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**Writing Style Guide**

**Lincoln-specific terms**
Mister and Miss Lincoln – Do not use “Mr.”

WebAdvisor - One word. Only the “W” and “A” are capitalized.

Student Union Building - SUB is acceptable on first reference when writing to an internal audience. The large room within the SUB is the “SUB Multipurpose Room” (no hyphen or capital P).

GradesFirst - One word. Only the “G” and “F” are capitalized.


First Year Program - Do not use “Freshman Year Program.”

Mary Dod Brown Chapel - One “d” at the end of “Dod.”

Academic Technology Support - Do not put “Center” at the end.

University City and Coatesville locations - Do not refer to either of them as a “campus.”

Department of Languages and Literature – Note “Languages” is plural and “Literature” is singular

Center for Advising and Student Achievement – “CASA” is acceptable on second reference. Do not put “Academic” in the name of the Center. “Academic Advising” is a program within CASA; do not call it the “Academic Advising Center.”

**The Students First Campaign**
Note there is no apostrophe in the title. Note the “s” at the end of “Students.”

The official tagline is:
Where Being THE FIRST Matters.
“THE FIRST” should be in all caps. If in color, “THE FIRST” should be in orange.

**University name**
Lincoln University. "Lincoln" is acceptable on second reference.

When referring to “the university” lowercase “university.” Example: The university continues to prosper.

**Personal names and titles**
Capitalize titles only when they appear before a name.

Example of title before name: President John Smith, Governor Tom Corbett
Example of title after name: John Smith, president of The Lincoln University
Professor example: John Smith, professor of sociology

Lowercase a descriptive title when it precedes a name. Examples: art history professor, orchestra director.

Do not capitalize titles when used alone in place of a name.
Examples: the president and regents of the university, the governor of Pennsylvania
**Telephone numbers**
Place a hyphen after the area code: 484-365-8000. Do not use periods or parentheses (per AP Style).

**University address**
The official university address is: 1570 Baltimore Pike, P.O. Box 179, Lincoln University, PA 19352. Place periods in P.O. Box. Do not include MSC codes.

**Graduation year**
Alumni/ae names used with the year of graduation, follow this style: Jessica Jones ’94. Pay special attention to the way the apostrophe curves. It should curve away from the first digit.

Do not add a comma between the last name and the last two digits of the graduation year. When using word processing software that includes “smart” quotation mark styling, the symbol that should precede a contracted class year is an apostrophe (or single closing quote), the tail of which points away from the digits.

Correct: ’98
Incorrect: ‘98

**Email addresses**
Lowercase the entire address, including proper nouns and the first letter unless a capital letter is required. Avoid beginning a sentence with an email address. Example: john.smith@lincoln.edu

**Italics and quotation marks**

**URLs in running text**
When there is a need for emphasis, set off URLs in running text by using italics or boldface. Drop the "http://" element for websites with a URL that includes "www" for brevity's sake. If the URL has no "www," such as http://websitelink.edu, the "http://" element should be dropped: websitelink.edu.

Do not drop the "https://" element used to indicate a secure site.

Do not break a line on a hyphen or insert a hyphen; it can be misleading. Try to break the URL before or after the discrete units of the URL. If the URL is at the end of a sentence, it is acceptable to add a period.

**Commas and periods**
Place commas and periods inside quotation marks. Colons and semicolons should be placed outside the quotation marks.

All other punctuation: If the punctuation is part of the quotation, put it inside the quotation marks. If it’s not, put it outside.
Use one space after periods.

**Quotation marks**
Quotation marks should be used:
- to indicate the exact words spoken or published by a person
- the first time a reference is made to a nickname
- the first time an ironic or sarcastic phrase is used.

**Numbers**

General rules
Spell out the numbers one through nine and use numerals for 10 and up.

Exceptions
Spell out numbers at the beginning of a sentence.
Use numerals in percentages (4 percent, not four percent).
If more than one number is used in a sentence, spell them out unless all are 10 and over.
Ranges: use numerals and an en-dash: 1–10, not one through ten.

Addresses and phone numbers
Spell out words in an address unless space is in short supply. If so, use the following abbreviations: Ave., Blvd., Bldg., Ct., Dr., La./Ln., Pkwy., Pl., Rd., Sq., St., Terr.
The directions N.W., S.W., and S.E are abbreviated in an address. North, South, East, and West are not abbreviated.
As part of a name, spell out the word street, or avenue. Example: Green Street Coffee House.

Dates
The U.S. preference for styling dates is: month, day, and year without the ordinal letters. Example: January 1, 2006.
Do NOT use st, rd or th with dates. Example, do NOT use: January 1st, 2006.
The year may be abbreviated in informal contexts. Example: class of ’49.

Time of day
To indicate specific times, use numerals with a.m. and p.m.
Delete the zeroes if the time of day is on the hour. Example: 5 p.m. not 5:00 p.m.
Use noon and midnight and do not use 12:00 p.m. and 12:00 a.m.
Spell out the time of day in text unless referring to a precise time. Example: She’s home from class by four.
Graphics Standards

Pantone Colors

BLUE
Code  R   G   B   Hex
662  12  25  117  #0C1975

ORANGE
Code  R   G   B   Hex
1585 249 107   7  #F96B07

University Logo
Use these logos on print and digital media used for official campus business, including print and Web advertisements.

These logos are available for use by the campus community; email the Office of Communications & Public Relations at lucomm@lincoln.edu.

This is the official university logo for light or white backgrounds:

![Lincoln University Logo](image)

The reverse logo used for dark backgrounds is available on the website.

Use these logos for activities at the University City and Coatesville locations.

![University City Logos](image)

![Coatesville Logos](image)

University Seal
The seal is reserved for formal academic events only, such as commencement and academic award ceremonies. When in doubt, use the university logo or consult the Office of Communications & Public Relations.
Athletics Logo

All lion-based logos are only to be used by Athletics. Examples shown below. They are never to be used for academic or administrative purposes. Consult Athletics on the use of these logos and refer to the Athletics Style Guide.
Social Media

For social media policies and a directory of all known university social media accounts, visit Office of Communications & Public Relations webpage at http://www.lincoln.edu/university-social-media-accounts.