

Standard Names		
1 st Reference		2 nd Reference
Pepperdine University	<i>f. 9/21/1937</i>	Pepperdine (can be 2 nd ref for all schools) the University
Pepperdine University School of Law the School of Law* the Pepperdine School of Law	<i>f. 9/1964</i>	the law school SOL / SL the School of Law the school
the Graziadio School of Business and Management of Pepperdine University the Graziadio School of Business and Management*	<i>f. 4/29/1969</i>	the Graziadio School; Graziadio GSBM / GB the school; the business school
Pepperdine University Graduate School of Education and Psychology the Graduate School of Education and Psychology of Pepperdine University the Graduate School of Education and Psychology* the Pepperdine Graduate School of Education and Psychology	<i>f. 4/27/1971</i>	the Graduate School GSEP / EP GSEP (when indicated parenthetically) the school
Seaver College of Pepperdine University Seaver College*	<i>f. 9/12/1972</i>	Seaver SC / SC the college
Pepperdine University School of Public Policy the School of Public Policy* the Pepperdine School of Public Policy	<i>f. 9/2/1997</i>	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 Andrew Benton		President Benton / Benton / Andy
Provost Rick Marrs		Provost Marrs / Dr. Marrs / Marrs / Rick
Dean Deanell Tacha		Dean Tacha / Tacha / Deanell
Senior Vice President Keith Hinkle		Senior Vice President Hinkle / Hinkle / Keith
Regent Chairperson Edwin Biggers		Chairperson Biggers / Biggers / Edwin
Regent Eff Martin		Regent Martin / Martin / Eff
Professor Christine Goodman (incl. all teaching personnel)		Professor Goodman / Goodman / Christine
Ali Taghavi (do not use position as personal title for University personnel ranked lower than the above offices)		Taghavi / Ali

Capitalize:	Do not capitalize:
Proper nouns Titles of works (see below) Forces and troops Geographic names Institutions, organizations, corporations (also depts. & divisions) Named professorships and chairs Course names Awards, and honors (see under A below) Clubs and teams Race (but <i>black & white</i>), ethnicity, nationality (don't hyphenate) Rooms and pages AM/PM (unpunctuated caps only, do not use a.m./p.m.) Governmental entities Events with names (current, historical, etc.) 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 Divisions)	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 Andrew Benton; see under R below) web, website/web site, web page , etc. (but capitalize Internet) 2 nd reference, generic terms (Smothers Theatre / the theatre)

Official References:

For spelling, syllabication, hyphenation: *Merriam-Webster Collegiate Dictionary*, 11th ed.
 For style not addressed by the *Pepperdine Literary Style Guide: Chicago Manual of Style*, 16th ed.
 For current usage commentary: *American Heritage College Dictionary*, 4th ed.
 For legal citations and conventions: *Harvard Bluebook*. and *Texas Law Review Manual on Usage and Style*

Works: Cap and italicize	Works: Cap and enclose in quotes
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 [<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, BUT 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 [<i>Death of Marat</i>] Sculpture [<i>David</i>] Art performances and installations [<i>Wrapped Reichstad</i>] Art Exhibitions [<i>Chihuly: Los Angeles</i>]	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”) Photographs (“North Dome”) Event Themes (“Our Glorious Past! What’s Next?”) Reports and white papers “Boundless Horizons”

Abbreviate	Do not abbreviate:
BA/BS/JD/LLM/MA/MS/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 names (REL 101) vs. or v. (legal) St. (saint) Number: “No.” OK for rankings, avoid “#”, lowercase in music titles	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 (U.S. 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” (NOT &; 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 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 1 million = 1,000,000; 1 billion = 1,000,000,000 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: 10% in scientific and pure statistical text; 10 percent otherwise; adjectival takes no hyphen, 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, NOT 7:00 PM unless needed to align a table; use “N/noon” or “M/midnight” with 12, NOT AM/PM

Address line #1 correspondence to couples

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. Angelina Jolie and Mr. Brad Pitt (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)

Academic Couples:**Couples of unequal rank and common surname (higher rank first)**

Prof. (or Dr.) and Mrs. Rufus Musonius
 Prof. (or Dr.) Catalina and Mr. Rufus Musonius
 Dean Letitia and Dr. Dean Martin

Couples of equal rank and common surname (female first)

Profs. (or Drs.) Catalina and Rufus Musonius

Couples of equal rank, different surname, same-sex (alpha order)

Profs. (or Drs.) Catalina Maro and J. Leslie Saffick

A

addresses: in running text, set off address components with commas
 Dallas, Texas, is the home of the Cowboys football team.

Affirmation statement: Pepperdine University 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.

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**

awards and rankings: capitalize awards and rankings intended to be honors

Top 10, No. 1 team, Horatio Alger Award, Gold Medalist, BUT 17th place (descriptive rather than honorary info),
 Most Improved Player award (lowercase “award” when title of honor contains a noun)

B

Bible: uppercase, variations lowercase: holy scripture, God’s word, scripture, biblical (adj.)

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)

for articles use the following:

(*BusinessWeek*, January 2, 2006) or (*Pepperdine Law Review*, vol. 33, no. 4)

C

collective or mass or noncount nouns: usu. 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.

Churches of Christ: cap as noted; use plural when noun, omitting “the”; use singular form when modifier “*Church of Christ member*”

D

dates: in running text set off date components with commas

July 4, 1993, was a memorable day in Los Angeles.

degrees (abbreviated): degrees are styled without periods.

E-G

e-mail: spell with hyphen, normal capitalization

e-mail addresses: lowercase with exception for marketing purposes (dolores.fountaingrll@pepperdine.edu)

foreign words: italicize foreign and phrases not found in Merriam-Webster; *alterkocher, jook sing, pocho*

God: avoid 2nd reference usage of “he,” but when used, lowercase

H

hyphenated Americans: do not hyphenate terms of race, ethnicity, or national origin

African American, Asian American, Native American, Irish American, etc.

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, best loved movies (-ly and superlative usu. 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
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, provost, executive VP, senior VP, VP, deans (alpha order within ranks)	
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 desired, 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....</i> (parallel structures follow) <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 Andrew K. Benton. President Andrew Benton 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	
United States: United States (1 st ref.), U.S. (2 nd ref. and adj.) U.S. Army; also uppercase “the States,” or “Stateside” U.S. Constitution: uppercase U.S. Constitution, the Constitution; lowercase other constitutions, however U.S. Supreme Court: capitalize 2 nd references “the Supreme Court” “ the Court” “the High Court”	
W	
Wars (recent): use the Gulf War, the Iraq War, the Afghanistan War (<i>rel. style</i> 9/11 or the September 11 Attacks) web addresses: style URLs sites with no prefixes and no trailing slashes; use lowercase with except when an entity’s proper name is styled like a URL: <i>pepperdine.edu; law.pepperdine.edu;</i> secure URLs must use https:// prefix Punctuation for a web call to action: Visit pepperdine.edu. or Visit: pepperdine.edu which vs. that (opt.): “which” introduces unrestricted clauses (addl. info, comma), “that” restricted clauses (req. info, no comma) who, whom, whose: who (subject), whom (object, w/preps.), whose (possessive)	

For suggestions, questions, or a .PDF copy of the complete Pepperdine Literary Style Guide contact Vincent Way, manager of editorial services, at 310.506.7224 or vincent.way@pepperdine.edu.