The following Editorial Style Guide listings address common questions for newsletter writers. To obtain a copy of Babson’s comprehensive editorial guidelines or for other editorial inquiries, please contact: James Kiley, Senior Editor jkiley@babson.edu, 781-239-4276

Each entry below is listed alphabetically, including those for abbreviations, affiliations, commas, capitalization, dashes, dates and times, and numbers.

Abbreviations
U.S., USA
PhD, BA, MA, MBA, MS
e.g., i.e.
etc.
a.m., p.m.
Spell out the full name the first time it is used in text, and place the abbreviation or acronym in parentheses immediately following. In lengthy pieces, repeat the name occasionally if the acronym is unfamiliar and the name hasn’t been used in several paragraphs or pages.

Academic Degrees
Set degrees solid, e.g., MBA, PhD; when listing Babson degrees/affiliations, the preferred style is the following: ’82 [for undergraduate degree recipient], MBA’79 or MS’14 [for graduate degree recipient], P’92 [for parent of an undergraduate or graduate degree recipient], H’91 [for recipient of honorary degree]. Be consistent within a publication.)
examples: Brian M. Barefoot ’66, H’09, P’01
Robert E. Weissman ’64, H’94, P’87 ’90
Edward M. Fitzgerald ’77, MBA’78
Affiliations
The year of graduation (class year), year of receiving honorary degree, and the graduation year of a child is listed following the name of a member of the Babson community. If the person is a student, alumnae, or alumnus, the class year is listed first—undergraduate followed by graduate, if applicable; then the honorary degree year, if applicable; and the graduation year of a child, if applicable.

Janet A. Roberts ’89, MBA’95
Richard J. Snyder ’60, H’94, P’93
Brian M. Barefoot ’66, H’09, P’01
Brian M. and Pamela Barefoot P’01
William G. Burrill P’04 ’04 ’06 ’11 ’11

If the person is a parent of more than one Babson student, write the affiliations, using no commas, as follows: Andronico C. Luksic Jr. ’76, H’04, P’04 ’06 ’11 ’14

Note: The P designation is used whether the person is the parent of an undergraduate or a graduate student.

alumnus (masculine singular), alumna (feminine singular), alumnae (plural feminine), alumni (plural all, or a group of unknown gender); to avoid using alumni, use “graduates” instead. Do not use “alumnus/a” or “alumni/ae.” (Don’t use the informal alums in copy). Alumni should be lowercase, like with “Half-Century alumni” unless it’s in a proper noun such as “Alumni Association.”

Ampersand (&)
Avoid use unless it is in a proper name, such as Proctor & Gamble

Apostrophe
In class years and decades, the apostrophe should point to the left:
  ’02, MBA’02, P’02
  ’80s, ’20s
There is no apostrophe in a range of dates: 1985–1989

Capitalization (See Titles section for capitalization specifics there)

Headlines
Capitalize the first and last word, all nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions (if, because, as).
Lowercase articles (a, an, the), coordinating conjunctions (and, but, or, for, nor), prepositions containing fewer than five letters, and the word to in infinitives (unless they are the first or last word of the title).
The first element in hyphenated words is always capped, and subsequent words are capped unless they are articles, prepositions, coordinating conjunctions, or the modifiers flat, sharp, and natural. If the hyphenated word comes at the end of the title, its final element is always capped. Example: Concerto in F-Sharp
The second element linked to a prefix is not capped unless it is a proper noun or adjective. Example: Non-Babson Attendance Grows

**Holidays**
Capitalized holidays, recurring observances, and events. Examples: Spring Weekend, Thanksgiving, Commencement. **Do not capitalize** seasons and academic periods. Examples: winter session, fall admission, summer break, spring semester

**CTAs**
When writing call-to-action phrases to send readers to a website with more information, use sentence case: “Learn more” not “Learn More” and “Sign up now” not “Sign Up Now.”

**Collective Nouns**
We treat collective nouns, such as staff, audience, college, faculty, organization, team, and task force as singular, and therefore use singular verbs and the pronoun it. Examples: The company is proud of its reputation for customer service. The staff meets once a week.

**Comma**
Commas should be used to make text more clear and understandable. In a series, use a comma after each item and before the final “and.” Example: apples, oranges, and bananas.”

**City, State,**
After city and after state in running text:
The College is located in Wellesley, Massachusetts, 14 miles west of Boston.

**Compound Sentence**
To separate two sentences connected with a coordinating conjunction, and, but, or—two subjects, two verbs that could be made into two sentences.
Correct: The professor is highly talented, and he will surprise you with his ideas.
Correct: Johnson is highly talented, but Smith isn’t.
Wrong: Jones went home, and unlocked the doors. (Just one subject, no comma needed)

**Dates**
Before and after the year in full dates within sentences:
The students arrived on August 29, 2003, just before noon.
Between day and year in full dates: April 2, 2003
Co words
Per the AP Stylebook, retain the hyphen when forming nouns, adjectives, and verbs that indicate occupation or status: co-author, co-chair, co-founder, co-host, co-owner, co-partner, co-sponsor, co-worker, but use no hyphen in other combinations, such as cocurricular, coed, coeducational, coequal, coexist, cooperate, coordinate.

Dashes

Em Dash
These are long dashes, the equivalent length of an M (—), used to set off parenthetical text or digressive elements. There should be no space on either side: This has been a long haul—to Hades and back—for everyone involved.

En Dash
Half the length of the em dash (—). Used between a range of numbers or inclusive numbers, dates, or times: The cost is $50–$55. The event will be held on September 26–27, 2014, from 7–9 p.m. An en dash is longer than a hyphen, which should not be used between dates and times.

Dates, Time

Dates
At Babson, we express dates: month/day/year, November 1, 2014
The meeting is on June 16 (not June 16th).
We will see you on September 8.
March 7–17, 2014; November 5–December 19, 2014, use en dash here
Registration begins Wednesday, June 5, on the website.
In a sentence, separate the day and year with commas:
I started my job on June 30, 2014, at 8:30 a.m.
No comma when the month and year appear without a day:
The class begins in September 2014.

Time of Day
Lowercase a.m. and p.m.
The class begins at 1:30 p.m.
9 p.m. (not 9:00 p.m.)
noon or midnight (not 12 p.m. or 12 a.m.)
9:30 a.m.–10:30 p.m. or 9:30 a.m. to 10:30 p.m.
from 9 a.m. to noon
Use numerals with a.m. and p.m.

Hyphen
Use a hyphen for compound adjectives before the noun: well-known student, full-time job, 20-year sentence. Do not use a hyphen when the compound modifier occurs after
the verb: The student was well known. Her job became full time. He was sentenced to 20 years of prison time.

Kerry Healey (not Kerry Murphy Healey)

kick off (v), kickoff (n, adj)

midcareer, midsemester, midwinter, midterm, mid-August, mid-1990s

multicultural, multifaceted, multimedia (in general, no hyphen with multi)

Numbers
Never start a sentence with a numeral. Spell out the number: One hundred and thirty-five people attended the conference. But use: The conference was attended by 135 administrators.

In General
Spell out numbers one to nine in text.
Use numerals for 10 and higher.
Thousands take a comma: 2,450 not 2450.
Very large numbers (million and higher) combine a numeral with million, billion: 2 million, 10 million, (not 2,000,000 or ten million)
General rules apply to ordinals: eighth place, sixth position, 135th award

Percentages
Always express percentages as a numeral-word combination except in charts and scientific copy, where % is used:
25 percent, 4 percent

Over
Use for spatial relationships only: The flags fly over the campus. Use more than in other uses, such as: Babson has more than 2,000 undergraduate students.

Periods
There should always be one space after a period, never two.

Professor
Professor Michael Levy
Michael Levy, professor of marketing
Marketing Professor Michael Levy
Professor of Marketing Michael Levy
Michael Levy, Charles Clarke Reynolds Professor of Retailing and Marketing
**Quote marks** Use smart quotes and apostrophes (the “curly” ones, not the "straight ones"): Babson’s not Babson’s. The comma and period go inside quotation marks. The dash, semicolon, question mark, and exclamation point go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

**Split infinitives**
Split infinitives should be avoided if, by placing the modifier elsewhere, it would improve the impact or readability of the sentence.

Incorrect example: Bharti has also entered into a joint venture with Wal-Mart.
Correct example: Bharti also has entered into a joint venture with Wal-Mart.

Also, avoid inserting a word or phrase between “to” and the verb. Examples: to quickly walk or to slowly speak should be to walk quickly or to speak slowly.

**Titles**

**Academic and Professional**
Capitalize the title when it precedes the name and is part of the name:
President Kerry Healey will be addressing the audience.
We traveled with President Emeritus William F. Glavin.

**Do not capitalize** when the title follows the name (almost always a descriptor):
John Smith, professor of management, Barack Obama, president of the United States

Do not capitalize when the title precedes the name, but is acting as a descriptor or a false title: Renowned marketing professor Michael Levy will speak at the event, the paintings were created by artist Sanaa Hyder ’04, All-Conference goalie Colleen Kelly ’04

**Exception**: A named professorship always is capitalized no matter where it falls:
Allan Cohen, Edward A. Madden Professor in Global Leadership, will be there. Edward A. Madden Professor in Global Leadership Allan Cohen will attend.

**Note**: Do not cap a qualifying word, such as former, that precedes a title:
former President Bill Clinton, former President William F. Glavin H’99

Trustee Ann-Marie Sweeney Copland ’86; Ann-Marie Sweeney Copland ’86, trustee; the trustee; the associate professor; Associate Professor Kathleen Hevert; Kathleen Hevert, associate professor

**Abbreviated titles**—The following formal titles are capitalized and abbreviated as shown when used before a name outside of quotations: Dr., Gov., Lt. Gov., Rep., Sen., and certain military titles. Spell out all except Dr. when they are used in quotations.
FOR COMPREHENSIVE STYLE GUIDELINES PLEASE VISIT
WWW.BABSON.EDU/BRANDGUIDELINES