Lincoln Memorial University Style Manual

Consistency of writing style and design is important to Lincoln Memorial University. Our guidelines for capitalization, abbreviation, punctuation, use of titles and other issues of style come from a few sources. The general guide is *The Associated Press Stylebook and Libel Manual*. Do not apply these guidelines to technical or academic writing. Other sources can help you with this specialized kind of writing.

**ABBREVIATIONS/ACRONYMS**

Use abbreviations/acronyms sparingly in correspondence or in text material; in all cases, spell out any word whose meaning may be clouded by using abbreviations or acronyms.

In first reference, spell out the name of an organization that may be abbreviated in subsequent references. Also in first reference, identify in parentheses the abbreviation/acronym to be used later.

- Examples: Lincoln Memorial University (LMU)*; Southern Association of Colleges and Schools (SACS); Student Government Association (SGA); Cumberland Mountain Research Center (CMRC)
- Exception: YMCA and similar acronyms that are more widely used than the words they represent should not be spelled out.

*Do not shorten to Lincoln or Lincoln Memorial.

When referring to the DeBusk College of Osteopathic Medicine in external communication, on first reference it should be Lincoln Memorial University-DeBusk College of Osteopathic Medicine (LMU-DCOM). Subsequent references should be LMU-DCOM. Internally, the reference can be DeBusk College of Osteopathic Medicine (DCOM).

When referring to the Duncan School of Law in external communication, on first reference it should be Lincoln Memorial University-Duncan School of Law (LMU-DSOL). Subsequent references should be LMU-DSOL. Internally, the reference can be Duncan School of Law (DSOL).

When referring to the College of Veterinary Medicine in external communication, on first reference it should be Lincoln Memorial University-College of Veterinary Medicine (LMU-CVM). Subsequent references should be LMU-CVM. Internally, the reference can be College of Veterinary Medicine (CVM).

Use capital letters but omit periods and spaces when abbreviating names or using acronyms of familiar organizations or terms such as those cited above.

Write the abbreviation for academic titles without periods.

- Examples: PhD, MA, EdS, MBA

In general, periods are not used in abbreviations of professional certifications.
• Examples: RRT, CNM, FACOG

Note: To avoid confusion about an individual’s academic training, faculty members at LMU should be identified by their academic degree rather than a generic formal title.

• Use Jane Smith, EdD, dean of the Caylor School of Nursing, not Dr. Jane Smith.

Note: Individuals who hold an honorary degree should be identified by the appropriate honorary degree rather than the generic title of “Dr.”

• Example: Autry O.V. “Pete” DeBusk, DPS Hon. Chairman of the LMU Board of Trustees

When abbreviating class years, use an apostrophe.

• Example: Bill S. Smith, ‘77

For time, use a.m. or p.m. Do not use zeros for the hour in text.

• Example: The meeting is at 9 a.m. The bus stops here between 3 and 3:30 p.m. Use “noon” and “midnight” instead of “12 p.m.” and “12 a.m.”

CAPITALIZATION
Capitalize official names of academic departments, administrative divisions, names of offices when used in their entirety and names of committees, but avoid excessive capitalization.

• Examples: Board of Trustees; the board Office of Admissions; the admissions office Department of Humanities; humanities department

Exception: Lincoln Memorial University; the University

Capitalize names of degrees except when they are used in general terms, and do not follow the name of a degree with the word degree. Use an apostrophe in the short form: bachelor’s degree, master’s.

• Examples: Bachelor of Science; bachelor’s degree in biology Master of Business Administration; master’s degree in business administration

Capitalize the subject area if it is part of the actual title of the degree.

• Example: Master of Science in Nursing

Capitalize titles when they precede names, but use lower case with titles that follow names.
Examples: This is the office of Carol Adams, a vice president of the University. Meet Professor Bob Reynolds, a member of the graduate faculty. The men’s basketball team is under the direction of Coach John Smith. The women’s basketball team is coached by Sally Jones.

Capitalize the important words, and always the first word, in titles of literary and musical works. Words that should remain lower case are usually articles, conjunctions and short prepositions.

Examples: Gone with the Wind
Phantom of the Opera

Capitalize direction of specific locations, but use lower case if the directional reference is general.

Example: Lincoln Memorial University, located in northeastern Tennessee, is one of several small, private colleges in the Southeast.

Use lower case with seasons of the year unless they refer to a specific academic term.

Examples: Classes for the Fall 2009 semester will begin in August. We will begin classes at a new site this fall.

NUMBERS
Use figures for numbers 10 or above and spell out lower numbers. (In formal manuscripts, it is correct to spell out numbers between one and 100). Always spell out a number that introduces a sentence.

Examples: There are nine students enrolled in my class. She drives 20 miles to and from campus every day. Twenty-five students were absent today.

PLURALS
Add -s to form the plural of figures.

Example: This program began at LMU in the 1980s.

Add -es to nouns and proper nouns which end in -s. When a proper noun ends in an "s" with a hard "z" sound, do not add any ending to form the plural.

Examples: The hostesses are busy with the guest list. The Thomases spent two months in England. The Chambers are coming to dinner.

The following list includes some unusual plural forms which are likely to be used on a college campus:

Examples:
Thesis becomes theses
Hypothesis becomes hypotheses
Alumna becomes alumnae (female)
Alumnus becomes alumni (male)
Auditorium becomes auditoria
Criterion becomes criteria
Medium becomes media
Datum becomes data
Curriculum becomes curricula
Symposium becomes symposia
Memorandum becomes memorandums or memoranda
Syllabus becomes syllabi

**POSSESIVES**
To form the possessive of a singular noun, including the possessive of a proper name, add ’s.

- Example: Dr. Smith’s class met today.

Add ’s to form the possessive of a plural noun which does not end in s.

- Example: My children’s friends came to the party.
The men’s team will play today.

If two or more names show joint ownership, the last name mentioned receives the possessive form. If two or more names show separate ownership, both names receive the possessive form.

- Examples: We attended Sue and Bill’s party.
Sue’s and Bill’s cars were damaged in the accident.

**PUNCTUATION**
**Colons**
Use a colon to introduce a formal statement or an extract.

- Examples: In summary, the plan is this:
- I quote from the commencement speaker: “Today is the first day of the rest of your life.”

Use a colon to introduce a series if the preceding clause can stand as a sentence, but omit the colon following a verb.

- Examples: Three new colors were added to the choices: green, purple and orange.
The three new color choices are green, purple and orange.
Use a colon after the salutation in a business letter, between the figures representing hours and minutes of time and between place of publication and the publisher.

• Examples:  Dear Dr. Jones:
            9:30 a.m.
            Chapel Hill:  Algonquin, 1988

**Commas**
Use a comma between the day of the month and the year, but omit the comma if only the month and year are indicated.

• Examples:  January 20, 2005, but January 2005

Also omit the comma between the season and the year.

• Example:  Fall 2004

Use a comma before the conjunction in a compound sentence.

• Example:  Dr. Jones taught the class, and Mrs. Smith monitored the exam.

Use a comma after an introductory adverb clause and after an introductory verbal phrase.

• Examples:  As we get older, we become wiser.
            Since it was raining, she stayed indoors.
            Speaking softly, Dr. Spencer addressed the anxious audience.

Use commas to separate elements in a series, but do not put a comma before the conjunction.

• Example:  Our school colors are navy, gray and white.

Put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction.

• Example:  LMU hosts a museum, college preparatory school, preschool, television and radio stations, and a nature preserve.

**In general, when in doubt, leave it out.**

**Dashes**
Use dashes in a sentence to set off a break in thought.

• Example:  The influence of her professors--Drs. Smith, Adams, Jones and Holly--could be seen in her reaction.
**Hyphens**
Use hyphens sparingly, but use them to avoid confusion.

- Examples: nondiscriminatory policy
  Re-create (to create again)

Generally speaking, use a hyphen when a prefix ends in the same vowel that begins the word that follows.

- Example: re-evaluate
  Exception: cooperative education

Use a hyphen in a compound modifier when it precedes a noun, unless the modifier ends in -ly.

- Example: More than seventy percent of the full-time faculty have earned doctoral degrees.

Do not combine a preposition with a hyphen.

- Example: Christmas break will be from December 23 through January 2.
  Christmas break will be December 23-January 2.

Do not hyphenate the title vice president.

Do not use hyphens where dashes should be used.

**Quotes**
Always use commas and periods inside quotation marks.

- Example: Her students read “Stopping by the Woods on a Snowy Evening.”

Other punctuation marks go within quotes only when they apply to the quoted matter.

- Example: Did you enjoy reading “Stopping by the Woods on a Snowy Evening”?

**Styles Specific to Lincoln Memorial University**
- Teaching sites at locations other than Harrogate are referred to as extended learning sites, not off-campus sites.
- Buildings that house students are residence halls, not dormitories.
- Meals are served in the University dining hall, not cafeteria.
- Faculty members who are not full-time employees are adjunct faculty, not part-time faculty.
- Use email, not E-mail, Email or e-mail.
- Use login, not log in or log-in
- Use website, not Website or Web site.
- Use internet, not Internet
• Use health care, not healthcare
• Use fundraising, fundraiser, not fund raising/fund-raising, fund raiser/fund-raiser

**Academic Divisions/Schools/Colleges**
- School of Allied Health Sciences
- Caylor School of Nursing
- DeBusk College of Osteopathic Medicine
- College of Veterinary Medicine
- School of Mathematics and Sciences
- Paul V. Hamilton School of Arts, Humanities and Social Sciences
- School of Business
- Carter and Moyers School of Education
  - J. Frank White Academy
- Duncan School of Law

**Buildings and Other Locations**
The proper names of the academic, administrative and residential buildings, as well as other campus locations should be used in all official publications, documents and correspondence from the University.
  - Abraham Lincoln Library and Museum (houses Arnold Auditorium)
  - Amphitheatre
  - Annan Courts (tennis adjacent to Arena [community])
  - Avery Hall (academic building- houses Paul V. Hamilton School of Arts, Humanities and Social Sciences)
  - Annan Natatorium (LMU pool)
  - Burchett Hall (residence hall)
  - Business-Education Building (academic building)
  - Byram Hall (resident hall, houses Delta Theta Sigma sorority)
  - Cumberland Mountain Research Center (CMRC-research building)
  - DeBusk College of Osteopathic Medicine (DCOM)
  - Democrat Hollow
  - Dishner Hall (residence hall)
  - Dorothy Neely Field (softball)
  - Duke Hall of Citizenship (houses the Sam and Sue Mars Performing Arts Center and administrative offices)
  - Duncan School of Law (DSOL)
  - Elizabeth D. Chinnock Chapel
  - Farr-Chinnock Hall (houses the J. Frank White Academy)
  - Golf Complex
  - Grant-Lee Hall (residence hall)
  - Hamilton Math and Science Building (academic building-houses School of Mathematics and Sciences, Caylor School of Nursing, College of Veterinary Medicine, DCOM anatomy lab and research facilities)
  - Harold M. Finley Learning Resources Center (houses the Carnegie Vincent Library)
  - Harrogate City Park
- DAR-Whitford Hall (houses the Division of Enrollment Management and Student Services and Department of International Studies)
- Kresge Hall (houses the Division of University Advancement)
- LaFrentz-Poole Hall (residence hall)
- Lamar Hennon Field (baseball)
- Langley Hall (residence hall)
- Lee Hall (residence hall)
- LMU-Cedar Bluff Extended Learning Site (Knoxville)
- LMU-Cumberland Gap Convention Center
- LMU-CVM DeBusk Veterinary Teaching Center (Ewing, Virginia)
- McClelland Hall (residence hall)
- Maintenance Building
- Mars Hall (residence hall)
- Mary Mars Gymnasium
- Mitchell Hall (residence hall)
- Norton Hall (residence hall)
- Pace House (administrative offices)
- Paul V. Hamilton Center for the Arts (academic building-art; located in Cumberland Gap)
- Peters Hall (residence hall)
- Pope Hall (residence hall)
- Poteat Tennis Field House (academic building-athletic training; men’s and women’s tennis field house)
- Powell River Aquatic Research Station
- Schenck Center (academic building-houses the Vet Tech Program)
- Shelton Hall (residence hall)
- Sigmon Communications Center
- Smith Manor (administrative building – houses President’s office and University council office)
- Springhouse
- Student Center (houses the Stopinski Campus Center, Bookstore, Wellness Center, Splitters Cafe, Campus Grounds, the Lincoln Dining Room, the campus dining hall, )
- Tennis Complex (includes intercollegiate courts and Poteat Tennis Field House)
- Tex Turner Arena
- University Inn Apartments (residence hall)

**LMU Brand**

All Lincoln Memorial University communications should follow LMU graphic standards. Using the recommended colors and logos gives all LMU communication efforts a successful, timeless brand identity. Most importantly, consistency across all LMU communications fosters a sense of familiarity and confidence in the University’s diverse audience.
Because the graphic identity of an organization reflects its goals and objectives, it is essential that its integrity is protected. Everyone involved benefits when the identity is applied consistently to convey one clear message.

**Lincoln Memorial University’s Seal, Logos and Wordmarks**

LMU’s school seal is the official "symbol" of the University and should be used formally on college-wide event programs, documents, diplomas, certificates and programs for official functions (convocations, commencement, etc.). The seal may be printed in the University color, PMS 288 blue, or black, or it may "reverse out" to white onto any color. The seal may not be manipulated or changed in any way.

The LMU-DeBusk College of Osteopathic Medicine, LMU-Duncan School of Law and LMU-College of Veterinary Medicine each have school specific seals that are reserved for academic purposes only. All other schools and programs would fall under the use of the LMU academic seal.

The Lincoln Memorial University logos/word marks are the official identifiers for the University. One should be prominent on every project that represents the University and should always be reproduced from authorized artwork, which is available from the director of marketing or the director of publications. The logos should be legible and must be in an area of isolation that is clear of other elements, either typographic or graphic. The logos may not be manipulated or changed in any way. As with the seal, the logos may be printed in the University colors, PMS 288 blue and 421 gray, or black, or it may "reverse out" to white onto any color. Using the logos, the University has adopted consistent specifications for letterheads, envelopes, business cards and other components of LMU’s official stationery program. When in doubt about the use of logos, contact the director of marketing and public relations or the director of publications.
The University logos have been customized for individual school and may be used. All approved University logos can be found on Pathway.

The historic interlocking LMU letters may be used when the printable area deems it necessary. The use of this logo, however, must be approved on a case by case basis by the director of marketing and public relations or the director of publications.
The Department of Athletics has adopted the following logos. Rules for use of these logos follows the same protocol as for the University word mark (see above).

Tagline
The University is currently using the following tagline:

VALUES • EDUCATION • SERVICE

This is derived from the University’s mission statement and is used to enhance the essence of Lincoln Memorial University.

Example of use:
All University publications must contain this tagline.

Use of Colors
The University’s colors for print are blue (PMS 288 – CMYK=100, 67, 0, 23) and gray (PMS 421 – CMYK=0, 0, 0, 26). Sports colors are navy and gray. When in doubt, please consult the director of marketing or the director of publications for clarification.

Physical Address, Web Address and Telephone Numbers
The following information should be included on every publication: address (6965 Cumberland Gap Parkway, Harrogate, TN 37752), web address (www.LMU.net.edu). Always list a contact telephone number or the main telephone number (423.869.3611) using dots rather than dashes in the numbers.

Identity and Accreditation Statements
When possible, use this brief statement to identify the university in public documents:

Lincoln Memorial University is a values-based learning community dedicated to providing educational experiences in the liberal arts and professional studies.

Public documents and promotions (e.g., brochures, etc.) must include the following statement in some format:

Lincoln Memorial University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, master’s, specialist and doctorate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404.679.4500 for questions about the accreditation of Lincoln Memorial University.

Statement of Nondiscrimination: The following statement of nondiscrimination should be used in appropriate publications and accreditation reports:

In support of the Mission Statement and the principles on which it is based, Lincoln Memorial University is committed to equal opportunity for all students, staff and faculty and to nondiscrimination in the recruitment, admission and retention of students and the recruitment, hiring, promotion and retention of faculty and staff.

Lincoln Memorial University reaffirms its commitment to personnel and educational policies that comply with the requirement applicable to equal opportunity/affirmative action laws, directives, executive orders and regulations to the effect that no person at Lincoln Memorial University shall, on the basis of age, color, creed, disability, ethnic/national origin, gender, military status, pregnancy, race, religion, sexual orientation or any other class protected by applicable law, be excluded from participating in, or be denied benefits of, any employment or educational opportunity.
Website Development
The Department of Information Services administers the University’s presence on the internet and on the internal communication site, Pathway. All websites must be cleared through the department before they are launched on the University’s external site. Please contact with the IS Helpdesk for assistance with both.

Business Cards
Business cards must be purchased through the director of publications. Employees should send their business card information, including the budget code to be charged, to the director of publications via email (regina.burns@LMUnet.edu). Employee titles must be consistent with those on file in the Human Resources Office. Note: for safety purposes, home addresses and telephone numbers will not be listed on the business card unless written approval is given by the employee’s immediate supervisor. Personal website addresses are not permitted as well.