

Supplement 1

NYU IDENTITY

EDITORIAL GUIDE



NYU

Editorial Guide

Note: This is not a comprehensive guide. If you have editorial questions, please contact urpa.styleguide@nyu.edu. In general, NYU follows the *Chicago Manual of Style Online* (chicagomanualofstyle.org) and *Merriam-Webster Online* (merriam-webster.com).

ACRONYMS AND ABBREVIATIONS

Acronyms and abbreviations using capital letters are spelled without periods.

State names are spelled out in running text, but they are abbreviated on business cards and return addresses.

AFFIRMATIVE ACTION/EQUAL OPPORTUNITY STATEMENT

It is recommended that the following affirmative action/equal opportunity statement be added to all print publications and email blasts that are used as recruitment material:

New York University is an affirmative action/equal opportunity institution.

CAPITALIZATION

In general, avoid unnecessary capitalization. Capitalize nouns that uniquely identify a particular person, place, or thing. When in doubt, use lowercase.

Capitalize **University** when referring to NYU in running copy, except when used as an adjective (**university-wide, university-level, university administration**).

Professional, religious, civil, and military titles are capitalized when they immediately precede a personal name, as part of the name (**President Marie Bienen, Professor Omar Nassar**).

But are lowercased when

- They follow the name or are used in place of a name (**Omar Nassar, professor of politics; the president's office, she's the dean of the law school**)
- They are used in apposition to the name and are therefore not part of the name (**NYU president John Sexton**, but **NYU's President John Sexton; economics professor John Doe**, but **Professor John Doe; former senator James Frank**, but **Senator James Frank**).

Titles of persons in lists are usually capitalized (e.g., in board of trustees lists where company titles and company names are given) when the name and title are stacked.

Named professorships are capitalized wherever they appear (**Mary Smith is the Carroll and Milton Petrie Professor of Fine Arts**). **University Professor** is always capitalized; it's a special university-wide title and in addition to the departmental title.

For named academic awards and honors, capitalize the full proper name (**Nobel Prize, Guggenheim Fellowship**).

Formal names of an institution's departments or divisions are capitalized; informal references are lowercased (**the Office of Financial Aid**, but **the financial aid office, the Department of History**, but **the history department**).

Course names have title caps; majors, minors, and concentrations do not (**global liberal studies**).

Capitalize programs only when they are official names that are distinctive NYU programs. If in doubt, do not capitalize. (**Core Program, Catherine B. Reynolds Foundation Program in Social Entrepreneurship**, but **business program, nursing program**)

Formal names of schools and colleges are capitalized; informal references when used as adjectives are lowercased (**Polytechnic School of Engineering**, but **engineering students; College of Nursing**, but **nursing students**).

Capitalize prepositions of five letters or more or when they are used adverbially or adjectively (**up** in **Look Up, down** in **Turn Down**, etc.) or when they compose part of a Latin expression used adjectivally or adverbially (**De Facto, In Vitro**, etc.).

THE COMMA

Use the serial comma.

Introductory time and place phrases of four or less words do not take a comma:

After midnight we're gonna let it all hang out.

In Japan punch-permed hair is the rage among yakuza.

After three months we still had not received our Mickey Mouse ears.

Last year KLM hit bottom.

Six months later Deutsche Börse died.

Today we meet the devil.

Exceptions:

At that time,

At the moment,

At the same time,

At the time,

Elsewhere,

First,

In the end,

In the meantime,

Last,

Meanwhile,

Since then,

Still,

Thereafter,

These days,

Together,

One-word adverbial clauses ending in -ly, such as

Accordingly,

Ironically,

Previously,

Actually,

Presumably,

Recently,

Introductory time and place phrases of five words or more do take a comma:

After only six months with the World Bank, she became a Group of Seven sherpa.

In the summer of 1995, Yahoo Asset Management had more than \$50 million under management.

At the corner of Loredo and Mexico, there's a great little French bistro.

If the introductory phrase ends with either a proper noun or a number and the next word is a proper noun, use a comma after the introductory phrase:

Today, Jack Straw quit.

In 2008, Lehman Brothers Holdings filed for bankruptcy protection.

Additional phrases that do take a comma:

Above all,

From their perspective,

In other words,

After all,

Furthermore,

In reality,

Already,

Given this,

In return,

As a result,

In addition,

In theory,

As usual,

In all likelihood,

Instead,

At the least,

In all,

Moreover,

At the very least,

In any case,

Nevertheless,

Beyond that,

In any event,

Nonetheless,

By all accounts,

Indeed,

On average,

By all means,

In exchange,

Rather,

Even so,

In fact,

So far,

For his part,

In general,

Thus far,

For starters,

In most cases,

To my mind,

Words that do not take a comma:

But

Otherwise

Thus

Hence

Therefore

Yet

Parenthetical attributive clauses do take commas:

Thus, explained the copy editor, a comma would follow a non-comma-taking word in this case.

Do use serial semicolons to separate elements that include commas:

Party guests included Vlad the Impaler, whose cape looked as if it needed dry cleaning; Spiderman, without Mary Jane; and Stephen Hawking, who regaled the others with tales of quarks and cotton balls.

Full-sentence clauses do take commas:

Mel went to a Mets game, Giles attended the opera, and Jon went fishing in Iceland.

“If” clauses always take a comma:

If not, I'll have a fit.

If you don't return the typescript within 48 hours, you won't get a Jolly Rancher.

Compound predicates are not interrupted by commas:

She bought 10 million shares for a paltry sum and sold them for a huge fortune a year later.

He preferred the company of dragons but settled for snakes and lizards when he had to.

COMPANIES

Generally, write out the name of a company the way the company does it (usually found at the bottom of the home page of the company's website). Use an ampersand if the company's official name includes an ampersand. Do not include **Inc., LLC**, etc.

DEGREES

Degrees (**PhD, MBA**) are spelled without periods.

THE EN-DASH

Use en-dashes in continuing or inclusive numbers (e.g., **2011–2014, 10:00 a.m.–5:00 p.m.**).

Use en-dashes only in compound adjectives in place of a hyphen when one of the elements of the adjective is an open compound (**New York–based, Academy Award–winning**) or when two or more of the elements are hyphenated compounds (**quasi-public–quasi-judicial body**).

HYPHENATION

Words formed with prefixes (**nonprofit, predate, preexisting, antiamoebic, cofounder**) are only hyphenated if two "i's" come together (**anti-inflation**).

Words ending with "-like" are not hyphenated (**businesslike**) unless they are formed from proper names (**Gandhi-like**) or words ending in "ll" (**shell-like**).

Two or more hyphenated modifiers having a common base are treated like this:

long- and short-term memory

two-, three-, and 10-minute trials

9- to 12-year-old girls

INITIALS IN PERSONAL NAMES

Initials standing for given names are followed by a period and a space (**Roger W. Shugg, P. D. James, M. F. K. Fisher**). A period is normally used even if the middle initial does not stand for a name (**Harry S. Truman**).

If an entire name is abbreviated, spaces and periods are usually omitted (**FDR** [Franklin Delano Roosevelt], **MJ** [Michael Jordan])

ITALICS

Foreign words are italicized on first reference and made roman font subsequently. However, foreign proper nouns are not italicized in an English context.

LISTS

A colon is used after an introductory statement that contains the words **as follows** or **the following**; either a colon or a period may be used after other statements introducing lists.

We will discuss the following types of psychotherapy:

- 1. Client-centered therapy**
- 2. Rational-emotive therapy**
- 3. Behavioral therapy**
- 4. Psychoanalysis**

When the introduction is not a complete sentence and one or more of the items of the list are needed to complete it, no colon or dash should be used.

Two types of psychotherapy are

- 1. Client-centered therapy**
- 2. Rational-emotive therapy**

NAMES

For adults, use first and last name and title (if applicable) on first reference and only last name subsequently. Do not use courtesy titles (e.g., **Mr., Mrs., Dr., Ms.**, etc., except in quotes).

For students and recent graduates, use first and last name on first reference and only first name subsequently.

NUMBERS

Spell out numbers nine and under (including **first** through **ninth**). But percentages, ages, ratios, and floor numbers are always expressed in figures (**9 years old, 3 percent, 6th floor**). The word **percent** is spelled out in running text.

Ratios: **2-to-1** in running copy, **2:1** in display copy. **Student-to-faculty ratio** in running copy; **student-faculty ratio**, not **student/faculty ratio**, in display copy.

Spell out any number that begins a sentence.

Decades: **the 1960s**

Use the full years in ranges: **1979–2001; 2010–2014**, not **2010–14**

Telephone numbers:

- Eliminate the “1” one has to dial before any area code, except for materials for international audiences in which case you would use “+1.”
- Use a hyphen between area code and number (**United States: 212-998-1234; Abu Dhabi: +971-2-628-4000; Shanghai: +86-21-2059-5599**), but spaces are used instead of hyphens on business cards (**212 998 1234**).

Hyphens in numbers:

- The hyphen goes between two parts of a fraction (**one-half, two-thirds**) and between numbers in measurements before a modified noun (**four-and-a-half-month period**) but not when standing alone (**four and a half months, four and one-half months**).

PLURAL FORMS

Proper names form the plural by adding “s” and “es.”

There are five Toms in the class.

The Joneses just arrived.

Single or multiple letters used as words, hyphenated coinages used as nouns, and numbers (spelled out or in figures) form the plural by adding “s” alone.

IBM PCs

thank-yous

the SATs

in twos and threes

the 1960s

three Rs

Lowercase letters used as nouns and capital letters that would be confusing if “s” alone were used to form the plural add an apostrophe and an “s.”

x’s and y’s

A’s (grades)

SOS’s

Abbreviations with periods form the plural by adding an apostrophe and an “s.”

SPELLING

Use *Merriam-Webster Online*’s first-listed form (unless otherwise noted in Word Preferences; see below).

WEBSITES

Italicize or boldface web addresses.

Do not use **http://** or **www**.

WORD PREFERENCES

actor-director, artist-scholars

adviser

African American (adjective or noun)

Arabian Gulf, not **the Persian Gulf**

bestseller, bestselling

ca. = circa
course work
editor in chief (no hyphens)
e-book
e-commerce
email
e-newsletter
Emirati, emirate
eurozone
fieldwork
first-come, first-served [basis]
fundraising (noun and adjective)
hashtag
healthcare (noun and adjective)
homepage
indigenous (lowercase)
Internet (capitalized)
January term
16 mm
New York City, not New York (when referring to the campus in Manhattan and Brooklyn)
NYU's campus in New York City, not NYU New York
NYU's expansive global network; a university with an expansive global network, not Global Network University or GNU
NYU Polytechnic School of Engineering (if in a list with all other schools, NYU can be omitted) on first reference; School of Engineering on second reference; never Polytechnic Institute of NYU or NYU Poly
policymaker, policymaking
premedical
preprofessional
reservation payment, not housing deposit
risk-taker
student-teacher, student-teaching
theatre
United States (noun), US (adjective)
University (capitalize when referring to NYU), university-wide, university-level, university administration (lowercase when used as an adjective)
URL
webpage
website

If you have any questions or comments, please email urpa.styleguide@nyu.edu.

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