The words and images we use to depict and describe our institution together comprise our brand. The consistent use and thoughtful expression of the University’s brand in every form of institutional communication helps reinforce awareness of California State University, East Bay, increase the University’s visibility, promote its academic reputation, and build affinity. Thus, a clear, cohesive, and comprehensive brand identity system and program for CSUEB is an essential tool and asset in our efforts to advance the University and its interests among our many constituencies.

The verbal component of the University’s brand not only describes and defines its position in the hearts and minds of its constituents, but the editorial style and standards that University writers and communicators apply also profoundly influence the image of the institution that these words and messages project.

Therefore, when writing on behalf of the University, it is important to remember that the final document, publication, or message — whether electronic or in print — represents the entire institution to readers and should be consistent with written communications produced by other units of the University. All written communications that represent the University in any way must meet the highest professional and academic standards, be clear in meaning, and be free of errors.

To that end, this editorial style guide provides essential guidance for University writers to craft messages that reflect the official CSUEB “voice.” The editorial voice is a term for the style and tone of a message that identifies it as originating from a single source. Although the messages may have different authors, following the style guidelines, using the same terms and titles, and using standard visual guidelines prevents the messages from being inconsistent with other University communications.

This guide also provides clarification for some frequently misspelled, misused, and confused words, lists basic grammatical guidelines for punctuation, and notes the proper forms of University-specific terms and locations, ensuring consistency and reinforcing our brand.

**University Style**

Cal State East Bay uses the Chicago Manual of Style, 15th edition, as the basis for its editorial style; there are, however, several exceptions noted in this guide, many of them specific to CSUEB terms and to higher education. Although news releases and content for the University news Web site follow Associated Press guidelines, all other publications, including *Cal State East Bay Magazine*, the Viewbook, marketing materials, and Web content, adhere to the more formal Chicago style.

**Grammar and Spelling**

Use standard American spelling and grammar. Merriam-Webster’s Collegiate Dictionary is a good reference for proper usage.
**Formatting Documents**

If your document will include images or logos, you must also follow the University’s visual Identity Standards, available on the University Communications Web site (http://www.csueastbay.edu/communications/identityguide/index.html). When formatting a document for print publication or the Web, use only one space following a period; double spaces can cause layout problems in publishing software and HTML code.

**Questions**

If you have a style question that is not addressed in this guide or would like clarification, please contact Jay Colombatto (jay.colombatto@csueastbay.edu), associate vice president of University Communications.
**acronyms**

Do not use periods.

*BA, CSU, DVD, NCAA*

Use apostrophes only for possessive constructions, not in the plural form.

*All CSUs are affected; the NCAA’s rules*

When an acronym will be used throughout, put the full title in parenthesis after the first reference.

*The PACE program (Program for Accelerated College Education)*

Some very well known acronyms are acceptable in all references.

*CD (not compact disc), PC (not personal computer), DVD (not digital video disk)*

Note: This is an exception to AP style, which calls for periods in most two-letter acronyms; see the AP Stylebook for acronym and abbreviation rules in news writing.

**addresses**

In running text, use the following format:

*Division of University Advancement, California State University, East Bay, 25800 Carlos Bee Blvd., Hayward, CA 94542-3000*

As a return address, use a multi-line format:

*Division of University Advancement
California State University, East Bay
25800 Carlos Bee Blvd., WA-908
Hayward, CA 94542-3000*

Note: When addressing envelopes for bulk mailing, use U.S. Postal Service state abbreviations – all capital letters and no punctuation.

**advisor**

This spelling, as opposed to *adviser*, is an exception to many dictionaries and style guides.

**affect, effect**

In general, affect is used as a verb (meaning to influence); effect is generally used as a noun (meaning result).

*This paper will affect your grade. The effect of the vote was immediate. The storm affected traffic. BUT: The storm had no effect on power systems.*

Although both words have other meanings, these are the most common usages. Avoid other uses when possible to prevent confusion.

**al Fresco**

This is the official spelling of the early October festival welcoming students back to the Hayward campus of Cal State East Bay. It is two words, always spelled with a lower case “a,” except when used to begin a sentence.

**alumni / alumnus**

This plural and gender-neutral noun refers to any group of students who graduated from a school. Use *alumnus* when referring to a man in the singular, and *alumna* for a woman. Though rarely used, *alumnae* is also acceptable to refer to a group of exclusively female graduates.

*Cal State East Bay has more than 100,000 alumni.*

*Joe Morgan, a prominent alumnus of CSUEB*  
**NOT:** John Doe, an alumna of Cal State East Bay

In generic references to a graduate, rather than a specific person, *alumnus* may be used as a gender-neutral term (e.g., CSUEB’s Alumnus of the Year award).
Avoid the colloquial “alum” when possible; it is permissible in the names of awards (e.g., the Young Alum of the Year) or feature headline treatments, though the preferred shortened form for news headlines is “grad.” Alum is acceptable in quoted material.

For CSUEB alumni, list the two digit year of graduation with an apostrophe immediately following the name with no commas offsetting:

Magdalena Lewy Boulet ’00 represents the nation.

and, but

In modern American English, it is acceptable to begin sentences with these conjunctions, though it is best to avoid overuse.

Athletics

Refer to the Cal State East Bay department as either "Intercollegiate Athletics" or "Athletic Department," not simply as “Athletics.”

See entry for Pioneers.

Board of Trustees

Capitalize "Board of Trustees” on its first use with the name of the organization it serves, such as “California State University Board of Trustees” or “Cal State East Bay Educational Foundation Board of Trustees.”

building names

In mailing addresses, it is acceptable to use short forms of campus buildings. In running text, use a complete name on first reference.

California State East Bay Magazine

The title is set in italics; the word magazine is part of the publication’s name, therefore it is also uppercase and italicized.

Campus

Uppercase when referring to a specific Cal State East Bay location.

Hayward Campus of Cal State East Bay
CSUEB’s Concord Campus

Lowercase otherwise.

Students living off campus

campus names and locations

The following are the full names of the University and its campuses and locations.

California State University, East Bay
California State University, East Bay Hayward Campus
California State University, East Bay Concord Campus
California State University, East Bay Oakland Professional Development and Conference Center
California State University, East Bay Online Campus

Do not refer to the Oakland location as a campus; in shortened form, it is called the Oakland Center.
campus, references to
Because CSUEB has multiple campuses, do not refer to “the campus” when you mean “the University,” i.e., when referring to all locations. If you are referring to a particular campus, specify in text.

The University will be closed for the holiday.
NOT: The campus will be closed for the holiday.

Students are often surprised to see wild turkeys wandering on the Hayward Campus.

Do not use non-standard or obsolete terms such as “Cal State University” or “Cal State Hayward” to refer to the University. Refer to the Identity Standards (http://www.csueastbay.edu/communications/identityguide/UniversityName.html) for preferred first uses and terms to avoid.

campuswide
Do not hyphenate or capitalize.

cell phone
Write as two words. The term is acceptable on first reference for cellular or mobile telephones.

century
The word is not capitalized, but should be hyphenated when used as part of an adjective. It is used with numerals and ordinals (an exception to Chicago style).

The 20th century, 17th-century art

chair
This term is used for CSUEB’s academic department heads. Lowercase and use after the faculty member’s name and title.

Professor Nan Maxwell, chair of the economics department, said...

See the entry for endowed chair/endowed professorship.

Chancellor
This is the formal title for the head of the California State University system. As of 2009, the current chancellor is Charles B. Reed. On first reference, use his full name and title:

California State University Chancellor Charles B. Reed
Charles Reed, chancellor of the CSU system

In subsequent references, use Chancellor Reed or last name only in news stories.

commas, usage

In a list: Use commas to separate multiple items in a list, including the serial comma before the final entry. Commas should also separate all phrases in a more complex series.

I am taking classes in chemistry, economics, French, and philosophy.
The University was founded in 1957, began holding classes in 1959, and opened the Hayward Campus in 1961.

Separating clauses: When a sentence has two separate, related clauses with different subjects, separate the clauses with a comma and a conjunction. If the clauses share a subject, there is no comma before the conjunction.

The student turned in the form, and the dean signed it.
The student finished the test and turned it in.
commas, cont.

**Multiple adjectives:** Use a comma between two or more adjectives that directly and equally modify the following noun. If the meaning does not change when the adjectives are reversed in order or separated by the word “and,” they are considered coordinate adjectives and require a comma between them.

*the long, sharp knife*

*Long* and *sharp* both describe the *knife* with no relation to the other; the phrase would mean the same thing if it were written as “the sharp, long knife” or “the long and sharp knife,” so a comma is required.

*the warm summer sun*

*Summer* modifies only *sun*, and *warm* modifies the resulting compound. It could not be written as “the warm and summer sun” or “the summer warm sun,” so there is no comma.

See the entries for **hyphenation** and **serial comma**.

**course names/numbers**

It is acceptable to abbreviate a subject field when followed by the course number in text.

*ENGL 3070*

When listing the whole course name, use the following treatment:

*ENGL 3070 (Intermediate Workshop in Fiction)*

In running text referring to general academic work, lowercase areas of study, excepting those that are proper nouns.

*He teaches chemistry. She teaches English, history, and Greek philosophy.*

**coursework**

Write as one word, not hyphenated.

**dates**

Spell out the full name of the month and the numerical date. Do not abbreviate. Do not include the day of the week unless necessary in context. If the date is within the same year as the publication, it is not necessary to include it, but do so if it will improve clarity.

*The fiscal year ends June 30.*

*He was born on February 29, 2000.*

Express a range of dates in text with the word “through” rather than a dash.

*June 15 through 19, October through December*

Capitalize seasons (fall, winter, spring) when using with a year or to express a specific time, but lowercase in general reference.

*The Fall quarter, the Spring 2010 issue*

*Harsh winter weather*

See entry for **years**.

**dean**

On first reference, capitalize the title before the name and use the full names of the person and the college. There are four deans at Cal State East Bay, one for each of the colleges. As of October 2009, the deans are:

*Dean Terri Swartz, College of Business and Economics*

*Dean Michael Leung, College of Science*

*Dean Diedre Badejo, College of Letters, Arts, and Social Sciences*

*Interim Dean Carolyn Nelson, College of Education and Allied Studies*
On second reference, use Dean Leung or last name only. Lowercase in the plural or generic forms.

The college is searching for a new dean. The deans met last week.

degrees
Degree abbreviations should be formatted as follows, capitalized with no periods except as noted:

- **BA** for bachelor’s of arts
- **BS** for bachelor’s of science
- **MA** for master’s of arts
- **MS** for master’s of science
- **Ed.D** for doctor of education
- **Ph.D** for doctor of philosophy (the graduate degree for most disciplines in arts and sciences)

department and division names
Capitalize only when listing a department’s full formal title:

Department of Music

Lowercase when making generic or successive references:

- economics classes, the department office, the chemistry and biology departments

For named departments, try to use short forms as much as possible:

- philosophy department; English department; political science department

Generally, academic programs are considered departments; most non-academic administrative areas are called offices. Exceptions include the Department of Facilities Management and the University Police Department. See entry for offices.

disabilities
Use “students with disabilities” as specified by the Office for Civil Rights, which places emphasis on the person, not the disability. In certain contexts, “students with special needs” might be preferable.

dorm/dormitory
Do not use in reference to Cal State East Bay student housing. The preferred terminology is “student residence complex” or “Pioneer Heights Student Apartments.” It is acceptable in quotes.

- The student residence complex is located on Harder Drive.
- "I like living in the dorms,” said sophomore Jenny Lee.

dot-com
Hyphenate when using as an adjective to refer to an online business, usually selling retail goods and/or services to individual consumers.

Many graduates in the late 1990s were employed by dot-com companies.

Dr.
Use the title Dr. only when referring to a doctor of medicine, dentistry, or veterinary medicine. Institutional or faculty titles are preferred for CSUEB faculty; to indicate a doctoral degree, append the degree following the name.

Dr. Doug Ross of County General Hospital
Professor James Bond, Ph.D
e-
This common prefix standing for “electronic” is always hyphenated. Words that start with e-, such as e-mail, should be capitalized only at the beginning of a sentence or in a title. Breaks at the hyphen should be avoided with manual line breaks.

- *e-mail, e-learning, e-commerce*

  **NOT:** email, elearning, ecommerce

dash
An em dash (—) should be placed in text with a space before and after. This dash separates short, non-essential phrases — like this one — from the remainder of the sentence. A single em dash can also separate a phrase for emphasis — a good technique for promotional writing.

  **On a PC:** To create an em dash in Microsoft Word, hold down the Ctrl and Alt keys and press the dash (-) key on the numeric keypad at the right of keyboard.
  
  **On a Mac:** To create an em dash in Microsoft Word, hold down the shift and option keys, then press the hyphen (-) key.

  **In HTML:** The preferred code for an em dash is `&#8212;` although `&mdash;` or `&#151;` are also accepted by many systems.

eadored chairs and professorships
Don’t capitalize these terms, but capitalize the name of the endowed chair itself. Always use the chair title after a person’s name, not preceding.

- Joe Black, holder of the XYZ Professorship
- Prof. Ellen Ramirez, who holds the LMNO Chair

ethic groups and race
Capitalize the names of ethnic groups, but not references to skin color (i.e., black or white). Do not hyphenate compounds, such as African American or Asian American, even when used as compound modifiers.

  *African American studies, Latin American music, Chinese American students*

Ethnic and racial terms should generally be used as adjectives, rather than nouns.

  *Asian communities, not Asians*

Further information on styles and terms for ethnic groups can be found in the Chicago Manual, but as this can be a sensitive subject, consult individual subjects for their preferences on usage and spelling and use one consistently throughout the article or publication.

  *African American / black*
  *Native American / American Indian*
  *Hispanic / Latino or Latina*

easman, freshmen
*Freshman* is the singular term for one student and is also the adjective form. It is gender neutral. The plural form is *freshmen*, which refers only to more than one student; it is never an adjective. It is not capitalized unless beginning a sentence.

- *The freshman class*
- *John Alexander, a freshman*
- *several freshman students, but six freshmen*

This term is often used in cases where a distinction needs to be made between a beginning college student and someone who has transferred, but is in his or her first year at Cal State East Bay.
freshman learning communities
CSUEB’s freshman learning communities may also be called “freshman learning community clusters” but never “the cluster program” or “freshman clusters.” Note the adjective “freshman,” not “freshmen.”

fundraising, fundraiser
In all uses, this compound is a single word, not hyphenated, according to both Chicago and AP.

Fundraising is difficult. We are planning a fundraising campaign.

NOT: They planned a fund-raiser.

headlines
Capitalize the first word and proper names only.

home page
Write out as two words, lowercase. The term refers specifically to the first page of a given Web site or department within a site.

CSUEB’s home page is at www.csueastbay.edu.
The CLASS home page is at class.csueastbay.edu.

however
Do not begin sentences with “however” when you mean “but” or “nevertheless.” Because “however” typically modifies other clauses, it is best kept behind the text it is modifying. Choose another word or rewrite the sentence.

Most students, however, do not share this view.

OR: But most students do not share this view.

NOT: However, most students do not share this view.

hyphenation
Compound modifiers: When two or more words together are used to modify the meaning of another word, the modifying words should be hyphenated to improve clarity.

one-way street, long-term contract, five-year-old computer

If the first of the modifying words is an adverb (ending in “-ly”), a hyphen is not used; the adverb already explicitly modifies the following word. If the second word is an adjective, the hyphen should link the first two terms.

softly spoken words, gently folded blanket, pet-friendly apartment

In line breaks: When proofreading printed text, words broken by hyphens must have two letters before a line break and three letters after. Do not allow more than two end-of-line hyphens in a row; revise the paragraph or create a manual line break.

Prefixes: Follow the spelling of re-, pre-, co-, and other compounds as given in Webster’s dictionary, but do hyphenate re- words when there are back-to-back e’s or when the lack of a hyphen could cause confusion.

re-examine, re-elect, re-creation (vs. recreation)

Intercollegiate Athletics, Athletic Department
See entry for Athletics.

Internet
Capitalize this term when using as a noun or an adjective.

Connecting to the Internet wirelessly
Using an Internet-enabled cell phone
it’s / its
The former is a contraction of “it is,” with the apostrophe standing for the missing space and letter. The latter is the possessive form, belonging to “it,” which can cause confusion since many other possessive forms do use an apostrophe. These are commonly used improperly, so verify you have chosen the correct form by substituting “it is” for “it’s” and checking the meaning.

**Correct:** It’s time to leave → It is time to leave
**Incorrect:** The University and it’s employees → The University and it is employees

Jr./Sr.
Use after a full name on first reference only, with no comma preceding.

John F. Kennedy Jr.

may, might
If there is potential for confusion, use **might** to mean “maybe” and **may** to mean “allowed to.”

Meiklejohn Hall
Note the correct spelling.

Mr., Mrs., Ms.
Omit courtesy titles in most contexts, including news articles. Acceptable in quoted material.

George and Jane Jetson, NOT Mr. and Mrs. Jetson
“Mrs. Jetson is a stylish dresser,” said Rosie.

NetID
This term refers to the user identification code assigned to all CSUEB students, staff, and faculty. It should be capitalized and written as one word with no spaces. It stands alone and does not require a modifier.

*Your NetID and password*

**NOT:** Your NetID number and password

not only... but also
When using the phrase **not only** in a sentence, you must always introduce the next clause with the phrase **but also**, the correlative conjunction. Because the two clauses depend on each other to form the complete sentence, each must be written in the same parallel manner, with the conjunction preceding the same type of phrase (e.g., verb or noun).

This will not only enhance our reputation, but also restore our confidence.

The café offers not only coffee and tea, but also milkshakes and sodas.

Other examples that must always be paired in text include “either... or,” “neither... nor,” and “if... then.” A more complete list appears in the Chicago guide.

numbers
In general, spell out single-digit numbers and use numerals for all others. (This is an exception to Chicago style.)

**Ages** When expressing age, always use numerals for people and animals. Hyphenation rules apply for adjectives:

She was 5 years old; the 5-year-old dog

For inanimate objects, such as buildings, regular numeral rules apply.

The stadium is two years old. The library is 50 years old.

**Money** Always use numerals and the dollar sign for amounts larger than $1. For smaller amounts, use numerals followed by the word “cents.” For amounts over six figures, spell out million/billion/etc.

5 cents; $4; $29,500; $5 million
numbers, cont.

**Percentages** Always use a numeral, followed by the word "percent" spelled out. Percentages take a singular verb when standing alone or when expressed as a percentage of a singular entity, but take a plural verb when expressed as a percentage of a plural entity:

- 50 percent of the class is failing.
- 5 percent of the students are failing.

**Spelling** Write out numbers expressed in quotes and at the beginning of a sentence.

"I expect nine hundred new freshmen this fall," she said.

Nineteen students attended the dinner.

**offices**

Most non-academic, administrative groups on campus are called "offices" and not departments. Capitalize only when listing a department’s full formal title:

- Office of Academic Affairs, the Budget Office, Office of Financial Aid

Lowercase otherwise:

- The president’s office, the dean’s office, financial aid office

**on campus, on-campus (a)**

Use a hyphen only when the phrase is used an adjective.

- Visitors are welcome on campus. On-campus parking is available.

**online, offline**

Do not hyphenate these terms. They are generally used as adjectives, but each is acceptable in other uses. To avoid redundancy, do not use "online" with "Web."

- The Web site provides tools...
- **NOT:** The Web site provides online tools

**orphans**

A single word standing alone on the last line of a paragraph, illustrated in print by the first line here.

Avoid in all printed material by rewriting or adjusting spacing earlier in the paragraph. Single words are not considered orphans if they comprise five or more letters.

**Pioneers**

This is the nickname and mascot for all men’s and women’s intercollegiate athletic teams of California State University, East Bay. The term may be used interchangeably with Cal State East Bay and CSUEB in identifying the team representing the University.

**phone numbers**

The preferred style for full phone numbers in official publications is periods separating the area code and exchanges. For clarity, always use the area code.

For on-campus publications, format on-campus extension numbers with hyphens as follows:

- 5-0000 (Hayward)
- 2-0000 (Concord)

For off-campus directories:

- 510.885.3000 (Hayward)
- 925.602.6772 (Concord)
plurals
In general, add “s” or “es” to pluralize a noun unless the plural has a form change. Consult a dictionary for specifics and proper usage.
    * dog, dogs; box, boxes; child, children; goose, geese
Do not use an apostrophe in plurals of nouns or acronyms:
    * CDs, DVDs, FAQs.
Exception: single letters, such as grades, take an apostrophe for clarity:
    * A’s, B’s

possessives
Add ‘s to form the possessive for all nouns, including proper names and those ending in “s.”
    * President Qayoumi’s speech; Tess’s umbrella
Exception: the possessive of “it” does not use the apostrophe. See entry for it’s / its.

postscript
When adding a postscript to a letter, use capital letters and place a period after each letter. Continue the postscript on the same line.
    * P.S. Your support is crucial to our goal of increasing funding for scholarships at Cal State East Bay.

prepositions
It is acceptable to end sentences with prepositions (to, with, from, at) — despite what your grammar school teacher may have said.
    * I saved the check and the envelope it came in.
    * VS: I saved the check and the envelope in which it came.
As in the example above, prepositional phrases can be awkward when rewritten, bringing to mind Winston Churchill’s famous line
    * That is the type of arrant pedantry up with which I shall not put.
If it can be avoided or rewritten easily, move prepositions from the end of a sentence; otherwise, relax.
    * I saved the check and the envelope, too.

president
As a title, capitalize before the name; lowercase otherwise.
See entry for Qayoumi, Mohammad H.

professor
Capitalize when used as a formal title before a name, lowercase otherwise.
    * Professor Maria Nieto taught the class.
    * The professor lectured to students.
The title professor may be abbreviated when it precedes the first name or initials; spell out titles when they are used before the surname alone.
    * Prof. Harry Waters; Professor Waters
Do not abbreviate assistant and associate when used in a title.
    * Assistant Professor Charlie Yuan from the Department of Accounting and Finance
    * Ray Garcia, associate professor of educational leadership
When referring to Cal State East Bay faculty members, use the title or rank given to them by the University. When naming lecturers, instructors, teaching assistants, or staff members, verify their exact titles personally or by using the campus directory.
On second reference, use the spelled-out title and last name or last name only.
provost
This is the title of the senior academic officer at a university. Capitalize when used before a name, lowercase otherwise. On first reference, use the full name and title. As of Fall 2009, the interim provost is Fred Dorer.

Cal State East Bay Interim Provost Fred Dorer

Qayoumi, Mohammad H.
Cal State East Bay’s fourth president. On first reference, use his full name and title:

Cal State East Bay President Mohammad Qayoumi
Mohammad Qayoumi, president of Cal State East Bay

In subsequent references, use President Qayoumi or last name only in news stories.

quarters, academic
Capitalize the season and include the year when appropriate. Do not capitalize quarter.

The Fall 2009 quarter; registration for Winter quarter; preparing for next quarter

quotation marks
These are placed around directly quoted speech or text. Use them sparingly to indicate a colloquial or unusual term.

Punctuation with: The period and the comma always go within the quotation marks. The dash, semicolon, question mark, and exclamation point go within the quotation marks only when they apply to the quoted matter. They go outside when they apply to the whole sentence. If a title or quote is contained within quoted material, use single quotes inside the double quotations, running single and double marks together if the quoted material comes at the end of a statement.

“She told me ‘not in a million years,’” he said.

In headlines: use single quotation marks for terms and quotes.

President calls student ‘awesome’

RSVP
Use all capital letters and no periods. To avoid redundancy, do not use “please” before RSVP; the term is an abbreviation of the French expression repondez s’il vous plait, which means “please reply.”

schools, colleges, departments
Do not capitalize the words colleges and departments when referring to more than one individual school or department.

colleges of Science and Education and Allied Studies
departments of English and geography

Do not capitalize the word college or department in a second reference, unless it is standing as an entity in formal writing and there is no potential for confusion between multiple colleges.

On first reference: the College of Letters, Arts, and Social Sciences
The college was founded in ...

BUT: Support for the College is an investment in our students.

When alphabetizing college and department names, organize them by their discipline and not by the “College of” or “Department of” part of the name. Thus, the College of Education and Allied Studies would be listed between the College of Business and Economics and College of Science.

seasons
See entry for dates.
serial comma
Use of the comma preceding “and” in a list of three or more items in text is standard in American grammar. Most books, magazines, textbooks, and literary publications include the serial comma, also referred to as the “Harvard” or “Oxford” comma for its common inclusion in academic presses.

In lists, the serial comma ensures clarity and avoids confusion. In the famous following example, the lack of the concluding comma makes the meaning unclear:

“This book is dedicated to my parents, Ayn Rand and God.”

Instead of referring clearly to three separate entities, it can be read as a thank you to a single entity (“my parents”), with the comma setting off a non-essential descriptive apposition (defining the parents as Ayn Rand and God).

Inclusion of the comma delineates discrete elements. The terminal comma in the following sentence makes it clearer that three separate entities are being named, rather than implying that the speaker’s only friends are his lawyer and his dog.

He thanked his friends, his lawyer, and his dog.

split infinitives
In modern American English, it is acceptable to split an infinitive verb with a phrase (generally an adverb) or qualifier if the construction sounds more natural or when the interjection is emphasized.

To boldly go; to never harm another

Always avoid splitting infinitives when the construction would impair clarity.

state names
Do not abbreviate names of states when following names of cities and towns, except in footnotes and class notes. When abbreviating, use two-letter U.S. Postal Service abbreviations in capital letters instead of AP abbreviations.

Hayward, California; Bend, Oregon; Seattle, WA

Exception: Cal State East Bay Magazine follows AP guidelines for state abbreviations and dateline cities, and does not include the state name for locations of the CSUEB campuses.

Hayward; Bend, Ore.; Seattle

Always abbreviate the District of Columbia to Washington, DC. Omit periods from DC and surround with commas where necessary in running text.

Students traveled to Washington, DC, to meet with the senator.

system-wide
This term is hyphenated, unlike campuswide. It is the preferred term when referring to things that span all California State University campuses/locations.

that, which
In describing objects, use that for essential clauses that affect the structure and meaning of the sentence. Use which for nonessential clauses, which are informative but not necessary to the meaning. Which, like all nonessential clauses, requires a comma; that does not.

I just bought the book that my mother recommended.
The book, which was released last week, is already a best-seller.

For people, use “who” (or “whom” as appropriate), instead of that or which.

times
The abbreviations a.m. and p.m. following a numerical time should be set in lowercase type with periods. Generally, numerical times are preferable to “o’clock” (an exception to Chicago).
titles, academic and professional
Capitalize and spell out fully before names; lowercase after, and do not abbreviate in running text.
I am studying chemistry with Assistant Professor X
X, assistant professor of chemistry
If the formal or informal name of an office, department, or college is part of the title, capitalization rules apply:
Michael Leung is dean of the College of Science
Mary Lew, chair of the history department
For other titles (e.g., military, foreign, nobility) consult the Chicago manual.
See entries for Dr., department names, Mr./Mrs./Ms., president, professor

titles, composition
Use italics for all titles of books, plays, magazines, newspapers, movies, television shows, albums, or works of art; capitalize words longer than three letters. Set the titles of songs, TV episodes, and individual articles within periodicals or academic journals in quotation marks. For articles, capitalize only the first word and other proper nouns.
Spike Lee’s Do the Right Thing
“Drive My Car” on the Beatles’ Rubber Soul
“Storybook season” in Cal State East Bay Magazine

University
The word University should be capitalized in instances where it stands in for the longer phrase California State University, East Bay and lowercase when referring to another school or a university environment in general. Note that capitalized references are always preceded by the word “the.”
Several famous athletes have graduated from the University.
Cal State East Bay is a state university.
Cal State East Bay is one of the prominent universities in the region.

University-wide
When referring to Cal State East Bay, capitalize and hyphenate in all uses.

URLs
This acronym stands for “uniform resource locator.” It is acceptable in text on first reference and preferred to “Web address.” In printed materials, URLs should be set in plain type, not underlined or italicized. Do not print the http:// portion of a URL or concluding slashes, but do include all other punctuation required to make a page display properly.
www.csueastbay.edu
www.yahoo.com/news
In Web copy, descriptive text is preferred to uncoded URLs. In print, avoid breaking over multiple lines of text. If a URL can’t be listed on one line, do not break with a hyphen; rather, break after a period or slash, or rework the paragraph.

U.S.
Use periods when abbreviating United States. The abbreviated form may be used as a noun for headlines but is preferably used only as an adjective.

vice president, vice provost, vice chair
These titles are never hyphenated. Title capitalization rules apply: capitalize before a name, lowercase otherwise.
Web

Web, which is considered a proper noun, should be used with a capital W in all constructions. It is typically used as a separate adjective, but can be used as a noun in more informal writing.

Web page, Web site, Web strategy, on the Web

This usage is evolving, however, and some common phrases are better understood when written as a single word.

Weblog, Webmaster

Web site, titles of

Because titles of sites and the URLs do not always match, it is preferable to use the title of a Web site in running text and provide the URL in parentheses immediately following.

The Chronicle of Higher Education (www.chronicle.com)  
The online edition of the San Francisco Chronicle (www.sfgate.com)  
Cal State East Bay’s Web site (www.csueastbay.edu)

years

Always use numbers for years. Express a range of dates with “from... to” or an en dash, but do not use dashes with “from.”

2003-05, from 2003 to 2005; not from 2003-05

Use full four digits for years, unless the first two digits are the same for the start and end years of a range:


For decades, use numerals and do not use apostrophes to pluralize:

de the 1980s, not the 1980’s; the ‘80s, not the eighties.

Note the direction of the apostrophe in two-digit years, facing away from the numbers; this frequently needs to be typeset specially and will not autoformat.
STYLE IN QUOTED MATERIAL

In quoted material, stay as true as possible to the original words, including colloquialisms even if they are counter to this style guide. Do omit or amend minor grammatical errors. Place clarifying text in brackets to indicate that the speaker did not actually say a word that was implied:

“When I heard she [the senator] would be at the meeting, I was hyperventilating,” said the organizer.

WEB SITE STYLE

General Web style

Throughout the CSUEB Web site, the style is to capitalize all navigation elements, headlines, page titles, and major links. All other page content should follow overall editorial style guidelines and the Web writing tips below.

Headlines, calls to action, and links: Use Initial Capitalization for Each Word
Navigation or continuation: Use Initial Capitals
Button/icon links: Use Initial Capitals

Capitalization exceptions: Articles and prepositions (a, an, the, for, to, etc.) are not capitalized. Most three letter words are not capitalized, although there are several exceptions for shorter words that play a key role in the headline.

President Introduces a New Program

Because “new” is an important element to the story, contributing to the newsworthiness, it should be capitalized. This is frequently a judgment call; consult the Office of University Communications for more guidance.

News site (AP) style

All content on the University’s News and Events site follow AP style for headlines, capitalizing only the first word and any proper nouns. Through RSS feeds and other automatically populated content areas, these headlines will appear on other pages within the site, so the style exception for headlines may be noticeable in certain areas. This also affects calls to action and continuation links within the news site, although all navigation items are still capitalized for consistency.

News article headlines: First word capitalized, the rest lowercase
News article continuation: Read more (cap R, no period)
Navigation items (i.e., right-hand column): Initial Capitals

Web writing tips

When writing for the Web, it is best to keep content as concise as possible. Follow the news guidelines of inverted pyramid style, which dictates that the most important information is contained in the first paragraph, and then in descending order of importance. This places the most important content at the top of the page.

As with news writing, keep paragraphs short. If there is a compelling reason for long content (a list of requirements or a feature story), do not break into multiple pages. Web readers will scroll, but they tend to scan pages more than they read closely; bulleted lists and subheads are good ways to draw attention to critical content.

In writing links, be as descriptive as possible; a link is an invitation to readers as well as a promise for those seeking information. Links should always be more than one word and provide a good idea of what users will see when they click. Avoid using only “click here” – the instruction is understood now, and the words do not distinguish this link from any other on the page (there are also certain ADA compliance issues with the term).

Always double-check formatting of special characters and punctuation; certain artifacts from word processing programs can cause errors in HTML and render these characters unreadable or delete them entirely. If necessary, re-enter special characters (em-dashes, ellipses, apostrophes) in the CMS editor.
ADDITIONAL READING
Recommended reference works

• The Chicago Manual of Style, 15th Edition
• The Associated Press Stylebook (generally for news writing only)
• Merriam-Webster’s Collegiate Dictionary, 11th Edition
• Random House Unabridged Dictionary, Second Edition
• American Heritage Dictionary of the English Language, Fourth Edition

Note: Refer to other dictionaries for words not found in Webster’s. If there is a conflict, defer to Webster’s, the preferred dictionary of the Chicago Manual of Style.

COMMON SENSE
If following a style guideline will in any way impair clarity or introduce ambiguity, use common sense instead of the rule. Style, unlike grammar and (most of the time) spelling, is fluid, and subject to change based on common usage patterns, regional variations, or the whims of editors.

Common sense choices will often be required when dealing with data-heavy stories, quotes, and ethnic or racial terminology. Once you have established a style or term in a document or story, use it consistently throughout to avoid confusion.

This guide is not comprehensive; neither is the Chicago Manual of Style or any other style guide, and there will be many occasions where no entry exists for a term, especially those specific to Cal State East Bay. In these cases, choose the capitalization, abbreviation, spelling, or punctuation that seems most appropriate and use it consistently going forward.

Please contact Jay Colombatto or any member of the Office of University Communications if you’d like to discuss style and sense in more detail.