

# Communique Style Guide

Articles on Communique act as both internal news items and as press releases to external media. They also feed into the weekly student and faculty/staff Communique newsletters.

UCCS publishes content using a modified AP style. When submitting first drafts to University Communications and Media Relations, keep a few stylistic elements in mind.



## PUNCTUATION

Oxford commas — also known as serial commas — are not used. Omit the comma before the last item in a list.

Use quotation marks for all publications, plays and document titles — not italics.

Punctuation marks always go inside of quotation marks.

## TITLES

Official titles are capitalized and follow the individual's name.

Do not use the title of Dr. for an individual who holds a Ph.D. unless they hold a medical degree. That means that the vast majority of professors at UCCS will not be identified with a title of "Dr."

Class years are not capitalized.

Alumni are referred to using a backwards apostrophe and a two-digit graduation year. See the UCCS Alumni Style Guide for more details.

*The American flag is red, white and blue*

*The program's mission focuses on diversity, equity and inclusion*

*"Every Brilliant Thing," a play produced by Theatreworks*

*The study, titled "Impacts of the COVID-19 Pandemic on Older Adults"*

*Theatreworks will soon offer tickets for "Every Brilliant Thing."*

*"Science is my calling," said Olesnicky.*

*Chris Valentine, Assistant Vice Chancellor of Marketing and Communications*

*Joey Lee, Assistant Professor of Health Sciences*

*He is a first-year student*

*She is a senior biology major*

*Hossein Forouzandeh '21*

*Jenna Hilb M.B.A '16*

*Jill Schramm '06, D.N.P. '09*

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## DATES AND NUMBERS

Months are abbreviated, unless the name of the month is four letters or fewer.

**Oct. 10**

~~October 10~~

**June 3**

~~Jun 3~~

Numbers smaller than 10 are spelled out; numbers larger than 10 use Arabic numerals.

**100 students**

~~one hundred students~~

**nine participants**

Dates and other numbers do not use ordinal numbering. Use “Dec. 3” not “Dec. 3rd”; use “first annual” not “1st annual.”

**Dec. 3**

~~Dec. 3rd~~

**First Annual**

~~The 1st Annual~~

## MORE INFORMATION

You can find more information and a full editorial style guide at [brand.uccs.edu](http://brand.uccs.edu)