

## Writers' Style Guide

# Carnegie Mellon University

Expressing and Protecting the Carnegie Mellon University Identity

Welcome to Carnegie Mellon University's Writers' Style Guide, a resource intended to help you improve the clarity and consistency of your print and online documents and publications for the university community and the general public.

The guide includes the proper/formal names for all of our colleges and schools, common acronyms at the university and guidelines when writing about academic degrees, departments, centers and programs. Consistency and clarity are two important factors to writing effectively, so make sure your writing standards are carried through all of your documents and publications.

### TABLE OF CONTENTS

<b>I Style References</b>	<b>2</b>
<b>II University References</b>	<b>3</b>
<b>III About Carnegie Mellon</b>	<b>4</b>
<b>Statement of Assurance</b>	<b>4</b>
<b>IV Common University Terminology</b>	
Academic Degrees	5
Academic Departments	5
Alumni	6
Collective Nouns	6
Honors	6
Semesters	6
Student Classifications	7
Titles	7
<b>V Carnegie Mellon Terms</b>	
Acronyms	8
Annual Fund	9
Board of Trustees	9
Buildings	9
"Buggy"	9
Carnegie Institute of Technology	10
College of Fine Arts	10
Dietrich College of Humanities & Social Sciences	10
Campaign	10
Centers, Institutes and Programs	11
Commencement	11
Committees	11
The Cut and the Fence	11
Donor Designations	11
Heinz College	12
Homecoming	12
Indicia	12
Mascot	13
Mellon College of Science	13
School of Computer Science	13
Tartans	13
Tepper School of Business	13

# I. Style References

The Associated Press (AP) Style is our preferred standard for grammar and punctuation rules, and we recommend the current AP Stylebook [www.apstylebook.com](http://www.apstylebook.com) as a guide. If you are unable to purchase an AP Stylebook, the Media Relations and Internal Communications groups have stylebooks available and can be reached at 412-268-2900 with any questions.

The AP Stylebook should be your guide for:

- Acronyms and Abbreviations
- Business Guidelines
- Capitalization
- Dates and Times
- Governmental Terms
- Numbers
- Places
- Plurals
- Possessives
- Punctuation
  - Commas
  - Hyphenation
  - Quotations
- Sports Guidelines

For technical terms, we refer to “Wired Style, Principles of English Usage in the Digital Age,” from the editors of Wired Magazine [www.wired.com](http://www.wired.com) as our guide. Some frequently used terms include:

- b-boards
- cybersecurity
- email (no hyphen)
- high tech (no hyphen)
- Internet (capital “I”)
- log off (verb) logoff (noun)
- log on (verb) logon (noun)
- multimedia (one word, no hyphen)
- offline (one word, no hyphen)
- online (one word, no hyphen)

Although references to the Web itself use a cap W (Web page, Web feed), these web-based words use a lower case w.

- webcam
- webcast
- webinar
- webmaster
- website

## II. University References

The Carnegie Mellon University wordmark is the official logo of the university. It has been created specifically for use as a wordmark and **cannot be typed**. For details on how to obtain and use the wordmark correctly, see the Brand Guidelines Web site at [www.cmu.edu/marcom/brand-guidelines/index.html](http://www.cmu.edu/marcom/brand-guidelines/index.html).

When writing, the first time you refer to the university—whether in print or on the Web—use “Carnegie Mellon University.” In all subsequent references, use either “Carnegie Mellon” or “CMU.” (Neither Carnegie Mellon nor CMU should be used on first reference in external publications.)

Use lower case when using “the university” as a reference.

**Right:** The university has campuses and programs all over the world.

**Wrong:** There are more than 6,500 staff members at the University.

When referring to university programs and campuses outside of Pittsburgh, use the following as a guide:

Carnegie Mellon University in Qatar (first reference)

Carnegie Mellon Qatar (second reference)

Carnegie Mellon University in Australia

Carnegie Mellon University in Silicon Valley (**NOT West Coast**)

For external documents, include Carnegie Mellon University in first reference of any college or school. It is the preferred style to write “Carnegie Mellon University’s College of Engineering” or “Carnegie Mellon University’s School of Computer Science” when introducing one of the university’s seven colleges and schools.

You should also include the college or school name that is connected to an academic program or department. For example, write “Mellon College of Science’s Physics Department” or “Heinz College’s School of Public Policy and Management” on first reference.

For second references, using only the school, college or department name is acceptable.

## III. About Carnegie Mellon

### OFFICIAL BOILER PLATE TEXT

Carnegie Mellon University [www.cmu.edu](http://www.cmu.edu) is a private, internationally ranked research university with programs in areas ranging from science, technology and business, to public policy, the humanities and the fine arts. More than 11,000 students in the university's seven schools and colleges benefit from a small student-to-faculty ratio and an education characterized by its focus on creating and implementing solutions for real problems, interdisciplinary collaboration and innovation. A global university, Carnegie Mellon's main campus in the United States is in Pittsburgh, Pa. It has campuses in California's Silicon Valley and Qatar, and programs in Asia, Australia, Europe and Mexico. The university is in the midst of a \$1 billion fundraising campaign, titled "Inspire Innovation: The Campaign for Carnegie Mellon University," which aims to build its endowment, support faculty, students and innovative research, and enhance the physical campus with equipment and facility improvements.

### STATEMENT OF ASSURANCE

The Statement of Assurance must be placed in all graduate and undergraduate admissions publications and all other publications where such a statement is necessary or appropriate. It may be omitted on some internal publications, including: campus memos, flyers, invitations, limited distribution departmental publications (including many departmental newsletters), posters and/or programs/event signage. It does not need to be included on the following: alumni publications (those not also distributed to faculty and staff), donor recognition publications and fundraising publications.

#### Statement of Assurance

Carnegie Mellon University does not discriminate in admission, employment, or administration of its programs or activities on the basis of race, color, national origin, sex, handicap or disability, age, sexual orientation, gender identity, religion, creed, ancestry, belief, veteran status, or genetic information. Furthermore, Carnegie Mellon University does not discriminate and is required not to discriminate in violation of federal, state, or local laws or executive orders.

Inquiries concerning the application of and compliance with this statement should be directed to the vice president for campus affairs, Carnegie Mellon University, 5000 Forbes Avenue, Pittsburgh, PA 15213, telephone 412-268-2056.

**In addition to the statement above, please insert the paragraph below in all communications to prospective graduate and undergraduate students as well as communications to prospective employees.**

Carnegie Mellon University publishes an annual campus security and fire safety report describing the university's security, alcohol and drug, sexual assault, and fire safety policies and containing statistics about the number and type of crimes committed on the campus and the number and cause of fires in campus residence facilities during the preceding three years. You can obtain a copy by contacting the Carnegie Mellon Police Department at 412-268-2323. The annual security and fire safety report is also available online at [www.cmu.edu/police/annualreports](http://www.cmu.edu/police/annualreports).

For more information regarding the statement of assurance please visit [www.cmu.edu/policies/documents/SoA.html](http://www.cmu.edu/policies/documents/SoA.html).

## IV. Common University Terminology

### ACADEMIC DEGREES

Spell out and use the lower case for bachelor's degree, master's degree, doctor's degree or doctorate.

You can receive a doctorate OR a doctor's degree, but **NOT** a doctoral degree.

If you must abbreviate degrees, use periods after all the letters: B.A., M.S., Ph.D., M.S.I.A., B.F.A. (with the exception of MBA)

**Right:** He received a master's degree in engineering.

**Right:** She received her master of science degree in engineering.

**Right:** He earned a bachelor of architecture degree.

**Right:** He earned a bachelor's degree in architecture.

**Wrong:** He earned a bachelor's of architecture degree.

**Do not** precede a name with a title of an academic degree and follow it with the abbreviation for that degree.

**Right:** Jared L. Cohon, Ph.D., is president of Carnegie Mellon University.

**Wrong:** Dr. Jared L. Cohon, Ph.D., is president of Carnegie Mellon University.

**Do not** use Dr. as a formal title before the name of a person who holds a doctor's degree, unless the person holds a doctor of medicine degree.

**Do not** use Dr. before the names of those who hold honorary degrees only. References to honorary degrees must specify the degree was honorary.

### ACADEMIC DEPARTMENTS

Capitalize the full names of departments except when used in a person's title.

**Examples:**

The director of admission is pleased with the number of applicants.

The Office of University Events organizes commencement.

Use lower case for the word "department" when it stands alone.

**Right:** She's been with the department for three years.

Capitalize the academic field when it's used to mean the department. Use lower case for the field when it's used in a general sense.

**Examples:**

She's a professor in the Physics Department.

She's a physics professor.

She majored in physics.

## **ACADEMIC DEPARTMENTS *continued***

Use lower case for majors with the exception of languages, which are proper nouns.

### **Examples:**

Her major is physics.  
He's an English major.

## **ALUMNI**

This word construction is taken directly from its Latin origins. Therefore, the noun forms are gender specific: “alumna” refers to one woman; “alumnae” refers to a group of women; “alumnus” refers to one man; “alumni” refers to a group of men or a group of men and women. It’s rare to see the feminine plural form, “alumnae.” Most often the form “alumni” is used for any group of graduates.

## **ALUMNI DESIGNATIONS**

*See indicia section on page 12.*

## **COLLECTIVE NOUNS**

The collective nouns “faculty” and “staff” are singular nouns. If you wish to use a plural construction, use “members of the faculty/staff” or “faculty/staff members.”

### **Examples:**

The faculty is represented by Faculty Senate.  
Members of the faculty are dedicated researchers and teachers.  
The Carnegie Mellon staff is a dedicated group.

## **HONORS**

Use lower case for cum laude, magna cum laude and summa cum laude.

### **Example:**

She is a magna cum laude graduate from Carnegie Mellon University’s Dietrich College of Humanities & Social Sciences.

## **SEMESTERS**

**Do not** capitalize semesters in text.

**Right:** Spring Carnival takes place during the spring semester; homecoming occurs in the fall semester.

## STUDENT CLASSIFICATIONS

Do not capitalize “first-year,” “sophomore,” “junior,” “senior,” “postdoctoral fellow” or “graduate student.” Capitalize only when using a class designation in a formal title. (The term “first-year” is preferred over “freshman.”)

### Examples:

He’s a senior engineering major.

The Senior Class gift was the clock.

## TITLES

A person’s title is capitalized only when used before the name. When using a capitalized title immediately before the name, try to keep it short. Do not capitalize an occupational designation, only a true title.

### Examples:

We met President Jared L. Cohon.

The president will speak at the dinner.

Vice President of University Advancement Robbee Baker Kosak issued the memo.

Our speaker will be artist and professor Ayanah Moor.

Titles following a person’s name should be lower case. Use lower case when a title is used alone.

### Examples:

The president of Carnegie Mellon will address the group.

Rick McCullough, vice president for research, will host the reception.

Chaired professorships appear in upper case. A University Professor, the highest distinction faculty can receive, should also be upper case.

### Examples:

Andres Cardenes, the Dorothy Richard Starling and Alexander C. Speyer Jr. Professor of Music, donated his Stradivarius violin to the School of Music.

Her years of hard work were acknowledged when she earned the rank of University Professor.

## V. Carnegie Mellon Terms

### ACRONYMS

Spell out the full name for colleges, schools, departments, buildings, offices, etc. on the first reference followed by the acronym in parentheses. Use the acronym for every subsequent use.

**Right:** The Environmental Health and Safety (EHS) Department, located in the Facilities Management Services (FMS) building, provides important safety training for the university community. Training information is available on the EHS Web site and training sessions are often held in the FMS building.

**Wrong:** The EHS department, located in the FMS building, provides important safety training for the university community. Training information is available on the Environmental Health and Safety Web site and training sessions are often held in the Facilities Management Service building.

Some common Carnegie Mellon acronyms include:

ACS	Andrew Carnegie Society
CFA	College of Fine Arts
CIT	College of Engineering (Carnegie Institute of Technology)
CMARC	Carnegie Mellon Advising Resource Center
CTTEC	Center for Technology Transfer and Enterprise Creation
DSSC	Data Storage Systems Center
EHS	Environmental Health and Safety
ETC	Entertainment Technology Center
FMS	Facilities Management Services
FSO	Fellowships and Scholarships Office
DC	Dietrich College of Humanities & Social Sciences
HNZ	Heinz College
ICES	Institute for Complex Engineered Systems
INI	Information Networking Institute
MCS	Mellon College of Science
PSC	Pittsburgh Supercomputing Center
RAs	resident assistants (use lower case for this title)
SCS	School of Computer Science
SHS	Student Health Services
SEI	Software Engineering Institute
TAs	teaching assistants (use lower case for this title)
TPR	Tepper School of Business
URO	Undergraduate Research Office

Common Pittsburgh campus building acronyms:

BH	Baker Hall
CYH	Cyert Hall
DH	Doherty Hall
GHC	Gates and Hillman centers
HBH	Hamburg Hall
HH	Hamerschlag Hall
HL	Hunt Library
MI	Mellon Institute
MM	Margaret Morrison Carnegie Hall
NSH	Newell Simon Hall
PCA	Purnell Center for the Arts
PH	Porter Hall
POS	Posner Hall
PTC	Pittsburgh Technology Center
REH	Roberts Engineering Hall
SEI	Software Engineering Institute
SH	Scaife Hall
UC	University Center
WEH	Wean Hall
WH	Warner Hall
WHIT	Whitfield Hall

## **ANNUAL FUND**

Capitalize references to the Carnegie Mellon Annual Fund.

Examples:

Did you contribute to the Annual Fund this year?

A healthy annual fund helps colleges and universities support basic programming.

## **BOARD OF TRUSTEES**

The Board of Trustees should be capitalized only when referring to Carnegie Mellon's board, but "board" by itself is not capitalized, nor is "trustees."

Examples:

The Board of Trustees will meet in November.

The board will meet in November with most trustees attending.

## **BUILDINGS**

All proper names of buildings, such as University Center, should be capitalized. Terms such as "north wing" and "new residence hall" should not be capitalized, unless they are used in the title.

Examples:

The Gates Center for Computer Science and Hillman Center for Future-Generation Technologies are connected to the Purnell Center via the Pausch Bridge.

The centers were dedicated in September 2009.

## **“BUGGY”**

The proper name for this traditional event is “Sweepstakes,” but it is more commonly known as Buggy. The races are held every year during Spring Carnival.

## **CARNEGIE INSTITUTE OF TECHNOLOGY**

The Carnegie Institute of Technology (CIT) is known as the College of Engineering. Commonly cited centers include:

- Carnegie Mellon CyLab (never use “CyLab” alone in its first reference)
- Information Networking Institute (INI)
- Institute for Complex Engineered Systems (ICES)
- Steinbrenner Institute for Environmental Education and Research (SEER)

## **COLLEGE OF FINE ARTS**

The College of Fine Arts at Carnegie Mellon (CFA) is made up of these five schools:

- School of Architecture
- School of Art
- School of Design
- School of Drama
- School of Music

Other centers within CFA include:

- STUDIO for Creative Inquiry
- Center for the Arts in Society (CAS)
- Miller Gallery at Carnegie Mellon University (founded by Regina Gouger Miller)
- The Institute for the Management of Creative Enterprises

## **MARIANNA BROWN DIETRICH COLLEGE OF HUMANITIES & SOCIAL SCIENCES**

The Marianna Brown Dietrich College of Humanities & Social Sciences (DC) includes a number of interdisciplinary programs in addition to its eight departments.

## **CAMPAIGN**

The formal name for the current \$1 billion fundraising campaign is “Inspire Innovation: The Campaign for Carnegie Mellon University.”

“Fuel the Fire” is a special initiative of the campaign, which is focused on inspiring donors to support scholarships, fellowships and other areas that directly impact today’s students.

## CENTERS, INSTITUTES AND PROGRAMS

The formal names of centers, such as the Information Networking Institute, should be capitalized, but “center” by itself should be in lower case. The same rules apply to institutes and programs.

### Examples:

- The Software Engineering Institute hosts seminars.
- The institute will welcome dozens of affiliates.
- The Center for Behavioral Decision Research was founded in 2005.
- The center supports and promotes research on decision making.
- The Bachelor of Humanities and Arts Degree Program allows students to combine their interests.
- The program is sponsored by H&SS and CFA.

## COMMENCEMENT

The Pittsburgh campus ceremony in May is the only Carnegie Mellon commencement event, and should be referred to in lower case. All other campus/program ceremonies should be referred to as “graduation ceremonies,” and events in which graduates receive their diplomas can be called “diploma ceremonies.”

## COMMITTEES

Capitalize the formal names of groups and committees, such as Faculty Senate, Long-Range Planning Committee, President’s Student Advisory Council. Use lower case for the words “committee” or “council” when they stand alone.

## THE CUT AND THE FENCE

Capitalize the “C” and “F” only: the Cut and the Fence.

**Right:** Tradition dictates that spray paint cannot be used on the Fence.

**Wrong:** Meet me at The Cut.

## DONOR DESIGNATIONS

Many buildings, centers and rooms are named for Carnegie Mellon donors. It is important to use the full name for each of these spaces on first reference. For example, write “The Robert L. Preger Intelligent Workplace” first, and use the common name of “Intelligent Workplace” thereafter.

## H. JOHN HEINZ III COLLEGE

The H. John Heinz III College (HNZ), formally named in the fall of 2008, includes the School of Public Policy & Management, the School of Information Systems & Management and the program at Carnegie Mellon University in Australia. “Heinz College” is acceptable on second reference.

## HOMECOMING

Use lower case for “homecoming” unless it is used in a title. All class reunions previously celebrated during homecoming are now being transitioned to Spring Carnival & Reunion Weekend.

## INDICIA

When referencing the college and year of graduation for alumni, use the appropriate college code (these may be different than the college acronyms listed) and last two digits of the graduation year in parentheses after their name. There should be no space between the college code and apostrophe.

**Right:** Johnny Lee (CS’08) has a number of inventions to his name.

**Wrong:** Zachary Quinto (A’1999) played Spock in the recent Star Trek movie.

The indicia is most commonly used when communicating with an alumni audience that recognizes these abbreviated designation:

A	College of Fine Arts
AM	Administration and Management Science
BHA	Bachelor of Humanities and Arts
BSA	Bachelor of Science and Arts
BCSA	Bachelor of Computer Science and Arts
BXA	Intercollege Degree Programs
CMU	Joint college programs
CS	School of Computer Science
E	College of Engineering
H	Honorary doctorate
HA	Honorary alumnus(a)
HNZ	Heinz College
DC	Dietrich College of Humanities & Social Sciences
I	Industries
INI	Information Networking Institute
L	Library School
MET	Master of Entertainment Technology
MI	Mellon Institute
MM	Margaret Morrison Carnegie College
PE	Program for Executives
PM	Printing Management
S	Mellon College of Science
TPR	Tepper School of Business (GSIA may be the preferred term for alumni who went to the Graduate School of Industrial Administration)

## **MASCOT**

Carnegie Mellon's mascot is a Scottish Terrier named Scotty.

## **MELLON COLLEGE OF SCIENCE**

The Mellon College of Science (MCS) includes the departments of Biological Sciences, Chemistry, Mathematical Sciences and Physics.

## **SCHOOL OF COMPUTER SCIENCE**

The School of Computer Science (SCS) is located in the Gates Center for Computer Science and the Hillman Center for Future-Generation Technologies — “Gates and Hillman centers” on second reference — which opened in Sept. 2009. It includes the Computer Science Department, the Human-Computer Interaction Institute (HCII), the Institute for Software Research (ISR), the Ray and Stephanie Lane Center for Computational Biology, the Language Technologies Institute (LTI), the Machine Learning Department and the Robotics Institute (RI).

## **TARTANS**

Carnegie Mellon athletic teams are nicknamed the “Tartans” as a nod to Andrew Carnegie's Scottish heritage. Tartan is a twilled woolen fabric with a very specific plaid design.

## **TEPPER SCHOOL OF BUSINESS**

Named for David A. Tepper, the Tepper School of Business (TPR) offers programs in undergraduate business and economics, a master's degree in computational finance, and MBA and Ph.D. programs. “The Tepper School” is acceptable on second reference.

Prior to 2004, the name of the school was the Graduate School of Industrial Administration (GSIA).