

Pepperdine University Editorial Style Sheet – Provided by Integrated Marketing Communications
Date: October 2020 (*if older than one year request update*)

Standard Names	
1st Reference	2nd Reference
Pepperdine University <i>f. 9/21/1937</i>	Pepperdine (can be 2 nd ref for all schools) the University
Seaver College of Pepperdine University <i>f. 9/12/1972</i> Seaver College*	Seaver SC / SC the college
Pepperdine University Caruso School of Law <i>f. 9/1964</i> Pepperdine Caruso School of Law the Caruso School of Law*	Caruso Law / Caruso CSOL / CL Pepperdine Caruso Law the law school / the school
Pepperdine University Graziadio Business School <i>f. 4/29/1969</i> Pepperdine Graziadio Business School the Graziadio Business School *	the Graziadio School / Graziadio GBS / GB Pepperdine Graziadio the business school / the school
Pepperdine University Graduate School of Education and Psychology the Graduate School of Education and Psychology of Pepperdine University the Pepperdine Graduate School of Education and Psychology the Graduate School of Education and Psychology* <i>f. 4/27/1971</i>	the Graduate School GSEP / EP GSEP (when indicated parenthetically) the school
Pepperdine University School of Public Policy <i>f. 9/2/1997</i> the Pepperdine School of Public Policy the School of Public Policy*	the school SPP / PP the public policy school
*1 st ref OK if Pepperdine University is indicated by headline, title, or wordmark earlier in document. Notes: Avoid preceding school name with "Pepperdine's" except in very informal uses. Above founding dates for schools are first day of classes, rather than trustee authorization dates.	
President Jim Gash	President Gash / Gash / Jim
Provost Rick Marrs	Provost Marrs / Dr. Marrs / Marrs / Rick
Dean Helen Easterling Williams	Dean Williams / Dr. Williams / Williams / Helen
Senior Vice President Tim Perrin	Senior Vice President Perrin / Perrin / Tim
Regent Chair Dee Anna Smith	Chair Smith / Smith / Dee Anna
Regent Michelle R. Hiepler	Regent Hiepler / Hiepler / Michelle
Professor Christine Goodman (incl. all teaching personnel)	Professor Goodman / Goodman / Christine
Nate Ethell (<i>do not use position as personal title for University personnel ranked lower than the above offices</i>)	Ethell / Nate

Official References:

For spelling, syllabication, hyphenation: *Merriam-Webster Collegiate Dictionary*, 11th ed.

For style not addressed by the *Pepperdine Editorial Style Guide: Chicago Manual of Style*, 17th ed.

For current usage commentary: *American Heritage College Dictionary*, 5th ed.

For legal citations and conventions: *The Bluebook*, 20th ed.. and *Texas Law Review Manual on Usage and Style*

Capitalize:	Do not capitalize:
<p>Proper nouns Titles of works (see below) Forces and troops Geographic names Institutions, organizations, corporations (also depts. & divisions) Named professorships and chairs and distinguished professorships Course names Awards and honors (see under <i>A</i> below) Clubs and teams Race ethnicity, nationality (don't hyphenate, e.g., Asian American, Black (but <i>white</i>) Rooms and pages AM/PM (unpunctuated caps, small caps OK, avoid a.m./p.m.) Governmental entities Events with names (current, historical, etc., but not all, e.g., the civil rights movement, the gold rush) Named social movements (artistic, aesthetic, and the like) Headlines (lowercase articles/preps./conjunctions both internally and as subsequent components in hyphenated compounds) Shared components of proper names (Social Science and Business Administration Divisions)</p>	<p>first-year, freshman, sophomore, junior, senior, graduate bachelor's, master's, doctoral, doctorate cum laude, magna cum laude, summa cum laude (NOT ital.) "the" in proper names (running text) job titles (<i>X</i> is senior executive assistant coordinator with...) unofficial titles (founder George Pepperdine) restrictive appositives (Pepperdine president Jim Gash; see under <i>R</i> below) internet, web, website, web page, etc. 2nd reference, generic terms (Smothers Theatre / the theatre)</p>
Works: Capitalize and italicize	Works: Capitalize and enclose in quotes
<p>Novels [<i>The Sound and the Fury</i>] Published memoirs [<i>Diary of Anne Frank</i>] Nonfiction books [<i>An Empire of Ice</i>] Pamphlets, tracts [<i>The Warning Signs of Cancer</i>] Book-length poems [<i>The Iliad</i>] Dissertations and theses (published) Periodicals, journals, magazines, print and online [<i>Fortune</i>] Newspapers [the <i>Los Angeles Times</i>] Web-based magazines [<i>Salon.com</i>] Blogs (weblogs) [<i>Daily Kos</i>] Legal cases [<i>Marbury v. Madison</i>] Films [<i>Titanic</i>] Plays [<i>The Glass Menagerie</i>] TV and radio series [<i>Zoey 101, All Things Considered</i>] Named/lengthy musical works [<i>Swan Lake, Alpine Symphony</i>, BUT <i>Symphony no. 5; Sonata in E-flat, op. 31, no. 3</i>] Operas and oratorios [<i>Aida, Messiah</i>] Musical comedies, tragedies, and operettas [<i>Wicked</i>] Albums and recordings [<i>'Round About Midnight</i>] Paintings, prints, illustrations, photographs [<i>Death of Marat</i>] Sculpture [<i>David</i>] Art performances and installations [<i>Wrapped Reichstad</i>] Art Exhibitions [<i>Chihuly: Los Angeles</i>]</p>	<p>Magazine and journal articles ("The Texan and the Belle") Unpublished works (theses, dissertations) Poems ("The Village Blacksmith") Speeches, lectures, sermons ("Issues in Modern Thinking") Short stories ("The Gift of the Magi") TV screenplays and episodes ("Death on the Hill") Songs ("What'll I Do?") Opera arias and choruses ("Un bel di") Event Themes ("Our Glorious Past! What's Next?") Reports and white papers "Boundless Horizons"</p>

Abbreviate	Do not abbreviate:
BA/BS/JD/LLM/MA/MS/MBA/EdD/PsyD/PhD (no periods) Mr., Ms., Dr., Rev., Sgt., etc.; use “Mrs./Miss” on request only p. or pp. Time zones: PST, PDT, etc. Company components: Assoc., Inc., LLC, LLP, Co., etc. (omit if you can retain clarity) Course references (REL 101) vs. or v. (legal) St. (saint)	Place-names: Fort, Mount, Port, West, Eastern, Lower, etc. Months: January, NOT Jan. except in tables Address components: Highway, Drive, Parkway, Building, etc. States: California, NOT CA or Calif. except in tables Countries: United States (US OK in 2 nd ref or as adj.) “Association” “Department” “Institute” “Center” in names No acronyms as 1 st reference “Christmas” “percent” (% OK in scientific/statistical use, see below) Given names (NOT Wm., Chas., etc.) “Assistant” and “Associate” in titles “and” (<i>not</i> &; but OK in styling of legal/professional firms)

Series – Commas and Semicolons
In series of 3+ items, place a comma after each item before the conjunction. Use semicolons in series with internal punctuation. [item A], [item B], and [item C] NOT [item A], [item B] and [item C]

Numbers and Figures
Spell: numbers at the beginning of a sentence whole numbers from zero through nine, also when followed by hundred, etc., e.g. two million Use figures for everything else 10+. Fractions: one-half; one twenty-fifth; one and three-quarters; a two-thirds majority; one and a half inches Academic units, GPAs, scores: always use figures Ages, weights, measurements: always use figures Currency: 3¢, \$3, \$33.33, \$300, \$3,000, \$3 million, \$333 billion, \$333.3 trillion Dates: use March 2 NOT March 2 nd Percent: spell out “percent;” use the % symbol in scientific and pure statistical text only or in infographics; adjectival use takes no hyphen, e.g., 10 percent discount Phone numbers: 310.506.7224 (default format); +1 310 506 7224 (for international audiences); 011.49.6221.90250 (styling for international phone number to domestic audience) Time: 7 PM, <i>not</i> 7:00 PM unless needed to align a table; use “N/noon” or “M/midnight” with 12, <i>not</i> AM/PM

<p>Address line #1 correspondence to couples</p> <p>Mr. and Mrs. George Jefferson (formal, shared surname) Mr. and Ms. George Jefferson (formal, shared surname, use of Ms. pref. by female) Louise and George Jefferson (informal, shared surname – most egalitarian) Ms. Rose Byrne and Mr. Bobby Cannavale (formal, different surname, female first) Messrs. Jack McFarland and Will Truman (formal, same sex, different surname, male, alpha order) Mss. Gertrude Stein and Alice B. Toklas (formal, same sex, different surname, female, alpha order)</p> <p>Academic Couples: Couples with different honorifics and common surname (professional honorific first) Prof. (or Dr.) and Mrs. Rufus Musonius Prof. (or Dr.) Catherine and Mr. Rufus Musonius Dean Letitia and Dr. Dean Martin Couples with common honorifics and common surname (female first) Profs. (or Drs.) Catherine and Rufus Musonius Couples with common honorifics, different surnames, same-sex (alpha order) Profs. (or Drs.) Catherine Maro and J. Leslie Saffick</p>
<p>A</p> <p>addresses: in running text, set off address components with commas Dallas, Texas, is the home of the Cowboys football team.</p> <p>Affirmation statement: As a Christian university, Pepperdine affirms: / That God is / That God is revealed uniquely in Christ / That the educational process may not, with impunity, / be divorced from the divine process / That the student, as a person of infinite dignity, is the heart of the educational enterprise / That the quality of student life is a valid concern of the University / That truth, having nothing to fear from investigation, should be pursued relentlessly in every discipline / That spiritual commitment, tolerating no excuse for mediocrity, /demands the highest standards of academic excellence / That freedom, whether spiritual, intellectual, or economic, / is indivisible / That knowledge calls, ultimately, for a life of service.</p> <p>alumni: alumnus (s. ungendered) alumna (s. female) alumni (pl. ungendered) alumnae (pl. female) alum/s (informal) similar; use “Distinguished Alumnus Award” for male and female; similar declension for emeritus/-i/-a/-ae</p> <p>awards: capitalize awards: Horatio Alger Award, Gold Medalist</p>
<p>B</p> <p>Bible: uppercase, variations lowercase: holy scripture, God’s word, scripture, biblical (adj.)</p> <p>books and articles, attribution and documentation: attribute publishers, year of publication to the extent necessary for your audience; use the following formats (see appropriate style guides for scholarly writing): (Bantam Books, 1988, 2nd ed.) or (Bantam Books, 1988) or just (1988)</p> <p>for articles use the following: (<i>BusinessWeek</i>, January 2, 2006) or (<i>Pepperdine Law Review</i>, vol. 33, no. 4)</p>
<p>C</p> <p>collective or mass or noncount nouns: usually take a singular verb except when the sense is plural. The faculty votes as a block. The faculty have diverse points of view on that issue.</p> <p>Churches of Christ: cap as noted; use plural when noun, <i>not</i> the Churches of Christ; use singular form when modifier “<i>Church of Christ member</i>”</p>
<p>D</p> <p>dates: in running text set off date components with commas July 4, 1993, was a memorable day in Los Angeles.</p> <p>degrees (abbreviated): degrees are styled without periods.</p>
<p>E-G</p> <p>email: spell unhyphenated, normal capitalization; hyphenate only to avoid ambiguity</p> <p>email addresses: lowercase (dolores.fountaingirl@pepperdine.edu) with exception for marketing purposes as needed</p>
<p>foreign words: italicize foreign words and phrases not found in Merriam-Webster; <i>alterkocher, jook sing, pocho</i></p> <p>God: avoid 2nd reference usage of “he,” but when used, lowercase</p>

H	
hyphenated words (compound words): check dictionary for permanent forms first; use hyphens to form the following most common compounds:	
adjective + noun	blue-state senator
adjective + participle	big-boned woman
adverb + participle/adjective	well-read scholar, too-easy answer, BUT highly paid boss (-ly and compounds with most, more, less, least, and very usually take no hyphen)
age terms	7-year-old boy
common fractions	one-half, two-thirds majority
gerund + noun	running-shoe department
noun + adjective	risk-averse strategy
noun + gerund	decision-making authority
noun + noun (two function)	student-athlete (both a student AND an athlete)
noun + participle	fun-filled evening
number + noun	nine-inch nails
ordinal + noun	first-place winner
ordinal + superlative	fourth-largest city
participle + noun	cutting-edge technology
Do not hyphenate terms of race, ethnicity, or national origin: e.g., African American, Asian American, Native American, Irish American, etc.	
M	
Mission statement: Pepperdine University is a Christian university committed to the highest standards of academic excellence and Christian values, where students are strengthened for lives of purpose, service, and leadership.	
O	
officers, listing of: when listing Pepperdine officers use the following order: president, chancellor, provost, vice presidents in alpha order, deans (in order of school)	
P	
Pepperdine place names: generally do not use “the” preceding named places at Pepperdine – Raitt Recital Hall, Tyler Campus Center, Firestone Fieldhouse, Burnett Heroes Garden, Brock House (exception: <i>the</i> Weisman Museum and its galleries)	
prepositions, sentences ending with: ending a sentence with a preposition is to be avoided when possible, but this formation can be used where it will achieve greater clarity, facilitate conversational tone, or decrease awkwardness in syntax.	
plural nouns (used as adjectives): plural nouns used as adjective and not strictly as a possessive, do not take an apostrophe Benefactors Circle / Regents Scholarship / BUT All employees’ cars must be moved to the main lot.	
Q-R	
quotation marks: commas and periods are placed inside closing quotations marks, colons and semicolons are placed outside	
restrictive appositive: lowercase non-proper elements; the most vexing u.c./l.c. issue for writers; typically a job title or occupation preceding a person’s name, a required introduction to reader rather than giving honorable address. <i>Solo bow was taken by bassoonist (descriptive) Caine Bender. Mr. (honorific) Bender is acclaimed for . . . (parallel structures follow)</i> <i>The team was afforded psychological assessment support by Pepperdine associate professor of psychology Fillinda Daghtz. Dr. Daghtz is best . . .</i> <i>The meeting was called to order by Pepperdine president Jim Gash. President Jim Gash assumed his position . . .</i>	
S-T	
space (after ending punctuation): put only one character space (NOT two) after ending punctuation; EXCEPTION: use two spaces in contexts imitating typewriter copy (Courier-type fonts)	
theatre: preferred spelling indicating Pepperdine structures, major, course of study, and generically; also “amphitheatre.” Style institutions with “theater” in their names according to their preference [Apollo Theater].	
U	

<p>United States: United States (1st ref.), US (2nd ref. and adj.) US Army; also uppercase “the States,” or “Stateside”</p> <p>US Constitution: uppercase US Constitution, the Constitution; lowercase other constitutions, however</p> <p>US Supreme Court: capitalize 2nd references “the Supreme Court” “ the Court” “the High Court”</p>
W
<p>Wars (recent): <i>use</i> the Gulf War, the Iraq War, the Afghanistan War (<i>rel. style</i> 9/11 or the September 11 attacks)</p> <p>web addresses: style URLs with no prefixes and no trailing slashes; use lowercase except when an entity’s proper name is styled like a URL: <i>pepperdine.edu</i>; <i>law.pepperdine.edu</i>; secure URLs must use https:// prefix</p> <p>Punctuation for a web call to action: <i>Visit pepperdine.edu.</i> or <i>Visit: pepperdine.edu</i></p> <p>which vs. that (opt.): “which” introduces unrestricted clauses (addl. info followed by a comma), “that” restricted clauses (req. info not followed by a comma)</p> <p>who, whom, whose: who (subject), whom (object, w/preps.), whose (possessive)</p>

For suggestions or questions, contact Amanda Pisani, university copy editor, at 818.702.1447 or amanda.pisani@pepperdine.edu.