Writing Great Content Consistently: Usage, Style and Grammar

The Stevens Editorial Style Guide was created to educate and guide communications faculty and staff in the use of a single "house" style consistently and appropriately across the university for Stevens print, graphic and electronic materials. Should also be employed by all consultants retained by Stevens.

S. V. Institute of Technology uses The Associated Press (AP) Dictionary, Merriam-Webster Dictionary. Every institution that uses house style differs for university purposes. The style online at www.stevens.edu
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WRITING GREAT CONTENT CONSISTENTLY:
Usage, Style and Grammar

The Stevens Editorial Style Guide was created to educate and guide communicators, faculty and staff in the use of a single style consistently and appropriately across the university for Stevens print, graphic and electronic materials. This style should also be employed by all consultants retained by Stevens.

Stevens Institute of Technology uses The Associated Press (AP) Stylebook and The Merriam-Webster Dictionary. Every institution that uses a style guide also has its own nuances. While AP style is useful as a framework, Stevens has modified this style where more appropriate for university purposes. The following guide explains how Stevens Style differs from AP style, and describes how we address certain editorial situations not clearly delineated in AP's Stylebook. Consult the AP Stylebook, available online at www.apstylebook.com, for basic style questions. In cases where Stevens Style differs from AP style, the Stevens Style takes precedence.

Here are some helpful tips to follow across all types of content:

- **Write for reading** – If content sounds ridiculous or unclear when said out loud, it probably needs to be rewritten and simplified.
- **Lead with your strongest material** – Try to include the most important information as close to the front of the content as possible.
- **Avoid redundant content** – Cross-reference existing content whenever possible rather than reproducing it entirely.
- **Edit liberally** – Pare down lengthy prose that distracts readers from the substance of the post; another option is to extract extraneous content and use it for other communication channels (e.g., email, blogs, social media).
- **Avoid excessive use of acronyms or "internal speak"** – those phrases commonly and frequently utilized within Stevens that may not be understood by outsiders.
Academic Degrees

Follow the following guidelines when writing degree names and abbreviations:

- Use an apostrophe in bachelor's and master's; no apostrophe is used with associate degree. There is no possessive in Bachelor of Art or Master of Science.

- If spelling the full degree, use lowercase, except for proper nouns.
  - A bachelor's degree in computer engineering and a master's degree in engineering management

- Use lowercase for the field of study.
  - She is pursuing a B.S. in environmental engineering.

- If using the abbreviation of degree type, use periods in all degrees except those with three capital letters. Do not place any spaces between the letters.

<table>
<thead>
<tr>
<th>Formal Use [use capital letters]</th>
<th>General Use 1</th>
<th>Use 2</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bachelor of Engineering</td>
<td>bachelor's degree</td>
<td>bachelor's</td>
<td>B.E.</td>
</tr>
<tr>
<td>Bachelor of Science</td>
<td>bachelor's degree</td>
<td>bachelor's</td>
<td>B.S.</td>
</tr>
<tr>
<td>Master of Business Administration</td>
<td>master's degree</td>
<td>master's</td>
<td>MBA</td>
</tr>
<tr>
<td>Master of Engineering</td>
<td>master's degree</td>
<td>master's</td>
<td>M.Eng.</td>
</tr>
<tr>
<td>Master of Science</td>
<td>master's degree</td>
<td>master's</td>
<td>M.S.</td>
</tr>
<tr>
<td>Master of Management Science</td>
<td>master's degree</td>
<td>master's</td>
<td>MMS</td>
</tr>
<tr>
<td>Master's of Engineering, Honoris Causa</td>
<td>honorary master's</td>
<td>master's</td>
<td>Hon. M.Eng.</td>
</tr>
<tr>
<td>Doctor of Science</td>
<td>doctoral degree</td>
<td>doctorate</td>
<td>Sc.D.</td>
</tr>
<tr>
<td>Doctor of Philosophy</td>
<td>doctoral degree</td>
<td>doctorate</td>
<td>Ph.D.</td>
</tr>
</tbody>
</table>

The word "degree" should not follow an abbreviation:

- She has a B.A. in philosophy. (or) She has a bachelor's degree in philosophy.

**TIP:** In stories or releases concerning holders of multiple degrees, try to write around the issue of using too many initials and "alphabet soup" as often as possible:

- Jones received a bachelor's degree in mechanical engineering at Stevens in 1988 before completing a master's in management in 1990.

**TIP:** When degree holders hold multiple Stevens degrees, list ALL degrees, from least to most advanced, with NO commas between:

- Jane Jones ’56 M.S. ’61
**Acronyms and Abbreviations**

Stevens has many acronyms that are used internally; however, these acronyms are unfamiliar to external audiences and should be avoided. A few universally recognized abbreviations are required in some circumstances (e.g., laser or sonar); others are acceptable depending on context (e.g., NASA, NCAA). Unless it's well known, steer clear of using them. Do not use acronyms or abbreviations that the reader would not quickly recognize.

If you need to abbreviate a school or program name – or some new research you're writing about – first spell it out with the acronym in parentheses.

- Her work with the School of Systems and Enterprises (SSE) has been recognized by the U.S. Department of Defense.
- All other references thereafter can be the acronym only (SSE).

**Attribution and Class Year**

For students and alumni: Provide the name, graduation year (or anticipated graduation year) in two-digit format, and program name.

- John Smith '12, mechanical engineering

Also acceptable: use the entire year, with the word "Class" in uppercase when referring to a specific class year:

- John Smith, a member of the Class of 1994,

Do not use asterisks to designate graduate school after a class year, as outside readers may not understand this designation — with one exception. In Alumni Association publications only, this convention is permissible. Class years of 1900 and earlier will be written in full, thus:

- Frederick Winslow Taylor (Class of 1883) co-founded General Motors.

Attribution of class year 2000 is written '00.

**Compound Modifiers**

As a general guideline, compound modifiers are hyphenated before the noun.

- She is a first-year student.
- This is her first year at Stevens.

When in doubt, normally, it's better to hyphenate.

Compounds that include "ly" are never hyphenated. Use a hyphen to designate dual heritage (e.g., Italian-American, Mexican-American). However, no hyphen is used for French Canadian or Latin American.
Dates and Times

Do not use -ths, -sts, etc. for dates.

- Aug. 27 [NOT Aug. 27th]

Always include the DAY OF THE WEEK in an announcement. Never abbreviate days of the week.

- Commencement will take place Wednesday, May 21, 2014.

In an announcement or invitation, spell out the name of the month. Abbreviate all months except March, April, May, June and July in running text.


When the phrase uses only a month and year, do not separate by comma. When the phrase refers to a month, day and year, set off the year with commas.

- January 2011 was a cold month.
- Jan. 2 was the coldest day of the month.
- His birthday is May 8.
- Feb. 14, 2017, is the target date.

Use hyphens in date ranges, like this:

- The workshop will take place Monday through Thursday, July 18-21.

Write academic years like this:

- the 2011-12 academic year
- AND -
- the 1999-2000 academic year

"Fiscal Year" may be abbreviated as "FY". Use a space before the year only when the year is shortened to two digits.

- In FY 2016, Stevens produced record fundraising.
- BUT -
- The endowment report for FY16 was released today.
Dates and Times (cont.)

Don't use :00 for times that are on the hour:

- 7 p.m.
- 7:30 p.m.

Use periods after a.m. and p.m. in writing. In posters, signs, invitations and other graphical pieces, you may omit periods at your discretion.

- Write "noon" and "midnight" instead of 12 p.m. and 12 a.m.

The only exception for date and time guidelines is on Twitter or other character-constrained media. In these cases, choose the shortest-yet-clearest description of dates.

- Mon 1/24 at 4pm

Formal and Informal Titles

TITLES OF PEOPLE

Capitalize formal titles when they are used immediately before one or more names. A formal title generally is one that denotes a scope of authority, professional activity or academic activity.

- Pope Benedict XVI
- President Nariman Farvardin
- Dean Gregory Prastacos

EXCEPTION: President of Stevens

We will capitalize President anytime it refers to our own President.

- President Nariman Farvardin announced...
- Since joining Stevens in 2011, the President has...
- Included in the President's priorities...

For other presidents, use AP style capitalization rules.

- James Jones, president of ABC Corporation
- Vice President Smith is considering a visit to Stevens.
Formal and Informal Titles (cont.)

Formal titles used after one or more names are not capitalized. EXCEPTION: Titles may be capitalized when names appear in a columnar list or when captioning an image.

- Jane Johnson, vice president of human resources
- Robert Smith, vice provost of academics, will be delivering a lecture today.

Informal titles serve primarily as occupational descriptions and are not capitalized.

- author Stephen King
- astronaut John Glenn

It is common at institutions of higher education to refer to those with a doctorate-level degree as Dr. Refer to all people with doctorate-level degrees as "Dr." if you refer to one person as "Dr." In this case, do not follow the name with the degree.

- Dr. Alaina Wiles
- Not: Dr. Alaina Wiles, Ph.D.

TITLES OF COURSES, BOOKS, MOVIES, WORKS OF ART, PUBLICATIONS, ETC.

Use italics for titles of books, articles, movies and songs. You may also use quote marks around the titles of works, but not for titles of magazines, newspapers and journals.

- The Dean's new textbook is titled *Marine Security and You*.
- Stevens will host a special discussion of van Gogh's *Sunflowers*.
- *Science*
- *Nature*
- *The New York Times*

Use quote marks for course names only when the exact name is being given.

- Professor Smith's new course, "Introduction to Fluid Dynamics," will be offered in the fall.
  - BUT -
- Professor Smith will teach a new course in fluid dynamics this fall.
Formatting, Punctuation and Special Marks

BULLETS
Bulleted items may be capitalized or left in lowercase, depending on preference — but must be consistent throughout a single document. (Note that AP Style does not allow bullet-pointed lists of any kind, but Stevens Style does.)

In general, listed items that are complete sentences should be capitalized, and those that are fragments should be rendered in lowercase. Sentences after bullet points should end in a period. Sentence fragments should not.

COMMAS
We use AP style for commas, which means we do not use a serial comma. This means you should NOT include a comma before the last item in a list of three or more items.

- Stevens specializes in engineering, technology and innovation.
- He received his bachelor’s, master’s and doctoral degrees at Stevens.

EXCEPTION: If the list is complex — if items in the list are each long — include the final comma:

- The planning subcommittee also drew up a list of items to discuss in future sessions including improvements to campus such as new dormitories and laboratories, new curricula to improve the training of the next generations of technology leaders, and future faculty hiring needs.

EXCEPTION: If the final or next-to-last item of the list in the sentence has the word "and" in it, include the final comma to ensure clarity:

- Stevens engineers graduate with the knowledge to design software, systems and networks, and protocols for cybersecurity.

Use **semicolons** when individual list items include commas in them. These same rules and exceptions apply in these cases as well.

DASHES AND ELLIPSES
Always use a **WIDE** dash (called an "em-dash") instead of a narrow dash in sentences.

When using an ellipsis (three dots together to indicate missing text), do not use any space on either side of the ellipses. Note that this is contrary to AP Style.

- "Stevens is...an innovative university."
Formatting, Punctuation and Special Marks (cont.)

QUOTATION MARKS

We do not use "curly" quotes in most published communications. Always set copy into "straight" quotes. "This is important to remember, because formatted text such as this sometimes alters its appearance or spacing when transferred to web documents, content management systems and display monitors, with potentially undesirable results.

**EXCEPTION:** Graphic designers may add curly quotes as a design element to printed pieces only (posters, postcards, etc.).

How to turn straight quotes ON & turn curly quotes OFF in Microsoft Word:

1. Find the Tools menu at the top of the page.
2. Under Tools, choose > AutoCorrect.
3. Click on the 3rd column > AutoFormat as You Type.
4. Under the Replace as You Type subsection of the next window, uncheck the box > "Straight quotation marks" with "smart quotation marks."

The period and comma ALWAYS go inside quotation marks:

- "He will stop by tomorrow," she said.

A question mark goes inside when it is part of a direct quote:

- "Will you explain distribution requirements to me?" asked the student.

A semicolon goes outside quote marks in a sentence:

- Refer to us as "conference participants"; others should be called "guests."

SPACING

Insert only one space between each sentence, never two spaces.

**EXCEPTION:** In personal correspondence, authors may use two spaces between each sentence if desired by individual authors.

**EXCEPTION:** Grant applications and funding proposals may use two spaces between each sentence.
Numbers

Spell out the numbers one through ten; use numbers for all others. The exception is in web copy, where numerals are preferable for low numbers to make them more easily scannable. (Note that AP Style does not spell out the number ten, but Stevens does.) Here are some examples of proper Stevens Style when used in print:

- There were seven people at the meeting.
- There were 36 students in the class.
- There are approximately 5,000 undergraduates.

When a number is the first word of a sentence, always spell it out.

- One hundred and five alumni attended the lecture.

Spell out "million" and "billion." Use a dollar sign when referring to monetary amounts:

- The world's population has reached 7 billion.
- A record number of donors gave between $1 million and $2 million to Stevens.

Use a comma for thousands, except with temperature:

- 1,160 students
- The ceramic tile was heated in the lab to 2200 degrees.

PERCENT

Use the word percent [one word] instead of the percent symbol (%) in writing. An exception is in web copy, where the % symbol is preferable, to help make the content more easily scannable. Additionally, charts, graphs, financial reports and limited visual elements may use the % symbol.

- Approximately 50 percent of Stevens' student body hails from New Jersey.

QUANTITIES

Always use "more than," "less than" or "fewer than" instead of "over" or "under" when indicating numbers or quantities. Use "fewer" with items you can count individually, and use "less" for mass items.

- More than 2,000 students attended the latest Stevens Town Hall Meeting.
- The university raised more than $20 million during the fiscal year.
- Fewer than ten papers were included in the journal.
- The foundation received less than $100 million in donations last year.
Numbers (cont.)

TELEPHONE NUMBERS
Use area codes, plus periods, in all telephone numbers:

- 800.555.1234
- 201.216.5000

Plurals and Possessives

PLURALS
Alumni

- Alumnus = a male graduate of Stevens
- Alumna = a female graduate of Stevens
- Alumnae = a group of female graduates from Stevens
- Alumni = a group of male or mixed-gender graduates from Stevens

Never use the informal words "alum" or "alums" in formal writing.

Do not use "alumnus" to represent an unknown male or female graduate of Stevens. Use both:

- If you are an alumnus or alumna who has never given to Stevens, you are eligible for the matching program.

Commonly used plurals that sometimes cause confusion are clarified below:

- curriculum (singular); curricula (plural)
- emeritus (singular male); emerita (singular female); emeriti (plural)
- faculty member (singular person); faculty (plural of all faculty members)

POSSESSIVE "S"
Do not use a double "S" in any possessives. Note that this is contrary to the AP Style rule.

- Stevens' longest-living graduate [NOT Stevens's longest-living]
- Many of campus' buildings were constructed in the 1970s.
Spelling and Usage

In the case of alternate spellings or plurals, we typically use the first entry in The Merriam-Webster Dictionary.

- advisor (Though adviser is the preferred spelling in Merriam-Webster, Stevens Style uses the spelling with -or.)
- catalog
- chair: use the term "chair" wherever possible instead of chairperson, chairwoman or chairman (exception: Stevens Chairman of the Board)
- flier (one that flies); flyer (an advertising circular)
- full-time, part-time [preceding a noun] vs. full time, part time [used as an adverb]
  - He is a full-time student
  - She attends classes part time in the evenings
- the internet [always lowercase]
- on campus, off campus [refers to a location]; on-campus, off-campus [used as a modifier preceding a noun]
  - This class takes place on campus.
  - She lives in an off-campus apartment.
- the web, webpage, website, webcast, webmaster

CONTRACTIONS (WON'T, CAN'T, I'LL, ETC.)

In general, avoid contractions in professional communications. They may be used in personal letters in limited instances.
Spelling and Usage (cont.)

INCLUSIVE LANGUAGE

It is important to write in a way that does not exclude a particular gender:

<table>
<thead>
<tr>
<th>Instead of</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>chairman</td>
<td>chair*</td>
</tr>
<tr>
<td>businessman</td>
<td>business executive, manager</td>
</tr>
<tr>
<td>cameraman</td>
<td>camera operator</td>
</tr>
<tr>
<td>coed</td>
<td>female student, student</td>
</tr>
<tr>
<td>fireman</td>
<td>firefighter</td>
</tr>
<tr>
<td>foreman</td>
<td>supervisor</td>
</tr>
<tr>
<td>mailman</td>
<td>mail carrier</td>
</tr>
<tr>
<td>policeman</td>
<td>police officer</td>
</tr>
</tbody>
</table>

*EXCEPTION: When referring to the Stevens Board of Trustees, always use "Chairman".

- Virginia Ruesterholz '83, Chairman of the Stevens Board of Trustees

TENSE

For press releases use the past tense.

- "We will break ground tomorrow," the President said in a statement.

For long (magazine-type) feature stories ONLY, present tense is acceptable for certain pieces of writing. Do not switch tenses within a single piece of writing.

- Professor Jane Zhang walks into her chemical engineering laboratory and flips pm a switch. A monitor pulses to life, revealing the inner workings of some of the most intriguing compounds on the planet.
Spelling and Usage (cont.)

USE OF PROFESSIONAL WRITING STYLE

Use a more professional word wherever possible, over a more casual choice. Some informality is acceptable for external marketing, alumni appeals, informal communications, emails and some corporate communications, but otherwise please minimize their use. *Great* career services can become *premier* or *highly ranked* career services, for example. Exceptions may be made for advertising/marketing copy.

<table>
<thead>
<tr>
<th>Rather than</th>
<th>Consider</th>
</tr>
</thead>
<tbody>
<tr>
<td>We/our</td>
<td>Stevens professors, Stevens faculty, the university campus, university</td>
</tr>
<tr>
<td></td>
<td>professors, the university's students</td>
</tr>
<tr>
<td>Incredible/amazing/stellar</td>
<td>Remarkable, distinguished, exceptional, noted, renowned, leading</td>
</tr>
<tr>
<td>Too</td>
<td>As well, in addition, additionally</td>
</tr>
<tr>
<td>Programs like chemistry</td>
<td>Programs including chemistry, programs such as chemistry</td>
</tr>
</tbody>
</table>

State Names

Spell out all state names in stories. EXCEPTION: You may abbreviate in graphical pieces, social media and web content areas where space is limited.

When abbreviating states, you may use periods or not, depending on the design of the graphical piece.

Please use AP abbreviations for states (available in the AP Stylebook).

- Hoboken, New Jersey [web story, media release]
- Hoboken, NJ [postcard, feature header, etc.]
- Hoboken, N.J. [also acceptable in printed pieces]
URLs, Internet Addresses and Linking

Always make the website address (URL) as short as possible.

- stevens.edu  [ NOT http://www.stevens.edu ]
- Do not include http:// and www. unless a particular site will not work without it.
- When a URL must be broken over a line in printed context, break the line before rather than after the slash (/).

NOTE: When you delete the "www" portion of a URL, please test this shortened URL for functionality before publishing. Not all web addresses function properly minus the "www". (Stevens.edu does function properly.)

In Stevens stories and on Stevens web content, avoid linking to any external websites, Twitter account handles, etc. Only links pointing to official www.stevens.edu websites should be used. Exceptions include:

- Faculty members may point to outside links for certain purposes such as learning materials, journal extracts, course readings, etc.
- Media coverage of Stevens and other key external communications about Stevens (rankings, for example) may be linked to.
- Certain vendor services (SmugMug, Issuu, etc.) or official partnerships may be linked to when officially contracted.
- The Stevens Athletics website (www.stevensducks.com) is currently maintained by outside vendors and is a permissible outside link.
- It is also permissible to link to Stevens' social media channels to drive further conversation and engagement, including official Facebook, Twitter, LinkedIn, Google+ and YouTube pages, feeds and sites.
OFFICIAL NAMES AND PLACES

Building Names

Always consult the following websites for the correct official spellings and capitalization of Stevens building names:


NOTE that some building names on this map use shorter, second-reference form on the map itself in order to fit the space. Use longer names on first reference.

NOTE that the dining hall located in the Howe Center is called the "Pierce Dining Hall." Note the difference in the spelling from the Peirce building.

We use the full official names of the following buildings, labs, theaters and classrooms on first reference in writing, and shorter forms in subsequent references:

<table>
<thead>
<tr>
<th>First reference*</th>
<th>Second / subsequent references can use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenneth J. Altorfer Academic Complex</td>
<td>the Altorfer Complex</td>
</tr>
<tr>
<td>the Lawrence T. Babbio, Jr. Center for Business and Technology Management</td>
<td>the Babbio Center</td>
</tr>
<tr>
<td>the Burchard Building</td>
<td>Burchard</td>
</tr>
<tr>
<td>Castle Point Hall</td>
<td>CPH</td>
</tr>
<tr>
<td>the Davidson Laboratory</td>
<td>the Davidson Lab</td>
</tr>
<tr>
<td>the Grace E. and Kenneth W. DeBaun Auditorium</td>
<td>DeBaun Auditorium [no space in DeBaun]</td>
</tr>
<tr>
<td>DeBaun Field / DeBaun Athletic Complex [both are acceptable]</td>
<td>(none)</td>
</tr>
<tr>
<td>the Griffith Building</td>
<td>(none)</td>
</tr>
<tr>
<td>the Hanlon Financial Systems Center (HFSC)</td>
<td>Financial Systems Center or HFSC</td>
</tr>
<tr>
<td>The Hanlon Financial Systems Lab</td>
<td>the Hanlon Lab</td>
</tr>
<tr>
<td>the Wesley J. Howe Center</td>
<td>the Howe Center</td>
</tr>
<tr>
<td>Hoxie House</td>
<td>(none)</td>
</tr>
<tr>
<td>the Jacobus Student Center</td>
<td>Jacobus</td>
</tr>
<tr>
<td>the Morton-Perice-Kidde Complex</td>
<td>Morton-Perice-Kidde</td>
</tr>
<tr>
<td>the Charles V. Schaefer, Jr. Athletic and Recreation Center</td>
<td>the Schaefer Center</td>
</tr>
<tr>
<td>Edwin A. Stevens Hall</td>
<td>EAS Building</td>
</tr>
<tr>
<td>The William Hall Walker Gymnasium</td>
<td>Walker Gym / Walker</td>
</tr>
<tr>
<td>S.C. Williams Library or Samuel C. Williams Library</td>
<td>Williams Library / the library</td>
</tr>
</tbody>
</table>

*In event listings, alumni communications and internal newsletters only, short forms are allowed throughout.
Building Names (cont.)

When describing events held in rooms of a building, use the following listing convention: Building first, name second.

EXCEPTION: For event listings only, indicate the room first.

Campus Events

The formal names of special events are capitalized:

- Alumni Weekend
- Commencement
- Stevens Homecoming
- Stevens Awards Gala

Departments, Schools and Academic Programs

ACADEMIC PROGRAMS

Majors and minors are always lowercase in running text.

- He is a chemical biology major.
- She studied quantitative finance.
- Those graduate students are pursuing their degrees in systems engineering.

DEPARTMENTS

Capitalize specific departments when used as a proper name. If you refer generally to a department, it should be lowercase.

- Department of Computer Science, computer science department
- Office of Human Resources, human resources office

Ampersands are permissible and preferable in applicable department names when preceding faculty members' names, but do not use them after a faculty name.

- Electrical & Computer Engineering Professor James Smith
- Jane Smith, a Stevens professor of electrical and computer engineering
Departments, Schools and Academic Programs (cont.)

If a professorship is an endowed chair, it must always be spelled out fully and capitalized, including the "the" before the chair name:

- The Alexander Crombie Humphreys Chair in Economics of Engineering

SCHOOLS

<table>
<thead>
<tr>
<th>First reference</th>
<th>Acceptable on second reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>the Charles V. Schaefer, Jr. School of Engineering and Science*</td>
<td>the Schaefer School / SES [no periods]</td>
</tr>
<tr>
<td>the School of Business</td>
<td>the School of Business / the business school</td>
</tr>
<tr>
<td>the School of Systems and Enterprises*</td>
<td>SSE [no periods]</td>
</tr>
<tr>
<td>the College of Arts and Letters</td>
<td>CAL [no periods]</td>
</tr>
</tbody>
</table>

* Both "and" and "&" are acceptable forms of "and" in these two Stevens school names in some communications. When writing news stories and formal communications, however, always spell out "and". In graphic pieces, either is acceptable.

UNIVERSITY

When writing for external audiences, the first reference to the university should use its full, proper name. Subsequent occurrences can simply refer to "Stevens."

- Stevens Institute of Technology (first reference)
- Stevens (subsequent references)
- Mix "the university" in during subsequent references.

Never refer to the university as:

- "the Stevens Institute of Technology" (exception for official documents issued from the Board of Trustees)
- "SIT"
- "Stevens Tech" (exception for the Stevens Alma Mater or other legacy titles and the hashtag #stevenstech)
- "the Institute" (In very limited situations, this convention is permissible in Alumni and executive communications only.)
University Leadership

BOARD OF TRUSTEES
The correct forms & capitalizations are:

- First reference: the Stevens Board of Trustees or the Board of Trustees
- Second reference (or informal communications): the trustees or the Board

Note that AP Style would not capitalize Board of Trustees without "Stevens" identifying it, but we will capitalize this anytime it refers to the Stevens Board.

PRESIDENT
We will capitalize President anytime it refers to our own President.

- President Nariman Farvardin…
- Since joining Stevens in 2011, the President has…
- President Farvardin…
- Included in the President’s priorities…

For presidents of other institutions and organizations, we follow the AP Stylebook, as referenced earlier in this document.
Boilerplate

This is the official Stevens boilerplate for all news stories & press releases. It may not be edited.

Stevens Institute of Technology, *The Innovation University®*, is a premier, private research university situated in Hoboken, N.J. overlooking the Manhattan skyline. Founded in 1870, technological innovation has been the hallmark and legacy of Stevens' education and research programs for more than 140 years. Within the university's three schools and one college, more than 6,600 undergraduate and graduate students collaborate with more than 290 faculty members in an interdisciplinary, student-centric, entrepreneurial environment to advance the frontiers of science and leverage technology to confront global challenges. Stevens is home to three national research centers of excellence, as well as joint research programs focused on critical industries such as healthcare, energy, finance, defense, maritime security, STEM education and coastal sustainability. The university is consistently ranked among the nation's elite for return on investment for students, career services programs and mid-career salaries of alumni. Stevens is in the midst of a 10-year strategic plan, *The Future. Ours to Create.*, designed to further extend the Stevens legacy to create a forward-looking and far-reaching institution with global impact.

Graphic Styles

For guidance on official fonts, colors, brand marks, logos and all other design issues, consult the Stevens Visual Identity Guide online at www.stevens.edu/brandguide.

Official Names, Addresses & Spellings

- 1 Castle Point Terrace [must include the street number]
- G.O.L.D. [must have four periods]
- *The Innovation University®* [in italics, registration mark required]
- Stevens Alumni Association / the Alumni Association [never "the Alumni office"]
- WebCampus [2 capital letters, no spaces]
Stevens History

FOUNDING FAMILY & HISTORICAL FIGURES

The name of the founder of Stevens is Edwin A. Stevens.

• Use his middle initial in all first references.
• Subsequently in a story, refer to Edwin as "Stevens," "Edwin Stevens," or simply "Edwin", with no middle initial.

Other historical figures connected with Stevens:

• **Col. John Stevens**: Father of Edwin A. Stevens; built first U.S. steam locomotive; built estate on Castle Point; operated first U.S. steam ferry; helped create U.S. patent law. Use "Stevens" on second references rather than "the Colonel" or "Col. John" or "Col. Stevens."

• **Robert Stevens**: Invented the T-rail; designed steamboats and railroad

• **John Cox Stevens**: Created and won 1st America's Cup; founding member of New York Yacht Club; worked in steamboat transport

• **Martha Bayard Stevens**: wife of Edwin A. Stevens

• **Henry Morton**: First President of Stevens

• **John Stevens**: Father of Col. John Stevens; member of Continental Congress

FACTS & FIRSTS

Stevens graduates co-founded both General Motors and Texas Instruments.

Stevens graduate Frederick Winslow Taylor (Class of 1883) invented the field of scientific management — and graduate Henry Gantt (Class of 1902) invented the "Gantt chart" for mapping project timelines and resources.

The inventor of the first version of IMAP, the software protocol that now allows much of the world's email to be sent, received and stored offline, was Mark Crispin, Stevens Class of 1977.

In 1968, two Stevens professors pioneered a new method for manufacturing synthetic penicillin more quickly and inexpensively known as the Bose reaction.

"Bubble wrap" was invented by Alfred Fielding, a double Stevens graduate (M.E. '39, M.S. '43).

Stevens graduate Aaron Cohen '58 directed NASA's design and preparation of spacecraft modules for the Apollo moon launch missions.

Emmy Award-winning journalist Richard Reeves graduated from Stevens in 1960.
Stevens History (cont.)

Stevens graduate Gregory Gianforte '83 sold his software firm RightNow Technologies to Oracle in 2011 for more than $1.4 billion.

Stevens’ Davidson Laboratory features the fastest wave tank complex located at a U.S. university. This ocean engineering research center has played a role in virtually every major maritime and coastal engineering advance of the past century and a half, including the development of modern submarines and the re-engineering of capabilities for the Apollo space capsules.

Stevens' S.C. Williams Library holds one of the Western Hemisphere's largest assemblages of works by and about the Italian inventor and artist Leonardo da Vinci — some dating back nearly five centuries.

The first donation to Stevens was by none other than Andrew Carnegie, who donated a named facility in 1902 (the Carnegie Building) that still houses active Stevens laboratories.

TAKE NOTE: University rankings and accomplishments change frequently. For the very latest data, refer to: http://www.stevens.edu/about-stevens/rankings-and-recognition

Stevens Style Exceptions To AP Style

Stevens Style occasionally diverges from AP style. Here are some examples:

<table>
<thead>
<tr>
<th>Stevens Style</th>
<th>AP Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>3D-printed</td>
<td>3-D</td>
</tr>
<tr>
<td>campus-wide</td>
<td>campuswide</td>
</tr>
<tr>
<td>healthcare</td>
<td>health care</td>
</tr>
<tr>
<td>phone: 201.871.1000</td>
<td>phone: 201-871-1000</td>
</tr>
<tr>
<td>Stevens…and others</td>
<td>Stevens ... and others</td>
</tr>
<tr>
<td>Stevens', campus'</td>
<td>Stevens's, campus's</td>
</tr>
<tr>
<td>ten</td>
<td>10</td>
</tr>
</tbody>
</table>

When formatting titles of journals, works of art, etc:

<table>
<thead>
<tr>
<th>Stevens Style</th>
<th>AP Style</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>The New York Times</em></td>
<td>no italics allowed</td>
</tr>
<tr>
<td>the journal <em>Nature</em></td>
<td>no italics allowed</td>
</tr>
<tr>
<td><em>&quot;War and Peace&quot; or War and Peace</em></td>
<td>no italics allowed</td>
</tr>
</tbody>
</table>

When capitalizing headlines:

<table>
<thead>
<tr>
<th>Stevens Style</th>
<th>AP Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stevens Wins New Grant</td>
<td>Stevens wins new grant</td>
</tr>
</tbody>
</table>
University-Specific Terminology & Usage

Commonly used terms, both former and current:

- Technogenesis™: This term, previously broadly descriptive of Stevens' philosophy, is no longer used. Remove it from publications when updating.
- scholar-athlete: Always hyphenate
- healthcare: One word in all Stevens uses
- "-wide": Use hyphens with all uses: campus-wide, university-wide EXCEPT "nationwide"

Correct names and spacing of commonly used technology terms:

- nanotech
- nanotechnology
- cybersecurity, cyberterrorism, cybercafe [BUT cyber-attack, cyber-bullying]
- 3D [not 3-D]
- STEM [no periods; spell out "science, technology, engineering and mathematics" on first use]
Affect or Effect?

- Affect as a verb, means to influence (e.g., The game will affect the standings.)
- Effect as a verb, means to cause (e.g., He will effect many changes in the company.)
- Effect as a noun, means result (e.g., He didn't realize the effect of his actions.)

Among or Between?

- Among = when there are more than two things being compared
- Between = when there are only two objects being compared

Compose, Comprise or Comprised of?

- A thing is "composed of" (made up of)
- A thing "comprises" (contains) other things
- "Comprised of" is always wrong

e.g or i.e.?

- e.g. = examples
- i.e. = clarification (e.g., Three decimal places should only be used in statistics where it is the norm: i.e., a baseball batting average.)

It's or Its?

- It's = it is
- It's = it has
- Its = the possessive form of "it"

Than or Then?

- Than = used for comparison
- Then = used in a sequence indicating time; first this, then that
## COMMON CONTENT CONUNDRUMS SOLVED

### That or Which?
- *That* = singles out an item (e.g., "The event that we attended …")
- *Which* = adds explanation to an item being described, and it always follows a comma (e.g., "The event, which we enjoyed, took place …")

### That or who?
- *That* = describes non-people (e.g., companies or entities)
- *Who* = describes real people

### Their, They’re or There?
- *Their* = possessive, they own something
- *They’re* = they are
- *There* = refers to a place or idea

### Who or Whom?
- *Who* = subject of a statement (e.g., "Who is coming with us?")
- *Whom* = object of a statement (e.g., "To whom it may concern")

### Your or You’re?
- *Your* = possessive, you own something
- *You’re* = you are