

Introduction	1
About the university	2
Academics	3
Alumni	5
Capitalization	7
Contact information	8
Credits	9
iversity and representation	9
Institutional names	11
"ames of individuals	15
\$unctuation	15
%esources	17
'itles	18
Addendum 1 () vervie* of schools and pre+federation institutions,	20

Case - estern %eserve . niversity/s helps * ritors editors and other communication professionals across campus present ideas and information clearly and consistently. It refers to an organization's guidelines for consistency in how words and phrases, typographical elements, etc. are to be used or not used.

Having a style guide that serves as a standard puts writers, editors and other communication professionals in a strong position. It shows that the university thinks carefully about how language is used, that it is committed to professionalism and the highest standards of service to partners and clients, and that it matters how the university's message is expressed.

The university recognizes that a style guide is an evolving document and should be updated regularly. In new situations, words and kinds of communications will continue to develop and will require new treatment.

Consult merriam-webster.com, our first reference for
 toa 343e- . <<MCID02au*005oeJJ1- 338*0017 - . <<MClocuoeb(h) 4 (o27) - 4 (u) - 21 e2siml 0 0 1 - 2 (*) 1

If abbreviating a degree by only using its initials, do not include the word "degree"

✗ / " I earned a BA from Harvard (not I earned a BA degree from Harvard, so never the word "degree" can be used in the following context: I earned a Bachelor of Science degree from Case Western Reserve University in 1971)

In line with Associated Press style, we do not include academic credentials after names in press releases and other items distributed to the media. So never if they are used in other mediums (e.g., magazine articles, recruitment materials, etc.). Please note that abbreviations of academic degrees do not include periods (this guideline differs from AP style).

In general, use the degree abbreviation (including "PhD" when including credentials) and note that the degree abbreviation comes from the alumni association. If someone has multiple terminal degrees (e.g., PhD, MA, etc.), list them all.

✗ / " I John Jones, PhD (BS/MS in mechanical engineering, (not John Jones, BA @A etc),

- when referring to a post-baccalaureate program or student, abbreviate it as post-bacc (or post-bacc if it's being used as part of someone's title before their name).

+ ,

do not capitalize academic subjects, except for proper nouns such as English and French.

✗ / " I took the required courses in economics, mathematics and English.

+ +

Boycott academic terms.

✗ / " fall semester / summer session

It is acceptable, though not preferable, to capitalize fall, spring and summer when referring to a specific year (e.g., Fall 2020, Spring 2021, 2023).

- . /

Faculty and staff are groups of people. Faculty members and staff members are the people within those groups. Do not interchange the terms.

✗ / " I All faculty members are encouraged to take part in fall convocation. The university's faculty is renowned for its research.

- +

do not use "freshman" or "freshmen" to refer to students starting their undergraduate careers at the university as "first-year students."

+ ! ") ! / (23\$ 4

If a graduate has multiple degrees, add a comma between each degree except for those from the School of Graduate Studies which include their areas of study. In those instances, use a semicolon to separate degrees.

+ ! " 5 6) ,37/ ! 8) ,33/ ! " \$

If the graduate earns multiple degrees in the same year, list them alphabetically by the school/institution name (e.g. BA - would fall before MA).

Unless a terminal degree from an outside institution is listed alongside alumni affiliations (see above example), do not use commas around the alum/s name or affiliation parenthetically.

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the *riter& use 5ender+neutral versions of the Batin terminolo5yl

-) she\her\hers\ alumna (sin5ular,0 alumnae (plural,
-) he\him\his\ alumnus (sin5ular,0 alumni (plural,
-)

appropriately those less common to the general public should be limited in use if possible,
- when using an acronym or initialism, include it directly after the words it represents on a first reference within the body copy. Do not use acronyms or initialisms such as C- % . It can be used in headlines.

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Do not capitalize major university events (commencement, fall convocation, homecoming), unless they are official named events, such as the Joseph Callahan Distinguished Lecture.
The university's Hudson delays event should be capitalized, and Delays is plural.

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In general, use sentence case (i.e., capitalize the first word, proper nouns, names of organizations and common acronyms). Some exceptions include magazine titles and features that may exist.

Subheadings of all articles and chapters should use sentence case.

7 + *

The university follows the style when writing about specific regions. In those instances, capitalize words such as Greater, East, Northeast, etc.

Case - Eastern Reserve University is located in Northeast Ohio or The Greater in Cleveland is beautiful in the fall.

Do not capitalize those words if they refer to a compass direction, such as The field is located on the northeast side of campus.

+

Always use the university's general mailing address (not building street addresses), complete with the five-digit ZIP Code and appropriate four-digit location code. Use of the school name is optional.

College of Arts and Sciences
Case - Eastern Reserve University 11911
= Euclid Ave
Cleveland Ohio 44119-1191
2161381211

For a department, include the building name, room number and four-digit location code.

Department of Chemical Engineering
Case - Eastern Reserve University
A1-1300 Building Room 118

1! 9! ! =uclid Ave1
Cleveland0) hio ##1! &+7217
21&13&812! ! !

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Cleveland0) hio ##1! &+ : : :
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@obilel 21&1 : : : 1 : : :
=maill <rstname1lastname@case1edu
- ebl case1edu

?or * ebsites0 the 2httpINN* * * 14 or 2httpsINN* * * 14 pre<: should not be used! ' he * ords 2* ebsite04 2* ebpa5e4 and 2email4 all are one * ord and lo* ercase1

× / “ ' he department Just launched its * ebsite at case1edu\umc1

l - hile case1edu is our standard . %B format0 all Case - estern %eserve * ebsites also function on the c* ruledu domain! ' he c* ruledu . %Bs can be used if preferred0 especially in alumni+speci<c materials1

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If a subject provides a photo0 use this format for the photo credit!

-) Courtesy of @alee9 3mith

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. niversity oDces recommend usin5 the references belo*1 - hen clarity is needed0 as9 the subject if they have a preference! ?or situations not outlined belo*0 default to A\$ style!

People shouldn't be defined by a condition - write in a way that puts people first by using the phrase "person with" or "person who"

* within the ; note to include the full university name 7 e1510 2I love the professors at Case
S- eastern %eserveT0 * ho are so 9no * led5eable and helpful14,

- School of Business Administration school
- School of Medicine medical school (not 3) @,
- - eatherhead School of Management - eatherhead School management school (not - 3) @ - eatherhead can be used alone rarely but - eatherhead school is preferred,

> % & ' (" / " ' ' (#

: * ; +

Capitalize names of buildings and offices on first reference. Bo*ercase names of buildings and offices when making a general reference which is acceptable on second and subsequent references.

✓ ! " | The *ors in the) Office of Student Affairs | He is a counselor in the student affairs office

Each school division and building within the university named for a person has a short name and a long name. Both names should always be used on first reference. Use shortened form on second and subsequent references. Avoid acronyms whenever possible as these are unknown outside of campus and also unfamiliar to many within campus.

Refer to the [database of formal building names](#) if needed.

- ✓ ! " |
-) Health Education Campus of Case Western Reserve University and Cleveland Clinic on first reference. Health Education Campus on subsequent references (avoid HEC if possible,
-) Sheila and Eric Samson Pavilion on first reference. Samson Pavilion on subsequent references
-) Barry Sears and Sally Plotnick Sears Thin9sbo: TA Sears Thin9sbo: T on subsequent references
-) Levin Smith Library | Smith Library | the library (not L3B,
-) George S. Gilvinsky Building | Gilvinsky Building
-) Peter C. Be*is Building of - eatherhead School of Management | Be*is Building (not \$CB,
-) School of Dental Medicine Dental Clinic | Case Western Reserve University/s Dental Clinic | School of Dental Medicine clinic | dental school/s clinic
-) 'ingham Meale University Center | the university center (not ' M. C, A can be called ' he ' in 94 in informal context
-) Milton and Amar Altz Performing Arts Center at ' he ' temple' ifereth Israel on first formal reference. Altz Performing Arts Center or Altz Center on subsequent references (not @\$AC, or when constrained by space

are e: amples for ; uic9 reference and a fe* instances * here university style diver5es from A\$1

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' he university follo*s s A\$ style for date and time formattin51

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- ednesday0 Gan1 2! 0 or @onday0 @arch 8
on/t abbreviate dates usin5 numbers and bac9slashes! Gan1 5 2?@
- hen listin5 the date0 do not use 2st04 2rd04 2th04 etc1
' ime of the day should be noted usin5 2a1m14 or 2p1m14
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After a statement of particulars0 and also after a summary of particulars0 althou5h here a
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7 Gulie Gones0 president

Cefore a statement made for eEect or e: planation!
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' o denote an abrupt chan5e in thou5ht!
+ / " I l love his * ritin5 7 but * hat an e5oW

- University Archives

Case Western Reserve University - established 1826
 216.272.1333

archives.case.edu
case.edu/library/archives/index.html

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Capitalize when preceding names. Bo*ercase when standing alone or following in names. Except for named professorships, distinguished University Professors and Institute Professors.

• / " |

The ceremony is in honor of President Eric - 1 Laler

The president as seen often on campus

Eric - 1 Laler, president of the university as seen often on campus

He is the dean of student affairs

He is the Herbert Henry Ho* Professor of Science and Engineering

He as named a distinguished University Professor last fall

If a job title spells "advisor" with an "a" the preference is to spell it as "adviser"

Prof. Dr. Ph.D. M.D. M.A. M.S. M.B.A. M.P.H. M.P.A. M.P.P.

For professors who have clinical appointments at affiliated medical centers, include primary clinical appointments along with university titles.

• / " | The lead author as Barbara Garrison, School Professor of Cardiology at Case

Western Reserve University School of Medicine, Dan of cases named a Ho* Professor of Cardiology at Case Western Reserve University School of Medicine

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Associate \$rofessor =meritus of %estorative entistry Games - 13immelin9

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Identify alumni *ith abbreviations of their schools and their years of 5raduation in

Library Science

- 1861 School of Medicine (1863-present, originally established as Cleveland Medical College the name changed to Medical Department of Western Reserve College in 1888 and the School of Medicine in 1913)
- 1939 School of Management (1952-present, originally established in 1952 as the School of Business by combining the Cleveland College Division of Business Administration and the Graduate School Division of Business Administration. The School of Management was formed by combining the Western Reserve School of Business and the Cleveland Division of Organizational Sciences through the Federation. It was renamed Weatherhead School of Management in 1981)
- 1879 Master of Professional Organizations
- 1879 School of Nursing (1923-present, the Nursing Education Department was established in the College for Women in 1921. In 1924 the School of Nursing absorbed the schools of Nursing at Lakeside Hospital, St. Mary's Hospital and Cabies Hospital and Dispensary. In 1935 the School of Nursing was renamed Frances S. Colton School of Nursing)
- 1804 School of Pharmacy (1818-1909, originally established in 1882 as the Cleveland School of Pharmacy by the Cleveland Pharmaceutical Association, it became affiliated with Western Reserve University in 1918)
- 1919 School of Applied Social Sciences (1915-present, In 1988 the name was changed to the Cleveland School of Applied Social Sciences and then renamed the Joseph and Morton Cleveland School of Applied Social Sciences in 2013)
- Western Reserve College (liberal art undergraduates from 1973 to 1992, Western Reserve College was also the name of the institution from 1828-1882. In 1987 the second iteration of Western Reserve merged with the undergraduate college of Case Institute of Technology and known as the Colleges as one academic unit consisting of two colleges: Cleveland and Case. In 1992 two separate colleges were established: College of Arts and Sciences and Case School of Engineering)