including prepositions and conjunctions of **four or more letters**.

capitalization (continued)

Capitalize an article – the, a, an – or similar words of **fewer than four letters** if they are the first or last word of a title.

The following words are lowercased **unless** they are the first or last word of a title:

| | | | | | | |
|-----|-----|-----|-----|----|-----|-----|
| a | as | by | in | on | the | via |
| an | at | for | nor | or | to | yet |
| and | but | if | of | so | up | |

Examples: *The Color Purple, Beauty and the Beast, The Man From Snowy River*

Church of Christ, Churches of Christ

ACU has a longstanding affiliation – since its founding in 1906 – with Churches of Christ.

Most Church of Christ congregations are autonomous and operate under a governing board of elders. Titles of church staff members can vary widely, from *minister* to *evangelist* to *pastor*.

ACU’s style is to capitalize the first “c” in *Church of Christ* and *Churches of Christ*. Some congregations, however, still insist on this distinction (*Main Street church of Christ, churches of Christ*). About 30 years ago ACU made the decision, institutionally, to capitalize the word in this context.

A special report of the ACU Board of Trustees (“For Such a Time As This: Identity, Mission and the Future of Abilene Christian University,” Fall-Winter 2013, *ACU Today* magazine) was prepared “to articulate what it means for ACU to be a Christ-centered institution of higher education within the Christian heritage of the Stone-Campbell faith tradition, particularly as expressed in Churches of Christ. We strongly affirm the finest values of that heritage and will pursue a Christ-centered focus using the inspired Word of God to guide our decisions as an institution. Rooted in these values, ACU will pursue sound and innovative educational principles so our students will be fully prepared to live lives of Christian service and leadership.”

college

Don’t capitalize when used by itself in first or secondary reference to one of ACU’s colleges. Ditto for departments, schools and centers.

colleges, departments and schools

Only capitalize the name of an academic department when used following *Department of*: *She teaches in the Department of Music. He is attending a biology department luncheon.*

College of Arts and Sciences

- Department of Agricultural and Environmental Sciences
- Department of Art and Design
- Department of Biology
- Department of Chemistry and Biochemistry
- Department of Communication and Sociology
- Department of Engineering and Physics
- Department of History and Global Studies
- Department of Journalism and Mass Communication
- Department of Language and Literature
- Department of Mathematics
- Department of Music
- Department of Political Science and Criminal Justice
- Department of Psychology
- Department of Theatre

College of Biblical Studies

- Department of Bible, Missions and Ministry
- Department of Marriage and Family Studies

College of Business Administration

- Department of Accounting and Finance
- Department of Management Sciences

College of Education and Human Services

- Department of Communication Sciences and Disorders
- Department of Kinesiology and Nutrition
- Department of Occupational Therapy
- Department of Teacher Education

College of Graduate and Professional Studies

- School of Educational Leadership
- School of Health and Human Services
- School of Professional Studies
- School of Undergraduate Studies

Honors College

Graduate School of Theology

School of Information Technology and Computing

School of Nursing

School of Social Work

comma

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: *The flag is red, white and blue. He would nominate Tom, Dick or Harry.*

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction: *I had orange juice, toast, and ham and eggs for breakfast.*

Use a comma before the concluding conjunction in a complex series of words or phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

A comma is needed when its absence otherwise changes the intended meaning: *The review included the Department of Justice, College of Business Studies, Department of Sociology, and Admissions.* Do not use a comma before *Inc.* and *Co.* and *Ltd.* in company names: *Time Inc., Acme Co., Hunter Supplies Ltd.*

Commencement

Always capitalize the name of ACU's two graduation ceremonies: *May Commencement* and *December Commencement*.

complete vs. fill out

We ask customers to *complete* an order form, not *fill one out*.

Compose, comprise, constitute

From *The AP Stylebook*:

Compose means to create or put together. It commonly is used in both the active and passive voices: *She composed a song. The United States is composed of 50 states. The zoo is composed of many animals.*

Comprise means to contain, to include all or embrace. It is best used only in the active voice, followed by a direct object: *The United States comprises 50 states. The jury comprises five men and seven women. The zoo comprises many animals.*

Constitute, in the sense of form or make up, may be the best word if neither *compose* nor *comprise* seems to fit: *Fifty states constitute the United States. Five men and seven women constitute the jury. A collection of animals can constitute a zoo.*

Use *include* when what follows is only part of the total: *The price includes breakfast. The zoo includes lions and tigers.*

coursework

Not *course work*.

credit cards

ACU accepts MasterCard, VISA, Discover and American Express. *MasterCard* is one word, with "M" and "C" capitalized. *VISA* is all caps.

credit hours

Always represented in numerals: *The course is worth 6 credit hours.*

dates

It's *May 24, 2020*, and *May 2020*.

Do not abbreviate months in narrative text except when followed by a specific date: *Jan. 16, 2015*. In that instance, abbreviate *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.*

Do not abbreviate the other months in narrative text – March, April, May, June, July – although Excel and other software sometimes won't let you do otherwise.

Days of the week should not be abbreviated in narrative text. They may be abbreviated when used in tabular or chart format.

Although Word automatically inserts *th* and *rd* and *st* after dates, delete them in narrative text: *Feb. 20, 1999*, not *Feb. 20th, 1999*.

degrees

Academic degrees may be spelled out or abbreviated: *Bachelor of Arts, B.A.*

When abbreviated, the principal words in a degree are capitalized. There is no space between the letters, and periods are required: *B.S.*, *B.A.*, *M.Div.*, *D.Min.*, *M.Ed.* *Some examples:*

| | |
|--|--|
| Associate of Arts (A.A.) | Master of Arts in Christian Ministry (M.A.C.M.) |
| Bachelor of Arts (B.A.) | Master of Business Administration (MBA) |
| Bachelor of Science (B.S.) | Master of Divinity (M.Div.) |
| Bachelor of Business Administration (B.B.A.) | Master of Education (M.Ed.) |
| Bachelor of Fine Arts (B.F.A.) | Master of Liberal Arts (M.L.A.) |
| Bachelor of Music (B.M.) | Master of Marriage and Family Therapy (M.M.F.T.) |
| Bachelor of Science in Engineering (B.S.E.) | Master of Science (M.S.) |
| Bachelor of Science in Nursing (B.S.N.) | Master of Science in Occupational Therapy (M.S.O.P.) |
| Doctor of Education (Ed.D.) | Master of Science in Social Work (M.S.S.W.) |
| Doctor of Ministry (D.Min.) | Specialist in School Psychology (S.S.P.) |
| Doctor of Nursing Practice (DNP) | |
| Master of Arts (M.A.) | |
| Master of Accountancy (M.Acc.) | |

Exceptions without periods between letters:

MBA (Master of Business Administration)

DNP (Doctor of Nursing Practice) and others on which usage can be documented as a mandate from an outside accrediting agency

When referencing degrees in a generic sense, there is no need to capitalize: *My brother has a bachelor's degree.*

degrees (continued)

Otherwise, do not capitalize the major area of study associated with a degree:
He earned a Bachelor of Arts in journalism and mass communication.
The university offers a Master of Arts in communication.

Dean's Honor Roll

Not *Dean's List*.

department

Other than proper names, capitalize only when preceded by *Department of*:

Department of Music
 music department
 Department of Language and Literature
 language and literature department

Division I

ACU is a member of NCAA *Division I*. Use *Division I* in secondary reference only. Use Roman numerals to designate the NCAA's three divisions: *I*, *II* and *III*. Avoid shortening to *DI* or *D1* or *D-1* or *D-I*, as fonts can make them read awkwardly.

Don H. Morris Center

Not *Don Morris Center* nor *Don H. Morris Complex*. Use *Morris Center* in second reference.

Dr.

In general, use this prefix in first reference to someone with a doctorate, but omit in subsequent references in an article or paragraph. In general, we do not identify people without doctorates as *Mr.*, *Mrs.*, *Miss* or *Ms.* unless in a publication listing donors by name. People who receive honorary doctorates also are referred to as *Dr.* Lawyers who earn a Juris Doctor degree use personal discretion when choosing *Dr.* before their name or *J.D.* after it.

ellipsis (...)

Represents the intentional omission of a word or words that would otherwise be required by the remaining elements, and is always preceded and followed by a single word space except at the beginning of a sentence. *The dog ran through the meadow ... the cat was not far behind.*

Sometimes the omission represented can be as long as a sentence or several sentences. We often use it to make a lengthy quote more readable, when it's important for the reader to know we shortened something for a specific reason.

“If the omission comes after the end of a sentence, the ellipsis will be placed after the period, making a total of four dots. ... See how that works? Notice there is no space between the period and the last character of the sentence.” – *guidetogrammar.org*

Mac users can quickly make an ellipsis by holding down the *option* key and hitting the *colon* (:) key.

email

One word with no hyphen, and not capitalized.

emeritus, emerita, emeritae, emeriti

Words used to describe an individual retired from professional life but permitted to retain an honorary title, usually the rank of the last office held. Singular male: *emeritus*. Singular female: *emerita*. Plural female: *emeritae*. Plural male and female: *emeriti*.

enlarge

We can enlarge a photograph but will decline a request to *blow up* one.

exclamation marks

One exclamation mark is enough! Ditto for question marks.

Football Championship Subdivision (FCS)

ACU and other members of the Southland Conference play football at the Football Championship Subdivision level in NCAA Division I. Use *FCS* in second reference.

flags on campus

Flags on the Lunsford Foundation Trail are based on nations and U.S. territories represented among ACU undergraduate and graduate students (after 12th-day numbers are reported) each fall. Also included are flags representing our Study Abroad hub sites where students live each semester (Uruguay, Germany, Great Britain).

The Parade of Flags at Opening Assembly is based on the states, territories, Native American nations and other countries represented by our students, faculty and staff.

Flags on campus (Flag Plaza on Teague Boulevard and in front of the Hardin Administration Building) are lowered to half-staff when a **current** trustee, faculty, staff or student dies, or a **retired** administrator. The decision to honor others is made on a case-by-case basis, and may be done as a gesture of goodwill to others who are not directly related to the ACU family, or by order of the U.S. president or Texas governor.

Half-staff is for flags on mainland; *half-mast* is for flags on ships or at “naval stations ashore,” according to the *AP Stylebook*.

gender bias

Avoid sexist language, including male-based and exclusionary words such as *chairman*: *He is chair of the Board of Trustees. She is chair of the Visiting Committee.*

GPA

GPA is the acronym for *grade-point average*.

Health care

Not *healthcare*. Also: *child care, day care, lawn care, dental care, pet care*

health professional degrees

ACU’s preference is to refer to people with advanced degrees in health professions as *John Smith, M.D.*, and *Sharon Jones, D.D.S.*, while referring to faculty holding academic doctorates as *Dr. John Smith*.

There is wide disagreement about this in academia. At universities with medical schools, it is common for only professionals with medical or dental schools to be called *Dr.*

initials

Show no space between initials in a name, but add periods: *A.B. Barret* not *A. B. Barrett* nor *AB Barret*. But do your homework, as some people have single-letter first or middle names, such as the late B Sherrod, longtime ACU board chair.

in order to

Avoid this phrase and replace with *to*.

Wrong: *The meeting was conducted in order to develop a strategic plan.*

Right: *The meeting was conducted to develop a strategic plan.*

internet

Not capitalized.

italics

If you have to emphasize something, make it **bold**. Don’t underscore copy for emphasis, as it can look like a link to a URL when repurposed on the web.

In general, save italics for titles of plays, TV shows, films, books, journals, magazines, newspapers, newsletters, long poems published as books, long musical works, operas, works of art, museum exhibits, etc.

Use italics for non-English words and phrases that are not familiar to readers. Italics are used in this *Editorial Style Guide* for examples of words to illustrate a point.

its / it’s

Its – without an apostrophe – refers to possession: *Its time had come.*

It’s – with an apostrophe – is a contraction of *it is*: *It’s about time.*

J.D.

The abbreviation for *Juris Doctor*, a professional law degree. We leave it to each person’s discretion, but many lawyers prefer to add the abbreviation following their name instead of *Dr.* in front of it: *Steven Smith, J.D.*

Jr. and Sr. and II/III

Jr. and *Sr.* in a person’s name: *John Smith Jr.* and *Steve Jones Sr.* and *Edward Jones III.*

Lunsford Foundation Trail

The popular paved pathway around the perimeter of ACU's main campus.

Lynay

While *Lynay* represents the biblical admonition to “Love your neighbor as Yourself,” this student organization should not be used as a capitalized acronym (LYNAY).

major sculptures on campus (order of appearance)

***Omega Point* by Avery Falkner in 1971.** The biblical reference for this sculpture is Rev. 1:8 (“I am the Alpha and the Omega, ...”). Primarily a painter, Faulkner was a 1963 ACU graduate who taught art at his alma mater for four years before moving to Pepperdine University, where he was on the art faculty for 39 years before retiring in 2012. Do not refer to *Omega Point* as *Praying Hands*.

***Hope for the Future* by Charles Umlauf in 1989.** It first appeared in Abilene in 1987 at the First State Bank Building (500 Oak St.) but moved to ACU in 1989 when a donor bought it and gave it to ACU. A smaller version was previously displayed at Umlauf Sculpture Garden and Museum in Austin. Umlauf died in 1994 but remains the most prolific sculptor of outdoor works in Texas, and has sculptures at Centennial Park in Austin, Hermann Park in Houston and The University of Texas at Austin. His religious sculptures can be found in Waco, Austin, Houston, Lubbock, Helotes, Hillsboro and San Antonio. Umlauf's work also can be seen in art collections of the Smithsonian Institution and the Metropolitan Museum in New York City.

***Jacob's Dream* by Jack Maxwell in 2006.** The centerpiece of the *Jacob's Dream* sculpture site, it was created by the 1978 ACU graduate and professor of art and design in honor of **Grace Woodward's** \$26.5 million estate gift to the university. *Jacob's Dream* was inspired by the Old Testament account of angels climbing a ladder into heaven in Genesis 28.

***The Ascension* by Dee Jay Bawden in 2012.** Bawden has created sculptures of other historical figures, and lives in Provo, Utah. He is said to have produced more sculptures of Christ than any person. His subjects range from Heisman Trophy winners to wildlife, to Brigham Young, to French explorer Marquis de Lafayette. This sculpture's name is *Christ Ascending*, according to the artist's website, and was commissioned by the Lunsford family.

Other sculptures on campus:

A bust of seventh president **Dr. Don H. Morris** on a stone pedestal in the Don H. Morris Center.

A bust of former athletics director and head coach **A.B. Morris** on a stone pedestal in the west entry of the Teague Center.

A bust of former athletics director and head coach **Wally Bullington** on a stone pedestal in the west entry of the Teague Center, sculpted by **Jack Maxwell**.

A bust of former trustee and PGA Hall of Fame golfer Byron Nelson inside the Byron Nelson Clubhouse, sculpted by **Jack Maxwell**.

A bronze Wildcat on a stone pedestal near the west side of McGlothlin Campus Center.

Children at play near the east and west entrances of the Phillips Education Building.

God's Messenger, a bronze by **Steve Neves** depicting a mother reading to children near the north entry to Dillard Hall.

Lean on Me, a bronze near Gate A (southwest corner) of Wildcat Stadium depicting the relationship between a student-athlete (the late **Chuck Sitton**) and his classmate/fan/friend (**David D. Halbert**), sculpted by **Jack Maxwell**.

men/women

Collegiate students should be referred to as *men* and *women*, not *boys* and *girls*.

myriad

If you have to employ this overused word, remember: *There are myriad reasons not to use it* rather than *there are a myriad of reasons not to use it*.

NCAA team championships

As of June 2020, ACU had won the fifth most all-time NCAA national team championships, trailing only UCLA, Stanford, USC and Kenyon College. Kenyon is a NCAA Division III swimming and diving powerhouse in Gambier, Ohio.

numbers

See the *AP Stylebook* entry. In general:

- Spell out numbers *one* through *nine*.
- All ages should be represented by numerals.
- All academic credit hours should be represented by numerals.
- \$22 million not \$22,000,000.
- Never put .00 at the end of a price.
- First, second, third, fourth, fifth, sixth, seventh, eighth, ninth, 10th, 11th, 12th, 13th, etc.
- In body text, use *No.* to indicate position or rank, not #

off-campus, on-campus

Only use a hyphen when these terms are employed as an adjective: *He lives in an off-campus apartment. The conference will be held on campus next year.*

OK

Not *okay* or *O.K.*

Opening Assembly

Use this term for the first Chapel gathering on the first day of school in each academic year. There is no longer any such thing as *Opening Chapel*, although a brief Chapel period is conducted within Opening Assembly.

percent

Spell out when used in sentence and paragraph form. Use % only in chart, tabular, factoid or other contexts where space is limited.

phone numbers

Include the area code but do not put it in parentheses. Use hyphens between numbers: 325-674-2690 rather than (325) 674-2690 or 325.674.2690. No need for a “1-” before numbers inside the U.S., but include it when communicating with a largely international audience. International phone numbers also must include a country code.

presidents

Eleven men have been president of ACU since its founding in 1906 as Childers Classical Institute:

- First – A.B. Barret (1906-08)
- Second – H.C. Darden (1908-09)
- Third – R.L. Whiteside (1909-11)
- Fourth – James F. Cox (1911-12 and 1932-40)
- Fifth – Jesse P. Sewell (1912-24)
- Sixth – Batsell Baxter (1924-32)
- Seventh – Dr. Don H. Morris (1940-69)
- Eighth – Dr. John C. Stevens (1969-81)
- Ninth – Dr. William J. Teague (1981-91)
- 10th – Dr. Royce Money (1991-2010)
- 11th – Dr. Phil Schubert (2010-present)

professor

Not *prof.* ACU’s faculty rank hierarchy – in ascending order – is *instructor*, *assistant professor*, *associate professor* and *professor*. Non-tenure-track faculty ranks include *college instructor*, *college assistant professor* and *college associate professor*. Part-time faculty members are classified as: *adjunct professors*, *supply instructors*, *in-residence faculty*, *visiting faculty* and *retired faculty*. Retired faculty members have the word *emeritus* (for men) or *emerita* (for women) as part of their titles: *He is professor emeritus of history. She is professor emerita of biology.* Retired faculty members – *emeriti* – often continue to teach on a part-time basis.

professor

If someone has a doctorate (including an honorary doctorate), refer to them in first reference as *Dr. John Smith* and thereafter by their last name only. If they don’t have a doctorate, they are *John Smith*, not *Professor John Smith* or *Mr. John Smith*.

quantity

When speaking of a quantity, avoid the use of *over* and use *more than* instead: *The truck weighed more than two tons.* Use *fewer* with items that can be counted and use *less* in reference to amounts: *With fewer tourists in town, there was less traffic congestion.*

question marks

As with exclamation marks, one is enough.

race, ethnicity and culture

From *The Associated Press* in mid-June 2020:

AP’s style is now to capitalize *Black* in a racial, ethnic or cultural sense, conveying an essential and shared sense of history, identity and community among people who identify as Black, including those in the African diaspora and within Africa. The lowercase *black* is a color, not a person.

As a global news organization, we are continuing to discuss within the U.S. and internationally whether to capitalize the term white. Considerations are many and include any implications that doing so might have outside the United States.

We continue to discuss other terms, including minorities and people of color, as well as the term *Black, Indigenous and people of color*.

Reporting and writing about issues involving race calls for thoughtful consideration, precise language, and an openness to discussions with others of diverse backgrounds about how to frame coverage or what language is most appropriate, accurate and fair.

Avoid broad generalizations and labels; race and ethnicity are one part of a person’s identity. Identifying people by race and reporting on actions that have to do with race often go beyond simple style questions, challenging journalists to think broadly about racial issues before having to make decisions on specific situations and stories.

In all coverage — not just race-related coverage — strive to accurately represent the world, or a particular community, and its diversity through the people you quote and depict in all formats. Omissions and lack of inclusion can render people invisible and cause anguish.

religion terminology

| | |
|---|---|
| Amen (can be a one-word sentence) | Church of Christ, Churches of Christ (plural) |
| apostle | church, churches (plural), the church |
| angel | Creator (when referring to God) |
| Bible | deacon |
| biblical | disciple |
| Brother, Sister (do not abbreviate as <i>Bro.</i> , <i>Sis.</i>) | elder |
| Christian | Father (when referring to God) |

| | |
|--|--|
| God (when referring to our creator) | Savior (when referring to Jesus) |
| godly | scriptural |
| Heavenly Father (when referring to God) | Scripture (when referring to the Bible) |
| Kingdom (when referring to the Kingdom of God) | Secondary references to deity: lowercase pronouns <i>his, he, him</i> , etc. |
| Lord (not LORD or LORD) | Son of God / God’s Son (when referring to Jesus) |
| Master (when referring to Jesus) | Stone-Campbell Movement |
| pastor, pastoral | Word (when referring to the Bible) |
| Prince of Peace (when referring to Jesus) | Word of God (when referring to the Bible) |
| Restoration Movement (<i>American Restoration Movement</i> is preferred for clarity in first reference) | |

residence halls

While use of *dorm* or *dormitory* is coming back into vogue, the official names of the large campus buildings in which students live have the word *Hall* at the end of each (Mabee Hall, Barret Hall, etc.).

seasons

Capitalize only when part of a title or when naming a specific semester and year: *She will graduate in the spring. He enrolled in Fall 2016.*

semesters

Capitalize when referring to a specific semester in a specific year: *Fall 2015, Spring 2021*. Lowercase otherwise: *She will return to school in the fall.*

slang

Consult urbandictionary.com for the meaning of American slang words and phrases. Take time to understand the slang you use to be sure it doesn’t have an unintended meaning with some audiences, and know that meanings can change quickly in our culture and vary from one region to another. *Caution: language found on this website may be offensive.*

smart apostrophes (‘ ’), smart quotes (“ ”)

Use “smart apostrophes” and “smart quotes” in place of inch and foot marks, and be sure they face the correct direction. Most keyboards feature quick key functions that allow use of shift and option keys to be used in conjunction with bracket keys – [] – to produce the correct punctuation.

social clubs

Local fraternities and sororities for ACU men and women are referred to as *social clubs*.

Southland Conference

Use *Southland* in secondary reference; never *SLC*. Members of the Southland play football at the FCS (Football Championship Subdivision) level.

The nearest Southland member is University of the Incarnate Word (244 miles) and the most distant is Nicholls State University (668 miles). Members for 2020-21 and their mascots:

- Abilene Christian University, Abilene, Texas • *Wildcats*
- Houston Baptist University, Houston, Texas • *Huskies*
- Lamar University, Beaumont, Texas • *Cardinals and Lady Cardinals*
- McNeese State University, Lake Charles, La. • *Cowboys and Cowgirls*
- Nicholls State University, Thibodaux, La. • *Colonels*
- Northwestern State University, Natchitoches, La. • *Demons and Lady Demons*
- Sam Houston State University, Huntsville, Texas • *Bearkats*
- Southeastern Louisiana University, Hammond, La. • *Lions and Lady Lions*
- Stephen F. Austin State University, Nacogdoches, Texas • *Lumberjacks and Ladyjacks*
- Texas A&M University-Corpus Christi, Corpus Christi, Texas • *Islanders*
- University of Central Arkansas, Conway, Ark. • *Bears*
- University of New Orleans, New Orleans, La. • *Privateers*
- University of the Incarnate Word, San Antonio, Texas • *Cardinals*

spaces between sentences

Our style is to use one space between sentences, which applies to print and web.

student employees

Not *student workers*.

St. Louis, Missouri

The city is not *Saint Louis*. The best source of spelling preference is the legal or copyright information on the official website of the entity in question. For example, *Saint Louis University* is located in *St. Louis, Missouri*.

Student Government Association (SGA)

Formerly the Students' Association. ACU also has a *Black Student Union (BSA)*, African Students' Association (ASA), and Chinese Students' and Scholars' Association (CSSA).

Study Abroad

The name of ACU's formal international study program which includes academic centers in Oxford, England; Leipzig, Germany; and Montevideo, Uruguay. Because of ACU's membership in the Council for Christian Colleges and Universities, other programs are offered in Australia, China, India, Latin America, the Middle East and Uganda. Others programs are in Washington, D.C.; Nashville, Tennessee; and Los Angeles, California. Do not capitalize when using to describe a person's experience. *She plans to study abroad her sophomore year. He is in the Study Abroad program in Oxford this fall.*

T-shirt

Always capitalize and include a hyphen.

Texas vs. TX

See the *AP Stylebook* for clarification. We always spell out *Texas* except for OCR-compatible addresses on business reply mail and in some intercollegiate athletics information prepared for the media.

that, which, who

When needed in sentence construction, *that* is used to restrict meaning; *which* is used to elaborate on it. *Who* can be used in both types when it refers to people or to things endowed by the writer with human qualities.

The *AP Stylebook* says the pronoun *which* occasionally may be substituted for *that* in the introduction of an essential clause that refers to an inanimate object or an animal without a name. In general, this use of *which* should appear only when *that* is used as a conjunction to introduce another clause in the same sentence: *He said Monday that the part of the army which suffered severe casualties needs reinforcement.*

In many uses, *that* is unnecessary for good sentence construction. Remove it when possible.

theatre

ACU's Department of Theatre sometimes performs shows in the Beauchamp Amphitheatre.

time of day

It's *noon*, not *12 noon*.

It's *midnight*, not *12 midnight*.

It's *8 p.m.*, not *8 o'clock in the evening* nor *8:00 p.m.*

It's *8-9 a.m.*, not *8 a.m. - 9 a.m.*

It's *8 a.m. - 4 p.m.*, not *8 a.m.-4 p.m.*

United States, U.S., USA

Use *U.S.* in all references. Always use periods and do not add a word space in the abbreviation. Use no periods in *USA*, the abbreviated form of *United States of America*.

university

Don't capitalize *university* when used by itself and don't use *The University*; it's too pretentious. The reader should realize we are referring to ACU.

URL

No need to include "http://" nor "www." before a website address, but test the latter first because it is needed in some instances (*acu.edu* URLs do not generally need it).

vice president

Not *vice-president*.

web

Also: *website*, *webcam*, *webcast*, *webfeed*, *webmaster*, *webpage*, *web address*, *web browser*.

wide variety

A *variety* already infers there is a wide assortment; *wide* is redundant.

widows and orphans

Avoid leaving short word(s) on the last line of paragraphs or multi-line items, or on the first line of text at the top of a multi-column layout.

Wildcats

Female student-athletes at ACU are *Wildcats*, not *Lady Wildcats*.

years

1990s not *1990's*. Use an apostrophe when shortening a reference to a decade such as the '70s. Unless, of course, you mean the air temperature was in the 70s throughout the '90s.

ZIP code

ZIP is a United Postal Services acronym for Zone Improvement Plan and should always be capitalized. Always use the *ZIP+4* (79699-9010 for Marketing and Strategic Communications, for instance) when referring to this number. At ACU, the "+4" should be the last four digits of a mailbox number.

COPYRIGHT

ACU is committed to following all federal copyright regulations.

According to the U.S. Copyright Office, a copyright is “a form of protection provided by the laws of the United States for ‘original works of authorship,’ including literary, dramatic, musical, architectural, cartographic, choreographic, pantomimic, pictorial, graphic, sculptural, and audiovisual creations. ‘Copyright’ literally means the right to copy but has come to mean that body of exclusive rights granted by law to copyright owners for protection of their work. Copyright protection does not extend to any idea, procedure, process, system, title, principle, or discovery. Similarly, names, titles, short phrases, slogans, familiar symbols, mere variations of typographic ornamentation, lettering, coloring, and listings of contents or ingredients are not subject to copyright.”

TRADEMARK

According to the United States Patent and Trademark Office, “A trademark is a brand name. A trademark or service mark includes any word, name, symbol, device, or any combination, used or intended to be used to identify and distinguish the goods/services of one seller or provider from those of others, and to indicate the source of the goods/services.”

A trademark is “owned” by the organization and cannot be legally used outside the organization without permission. The name “Abilene Christian University” and acronym “ACU,” for instance, are trademarks and can be used on promotional materials or merchandise only with permission.

The university’s federally registered trademarks are managed by its Office of General Counsel and Creative Services Office, and include:

- Abilene Christian University
- ACU
- The university’s seal
- Various components of ACU’s academic brand identity
- Various components of ACU’s athletics brand identity
- *Jacob’s Dream*

LICENSING

To help oversee ACU’s federally registered trademarks, the university has a licensing program to protect and promote Abilene Christian.

ACU merchandise can be purchased only from companies that are licensed or under contract with the university’s trademark management company – CLC/Learfield – or are licensed directly by ACU. Licensees work with CLC/Learfield and ACU to offer many kinds of merchandise for campus and retailers.

ACU faculty and staff should never release university trademarks; only Creative Services can distribute official artwork.

If you have questions, contact Ron Hadfield, assistant vice president for university communication (hadfieldr@acu.edu); Scott Harsh, director of The Campus Store (harshs@acu.edu); or Slade Sullivan, general counsel (sullivans@acu.edu).



ABILENE
CHRISTIAN
UNIVERSITY

325-674-2061
acu.edu/marketing

COPYRIGHT 2020 ABILENE CHRISTIAN UNIVERSITY