



# ***Editorial, Style, and Branding Guide***

Walla Walla University

## The Walla Walla University Editorial, Style, and Branding Guide

As Walla Walla University faculty, staff, and students, we each are responsible to represent the university and its mission in our community and the world. With so many representatives, however, it can be difficult to maintain a consistent message. This style guide is intended to help each of us communicate the mission of the university in a consistent, unified manner. It establishes a unified way of formatting the visual representation of Walla Walla University communications and addresses common questions about the logo, official colors, style, grammar, and spelling, as well as issues more specific to WWU including academic and religious references. Since this style guide is by no means exhaustive, we recommend the following sources for additional reference:

*Associated Press Stylebook and Briefing on Media Law*  
*Merriam-Webster's Collegiate Dictionary* and Merriam-Webster Online  
*The Chicago Manual of Style*

For other general rules, use a primary style guide that pertains to the publication you are writing or editing for.

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Additional questions regarding this style guide may be directed to Emily Mothersbaugh, director for Marketing and University Relations, at **emily@wallawalla.edu** or **(509) 527-2656**.

This style guide is also available online at [wallawalla.edu/styleguide](http://wallawalla.edu/styleguide).

# The logo

The logo type is a unique arrangement and treatment of the words “Walla Walla University” and uses the font Fairfield. This part of the logo should never be used in isolation from the symbol.

The logo symbol represents an important architectural landmark on campus—the columns that grace the Administration Building.

This symbol provides a sense of history and tradition. The identity statement distinguishes the university’s unique offering of Christian higher education and the institution’s relationship with the Seventh-day Adventist Church.

The Walla Walla University logo is designed to honor the tradition and history of the institution through the illustrative quality of the column and also provide a contemporary facet through a more modern type treatment.

These guidelines describe the ways in which the logo should and should not be used. It is important that these guidelines be followed to ensure continuity among all applications.

Approved versions of the logo include the following color options.

When the logo is less than 1.5 inches in width, the identity statement is not used due to legibility issues.



Walla Walla  
University



SEVENTH-DAY  
ADVENTIST  
HIGHER  
EDUCATION

▶ The logo may appear in color. Use black and green (PMS 5743).



Walla Walla  
University



SEVENTH-DAY  
ADVENTIST  
HIGHER  
EDUCATION

▶ The preferred version of the logo is all black.



Walla Walla  
University



SEVENTH-DAY  
ADVENTIST  
HIGHER  
EDUCATION

▶ For small applications there is a simplified version of the logo graphic available.



Walla Walla  
University



SEVENTH-DAY  
ADVENTIST  
HIGHER  
EDUCATION

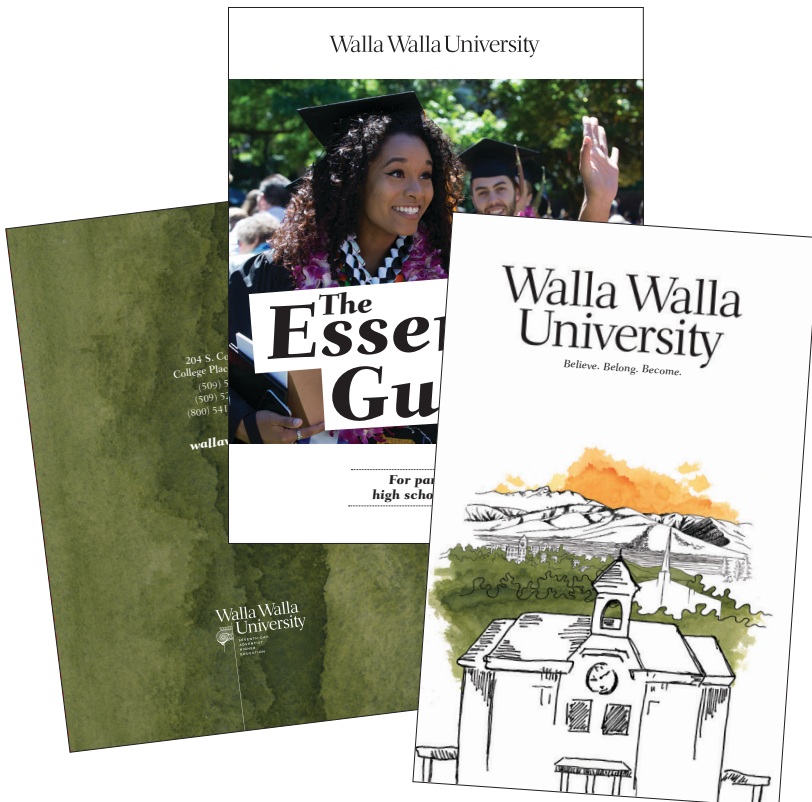
▶ A white or reversed version of the logo may also be used. Whenever possible, the logo should be “anchored” to the bottom of a page or color block.

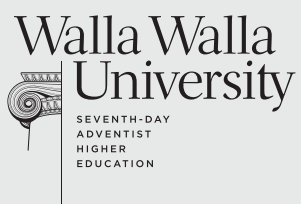
# Size and space

Keep blank space around the logo.

When using the logo it's important to follow defined guidelines to maintain brand consistency across a variety of applications. Considerations include size, location, and space around the logo.

As a visual guide, use the size of the graphic icon to estimate the clear space needed around the logo. The best application of the logo is when it is “anchored” to the edge of a document or another design element. Here are examples of appropriate placement:





▶ Minimum size with identity statement:  
**1.5 in x 1 in**



▶ Minimum size without identity statement:  
**1 in x 0.7 in**

# Fonts

The font used in the logo is Fairfield Medium and the identity statement uses Gotham Book. Both fonts can be used on communication material. It is recommended that Fairfield be used as the body font for letters and all official documents produced by the university.

- ▶ Example of Fairfield 45 Light
- ▶ *Example of Fairfield 45 Light Caption*
- ▶ *Example of Fairfield 46 Light Italic*
- ▶ Example of Fairfield 55 Medium
- ▶ *Example of Fairfield 55 Medium Caption*
- ▶ *Example of Fairfield 56 Medium Italic*
- ▶ **Example of Fairfield 75 Bold**
- ▶ ***Example of Fairfield 75 Bold Caption***
- ▶ ***Example of Fairfield 76 Bold Italic***
- ▶ **Example of Fairfield 85 Heavy**
- ▶ ***Example of Fairfield 85 Heavy Caption***
- ▶ ***Example of Fairfield 86 Heavy Italic***
  
- ▶ Example of Gotham Light
- ▶ Example of Gotham Book
- ▶ **Example of Gotham Medium**
- ▶ **Example of Gotham Bold**

# Logotype

The type used in the logo is Fairfield Medium, mixed case. It has been altered slightly to reduce the difference between the x-height of the lowercase and the uppercase letters and the ligature between the “t” and the “y.” That is the reason it is very important to always use the complete logo and never type the words alone.

Walla Walla University

Original font

Walla Walla University

Customized

Walla Walla  
University

Stacked

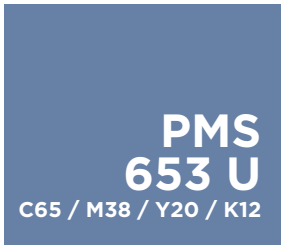
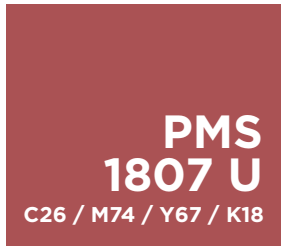
# Color palette

The official colors used in the logo on business cards, stationery, and all university documentation will be PMS 5743 (green) and black. Other approved secondary colors that can be used in association with marketing materials but should be kept to a minimum include the following:

**Primary colors**



**Secondary colors**



*These colors are built for printing on uncoated paper stock. Please contact Marketing and University Relations for coated paper stock color equivalencies.*



# Business letter styling

## Letterhead specifications:

Colors: Black + PMS 5743

Printed on 60 lb. Cougar Opaque White Text

## Business card specifications:

Colors: Black + PMS 5743

Printed on 100 lb. Cougar Opaque White Cover

## Envelope specifications:

Colors: Black + PMS 5743

Printed on 60 lb. Cougar Opaque White Text



# Improper uses of the logo

**A**

Never use a color that is not in the approved logo colors.

**B**

Never use a different typeface for the logo type.

**C**

Never stretch the logo in a way that compromises its original shape.

**D**

Never use a logo file with a white box on a colored background.

**E**

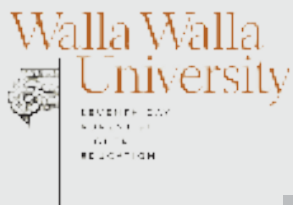
Never use the university initials with the logo symbol.

**F**

Do not rearrange the type or placement of the logo symbol.

Exceptions to these rules include:

- The monument sign.
- Vehicle signs.
- Promotional items that require a horizontal arrangement such as pens.



A



B



C



D



E

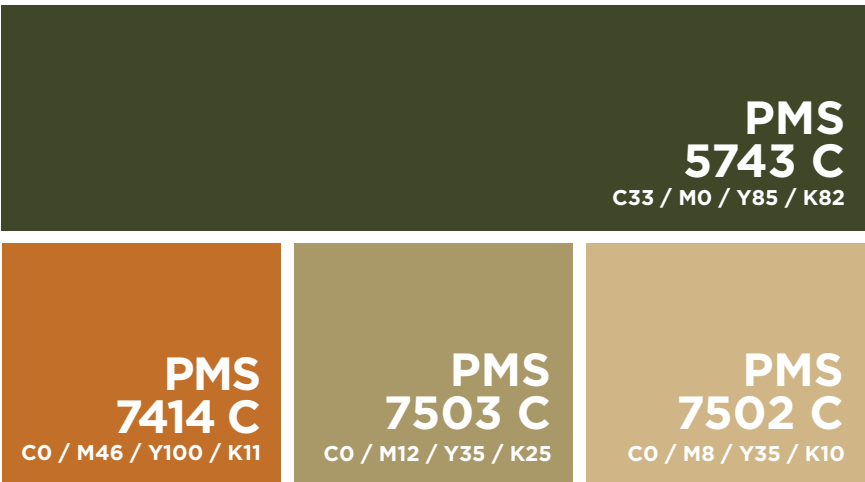


F

# The secondary logo

The secondary logo depicts the wolf, our mascot, and is designed for use by Student Life. It is not to be used by other departments (e.g. academic, financial, advancement, etc.). It should not be placed on university letterhead or business cards as these should adhere to the business system (pp. 9).

The secondary logo involves a modified color palette. The colors of the logo must not be modified (e.g. black and white, all green, all orange, etc.). When this secondary logo appears on a dark background the logo version with the outer beige stroke must be used. Whenever using the wolf logo, use the modified color palette within the same material for consistency.





# ***Walla Walla University Editorial Style***

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Additional questions regarding this style guide may be directed to Emily Muthersbaugh, director for Marketing and University Relations, at **[emily@wallawalla.edu](mailto:emily@wallawalla.edu)** or **(509) 527-2656**.

This style guide is also available online at [wallawalla.edu/styleguide](http://wallawalla.edu/styleguide).

## A

**abbreviations and acronyms**

Abbreviations or acronyms are appropriate in some situations, particularly when dealing with a long college name or title. Attempt to find other ways to identify the subject rather than using an acronym repeatedly. Spell out the first citation followed by the acronym in parentheses. The acronym may be used alone for subsequent references.

*Example: The Associated Students of Walla Walla University (ASWWU) will deliver a speech. ASWWU is an essential organization.*

Abbreviate Jan., Feb. Aug., Sept., Oct. Nov., and Dec. as shown only when used with a specific calendar date: Jan. 10, 1985 or Monday, Jan. 10. Spell out March, April, May, June, and July.

Abbreviate state names according to the Associated Press Stylebook guidelines. For a complete list, see “states.”

Avoid using abbreviations and acronyms unless they are universally recognized. A good test: Check the AP stylebook since some that seem universal are ones that should be spelled out.

*Examples: NASA, FBI, CIA*

When necessary, acronyms should be all caps with no periods.

*Examples: GPA, ID cards*

**academic degrees** (see degrees)

**academic departments** (see departments)

**advisor**

Advisor is the preferred spelling, rather than adviser. Exception to AP style.

**academic titles** (see titles)

**addresses**

Use the abbreviations Ave., Blvd., and St. only with a numbered address: 204 S. College Ave. Spell them out and capitalize when part of a formal street name without a number: S. College Avenue.

**Administration Building (ADM)**

Houses administration offices

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**Adventist Church** (see Seventh-day Adventist Church)

### **Adventist Colleges Abroad (ACA)**

Walla Walla University co-sponsors Adventist Colleges Abroad, a program for qualified students to study overseas while completing requirements for a WWU degree.

### **alma mater**

Lowercase

### **alumni**

Proper usage is as follows:

- *alumnus*—one male
- *alumni*—more than one male or a mixture of male and female
- *alumna*—one female
- *alumnae*—more than one female

*Example: Susan and George are alumni of the university, but Sally and Kristi are alumnae. Jan has been an alumna for five years.*

Alum (or alums in the plural) is an acceptable non-gender-specific colloquial term.

### **attended/graduated**

Please note that an alum is not the same as a graduate. A graduate is someone who has completed a prescribed course of study and has earned a degree. An alum is anyone who has completed at least one quarter hour at WWU. To specify that someone has attended, but did not graduate, place “att.” after the name. To specify someone is currently attending, place “curr. att.” after the name.

*Example: Brian Jones att.*

*Example: Marie and Ralph have two children: Julie '92 and James, curr. att.*

### **deceased**

In the AlumNotes section of Westwind, there are occasions when it is necessary to note that someone is deceased. The recommended style is:

*Example: Marie and Ralph have three children: Julie '92, James (deceased), and John.*

### **name change**

For an alumna with a different married name, place her maiden name in parentheses between her first name and current last name.

*Example: Jill (Smith) Brown '99*

### **year and major**

When identifying current students or alumni by their class years, the year is expressed in two digits and preceded by an apostrophe, such as *Jon Doe*



'60. Please be sure to use an apostrophe (') rather than an opening single quotation mark (').

Use the full year when the last two digits of that year have repeated in university history unless context makes this distinction obvious, such as 1899, 1999.

Use full four-digit year if referring to a class as a proper name.

*Example: She is a member of the class of 2007.*

When referring to an alumnus, use their full name followed by their graduation year, with their major set off by commas. This style is used primarily in the AlumNotes section of *Westwind*.

*Example: Jon Rodriguez '00, mechanical engineering, received an award.*

Another acceptable style in a feature or news story is:

*Example: Sam Wallace '76, a theology graduate, sang for the service.*

### **ampersand (&)**

Avoid the use of ampersands. Spell out the word in all cases rather than using the ampersand (&) unless it is part of a formal name, such as *AT&T*. Avoid the use of ampersands on the website unless necessary to avoid line breaks in headers and menu items.

**apostrophe (')** (see punctuation)

**assistant or associate** (see titles)

### **Associated Students of Walla Walla University (ASWWU)**

ASWWU is the undergraduate student government sponsored through Student Life.

### **Athletics**

A department of Student Life, distinct from the academic Department of Health and Physical Education. See also department listings. Varsity sports include:

- Women's and men's basketball
- Women's and men's cross-country
- Women's and men's golf
- Men's soccer
- Women's volleyball

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### **awards**

Capitalize titles of awards: Distinguished Faculty Lecturer, Presidential Award for Excellence in Teaching, Staff Member of the Year, Biology Merit Scholarship

## **B**

### **B.C.**

Acceptable in all references to a calendar year in the period before Christ.

### **Baccalaureate**

### **Believe. Belong. Become.**

College tagline. Not an official part of the Walla Walla University logo.

### **Bible**

Capitalize, without quotation marks, when referring to the Scriptures in the Old Testament or the New Testament. Capitalize also related terms.

*Examples: the Gospels (referring to the first four books of the New Testament), Gospel of St. Mark, the Scriptures, the Holy Scriptures*

Lowercase biblical in all uses.

Lowercase bible as a nonreligious term.

*Example: My dictionary is my bible.*

Do not abbreviate individual books of the Bible.

### **Board of Trustees**

Capitalize. On second reference, “board” (lowercase without modifiers) is acceptable. The official name is Walla Walla University Board of Trustees.

### **book titles**

Italicize and capitalize first word and all main words.

*Examples: The professor assigned The Scarlet Letter.*

### **bookstore**

Lowercase unless using official name: Walla Walla University Bookstore

### **buildings**

The official name of a building should always be used on first reference. The common abbreviation may be used in subsequent referrals. The all-capital abbreviation is used on official schedules, the calendar, and myWWU but is not to be included in text or on the website. All are listed here for reference.

<b>Official name</b>	<b>Common abb.</b>	<b>Not for text</b>
Administration Building	Ad Building	ADM
Birch Street Apartments		
Bowers Hall	Bowers	BWH
Campus Security		
Canaday Technology Center	Canaday	CTC
Chan Shun Pavilion	Chan Shun	CSP
Conard Hall	Conard	CH
Donnie Rigby Stage	Black Box	
Facility Services		FS
Foreman Hall	Foreman	FH
Hallmark Apartments		
Hansen Hall	Hansen	
Havstad Alumni Center	Havstad	HAC
Kellogg Hall	Kellogg	KH
Kretschmar Hall	Kretschmar	KRH
Melvin K. West Fine Arts Center	Fine Arts Center	FAC
Meske Hall	Meske	MH
Mountain View Apartments		
Peterson Memorial Library	the library	PML
Rigby Hall	Rigby	RGB
Rosario Beach Marine Laboratory	Rosario	
Sittner Hall	Sittner	SH
Smith Hall		SMH
Spiritual Life and Mission		
The Express		
University Bookstore	bookstore	
Village Hall		VH
Walla Walla University Church	University Church	UC
Winter Educational Complex	the WEC	WEC
Alumni Gymnasium	the gym	
Whitman Lodge		

**bullets** (see punctuation)

## C

### **camp meeting**

Two words, both lowercase

### **campuswide**

One word

### **Campus Ministries**

**capitalization** (see also degrees, departments, Internet/technical terms, and majors)

For capitalization on specific words, refer to the case used for each entry in this style guide. Our preference is to lowercase. There are, however, several instances warranting exception.

#### **classes and courses**

Use lowercase when you refer to courses and classes, unless you use the specific name of a class or the class uses a proper noun or numeral. Lowercase when describing courses in general; uppercase the specific course or program.

*Example: I took Organic Chemistry, Ancient Greek and Roman Mythology, General Physics Lab, and Elementary Calculus. I passed two of them but still was dropped from the Biochemistry Program.*

*Example: He is enrolled in a mathematics course, two literature courses, and a physical education course.*

#### **colleges and divisions**

Capitalize formal names of colleges and divisions of the university. Lowercase informal references.

*Example: School of Social Work and Sociology*

*Incorrect: In the Business College, professors stress economics and quantum topics over management and human factors studies.*

#### **compass directions**

Lowercase north, south, east, and west (also northern, southern, eastern, western) when not part of a proper name. Capitalize when referring to a proper name or region.

*Examples: the Northwest, the West Coast, but northeastern Washington*

**class designations**

Lowercase freshman, sophomore, junior, senior

**holidays and breaks**

Capitalize national holidays but lowercase unofficial words following the holiday: Christmas day, Thanksgiving break, Memorial Day holiday

Lowercase school breaks: Christmas vacation, spring break, Thanksgiving break, midterm break, winter break

**names**

Capitalize any reference to the proper name of the university (do not capitalize “university” when used alone), names of professorships, publication titles, buildings, rooms with names, certain special-interest groups, university-specific events and programming, and formal names of committees and clubs.

**seasons**

Lowercase spring, summer, fall (autumn), winter

**terms**

When referring to the academic year, fall quarter, winter quarter, spring quarter, and summer quarter are all lowercase.

**captions**

Identify people as “(front row, from left)” or similar.

**catalog**

Not catalogue

**commas** (see punctuation)

**Commencement**

This is the event where degrees are awarded. Graduation refers to all weekend activities.

**core themes**

We are a community of faith and discovery committed to  
Excellence in thought  
Generosity in service  
Beauty in expression  
Faith in God

When used in sentence form, lowercase each item and separate with commas. When used in list format, use a colon, bullets, and periods at the end of each core theme. Styling is subjective when used as a design element.

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**courses** (see capitalization)

### **course work**

Two words

### **cross-country**

Note hyphen

### **curriculum vitae**

curriculum vitae (singular); curricula vitae (plural); vita (informal)

## D

### **dates and times**

For times, use a.m. and p.m. (lowercase, with periods).

*Examples: The class meets at 3 p.m. At 10 a.m., I'll meet you by the library.*

Use an en dash between times or a hyphen if an en dash is not available (2–4 p.m.)

Write out full words for days of the week (Monday, Tuesday) and use numerical dates (5/19) to save space. Months can also be abbreviated (Jan., Feb.) for space. Do not abbreviate March, April, May, June, or July, per AP style. Date format follows the standard U.S. style: month, day, year.

*Example: May 15, 2015*

### **degrees**

Walla Walla University offers the following degrees:

#### **undergraduate**

Associate of Science (A.S.)

Bachelor of Arts (B.A.)

Bachelor of Business Administration (B.B.A.)

Bachelor of Music (B.Mus.)

Bachelor of Science (B.S.)

Bachelor of Science in Engineering (B.S.E.)

Bachelor of Social Work (B.S.W.)

#### **graduate**

Master of Arts (M.A.)

Master of Education (M.Ed.)

Master of Arts in Teaching (M.A.T.)

Master of Initial Teaching (M.I.T.)

Master of Science (M.S.)

Master of Social Work (M.S.W.)

**spelling and capitalization**

When spelled out, degrees are lowercased in all instances, unless they appear in list format.

B.A., B.S., bachelor of arts, bachelor of science

M.A., M.S., master of arts, master of science

Ed.D., Ph.D., doctor of education, doctor of philosophy

M.B.A., master of business administration

Do not add the word “degree” after an abbreviation of the degree.

*Example: She’ll receive a Ph.D. this fall.*

*Incorrect: She’ll receive a Ph.D. degree this fall.*

*Incorrect: She has a B.A. degree in chemistry.*

*Example: She has a bachelor’s degree in chemistry.*

*Example: She has a bachelor of science degree in chemical engineering.*

In *Westwind* and in other campus publications, we do not include degrees following names. We also do not refer to someone as “Dr.,” as in Dr. Jane Doe. We simply give their department title.

Use an apostrophe in “bachelor’s degree” and “master’s degree,” but not in “bachelor of arts” or “master of science.” There is no possessive (’s) in associate degree.

*Example: I have an associate degree and a bachelor’s degree, but not a master’s.*

Avoid abbreviations when possible.

*Example: John Jones, who has a doctorate in psychology...*

*Incorrect: John Jones, Ph.D. ...*

Use of abbreviations is permitted to identify many individuals by degree only when the preferred form would be cumbersome. Otherwise, write out all degrees.

If abbreviations are necessary, use them only after a full name and set them off with commas (or semicolons, in a complex list).

*Example: Brenda Smith, Ph.D.; Scott Stone, M.S.; and Julie Marks, B.B.A.; spoke at the conference.*

When multiple degrees and certifications are listed, such as in Distinguished Faculty Lecture materials, all degrees and certifications take periods.

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### **departments**

Capitalize when using the full, proper name.

*Examples: Department of History, Department of Mathematics, Marketing and University Relations, School of Engineering*

Lowercase department names in all other usages.

*Examples: history department, mathematics department, enrollment office, biology student*

Exceptions include the names of languages, which are always capitalized:

*Example: The English department won the award.*

### **Official names of WWU departments, schools, and programs are as follows:**

#### **Academic Administration**

Academic Records

Academic Advisement

Department of Art

Department of Biological Sciences

Department of Chemistry

Department of Communication and Languages

Department of Computer Science

Department of English

Department of Health and Physical Education

Department of History and Philosophy

Department of Humanities

Department of Mathematics

Department of Music

Department of Physics

Department of Technology

Honors General Studies Program

Humanities Program

Institutional Research

School of Business

School of Education and Psychology

School of Engineering

School of Nursing

School of Social Work and Sociology

School of Theology

School of Graduate Studies

Student Development Center

Career Services

Disability Support Services

Employer Relations



Internship Services  
Peer Tutoring

**Financial Administration**

Accounting  
Facility Services  
    Custodial Services  
    Key Shop  
    Mailroom  
    Rental Properties  
Human Resources  
Information Technology  
Student Financial Services  
    Student Employment  
The Express  
Risk and Safety Management

**Student Life**

Athletics  
Campus Security  
Chaplain's Office  
Counseling and Testing Center  
Residential Life and Housing  
Student Life  
University Health Clinic  
Village Housing

**University Relations and Advancement**

Admissions  
Alumni and Advancement Services  
Alumni and Parent Relations  
Guest Relations  
Marketing and Enrollment Services  
Marketing and University Relations  
Recruitment  
Student Information

**Discovery Preschool at Walla Walla University**

Formerly known as Child Development Center, located in basement of Smith Hall

**dining services**

Dining services is the preferred term in formal references rather than food services or cafeteria.

**diversity**

WWU believes in respecting the cultural, racial, and ethnic identities of individuals and does not promote one term over another, such as “African-American” over “black.” When relevant, terms related to diversity should reflect the preference of the person who is being described.

**dorms or dormitories**

The preferred term is residence halls.

**E**

**email**

One word, lowercase “m” and lowercase “e.” Names in an email address should appear in lowercase.

Example: *john.jones@wallawalla.edu*

Incorrect: *John.Jones@wallawalla.edu*

**ex-officio**

Note hyphen.

**The Express**

Also known as Dairy Express, DX or just Express

**F**

**Facility Services (FS)**

Formerly known as Plant Services

**font**

WWU fonts are Gotham and Fairfield. If these fonts are not available, acceptable substitutions are Nevis, Proxima Sans, Montserrat, and Fanwood Text. See pp. 6-7.

**formatting** (see also publication titles)

**boldface**

Avoid boldfacing individual words within a paragraph for emphasis (use emphatic words or revise syntax for emphasis, if possible).

**italics**

Use italics for emphasis if word choice or syntax is not sufficient.  
Italicize non-English words and phrases, such as *magna cum laude*.  
Italicize titles of publications.

## G

### **graduation**

Refers to all weekend activities. Commencement is the event where degrees are awarded.

## H

### **health care**

One word as adjective, two words as a noun.

*Example: Ana Maria is a healthcare executive. She has worked in health care for 15 years.*

### **homecoming weekend**

Capitalize when including the year, otherwise lowercase. Do not refer to the weekend as “alumni weekend.”

*Example: Homecoming Weekend 2019*

*Incorrect: Homecoming, Homecoming Weekend, Alumni Weekend*

### **Honors General Studies Program** or **Honors Program**

Capitalize both uses.

### **honors**

**Dean's List:** Student must be taking a minimum of 15 quarter hours and have a GPA of 3.5 or above

**Dean's List of Distinguished Students:** Same as Dean's list except GPA is 3.75 or above

**Graduation honors:** *cum laude* (GPA of 3.5 to 3.74), *magna cum laude* (GPA of 3.75 to 3.89), *summa cum laude* (GPA of 3.9 to 4.0)

## I

### **Information Technology (IT)**

Formerly Information Services

### **InTents**

Offered spring quarter, the InTents evangelistic-style meetings offer students an opportunity to worship together.

### **internet/technical terms**

This section represents a few of the more common terms we use; however, there are many more terms to consider. Check the the AP stylebook “Key Terms and Definitions” section for further definitions and style guidelines.

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The Walla Walla University home page should always be written *wallawalla.edu*.

Capitalize “World Wide Web.”

Lowercase “internet” and “the web.”

The word “website” is one word with a lowercase “w,” as are “webcam,” “webcast,” and “webmaster.” “Web page,” “web feed,” and “home page” are two words, and the “w” is lowercased.

The word “email” is one word and lowercase. So is “online.”

Avoid technical terms and jargon when possible. Offer a brief definition or re-write in everyday language so untrained readers may understand. Keep in mind that, especially for technology terms, what might have been unfamiliar a year or so ago may be common knowledge now, and therefore may not need explanation.

### J

#### **JumpStart**

JumpStart, a weeklong freshman orientation, helps students transition from high school to the privileges and responsibilities of being a student at Walla Walla University. JumpStart is designed specifically for first-time freshmen.

### K

**KGTS** (see Positive Life Radio)

### L

#### **library**

Lowercase unless using as part of official name: Peterson Memorial Library (PML)

#### **logo**

Find Walla Walla University branding and logo usage guidelines on pp. 2-11 of this stylebook, as well as logo files, at *wallawalla.edu/logo*.

### M

#### **majors** (academic)

Lowercase general references; capitalize if proper noun.

*Example: She is a biology major. He is a Spanish major.*

**majors/concentrations**

Consult the bulletin when citing a student’s major. Avoid misidentifying a concentration as a major.

*Example: John’s major is mass communication with a concentration in journalism and public relations.*

*Incorrect: John is a journalism and public relations major.*

**Mud Bowl**

Two words, uppercase is the preferred styling for this annual event (mudbowl or Mudbowl is incorrect).

**N**

**names**

Refer to the university bulletin for the correct spelling and usage of administrator and faculty names. Refer to the myWWU directory for current staff names.

**nonprofit**

Not non-profit; however, not-for-profit is also correct.

**numbers**

Spell out numbers one through nine. Use numerals for 10 and greater. Always spell out numbers at the beginning of a sentence, or reword the sentence to avoid spelling out a large number.

Use “more than” rather than “over” with numbers.

*Example: More than 500 students attended vespers.*

**ordinals**

Spell out ordinal numbers through ninth; use numerals and a suffix for 10th and above. Superscript for the suffix is acceptable.

*Example: first, second, third ... ninth; 10th, 50th, 123rd*

*Incorrect: 1st, 9th, tenth, twenty-fifth, one-hundred and fiftieth*

**fractions**

Fractions standing alone are spelled out. For fractions with whole numbers, use numerals.

*Example: About one-fifth of her salary goes to buy 2 1/2 tons of pet food each year.*

**percent**

Spell out the word “percent,” repeating the word if a range is being described. Do not spell out the numbers in percentages even for numbers below 10; use numerals.

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*Example: The tuition increase will be between 5 percent and 10 percent.*

*Incorrect: More than 30% of the students were below average.*

*Incorrect: Fewer than five percent of students own airplanes.*

*Incorrect: The tuition remission will be between 15 and 40 percent.*

Note: Use the symbol % in tables and charts.

### **room numbers**

CSP 154 is preferred over 154 CSP.

### **telephone numbers**

Telephone numbers are written with parentheses around the area code.

*Example: (509) 527-2615*

*Incorrect: 509/527/2615*

*Incorrect: 509.527.2615*

*Incorrect: 509-527-2615*

Extensions: (509) 527-2615, ext. 123 (note comma)

## O

### **online**

One word, no hyphen.

### **office**

Capitalize when using the full, proper name.

*Examples: Office of the President, Chaplain's Office*

Lowercase office names in all other usages.

*Examples: enrollment office, cashier's office*

## P

### **percent** (see numbers)

Not per cent.

### **philosophy**

Walla Walla University is founded on Christian teachings and values as understood and appreciated by the Seventh-day Adventist Church. Central to these teachings is the belief that every person is created in the image of God as a being of inestimable value and worth, imbued with powers of intelligence, stewardship, and creativity akin to those of the Creator. Walla Walla University, therefore, seeks in its mission to foster the unique gifts of every individual within this Christian community of faith and discovery. Committed to excellence in thought, the university seeks to impart a broad knowledge of the arts, sciences, and professions by careful instruction and open inquiry at both the undergraduate and graduate levels. Recognizing that God is the source

of all truth, goodness, and beauty, the university seeks to convey to students a wisdom that translates academic achievement into responsible citizenship, generous service, a deep respect for the beauty in God's creation, and the promise of re-creation through Jesus Christ.

**Positive Life Radio**

Also known as KGTS, located in Canaday Technology Center

**president** (see also titles)

Lowercase unless using president as part of a name.

Example: *We were happy to welcome President John McVay.*

Example: *We were happy to welcome John McVay, president of Walla Walla University.*

**Providence Medical Group**

Entity which staffs the University Health Clinic

**publications**

*Westwind*: *The Journal of Walla Walla University* on first reference, *Westwind* on second reference

*The Collegian* (student newspaper)

*Mountain Ash* (yearbook)

*Mask* (online pictorial directory)

*Gadfly* (journal of literature and art)

**punctuation**

**apostrophes**

Plural degrees: M.S.'s, Ph.D.'s; however, try to use "master's degrees" and "doctorates" instead

Plural of a single letter: A's, B's

Decade as a noun: *The 1990s were a profitable time. The '90s saw a rise in enrollment.*

Decade as a possessive: Avoid making a decade possessive, such as "His thesis discusses the 1990s' cultural changes." Try to rephrase: "His thesis discusses the cultural changes of the 1990s."

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### **bullets**

Use periods at the end of bulleted sentences and phrases, especially if they are standalone sentences or finish the sentence that leads into the bulleted list. For example:

Career options

- Investigate forensic scenes and cases.
- Work in community health settings.

Students can live off-campus if they:

- Are 22 years of age or older.
- Are married.
- Have attained XXX credits.

Periods are not necessary at the end of each bullet in a bulleted list of single items, such as a lists of areas of study, degrees, courses, concentrations, majors, and minors. For example:

- Degrees offered
- Bachelor of business administration (B.B.A.)
- Business administration (B.A. and B.S.)
- Associate's degree

### **commas**

Do not use a comma between a month and year unless a date is included.

*Examples: July 2002 or July 16, 2002.*

Always include a comma before a conjunction in the last word in a list. This is known as a “serial comma” or “Oxford comma.”

*Example: Jon Dybdahl prayed for the students, faculty, and staff.*

*Example: The balloons come in red and blue, orange and green, or black and white.*

### **double spaces**

Do not use double spaces between sentences.

### **ellipsis**

Use an ellipsis (three periods) to show where something has been omitted (as in a quote that has been shortened) or (in rare instances) to signal suspense. Include a space before and after ellipses.

*Example: “It was a sunny day ... filled with light,” she said.*



**em dashes and en dashes**

Can be used to set off various parts of a sentence. Em dashes can be used without a space before and after the dash, depending on preference. Usage must, however, be consistent within a document or publication.

Never use a hyphen instead of an em dash.

En dashes show a range, such as 2–4 p.m. or the 2019–20 school year.

**exclamation points**

Use a single exclamation point to signal excitement. More than one exclamation point in formal writing is unnecessary.

**hyphens**

As a general rule, all compound modifiers should be hyphenated unless the first modifier is an adverb.

*Example: On-campus program*

*Example: highly developed product (no hyphen with adverbs ending in “ly”)*

Omit hyphens in compound nouns and words that are no longer hyphenated.

*Examples: vice president, fundraising, fundraiser (consult Merriam-Webster dictionary for styling and spelling of compound nouns)*

Generally, no hyphen is used with the prefixes “non,” “pre,” “post,” and “sub.”

*Examples: nonprofit, postgraduate, preadmission*

However, do use a hyphen at certain times, including:

- When the second word in a pair is capitalized, such as *non-English*.
- Numbers, such as *pre-1954*.
- Words that could be confused with other words of the same spelling, such as *re-create* when used to mean “create again”; *recreate* is an awkward verb meaning to take part in recreation.
- When the last letter of a prefix is the same as the first letter in the second word, use a hyphen: *anti-intellectual*, *pre-existing*.

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### **periods**

Periods are appropriate in first-tier headers in marketing materials following a directive. Periods should not follow a descriptive header. Headers should be consistent in styling throughout a piece if both directive and descriptive headers are used distinguish between the two in font and style.

*Example: Study in action.*

*Example: Quality programs*

Use periods at the end of each bulleted item in a list.

### **quotation marks**

Articles and chapters: Use quotation marks. “How I Spent My Career at Walla Walla University.”

Books/videos: Names of books, newspapers, magazines, newsletters, reports, and videos should be italicized. (If italics is not available, use underline; if neither italics nor underline is available, just capitalize as follows: Undergraduate Catalog, Graduate Catalog, Westwind).

## **R**

### **Rogers Adventist School**

The school serving grades K-8, located at 200 SW Academy Way, College Place, WA, 99324

### **Rosario Beach Marine Laboratory**

The Rosario Beach Marine Laboratory exists primarily for the training of undergraduate and graduate students in marine, field, and experimental sciences in a Christian setting.

Use full name on first reference. “Rosario” by itself on subsequent references is okay.

## **S**

### **Seventh-day Adventist**

Do not use the abbreviation “SDA.” On subsequent references “Adventist” may be used alone. The official church name is always hyphenated with a lowercase “d.”

### **Seventh-day Adventist Church terms** (see also Seventh-day Adventist)

Always use Seventh-day Adventist Church on first reference, capitalizing “C” for the word church. Use a lowercase “c” for local congregations, church members, etc. Lowercase the “d” in “day.”

The official name of the church includes a capital C: Seventh-day Adventist Church. “Church” does not need to be capitalized unless it is part of an official name or title.

*Example: He will meet you in the church lobby. Vespers will be held in the University Church.*

Use the full name of an institution or organization on first reference, such as North Pacific Union Conference. Abbreviations are acceptable on second reference, such as NPUC.

*Example: Walla Walla University is located in College Place, Washington. As an institution of higher education, WWU is ...*

The word “Sabbath” is always capitalized. “Sabbath school” is written with a lowercase “s” on school.

**social media**

The official handles of Walla Walla University social media accounts are as follows:

- Facebook:** @wallawallau
- Instagram:** @wallawallauniversity
- Twitter:** @wallauniversity
- LinkedIn:** Walla Walla University

**states**

Spell out state names in all cases except in *Westwind* obituaries and AlumNotes where state abbreviations are appropriate. Use postal abbreviations in addresses but not in text. Following are the state abbreviations with postal abbreviations in parentheses:

Alaska (AK)	Ind. (IN)	Neb. (NE)	R.I. (RI)
Ala. (AL)	Iowa (IA)	Nev. (NV)	S.C. (SC)
Ariz. (AZ)	Kan. (KS)	N.H. (NH)	S.D. (SD)
Ark. (AR)	Ky. (KY)	N.J. (NJ)	Tenn. (TN)
Calif. (CA)	La. (LA)	N.M. (NM)	Texas (TX)
Colo. (CO)	Maine (ME)	N.Y. (NY)	Utah (UT)
Conn. (CT)	Mass. (MA)	N.C. (NC)	Vt. (VT)
Del. (DE)	Md. (MD)	N.D. (ND)	Va. (VA)
Fla. (FL)	Mich. (MI)	Ohio (OH)	Wash. (WA)
Ga. (GA)	Minn. (MN)	Okla. (OK)	W.Va. (WV)
Hawaii (HI)	Miss. (MS)	Ore. (OR)	Wis. (WI)
Idaho (ID)	Mo. (MO)	Pa. (PA)	Wyo. (WY)
Ill. (IL)	Mont. (MT)		

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**Punctuation:** Place one comma between the city and the state name, and another comma after the state name, even when states are abbreviated in AlumNotes and obituaries, unless ending a sentence or indicating a dateline.

*Example: He was traveling from Nashville, Tennessee, to Austin, Texas, en route to his home in Albuquerque, New Mexico.*

**Miscellaneous:** use New York state when necessary to distinguish the state from New York City (note lowercase “s” on “state”). Use state of Washington or Washington state when necessary to distinguish the state from the District of Columbia.

### **student-athlete**

Prefer use of the term “student” or “athlete” when possible. Use student-athlete with hyphen, both as a noun and an adjective, when necessary per AP and NCAA style.

## T

### **time, a.m. and p.m.**

Time is designated by a numeral plus a.m. or p.m.

*Examples: 9:30 a.m., 6 p.m.*

Do not add “:00” after the numeral.

*Example: 6 p.m.*

*Incorrect: 6:00 p.m.*

Lowercase a.m. and p.m. with periods. However, it is acceptable to remove periods as needed for space and alignment in charts, graphs, and calendars.

Avoid redundancy.

*Examples: 10 in the morning, 10 a.m.*

*Incorrect: 10 a.m. this morning (redundant)*

Noon can be used in place of 12 p.m.

*Example: The meeting will take place at noon.*

*Incorrect: The meeting will take place at 12 noon.*

### **titles** (see also degrees)

Titles preceding a personal name are uppercased when not used in a descriptive way. The title is lowercased when it stands alone or follows a personal name. This includes professor, assistant professor, and associate professor, which is an exception to AP.

*Examples: President John McVay; John McVay, president of Walla Walla University; the president; Carl Cosaert, dean of the School of Theology*

For a complete list of administrators, board members, and faculty members with correct titles, please refer to the current Walla Walla University bulletin.

## U

### **United States**

Spell out when used as a noun. Abbreviate without spaces (U.S.) when used as an adjective.

*Example: He came to the United States to get an education.*

*Example: The extension is part of the U.S. Department of Agriculture.*

*Incorrect: He came to the U.S. to get an education.*

### **university**

Lowercase “university” when referring to Walla Walla University in text.

*Example: Dave Thomas is dean of the School of Theology at Walla Walla University. He joined the university faculty in 2001.*

### **U-Days**

## W

### **Walla Walla University Church (WWUC)**

Also University Church

### **Walla Walla University Church terms**

**FirstServe** is an early morning, contemporary worship service held each Sabbath in the University Church.

**Second Service** is the more traditional service held each Sabbath in the University Church.

**Community Builders** are the Sabbath school options held Sabbath morning between FirstServe and Second Service.

#### **Local church names:**

College Place Seventh-day Adventist Church (Village Church)

College Place Spanish Seventh-day Adventist Church

Milton Seventh-day Adventist Church

Stateline Seventh-day Adventist Church

Walla Walla City Seventh-day Adventist Church

Walla Walla University Seventh-day Adventist Church

Eastgate Seventh-day Adventist Church

Walla Walla Spanish Seventh-day Adventist Church

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### **Walla Walla University (WWU)**

On first reference, use the full name of “Walla Walla University.” On second or subsequent references, either WWU or “the university” is acceptable. Note that “university” is lowercase on this reference.

*Example: Walla Walla University is a liberal arts university. WWU has a student population of 1,900.*

*Example: Dave Thomas is the dean of the School of Theology at Walla Walla University. He joined the university faculty in 2001.*

### **Walla Walla Valley Academy (WWVA)**

A private, Seventh-day Adventist day school for grades 9-12 located at 300 SW Academy Way in College Place, WA

### **Web addresses**

Refer in print to the university web address as *wallawalla.edu*. When a web address ends a sentence, finish with a period. Web addresses appear in italics in text and appear in italics and boldface in a call to action.

### **website** (see internet/technical terms)

Lowercase all references to “web” except when referring to the World Wide Web.

*Examples: website, web page, the web, a personal website*

### **Wolves**

Capitalize the official name of the Walla Walla University varsity athletic teams. Includes women’s and men’s basketball, women’s and men’s cross-country, women’s and men’s golf, men’s soccer, and women’s volleyball.

*Examples: The Wolves basketball team will play tonight. The lady Wolves won their basketball game last night.*

## Y

**year** (see alumni)



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