



# **MWU STYLE GUIDE**

The [Midwestern University Style Guide](#) has been designed to help you prepare copy that your office or department may produce in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus. The guide, by no means comprehensive, is intended to help you address some of the most common style questions you may have and is composed of a grammatical topics section and graphical topics section. University style regarding grammatical topics is based on the 15th edition of [The Chicago Manual of Style](#) and the 2003 *Merriam-Webster's Collegiate Dictionary*.

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# MWU FACILITIES

## Midwestern University and Its Divisions

Midwestern University (MWU)

### Colleges

Arizona College of Osteopathic Medicine (AZCOM)

Chicago College of Osteopathic Medicine (CCOM)

Chicago College of Pharmacy (CCP)

College of Dental Medicine (CDM)

College of Pharmacy–Glendale (CPG)

College of Health Sciences (CHS)

### Campuses

Downers Grove Campus (DG Campus)

Glendale Campus

### Programs

Biomedical Sciences Program (Arizona, Illinois)

Bioethics Program (Arizona)

Cardiovascular Science Program (Arizona)

Clinical Psychology Program (Arizona, Illinois)

Health Professions Education Program (Arizona)

Nurse Anesthesia Program (Arizona)

Occupational Therapy Program (Arizona, Illinois)

Physical Therapy Program (Illinois)

Physician Assistant Program (Arizona, Illinois)

Podiatric Medicine Program (AZPod) (Arizona)

Capitalize **University** and **the College** when used alone in running copy.

**Example:** The College is one of three that comprises the Downers Grove Campus of the University.

Capitalize **campus** when referring to one location, such as the **Downers Grove Campus**, but not for multiple locations, as in the **Downers Grove and Glendale campuses**. Do not capitalize campus when used alone in running copy.

In most cases, do not use **Midwestern** in place of Midwestern University unless it is said as part of a direct quote.

**Example:** Midwestern is one of five DuPage County higher education institutions. **(no)**  
Midwestern University is one of five DuPage County higher education institutions. **(yes)**

**Use institutional and organizational initials within articles as a second reference only.** This applies to each separate article in any internal or external publication. For external publications, include the letters in parentheses after the first reference. (Note: **MWU** does not have to be set in parentheses after the first reference for most in-house publications.) Set initials in full caps and without periods.

**Example:** Midwestern University (MWU) is a health sciences institution. Like the University of Illinois, MWU also has a pharmacy college.

For external publications, on first reference, place **Midwestern University** in possessive form before colleges or organizations.

**Example:**       Midwestern University's Chicago College of Pharmacy.

Spell out Midwestern University to begin sentences. Do not begin with **MWU**.

### **Departments and Offices**

**Department** and **office** should be capitalized and should precede the specific name, as in **Department of Internal Medicine** or **Office of Communications**, rather than Internal Medicine Department or Communications Office.

Capitalize the specific name of the department when used in the formal title or when used alone in running copy, such as **Family Medicine**.

Do not capitalize **department** when used alone in running copy.

**Example:**       *The department is headed by Dr. North.*

## Buildings and Room Numbers

### Downers Grove Campus

#### New Name

Alumni Hall  
Aspen Hall  
Athletic Hall  
Birch Hall  
Centennial Hall  
Chestnut Hall  
The Commons  
Dogwood Hall  
Elm Hall  
Forest Lodge  
Haspel/Hambrick Hall  
Littlejohn Hall  
The Pines Apartments  
Prabhu Hall  
Redwood Hall

#### Former Name

Classroom/Laboratory Building  
Dorm A  
McNutt Conference Center  
Dorm B  
Educational Resource Center  
Dorm C  
Student Center  
Dorm D  
Dorm E  
F Lounge  
Administration Building  
Library Technology Center  
The Apartments  
Basic Science Building  
Living/Learning Center

### Glendale Campus

Agave Hall  
Barrel Student Center  
Cactus Clubhouse  
Cholla Hall  
Family Medicine Clinic  
Foothills Science Center  
Midwestern University Medical Clinic  
Ocotillo Hall  
Osteopathic Specialty Clinic  
Sahuaro Hall  
Stagecoach Dining Hall  
Student Apartment Complex  
Welcome Center  
Yucca Central Plant

# MWU PEOPLE

## SPECIAL NOTE:

Please refer to the Midwestern University *Distribution List* when referencing names, titles, and departments on the Downers Grove Campus and the Glendale Campus. The list is found as a four-page Excel worksheet on the “S” drive in the folder entitled “Distribution List–Eva”: 1. Administrative Team and Deans 2. Department Chairs/Division Directors/Program Directors and Program Coordinators 3. Department Administrators , and Associate and Assistant Deans 4. Residency Program Directors and Section Directors—Olympia Fields.

## Groups

Capitalize internal University groups when formally named, as in ***Physical Therapy Program, Clinical Promotions Committee, Geriatric Education Center, the Alumni Association***; otherwise, do not capitalize, as in ***the program, the committee, the center, the association***. An exception is the (MWU) Board, which is capitalized as a stand-alone entry.

**Example:** Members of the Board include John Boe and Jack Moe.

## Titles

Capitalize the title preceding a person’s name, but not after, except for faculty and staff of the University, in which case titles are capitalized even when not attached to the person’s name.

**Examples:** President & CEO John Smith, Ph.D., of Midwestern University  
Dr. Smith, who is President & CEO of Midwestern University  
Francis Green, a Mail Clerk at the Downers Grove Campus of Midwestern University  
Joe Fisher, mayor of Truth or Consequences, New Mexico

Capitalize named professorships and fellowships wherever they appear, especially if accompanied by a personal name.

**Example:** The Thomas Mainz Memorial Fellowship

For articles, on first reference, state the person’s academic information and position within the University. On second reference, state the abbreviated title and last name only.

**Example:** John Smith, Ph.D., President & CEO; Dr. Smith.

For photo captions, state the person’s courtesy title, first name, and surname if she or he was included in the accompanying article. If not, state the academic degree and position, space permitting.

Do not combine courtesy titles with academic degrees.

**Example:** Dr. William Gleason, Ph.D. **(no)**  
William Gleason, Ph.D. **(yes)**

Space once between initials in a person’s first name.

**Example:** M. A. Seabolt.

Use a comma to separate a name from the degree or certification that follows it but not between a name and such designations as Jr. or III.

**Example:** Jack Diamond, III D.O. **(no)**  
Jack Diamond III, D.O. **(yes)**

When designating University students, end each class acronym with an S for student and the year of study as a Roman numeral, as in MS-I (first-year medical student). Do not place periods between the letters. The program designations are as follows:

MS	Medical Student
PS	Pharmacy Student
PAS	Physician Assistant Student
PTS	Physical Therapy Student
OTS	Occupational Therapy Student
BBS	Bachelor of Biomedical Science Student
MBS	Master of Biomedical Science(s) Student
CVS	Cardiovascular Science Student
CPS	Clinical Psychology Student
PMS	Podiatric Medicine Student
NAS	Nurse Anesthesia Student
MBES	Master of Bioethics Student
MHPES	Master of Health Professions Education Student
DMS	Dental Medical Student

### Academic Degrees

For multiple academic degrees, immediately following the individual's name, list the degree of greatest general importance or the degree most significant to the publication/institution in which the name appears.\*

**Example:** Jennifer North, D.O., Ph.D.

Academic degrees should be abbreviated in most cases, and should always be abbreviated when following a name. There should not be spaces between the letters but periods are required.

**Example:** Sam Eastman, Ph.D.

If a degree is spelled out, use lowercase letters, with the exception of the abbreviation.

**Examples:** Mr. Pim received a master of medical science in physician assistant studies degree.  
Mr. Pim received an M.M.S. in physician assistant studies.

Do not use *master's of* degree but *master of* degree.

**Examples:** Suriya received a master's of arts degree.  
Suriya received a master of arts degree.

Use periods when abbreviating academic degrees; however, periods are not included in certifications and registrations. Degrees precede certifications and registrations with an exception being the "PT" designation, which immediately follows an individual's name.\*

**Examples:** D.O., PA-C, RPh  
PT, Ph.D.

\* Note: Regarding order of academic/professional designations, the individual's personal preference is of first consideration.

# MWU WORDS

## Capitalization

In regular title capitalization, the first and last words and all nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions (if, because, as, that, etc.) are capitalized. Articles (a, an, the), coordinating conjunctions (for, and, nor, but, or, yet, so), and prepositions—regardless of length—are lowercase unless they are the first or last word of the title.

**Examples:** Progress in In Vitro Fertilization  
The Osteopathic Physician and the Healer Within

For hyphenated and open compounds in titles:

1. Capitalize first elements.
2. Capitalize subsequent elements unless they are articles, prepositions, or coordinating conjunctions.
3. Do not capitalize second elements attached to prefixes unless they are proper nouns or proper adjectives.
4. Do not capitalize the second element of a hyphenated spelled-out number.
5. If a compound (other than one with a hyphenated prefix) comes at the end of the title, its final element, whatever part of speech it may be, is always capitalized.

**Examples:** Twentieth-Century Literature  
Run-of-the-Mill Responses  
Does E-mail Matter?  
Spanish-Speaking People  
A Run-in with Authorities  
Avoiding a Run-In

Do not capitalize the seasons.

Do not capitalize academic quarters, such as **spring quarter**, in running copy.

Capitalize regions of the United States or local geographic areas.

**Examples:** The Southwestern United States, Chicago's West Side, the Valley

Spelled out and lowercase centuries, as in the **twenty-first century**.

Use these words as follows: **online**, **Web** (*in reference to World Wide Web or Internet, not with "site" or "page"*), **e-mail**, **Internet**. Also, proper names of computer hardware, software, networks, systems, and languages, such as Netscape, Windows 2001, are capitalized.

## Special Terms

Avoid sexist language when possible; use **chair** rather than chairwoman or chairman.

Avoid references to a person's race or ethnicity unless the information is relevant to the article or publication. Compound ethnic designations such as African American or American Indian are used without hyphens, even in the adjectival compound noun form, as in **African American Heritage Month**.

Use "African American" instead of "Black."

**Example:** Wesley described himself as being a confident Black man. (**no**)  
Wesley described himself as being a confident African American man. (**yes**)

Use “disabled” instead of “handicapped.”

**Example:** The handicapped entrance is located on the east side of the building. **(no)**  
The entrance for the disabled is located on the east side of the building. **(yes)**

Use “international” students instead of “foreign” students.

**Example:** The foreign students are hosting a food fair. **(no)**  
The international students are hosting a food fair. **(yes)**

Use “osteopathic physician” instead of “osteopath”; use “osteopathic medicine” instead of “osteopathy.”

**Example:** Osteopaths practice osteopathy, not allopathy. **(no)**  
Osteopathic physicians practice osteopathic medicine, not allopathic medicine. **(yes)**

Avoid he/she constructions.

“**Health care**” should be spelled as two words, not as one word.

## More

In documents, spell out the following: whole numbers from one through nine and any number beginning a sentence.

For two consecutive number descriptions, spell out the first number and the second number, as in ***twelve ten-inch televisions***.

Use numerals with academic units, such as ***3 credits, 5 quarter-hours***.

Italicize titles of special events, such as *Cuts for Kids*.

Regarding percentages, in scientific and statistical copy use the symbol %:

**Example:** Between 20 and 23% yielded positive results.

For percentages in humanistic copy use the word percent:

**Example:** The College accounts for nearly 13 percent of all practicing osteopathic physicians and surgeons in the United States.

In all cases, do not spell out the word but instead use numerals.

Simple fractions are spelled out and hyphenated, as in ***two-thirds majority vote***.

Spell out ordinals one through nine; otherwise, use the number.

**Example:** This is the eighth annual *Cuts for Kids*.  
This is the 55th annual *Cuts for Kids*.

For an event, capitalize “annual” only if it is formally a part of the event’s name.

Use small caps without periods as well as hour and minute designation in time, as in ***10:00 AM***.

Place a single space between sentences, not a double space.

In running copy use -st, -nd, -rd, and -th after the number when writing dates, as in ***April 21st***.

In running copy, set off Web addresses in < >. Include http:// when part of the full address.

**Example:** The Web site is [www.google.com](http://www.google.com). **(no)**  
The Web site is <http://www.google.com>. **(yes)**

Place quotation marks around scientific papers, presentations, or posters; use italic font for journal and book titles.

**Example:** I recently read the novel "Gone with the Wind." **(no)**  
I recently read the novel *Gone with the Wind*. **(yes)**

Regarding common preposition use and job functions:

**Examples:** She is MWU's Vice President for University Relations. **(no)**  
She is MWU's Vice President of University Relations. **(yes)**

Mona is an Administrative Assistant at Midwestern University. **(no)**  
Mona is an Administrative Assistant for Midwestern University. **(yes)**

Some common word formations without hyphens:

**Examples:** co-, as in **coworker, cochair**  
non-, as in **nonviolent, nonethical**  
post-, as in **postdoctoral, postgraduate**  
pre-, as in **predoctoral, preconference** (exception, pre-pharmacy)  
re-, as in **reexamine, reedit**  
adverb ending in -ly plus a participle or adjective, as in **highly developed child**

Common word formations with hyphens:

noun plus participle (hyphenated before a noun, otherwise open), as in **decision-making procedures, thought-provoking reply**

age terms, as in **two-year-old lad, eight- to ten-year-olds**

noun plus gerund, as in a **decision-making body**

Remember the difference between the following pairs:

**e.g. ("for example") Example:** Bones from a variety of small animals, e.g., a squirrel, a chipmunk, and a pigeon, were found in the hunter's case.

**i.e. ("that is") Example:** She had put the question to several of her friends, i.e., Maxine, Josette, and Stella.

**compose** (Something is composed of other things.) **Example:** The salad dressing is composed of olive oil, vinegar, and spices.

**comprise** (One thing comprises other things.) **Example:** Her speech comprised four major themes.

**more than** (Expression used for figures and amounts.)

**over** (Word used when referring to spatial relationships.)

**Example:** More than 400 meteorites rained over the roof.

**fewer** (Word used when referring to a number of individual items.)

**less** (Word used when referring to a bulk amount, sum, period of time, or concept.)

**Example:** Fewer doctors result in less medical care.

# PUNCTUATION POINTERS

## Commas

In a series of three or more terms with a single conjunction, use a comma after each term except the last.

**Example:** Sam, Oscar, and Christian played Parcheesi after eating supper.

Do not insert comma between an alumnus' year of graduation and her or his degree designation.

**Example:** Cynthia Bowers, D.O. '03, participated in the scavenger hunt.

Commas and periods go inside quotation marks, semicolons and colons outside. Question marks and exclamation marks go inside or outside, depending on the use.

**Example:** Which of Shakespeare's characters said, "All the world's a stage?" (**no**)  
Which of Shakespeare's characters said, "All the world's a stage"? (**yes**)

Do not use a comma to separate month and year.

**Example:** I will graduate in June, 2004. (**no**)  
I will graduate in June 2004. (**yes**)

Avoid the use of etc. in formal writing. When used as part of a list, set off with commas.

**Example:** Models need foundation, eyeshadow, lipstick, etc. in their makeup kits. (**no**)  
Models need foundation, eyeshadow, lipstick, etc., in their makeup kits. (**yes**)

## Hyphens

Use a virgule (/) and a hyphen in University telephone numbers, such as **630/515-7333**. Other than for telephone numbers, only use the virgule when indicating opposites, such as **inside/outside**.

The hyphen (-), the en dash (–), and the em dash (—) are used in different ways:

- Use a **hyphen** for items such as telephone numbers and social security numbers.
- Use an **en dash** to connect dates, time, or reference numbers.
- Use one **em dash** or a pair to denote a sudden break in thought in a sentence.

## Horizontal Lists

If the introductory material in a horizontal list is an independent clause (a complete sentence), a colon should introduce the listed items:

**Example:** Three people attended the banquet: Bebe Lipton, Ruby Foo, and Alice Smith.

If numbers or letters are used to mark the listed items, enclose them in parentheses. If the final word before the first parenthesis is a verb or a preposition, do not use a colon:

**Example:** The professor will expound on (a) white blood cells, (b) red blood cells, and (c) stem cells.

## Vertical Lists

There are several ways to style a vertical list, best introduced by a complete grammatical sentence and followed by a colon. Items do not end in punctuation unless the items themselves consist of complete sentences.

**Example:** The following dishes were served in the class:  
pie a la mode  
omelettes  
fritters

If the items are numbered or bulleted, a period follows the number and each item begins with a capital letter:

**Examples:** To access Quark from your desktop, start with the following steps:

1. From the systems folder, select the applications icon.
2. Click on the icon and select the graphics software icon.
3. Click on the icon and select the Quark icon.

Compose three sentences:

1. To illustrate the use of commas with dates
2. To distinguish the use of semicolons from colons
3. To show your understanding of the virgule

A numbered or bulleted vertical list can also be structured as a sentence. If the list completes a sentence begun in an introductory element and consists of phrases or sentences with internal punctuation, semicolons may be used between the items, with a period following the final item. Each item begins with a lowercase letter:

**Example:** Reporting for the Biodiversity Committee, Kline reported that

- a committee secretary was being sought;
- the salary for this secretary, about \$20,000, would be paid out of operating funds;
- the position search was expected to conclude in late March.

## Ellipses

Use ellipses (. . .), to omit a word, a phrase, a line, or a paragraph from a quoted passage.

**Examples:**

Within a sentence, three dots (with one space in between each dot) indicate an omission within a quoted sentence or fragment of a sentence: ***On the one hand, the magician . . . is mysterious.***

For an entire sentence, indicate by the usual three ellipsis dots. If the omission is preceded by a grammatically complete sentence, the three dots are preceded by a period: ***On the one hand, the magician . . . is mysterious, yet candid. . . . He knows no rules.***

## Business Letter Style

Use the following format for name/academic degree and courtesy title regarding the business letter inside address and salutation:

### Inside Address

James Smith, D.O., FACOI (**List academic degree/certification after name.**)

### Salutation

Dear Dr. Smith (**List courtesy title of “Dr.” here, not in inside address.**)

## GRAPHICS GUIDE

Midwestern University approved the redesign of the MWU seal as well as the seals of each of the colleges in 2003. The original seals had been designed by various individuals over the past 10 years, and lacked a cohesive graphic style. To make them more consistent, areas of light and dark were added, giving the seals perspective through the use of foreground and background elements. The same font size and style have been used consistently, as well as the use of the inner and outer circles around the seals.

The MWU seal must be placed on all internally or externally distributed communications materials. All University seals are available as .jpeg images on the Shared drive in the "University Seals" folder.

### Typefaces

The approved typeface for the header "Midwestern University," used on letterhead and promotional materials produced by the Office of Communications is **Trajan Bold**, in small caps. An 18 pt .jpeg image of the header is available on the shared drive in the "University Seals" folder.

The approved typeface for body copy used by the Office of Communications is **AGaramond**. If this font is not available on your computer system, you may use an alternate serif font, such as Times New Roman.

### Wordmark

The wordmark was created along with the new University seals in 2003. It can be used on internally distributed and externally distributed publications in addition to the MWU seal, which must appear on each piece. A .jpeg image of the wordmark is available on the shared drive in the "University Seals" folder.

### Colors

The University's official colors are **PMS 2945 (blue)** and **PMS 871 (gold)**. If spot color is used on printed material, it should complement these colors. Seals and typefaces can be printed in the MWU colors or in black.