



IMMACULATA UNIVERSITY

# Editorial Style Guide



IMMACULATA  
UNIVERSITY

UPDATED 11-2023



# Table of Contents

<b>BRAND POSITIONING</b>	<b>04</b>
Immaculata University	05
Voice	06
Tone	07
Brand Pillars	08
Unique Selling Position	09
<b>EDITORIAL</b>	<b>07</b>
General	08
Immaculata University	08
Address	08
Alumni, Faculty and Students	09
Academics	10
Capitalizations	13
Time and Date	15
Miscellaneous Notes	16
Grammar Tips	16
Writing Tips	17
Composition Titles	18
Campus Buildings and Locations	18
Religious Presence	20
Social Mindfulness	22
Athletics	24

The **Immaculata Editorial Style Guide** serves the essential function of maintaining a consistent tone and voice for the University across all communication channels. Created with Immaculata's core values as its focus, we encourage you to use this editorial style guide as your go-to resource when writing, editing and representing the University in communications and marketing efforts.

Grammar and writing tips, including special sections for religious and social mindfulness, are included along with Immaculata-specific terms and concerns.

This Editorial Style Guide supersedes all previously issued editorial guidelines, as it represents the most up-to-date and extensive set of guidelines for the University brand. As such, this guide is subject to modifications as the University's priorities and goals evolve.

For any questions concerning the Editorial Style Guide, including inquiries on its application in different work contexts, please contact the University Communications and Marketing Office at [macmedia@immaculata.edu](mailto:macmedia@immaculata.edu). The University Communications and Marketing Office is available to provide necessary guidance to ensure that all communication materials align with institutional standards and accurately reflect the University.



## Brand Positioning

### Immaculata University

Grounded in IHM tradition and charism since 1920, Immaculata University is committed to scholarship, formation of the whole person for leadership and service, and empowerment of all to seek truth, promote justice and engage in dialogue between faith and culture.

The core of Immaculata's brand is our dedication to being intellectual, personal, professional and spiritual educators and growth agents and to our commitment to our Catholic identity. Our faith and values are integral to our pursuit of knowledge and academic excellence, and we strive to create an environment that fosters the holistic development of our students.

Immaculata is a mighty university, and we take pride in our achievements and look forward to what we will accomplish in the future. By presenting ourselves as a community that is intellectually rigorous, socially responsible and spiritually fulfilling, we continue exemplifying the mission that defines our University: *Scientia floret virtute*—Knowledge flourishes in virtue.

### Voice

Understanding who we are, who we want to be, how our audiences perceive us and how we position ourselves is critical in understanding Immaculata University's voice. Derived from fundamental concepts outlined in the IU mission statement and from core values and input captured from IU community members, the identity of IU faculty and staff—in response to the question 'What is our voice?'—is summarized in the following statement:

**We are intellectual, personal, professional and spiritual growth agents.**

## Tone

Descriptive attributes or tone words support IU's value proposition, brand pillars, mission, core values and identity statement. These words reflect the personality of IU. While these words can be used in promotional and informational materials, they can also be used to influence overall marketing and communications strategies, messaging and imagery.

**Dedicated/committed**

**Empowering**

**Valued**

**Grounded**

**Attentive**

**Supportive**

**Thoughtful**

**Transparent**

**Principled**

**Motivated**

**Understanding**

## Brand Pillars

The three top values or pillars that are derived from our mission, core values and identity statement support our value proposition.

### **1. Legacy of Commitment to Educational Inclusion**

Based upon our history of originally serving women, our evolution to a co-education model and our core value of community (especially respect for diversity), a key component of our identity is educational inclusion.

### **2. Placing the Highest Value on Student Outcomes**

Our students are our greatest asset, and the outcomes of their educational journeys are the greatest indicator of success in our mission. Graduation rates, employment and pursuit of advanced education are valued outcomes.

### **3. Providing Lifelong Pathways toward Self-Realization and Service to Others**

As Immaculata University is committed to "formation of the whole person for leadership and service, and empowerment of all to seek truth, promote justice and engage in dialogue between faith and culture," we instill in students the powers to fulfill their personal goals and to support others.

## Unique Selling Position

As a relatively small, private Catholic institution, IU understands the value of personal interactions with students. As such, our value proposition should reflect our commitment to treating students as individuals with unique needs, goals and paths rather than treating them merely as numbers.

### **Immaculata's value proposition is summarized in the following statements:**

*Unlike oversized universities that trade lofty enrollment counts for personal interaction, Immaculata University values each student and empowers them to chart their own course without getting lost in the crowd.*

*Immaculata University provides attainable education, personal support and meaningful career pathways to tomorrow's leaders who are focused on intellectual, personal, professional and spiritual growth.*

### **The value proposition can be further distilled to:**

*Immaculata University values each student and empowers them to chart their own course without getting lost in the crowd.*

Additionally, we know that prospective students are questioning the value of college degrees and that college is out of reach to some students due to cost, admission and geographic limitations. Therefore, it is imperative to position IU as a university that provides affordable, career-focused education that is accessible to most students, regardless of income, location, test scores or academic achievement.

The following **Editorial** Style Guide is made for the University community for the purpose of clarifying and unifying our written language as well as answering common stylistic and grammar questions. Information here may or may not be specific to Immaculata.

## General

Academic and formal documents should be written in accordance with the Associated Press guidelines unless stated otherwise below.

## Immaculata University

When writing in a professional context, use “Immaculata University.” When writing “University” as a stand-in for the full Immaculata University name, capitalize the “U.”

Immaculata College was our name prior to August 2002. When referencing the University before 2002, refer to it as Immaculata University.

In a professional document, after first referring to the University’s full name, it can be switched to “the University” or to simply “Immaculata.”

In informal and/or internal communications, the University can be shortened to just “IU.”



### The colleges within Immaculata are as follows:

- » The College of Undergraduate Studies (CUS)
- » The College of Graduate Studies and Research (CGSR)
- » The College of Nursing and Health Professions (CNHP)

In general, use the full name of each college. Subsequent references may use the acronyms (CUS, CGSR or CNHP).

## Address

### Official Campus Address:

Immaculata University  
1145 West King Road  
Immaculata, PA 19345

*Note: List the building and office number directly under the University name and before the street address.*

Immaculata University  
Lourdes Hall 212  
1145 West King Road  
Immaculata, PA 19345

## Alumni, Faculty and Students

### Leadership Titles

Below are the key leadership roles at the University and how to properly list their titles.

- » President of Immaculata University
- » President Barbara Lettiere '72, MBA
- » Vice President for Institutional Advancement
- » Vice President for Finance and Administration
- » Vice President for Student Development and Undergraduate Admissions
- » Vice President for Communications and Marketing
- » Vice President for Mission and Ministry
- » Vice President for Academic Affairs and Provost
- » Dean of Students

In general, do not capitalize formal titles unless they are used directly before an individual's name. Lowercase titles when they are not used with an individual's name, or when they appear after the name: "The president led the meeting." "Patty Canterino, vice president for student development and undergraduate admissions, gave a presentation."



## Forms of “Alumni”

- » Alumni: plural, gender neutral
- » Alumnus: singular, male
- » Alumna: singular, female
- » Alumnae: plural, female
- » Alum/alums: gender neutral, informal context

## Graduation Year / Education Level

Indicate graduation years with an apostrophe (not the prime symbol or a single quotation mark) before the final two numbers.

### **Undergraduate alum with no advanced degree:**

Susan Smith '17

Incorrect: Susan Smith '17, Susan Smith '17

### **Undergraduate alum with an advanced degree from Immaculata:** Susan Smith '17, '19 Ed.D.

### **Undergraduate alum with an advanced degree from another institution:** Susan Smith '17, M.D.

### **Graduate alum with no undergraduate degree from Immaculata:** Susan Smith '19 Ed.D.

### **Alum who received three degrees from Immaculata:**

Susan Smith '84, '87 M.A., '96 Ed.D.

## Miscellaneous

After introducing someone by full name, use last name upon second reference:

*“Terry Stevenson '17 is a bright young student.”*

### **AND**

*“Stevenson is a member of the men's soccer team.”*

## Academics

### Immaculata Degrees and Programs

Capitalize academic degrees and disciplines when the name of the degree or the formal program name is used. If full degree names are cumbersome, use periods to abbreviate, except for MBA:

- » Associate of Arts in Education, A.A. in Education
- » Bachelor of Science in Cybersecurity, B.S. in Cybersecurity
- » Immaculata's Emergency Planning and Management program
- » Health Care Management certificate
- » Bachelor of Science in Nursing, B.S.N.
- » Master of Arts in Educational Leadership, M.A. in Educational Leadership
- » M.S. in Strategic Leadership
- » Master of Music Therapy and Counseling, M.M.T.C.
- » Master of Science in Nursing, M.S.N.
- » Master of Athletic Training, M.A.T.
- » Master of Business Administration, MBA (no periods in the abbreviation, according to AP style)
- » Psy.D. in Clinical Psychology

General references, such as bachelor's, master's or doctoral degree, are not capitalized. Use an apostrophe (possessive) with bachelor's degree and master's degree, but not in Bachelor of Arts or Master of Science. Do not use an apostrophe with associate degree or doctoral degree.

"Doctorate" is a noun, and "doctoral" is an adjective:  
"She has a doctorate in psychology. He has a doctoral degree."

Do not capitalize the discipline in less formal instances without the full degree name or in the names of non-degree academic programs, such as:

- » special education certification
- » She is interested in a health care management certificate.
- » bachelor's degree in cybersecurity
- » the pre-licensure nursing program
- » cybersecurity major
- » master's in strategic leadership
- » a doctorate in clinical psychology
- » doctoral degree in higher education
- » He is studying psychology.
- » He is majoring in business.
- » We have programs in business, health care and data analytics.



*(Immaculata Degrees and Programs Cont.)*

Disciplines that are proper nouns (i.e., English, Spanish, etc.) are always capitalized:

- » Spanish minor
- » English program

Program names that appear in the titles of news or magazine stories or webpage headings are typically capitalized using title case.

Limit abbreviations of certifications if generalist readers are not familiar with them, and use fuller descriptions: "Mary Powell, certified registered nurse practitioner."

For specialized audiences, or in cases where full certification names are cumbersome, use periods to abbreviate: "Immaculata's R.N. to B.S.N. program"

## Capitalizations

### Course Names

Capitalize the formal title of courses, such as "Students take Business Ethics and Introduction to Accounting." However, use lowercase in generic instances: "Students take business ethics and accounting courses."

### Degrees

Do not use "Dr." before the names of individuals. Instead, note what doctoral degrees they hold: "Jean Shingle, Ph.D." or "Jean Shingle, who has a doctorate in biology."

### Departments and Offices

In an official list, capitalize the full names.

*"Office of Campus Ministry"*

*"the Office of Career and Professional Development"*

*"the Department of Psychology and Counseling"*

*"the Division of Nursing"*

If referenced informally or not using the full name, use lowercase.

*"I'm heading over to campus ministry."*

*"Check with the career development office."*

*"The psychology and counseling department offers five main programs."*

## Campus Events

The following events are campus staples that should always be capitalized:

- » New Student Orientation (shortened as NSO); Always write out “New Student Orientation” before referring to it as NSO.
- » Planting of the Ivy
- » Reunion
- » Rose Arbor Day
- » Senior Ball
- » Carol Night
- » Involvement Fair
- » Cotillion
- » Block Party
- » 100 Nights
- » Accepted Students Day
- » Amethyst Day



## Time and Date

### Days of the Week and Months

Always capitalize the names of the months and the days, but not the names of seasons or semesters (fall, spring, etc.).

Abbreviate the following months when used with a specific date: Jan., Feb., Aug., Sept., Oct., Nov., Dec.

*Monday, Feb. 21, 2023 or Monday, March 1, 2023*

When a phrase lists only a month and a year, do not separate the year with commas.

*January 2023*

### Times

Use numerals to express times except for noon and midnight. Use a colon to separate hours from minutes, but omit ":00".

*10 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.*

### Decades

On an academic or otherwise professional level, use “the 1990s” (note there is no apostrophe). In a more casual format, use ’70s.

Capitalize names of decades and widely recognized epochs.

*the Roaring Twenties, the Dark Ages.*

Capitalize popular periods of time.

*the Atomic Age, the Great Depression*

Lowercase the word “century”: *the 18th century*

## Miscellaneous Notes

- » COVID-19 should always be written as such in any formal context (all caps, dash nineteen included).
- » Health care is two separate words, not one compound word.
- » When a hyphenated word is to be capitalized in titles, capitalize all parts of the hyphenated word. (This excludes prepositions and articles.)

*Up-To-Date Course Listings*

- » Syllabus is singular.

*The professor is revising  
the syllabus.*

- » Syllabi is plural.

*The student checked her syllabi  
to keep up with her classes.*

## Grammar Tips

- » Capitalize after a colon only when the next word starts a complete sentence.
- » When the content inside parentheses is a full sentence, put a period inside the parenthesis.
- » When listing things in a series, don't include the serial comma before the conjunction unless a comma is necessary to provide clarity.

*"Bob, Steve, Mac and I went out to lunch today."*



**QUESTIONS?** Contact [macmedia@immaculata.edu](mailto:macmedia@immaculata.edu).



## Writing Tips

- » Avoid industry jargon.
- » Capture and hold attention with subject matter that's relevant.
- » Keep communications simple and clear. Avoid overly long sentences.
- » Get to the point. Focus early on University positioning, features, benefits and impact.
- » Include a call to action, where appropriate.
- » Use active voice.
- » Know your audience.
- » Keep copy short, sweet and to the point.

## Media and Works of Art Titles

Capitalize all words in a title other than:

- » articles (a, an, the)
- » prepositions of three or fewer letters (for, of, up)
- » conjunctions of three or fewer letters (and, but, for)

Put quotation marks around things such as books, articles, albums or songs.

Don't put quotation marks around the titles of digital software or videogames.

Don't put quotation marks around the title of holy books, such as the Bible.

## Campus Buildings and Locations

### List of Locations

#### Alumnae Hall (not Alumni)

- » Location of athletic staff, gym and theater

#### Athletic Fields

- » Location of baseball diamond, Draper Walsh Stadium, softball diamond and tennis courts

#### Back Campus

- » The quad between Lourdes, Nazareth and Villa Maria halls that serves as a space for events. Always capitalize.

#### Bruder Center

- » Location of Student Wellness Center

#### Camilla Hall

- » Retirement home for IHM Sisters

#### DeChantal/Marian Halls (same building)

- » Location of Student Life and Residence Life and Housing offices and student residence halls

#### Faculty Center

- » Location of faculty offices, faculty lounge and conference room

#### Gabriele Library (not Gabrielle)

- » Location of the Office of Career and Professional Development, the ImmacuLatté Café and the Writing Center

#### Gillet Hall

- » Location of housing for the Sisters

#### Good Counsel Hall (not Council)

- » Location of classrooms and computer labs

#### Grotto

- » Location of religious significance

#### IHM Student Center

- » Location of the Grill on the Hill, gaming room, cardio gym

#### Lillian Lettiere Center

- » Location of undergraduate admissions offices, financial aid and esports arena

#### Lourdes Hall

- » Location of the campus safety and protection, learning support services, the Great Hall, the Immaculata Room, the Office of University Communications and Marketing and student housing

**Loyola Hall**

- » Location of classrooms, laboratories and the Division of Nursing

**Nazareth Hall**

- » Location of psychology and counseling department, dining hall, chapel and the nutrition and fashion departments.

**Parsons Science Pavilion****(no apostrophe in Parsons)**

- » Location of science labs, classrooms and faculty offices

**Quad**

- » Location between Alumnae Hall, Faculty Center, Good Counsel, Loyola and the Parsons Science Pavilion; used for events

**Villa Maria Hall**

- » Location of administrative offices, business office, print and copy center, the registrar's office, Rotunda and student housing. Capitalize "Rotunda."

**West Campus Apartments**

- » Location of housing option for upperclassmen

**Other Miscellaneous Facilities**

The following places should only be referred to in lowercase:

- » applied technology lab
- » business lab
- » nursing simulation lab
- » biology lab

**Miscellaneous Notes**

- » Use the word "terrace" when referring to the bottom/basement floor:

*Terrace Rotunda*

- » Capitalize the parking lots when referring to a specific location (Parking Lot D), but lowercase when referring to the many parking lots at IU.



*The following section on religion and Catholicism is a guide provided by the 2022–2024 Associated Press (AP) Stylebook, 56th Edition. For further details, consult the current AP Stylebook.*

## Religious Presence

### Religious terminology

Official name of the IHMs: Sisters, Servants of the Immaculate Heart of Mary. Use "IHM Sisters" or "Sisters," capitalized, on second reference.

Capitalize the names of religious orders:

*He is a Jesuit priest.*

Do not use the word "former" for archbishop or bishop; use "retired."

Titles of God and persons of the Trinity are always capitalized.

- » The Father
- » The Son
- » The Holy Spirit

Titles given to Jesus and Mary are always capitalized.

- » Jesus, Christ our Lord
- » The Virgin Mary

Titles of prayers are capitalized.

*Memorare, Our Father, Hail Mary*

Parts of the Mass are capitalized. (Liturgy of the Word, Gloria, Doxology)

The names of sacramentals, such as “rosary” or “scapular,” are lowercase. “Rosary” is capitalized when it refers to the prayer and not the object. The Rosary is *recited* or *said*, not *read*.

The word “Church” itself is capitalized as a noun when referring to the Roman, Catholic and Universal Church.

“Church” as an adjective is lowercase (example: “church teaching,” “church leaders.”)

Capitalize Archdiocese/Diocese when part of formal name (Archdiocese of Philadelphia).

Mass is “celebrated” not “said.”

The word “priest” is not a formal title, it is a vocational description and should not be capitalized.

Spell out and capitalize the word Sister/Mother before an individual’s name: Sister Antoine Lawlor or Mother Loyola.

*If no surname is given, the name is the same in all references: Sister Agnes Rita. If a surname is used in first reference, drop the given name on second reference: “Sister Mary Ann Walsh” on first reference, “Walsh” in subsequent references.*

If the Sister is an IHM, add it at the end in all caps with no periods, following a comma.

*Sister Antoine Lawlor, IHM*



*The following is a guide, provided by the 2022-2024 Associated Press (AP) Stylebook, 56th Edition, on how to sensitively and respectfully refer to people of different backgrounds. For further details, check the current AP Stylebook or the Conscious Style Guide at [consciousstyleguide.com](https://consciousstyleguide.com).*

## Social Mindfulness

The following is a guide on how to sensitively and respectfully refer to people of different backgrounds. Avoid stereotypes and broad generalizations about different groups. Whenever possible, discuss with others of diverse backgrounds and ask individuals how they describe themselves. One person does not represent an entire group, and not all members of groups agree on how they wish to be identified. Consider what language is most appropriate, accurate and fair.

## Ethnicities and Nationalities

**Race:** Consider carefully when deciding whether to identify people by race. Often, it is an irrelevant factor. However, there are occasions when race is pertinent, such as historical significance (example: Barack Obama was the first Black U.S. president), when a physical description is needed or reporting on a conflict involving race (like a civil rights issue).

It's acceptable to use *biracial* or *multiracial* when clearly relevant to describe people with more than one racial heritage. Avoid using the term *mixed-race*. Also avoid using *brown*, which is a broad and imprecise term in racial, ethnic or cultural references unless part of a direct quote. Subsequently, avoid using *Caucasian* as a synonym for *white*, unless in a quotation.

**White:** The AP lowercases the term *white* in racial, ethnic and cultural senses.

**Black:** Use the capitalized term as an adjective in a racial, ethnic or cultural sense (Black people, Black literature, Black colleges). *African American* is also acceptable for those in the U.S. However, the terms are not interchangeable as Americans of Caribbean heritage generally refer to themselves as *Caribbean American*.

**Arab American:** (no hyphen needed) It is acceptable usage for an American of Arab descent. When possible, refer to a person's country of origin. Don't assume that everyone from a predominantly Arab country identifies as Arab.

**Asian American:** (no hyphen needed) It is acceptable usage for an American of Asian descent. When possible, refer to a person's country of origin. Avoid using *Asian* as shorthand for *Asian Americans* when possible. Do not use the term *Oriental* when referring to East Asian nations and their peoples; *Asian* is the acceptable term for an inhabitant of those regions.

**Latino, Latina, Latinx:** *Latino* is often the preferred noun or adjective for a person from, or whose ancestors were from, a Spanish-speaking land or culture or from Latin America. *Latina* is the feminine form; *Latinas* is the plural. For groups of males or of mixed gender, use the plural *Latinos*. *Latinx* is the gender-neutral term and should be confined to quotations, names of organizations or descriptions of individuals who request it.

*Hispanic* is also generally acceptable for those in the U.S., but if possible, use specific identification, such as *Cuban*, *Puerto Rican*.

**Native American, American Indians:** Both terms are acceptable in general reference for those in the U.S. when referring to two or more people of different tribal affiliations. The term *Natives* is acceptable on second reference. For individuals, use the name of the tribe (example: he is a Navajo commissioner).

*Note: Indian is used to describe the peoples and cultures of the South Asian nation of India. Do not use the term as a shorthand for American Indians.*

### Gender, Sex and Sexual Orientation

Language around gender is ever-evolving. When possible, use gender-neutral terminology, such as "first-year students" instead of "freshmen," "humanity" instead of "mankind" and "laypeople" instead of "laymen."

**Gender** refers to internal and social identity and often corresponds with, but is not synonymous with, sex.

**Gender-nonconforming:** acceptable in broad references to describe people whose identities or expressions do not follow gender norms.

**Sex:** Refers to biological characteristics, which can also vary or change in understanding over time or be medically and legally altered. Sex often corresponds with but is not synonymous with gender, which is a social construct.

*Note: not all people use gendered pronouns such as his or hers. Such pronouns are often an example of gender expression, but they do not always align with typical or stereotypical expectations of gender and are not certain indicators of someone's gender identity, which is a person's sense of feeling male, female, neither or some combination of both.*

Use the terms *boy/girl* only when referring to males and females younger than 18.

**Sexual orientation:** Avoid the term *sexual preference* and mention a person's sexual orientation only when relevant to the subject matter and do so only if the information is verified. Additionally, avoid references to a *gay* or *alternative lifestyle*. Don't use *homosexual* to describe people, though *homosexuality* is acceptable as a noun for the concept of same-sex attraction.



---

Gay is acceptable as a plural noun when necessary (example: the gay community), but use the singular gay only as an adjective not a noun. *Lesbian* is acceptable as an adjective or as a noun in singular or plural form.

## Socioeconomic Status

According to the American Psychological Association, "socioeconomic status encompasses not only income but also educational attainment, occupational prestige, and subjective perceptions of social status and social class." Use language that focuses on people's strengths rather than deficits. Avoid terms such as "the poor," "needy" or "in need" and instead use "people experiencing poverty," "people with limited incomes" and "economic hardship."

## Disabilities

Language about disabilities is both wide-ranging and evolving. The term *disabilities* and *disabled* include a broad range of physical, psychological, developmental and intellectual conditions, both visible and invisible.

**People with disabilities and disabled people:** both terms are acceptable. Do not use euphemisms such as *handi-capable*, *differently abled* or *physically challenged* unless in a direct quote or in explaining how an individual describes themselves.

**Avoid writing that implies ableism**, which is the belief that abilities of people who aren't disabled are superior.

*Note: do not use handicap for a disability or handicapped for a person. Also, limit the use of the terms disorder, impairment, abnormality and special. Avoid words that suggest pity, such as afflicted with, battling or suffers from. Instead use has cancer, being treated for ADHD.*

## Athletics

Athletics is such a vital component of campus life and the comprehensive education students receive from Immaculata. The following information is provided to maintain branding and editorial consistency when referring to or writing about sports and/or athletics at the University.

Immaculata University is a founding member of the NCAA's Atlantic East Conference and competes in Division III. The players are known as the **Mighty Macs** and their uniform colors are Carolina Blue and white.

When referring to the athletic director, the title should be capitalized before the person's name:

*Athletic Director Paul Murphy*

The “e” in esports is not capitalized or hyphenated as per The Associated Press Stylebook 56th Edition.



### Immaculata's sports teams play in:

- » Alumnae Hall
- » Draper Walsh Stadium
- » Draper Walsh Stadium Track
- » the baseball stadium
- » the softball field
- » the tennis courts
- » Mighty Mac Training Facility
- » the pool
- » Mighty Macs Esports Arena  
(capitalized because it's a proper name)

Of historical significance are the women's basketball national championships earned from 1972–1974. The teams played in the Association of Intercollegiate Athletics for Women (AIAW). The coach was Cathy Rush and a feature-length theatrically released movie, "The Mighty Macs," chronicles the 1972 season.



IMMACULATA  
UNIVERSITY