

October 2015

HOPE COLLEGE WEB CONTENT STYLE GUIDE



CONTENTS

INTRODUCTION	1
RESOURCES	2
SPELLING AND STYLE	3
PUNCTUATION	23
COMMON STREET ADDRESSES AND LOCATIONS	29

INTRODUCTION

This in-house reference guide is intended to help the Hope College community write for the Hope College website. It does not replace style requirements for academic or classroom writing, and it may be inappropriate for print material or for digital content that is not published at hope.edu. It is not a substitute for common sense.

When writing for the Hope College website, it is important to spell words correctly, use proper punctuation and follow consistent conventions. Good writing is never careless or sloppy. However, good writing is much more than correct spelling and punctuation.

Good writing knows its audience and addresses their questions in ways they easily understand. It is simple and plain. It accomplishes what you intend it to accomplish, whether providing information or encouraging a user to download a file or click a link.

Good writing is clear, consistent, concise and correct.

In the hierarchy of importance, clarity is king. Regardless of anything else — whether your punctuation is consistent, your word count is economical and your grammar is correct — if the meaning isn't clear, your writing is not doing its job. Clarity is our goal, and clear meaning forgives many editorial sins.

We write with consistency. Every page, paragraph and sentence on the Hope College website should use a single style — the style outlined in this guide. Our authors and editors work in every part of the college, and we all write with a unified style that reflects Hope College well. However, in those very rare cases when consistency and clarity are in conflict, clarity wins every time.

We write concisely. Never use two sentences when one will do. Be ruthless. Cut unnecessary words.

We write correctly, but we don't get too hung up on the technicalities of “proper” writing. Knowing all the rules of grammar won't make you a good writer, and a flawlessly constructed sentence may not connect with your audience or achieve your goals. Instead, focus relentlessly on your reader. Be clear, consistent and concise, and the rest will fall into place.

Every element of good writing is in the service of our ultimate goal: To meet our audience needs.

RESOURCES

Except for the conventions included in this document, Hope College follows *The Associated Press (AP) Stylebook* guidelines for spelling, punctuation, grammar and style. Our in-house style always trumps *AP*.

Additional guides that can help you write clearly and correctly are *Webster's New World Dictionary*, Third College Edition and the *Chicago Manual of Style*.

When you're unsure about the best way to communicate something online, contact the staff at Public Affairs and Marketing.

Josh Bishop

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bishopj@hope.edu
x7066

General inquiries:

Public Affairs and Marketing
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SPELLING AND STYLE

a, an

Use *a* before a word that begins with a consonant sound, even if it's spelled with a vowel. Use *an* before a word that begins with a vowel sound, even if it's spelled with a consonant. If it helps, speak the words out loud.

an 1890s (a)
a eulogy (y)
a heroic (h)
a historic, a historian (h)
an hour (o)
an LSAT (e)
an MIAA record (e)
a one-year program (w)
a united front (y)
an X-ray (e)

academic degrees

associate degree
B.A.
baccalaureate
Bachelor of Arts or *Bachelor of Science* (*bachelor's degree; a bachelor's in communication*)
Bachelors of Arts or *Bachelors of Science* (plural)
M.A.
Master of Arts or *Master of Science* (*master's degree; a master's in English*)
Masters of Arts or *Masters of Science* (plural)

Omit periods for three or more consecutive capital letters.

MBA
MSA
Ph.D.

academic departments

See **departments and academic programs**.

academic titles

In general, academic titles are capitalized when they are used before a name, but not after.

Do not qualify the title *professor* with *associate* or *assistant* before a name, but do use it after the name, if applicable.

Professor Julian Morrow
Julian Morrow, associate professor of classics
Dean Vernon Wormer
Vernon Wormer, dean for academics

See **academic degrees**.

acronyms

On first reference, use the full name of a department, division, office or organization, and include the acronym in parentheses only if it is used later in the text. (If an acronym is not used later in the text, it is not necessary to include it at all.) In every case, strive for clarity and avoid confusion.

To make a plural of an acronym that includes periods (e.g., *Ph.D.*), rewrite it to avoid use of the acronym: *two doctorates*. If it's absolutely necessary to use the acronym, include an apostrophe: *Ph.D.'s*

Computing and Information Technology (CIT)
Events and Conferences Office (ECO)
Human Resources (HR)
Federal Bureau of Investigation (FBI)

Avoid the following acronyms:

Board of Trustees (never *BOT* or *BoT*)
Campus Safety (never *CS*)
Career Development Center (never *CDC*)
Hope College (never *HC*)
Campus Print and Mail Services (never *PMS*)
Public Affairs and Marketing (never *PAM*)

addresses

Hope College follows the Associated Press style for whether or not to write out *Avenue*, *Street* or other similar words: Abbreviate such words when they are part of an address, but spell them out when they are not.

The De Pree Art Center and Gallery is located at 275 Columbia Ave., between 10th and 13th streets.

The Dow Center is located at 168 E. 13th St., at the corner of 13th Street and Columbia Avenue.

Note that the words are capitalized when part of a specific street name but lowercased when used as a general description.

**alumna,
alumnae,
alumni,
alumnus**

Alumni is a plural noun that refers to a group of male graduates or to a group of both male and female graduates (even if there is only one male). The singular *alumnus* refers to one male graduate, while *alumna* refers to one female graduate. The plural *alumnae* refers to a group of female graduates.

If you have trouble deciding which to use, try *alum* and *alums*. These abbreviations should be used sparingly; keep your audience in mind — never use them in a formal context.

When referring to an alumnus' class, use an abbreviated date with a left-facing apostrophe in front of the year.

Fred Flintstone '67; never *'67*
Wilma Slaghoople '67 Flintstone
Pebbles Flintstone '06; never *2006*
Pebbles Flintstone-Rubble '06

See **apostrophe**.

a.m., p.m.

and

In general, use *and* instead of &.

See **ampersand**.

**biannual,
biennial**

The most common meaning of *biannual* is “happening twice a year,” but it can also (though less frequently) mean “happening every two years.” To avoid confusion, use *biannual* to mean twice yearly and *biennial* to mean every other year.

Bible, biblical

For scripture references, spell out the full name of the book. Separate chapter and verse with a colon.

John 3:16
John 3:16–18 (note the en dash)

Never *Jn. 3:16* or *John 3.16*

**Board of
Trustees**

Board of Trustees
the board
the trustees
trustee

Never *BOT* or *BoT*

blog

Noun and verb; never *weblog*.

bold

Do not use bold for emphasis. Emphasis should be communicated through how you write and organize your content.

buildings

Following are the names of facilities owned, leased or used by Hope College as they are commonly used in first reference (*acceptable secondary references follow in italics and parentheses*).

In many cases, the names included here are not the official building names; for formal uses, the official building name may be appropriate.

A. Paul Schaap Science Center (*Schaap Science Center*)
Anderson-Werkman Financial Center
Bekkering Admissions Office
Boeve Baseball Stadium
Brewer Track
Campus Safety Office
Cook Hall
De Pree Art Center and Gallery
DeWitt Center (*DeWitt Center main theater; DeWitt Center studio theater*)
DeWitt Tennis Center (never *DeWitt Center*)
Dimnent Memorial Chapel (*Dimnent Chapel, Dimnent, the chapel*)
Dow Center
Durfee Hall
Dykstra Hall
Edge Ice Arena
Ekdal J. Buys Athletic Fields (*Buys Athletic Fields*)
Gilmore Hall
Graves Hall
Haworth Engineering Center
Haworth Inn and Conference Center
Jack H. Miller Center for Musical Arts (*Jack H. Miller Center; never Miller Center or the Jack*)
John and Dede Howard Recital Hall (never *Howard Recital Hall* or *Howard Hall*)
Jim and Martie Bultman Student Center (*Bultman Student Center*)
the Keppel House
Knickerbocker Theatre
Kollen Hall
Kruizenga Art Museum
Lichty Hall
Lubbers Hall
Lugers Fieldhouse

**buildings,
continued**

Maas Center (*Maas Center auditorium; Maas Center conference room*)
Martha Miller Center for Global Communication (*Martha Miller Center; never Miller Center or Martha*)
Phelps Hall (*Phelps Hall dining hall; never Phelps Dining Hall*)
President's Home
Ray and Sue Smith Stadium
Richard and Helen DeVos Fieldhouse (*DeVos Fieldhouse*)
Scott Hall
Theil Research Center
Van Andel Soccer Stadium
Van Vleck Hall
Van Wylene Library
Van Zoeren Hall
Vande Poel-Heeringa Stadium Courts
VanderWerf Hall
Voorhees Hall
Wolters Softball Stadium
Wyckoff Hall

See **residential buildings**.

chapel, Chapel

Capitalize when referring to the campus service (e.g., *He attended Wednesday Chapel*) or in the name *Dimnent Memorial Chapel* or *Dimnent Chapel*. Lowercase for generic uses or in general references to the chapel building.

See **buildings**.

class

Capitalize when referring to a graduating class. Lowercase in all other uses.

Class of 1982

Class of '82

coach

Even when used in front of a name, coach is lowercase.

coach Eric Taylor

coach Taylor

**college,
College**

When used as part of a formal name (e.g., *Hope College, Calvin College*), college should always be capitalized. When not part of a formal name or when referring to colleges in general, always use lowercase.

Hope College
Our college was chartered in 1866.
A liberal arts college education is awesome.

See **Hope College**.

contractions Use of contractions (e.g., *don't*, *we'd*) is encouraged. As a general rule, when we write for the web, we write how we speak — and we often speak in contractions. Using contractions can help with an informal, conversational, friendly tone. Don't use them excessively, though.

For more formal uses, contractions may be discouraged.

course names Capitalize course names. No italics. Use quotation marks if needed for clarity. Reserve official course codes (e.g., *POL 212*) for the catalog unless necessary for clarification.

Global Feminism
Contemporary Topics in Political Thought

coursework

**curriculum,
curricula**

dates Follow the month, day, year format: *Aug. 5, 2006*. Dates should only include ordinal numbers (e.g., *22nd*, *15th*) if you are handwriting a letter to your grandmother.

When a date appears in a sentence, offset the year with a comma before and after only if the day of the month is used; if the day of the month is not included, no commas are necessary.

I began my job search in August 2008.

decades Use an apostrophe to indicate numerals that are left out; show plural by adding the letter *s*: *the 1980s*, *the '90s*, *the mid-1830s*.

Note that the apostrophe curves to the left (') when replacing numerals.

See **apostrophe**.

dean, Dean At Hope, we have deans *for* academic divisions and programs; we do not have deans *of* academic divisions and programs. Capitalize *dean* when used as a title before a name, but lowercase it if it appears after a name.

Dean Peter Venkman
Peter Venkman, dean for parapsychology

See **academic titles**.

degrees

See **academic degrees**.

departments and academic programs

At Hope College, we have departments of academic subjects, not academic subject departments. For example, we have a Department of Mathematics; we do not have a Mathematics Department or a Math Department. If you must refer to the math department, that's fine — so long as you don't capitalize it.

Department of Mathematics
the math department

American Ethnic Studies Program
Department of Art and Art History
Department of Biology
Center for Faithful Leadership
Center for Ministry Studies
Department of Chemistry
Department of Communication
Department of Computer Science
Department of Dance
Department of Economics and Business
Department of Education
Emmaus Scholars Program
Department of Engineering
Department of English
First-Year Seminar and Advising
General Education and Interdisciplinary Studies
Department of Geological and Environmental Sciences
Global Learning Program
Department of History
International Education
International Studies
Joint Archives of Holland
Department of Kinesiology
Klooster Center for Excellence in Writing
Library (*Van Wylen Library* is the name of a building, not a department)
Department of Mathematics
Mellon Scholars Program

**departments
and academic
programs,
*continued***

Department of Modern and Classical Languages
Department of Music
Neuroscience Program
Department of Nursing
Office of Multicultural Education
Phelps Scholars Program
Department of Philosophy
Department of Physics
Department of Political Science
Department of Psychology
Department of Religion
Senior Seminar
Department of Sociology and Social Work
Department of Theatre
Women's Studies

See **offices and services**.

divisions

At Hope College, we have academic subject divisions, not divisions of academic subjects. If you must refer to the division of natural and applied sciences, that's fine—so long as you don't capitalize it.

Natural and Applied Sciences Division
division of natural and applied sciences

Humanities Division
division of humanities

Fine and Performing Arts Division
division of fine and performing arts

Social Sciences Division
division of social sciences

When referring to the Humanities Division and the Fine and Performing Arts Division together, we use *Arts and Humanities Division*.

See **dean, Dean**.

e.g.

e.g. is from the Latin phrase *exempli gratia* and means “for example.” Use *e.g.* when providing only a selection of all the possible examples.

His doctor is looking into antidepressant medication (e.g., Prozac, Effexor).

See **i.e.**

**email, ebook,
newsletter**

emeritus

The *professor emeritus* distinction is appointed by the Board of Trustees. It is not synonymous with “retired professor” and should not be used unless an individual has received the distinction.

professor emerita (female)

professors emeritae (more than one professor emerita)

professor emeritus (male)

professors emeriti (more than one professor emeritus)

Note: A group of both male and female *professors emeriti* uses the masculine plural form, even if there is only one *professor emeritus*.

events

Capitalize the names of official college events, but do not use quotation marks.

Winter Happening

the Pull

Facebook

**freshman,
freshmen**

Use *freshmen* only when referring to more than one first-year student.

the freshman class

freshman enrollment

More than 100 freshmen attended the event.

In many cases, the term *first-year* or *first-year student* may be an appropriate gender-neutral alternative to freshman. Be aware, though, that some students transfer to Hope as sophomores, juniors or seniors; for these students, ‘first-year’ and ‘freshman’ are not synonymous. Use with care.

Avoid *frosh* except in the most casual uses.

**Flying
Dutchmen,
Flying Dutch**

Flying Dutchmen is the nickname of a Hope College men’s athletic team.

Flying Dutch is the nickname of a Hope College women’s athletic team.

Flying Dutchmen is a team nickname; Flying Dutchman is never an

individual identifier. The *Flying Dutchman* is a ghost ship, not a person who plays on a Hope College team.

Google

Google is a trademarked web search engine. *Google*, *Googling* and *Googled* can be used informally as a verb. Always capitalize.

GPA

For *grade point average* in all uses.

healthcare

headings

On the Hope College website, our heading styles are automatically formatted as all caps. Do not simply type in all caps, however. Use title case (capitalize the first letter of each major word), then use the formatting dropdown menu in the WYSIWYG toolbar to apply the appropriate style.

homepage

Hope College

Always use the full name in first reference. In subsequent references, *Hope* or *the college* may be used, depending on context. In some cases (especially legal, business or other formal and professional communications), use of the full name in all references may be appropriate.

Avoid ambiguity or confusion around the word “hope.”

Never use *HC* or *Hope college*.

html

i.e.

i.e. is from the Latin phrase *id est* and means “that is” or “in other words.” Use *i.e.* when clarifying meaning or explaining a statement with more precision.

Please take the medication as prescribed (i.e., twice daily).

See **e.g.**

internet

italics

Use italics to indicate book titles, movie titles and the names of publications (e.g., newspapers, magazines and academic journals).

Do not use italics for emphasis. Emphasis should be communicated through how you write and organize your content.

LinkedIn

**log in, login;
log on, logon**

log in (verb)
login (noun)
log on (verb)
logon (noun)

majors, minors

Except for proper nouns and adjectives (e.g., *English, Spanish*), majors and minors are lowercase.

**mailing
address**

*Anderson-Werkman Financial Center
100 E. 8th St.
PO Box 9000
Holland, MI 49422-9000*

Note:

Abbreviate direction (e.g., *E., S., NW.*) and street suffix name (e.g., *Ave., Blvd., Ct., Ctr., Dr., Pkwy., Rd., St.*).

We do not use periods in *PO Box* (never *P.O. Box* or *Post Office Box*).

Whenever possible, use the nine-digit ZIP Code.

See **addresses**.

Michigander

A person from Michigan. Never *Michiganian*.

months

Capitalize the names of the month in all uses. When used with a specific date, months of more than five letters may be abbreviated: *Jan., Feb., Aug., Sept., Oct., Nov.,* and *Dec.* Do not abbreviate when using alone or with only the year. Months may be spelled out for more formal uses or aesthetic considerations.

*Rick Astley was born Feb. 6, 1966.
August is my favorite month.
The next total lunar eclipse will be January 2018.*

See **dates**.

names

Use full name and academic title on first reference. Subsequent references may use the individual's last name and academic title (e.g., *Dr., Professor*) if he or she has one, but it is not necessary.

**names,
continued**

If an individual has no academic title, use only their last name; a courtesy title (e.g., *Ms.*, *Mrs.*, *Mr.*) or religious title (e.g., *the Rev.*, *Pastor*) may be used as appropriate but is not necessary.

Professor Pomona Sprout teaches herbology. Professor Sprout is an exceptional faculty member. According to her peers, Sprout recently managed to procure some mandrakes.

See **academic titles**.

Following is a list of high-profile names and titles as they should be used for first reference, along with preferred uses for subsequent references.

President John C. Knapp (President Knapp, Dr. Knapp, John Knapp; never Knapp, the Knappster, Special K)

Albertus Van Raalte (Van Raalte)

nonprofit

**numbers,
numerals**

In general, but not always, spell out numbers one through nine and use figures for numbers 10 and higher.

There are plenty of exceptions:

- Addresses: *4 Privet Drive*
- Ages for people and animals: *the 7-year-old boy*, but *the seven-year-old painting*
- Dollars and cents: *\$3*; *99 cents*
- Dates: *December 3*
- Highways: *Route 2*
- Millions, billions: *4 million*
Use up to two decimal places for figures that don't need to be exact: *4.38 billion*
- Percentages: *7 percent*
- Speed: *2 mph*
- Temperatures: *3 degrees*
- Times: *8 a.m.*

Unless it's a year, spell out every number that begins a sentence:

Seventy-six trombones led the big parade.
1966 was a great year for the '80s and for YouTube.

**numbers,
numerals,
continued**

If you're writing a number with more than three digits, use a comma.
Be especially careful with four-digit numbers that can look like years:

2,019 donuts
Class of 2019

As with many words, add an s without an apostrophe to make a number
(including decades) plural: *3s*, *1400s*

Use an *en dash* (–) with no spaces to indicate number ranges. If you are
using a construction that begins with “from,” use the word “to” rather
than an en dash.

There were 25–30 students at the event.
The study ran from 1994 to 1996.

See **dash**.

Refer to the *AP Stylebook* for more information.

**Office of the
President**

**offices and
services**

Academic Success Center
Admissions
Advancement Services
Alumni and Family Engagement
Athletics
Business Services
Campus Ministries
Campus Print and Mail Services
Campus Safety
Career Development Center
Celebration of Undergraduate Research and Creative Performance
Center for Faithful Leadership
Center for Ministry Studies
Chief Financial Officer
Children's After School Achievement (CASA)
Computing and Information Technology
Counseling and Psychological Services
CrossRoads Project
Dean for Multicultural and International Education
Development and Alumni Engagement
DeVos Fieldhouse
DeWitt Tennis Center
Dining Services

**offices and
services,
*continued***

Disability Services
Dow Center
Events and Conferences
Financial Aid
Frost Research Center
Haworth Inn and Conference Center
Health Center
Hope Academy of Senior Professionals (HASP)
The Hope Fund
Hope Summer Repertory Theatre
Hope-Geneva Bookstore
Human Resources
Institutional Research
International Education
Intramurals
Joint Archives of Holland
Klooster Center for Excellence in Writing
Kruizenga Art Museum
Library
Office of Multicultural Education
Occupational Health and Fire Safety
Parent Relations
Program for the Academically Talented (PATH)
Phelps Scholars Program
Physical Plant
President's Office
Provost's Office
Public Affairs and Marketing
Registrar's Office
Residential Life and Housing
Risk & Responsibility
Sponsored Research Programs
Step Up
Student Development
Student Life
The Hope Fund
Ticket Office
Transportation
Upward Bound
Van Raalte Institute
Video Services
Wellness (H2O)

See **departments and programs.**

online

phone numbers Use periods instead of parentheses and/or hyphens.

616.395.7000

percent When used in a sentence, spell out *percent*. Note that it is one word; never *per cent*.

When used in a technical capacity, such as a table of figures, it may be appropriate to use the percent symbol (%).

PO Box Never *P.O. Box* or *Post Office Box*.

p.m., a.m.

President John C. Knapp See **names** and **academic titles**.

professor, Professor See **academic titles**.

registered trademark (®) **Keyboard shortcuts:**
(PC alt shortcuts require a full keyboard with number pad)

Mac: option + R
PC: ALT + 0174

See **trademark**.

residential buildings

- Albers/Dorian Cottage
- Anchor Cottage
- Avison Cottage
- Baker Lofts
- Beck Cottage
- Beeuwkes Cottage
- Belt Cottage
- Bergen Cottage
- Blue Apartment
- Blue Cottage
- Boers Cottage
- Brown Cottage
- Brownstone Apartments
- Brumler Apartments

**residential
buildings,
*continued***

Cavanaugh Apartments
Centennial Cottage
Centurian Cottage
Champion Apartments
Cleo Apartments
College East Apartments
Columbia Apartments
Cook Hall
Cook Villages
Davis Cottage
DeGraaf Cottage
Delta Phi Cottage
Deutsches Haus
DeYoung Cottage
Diekema Cottage
Doesburg Cottage
Dosker Cottage
DuBois Cottage
Durfee Hall
Dykstra Hall
Fairbanks Cottage
Fairbanks Townhouse Apartments
Fraternal Cottage
Fried Cottage
Gazelle Apartment
Gilmore Hall
Grey Apartment
Harrington Apartment
Hawkinson Cottage
Hinkamp Cottage
Hoffman Cottage
Holleman Cottage
Kasteel Cottage
Kids Hope Apartment
Kilwin Apartment
Klaaren Cottage
Klaasen Apartments
Kleinheksel Cottage
Kleis Cottage
Kollen Hall
Kooiker Cottage
Kraker Apartments
Kraker Annex Apartments
Kruithof Cottage

**residential
buildings,
*continued***

Kuizenga Cottage
Kuyper/Emersonian Cottage
Lampen Cottage
Lichty Hall
Lorraine Lubbers Cottage
Mandeville Cottage
Marguerite Prins French House
Mast Cottage
Mayor's Cottage
Mouw Cottage
Mulder Cottage
Oggel Apartments
Parkview Apartments
Patterson Cottage
Phelps Hall
Pieters Cottage
Poll Cottage
Reese Cottage
Reeverts Cottage
Rider Cottage
Riepma Cottage
Ross Apartment
Schrier Cottage
Schuppert/Cosmopolitan Cottage
Scott Hall
ScrapYard Lofts
Sib Cottage
Sigma Cottage
Smith Cottage
Sommer Cottage
Spoelstra Cottage
Steffens Cottage
Strand Cottage
Strong Cottage
Stryker Cottage
Sutphen Cottage
Sweet Apartment
Taylor Cottage
Timmer Cottage
Tree House Apartments
Van Drezer Cottage
Van Saun Cottage
Van Schaack Cottage
Van Vleck Hall

**residential
buildings,
continued**

Van Zyl Cottage
Vander Borgh Apartments
Vennema Apartments
Ver Beek Cottage
Vergee Apartments
Visscher Cottage
Voorhees Hall
Welmers Cottage
Wyckoff Hall
Yellow Duplex
Yonkman/Arcadian Cottage
Zoeteway Cottage
Zuverink Cottage
Zwemer Cottage

seasons

Lowercase the names of the seasons: *spring, summer, fall/ autumn, winter*.

When using a season with a year, do not include the word “of”:
He has worked here since spring 1996.

SEO

For *search engine optimization*.

Skype

Skype can be used informally as a verb for using the service.

states

Except for addresses, Hope College spells out the full name of a state.
When it follows a city, offset the state with commas (one before and one after).

Only use postal abbreviations (e.g., *MI*) in addresses.

The state of Michigan has two peninsulas.

Tulip Time is an annual event in Holland, Michigan, that celebrates the city’s Dutch heritage.

Refer to **states** in the *AP Stylebook*.

theater

Unless it is spelled differently in the formal name of a program or facility, always use *theater*; never *theatre*.

Knickerbocker Theatre

The theater seats 500.

titles

Use italics for book titles, movie titles and publication names (e.g., newspapers, magazines, academic journals).

The Adventures of Tom Sawyer
The Chronicle of Higher Education
The New York Times
Forrest Gump

The titles of chapters, individual poems, articles and television episodes are placed in quotation marks: “How One University Worked to Meet Its ‘Challenge Grant.’”

For titles and headings of our own articles, stories or web pages, Hope College uses title case, with the first letter of each word (except prepositions) capitalized. When using title case with hyphenated words, capitalize the second word.

Off-Campus Study
Pre-Professional Programs

See **headings**.

For job titles, see **academic titles**. For courtesy titles, see **names**.

toolbar

trademark (™)

Keyboard shortcuts:

(PC alt shortcuts require a full keyboard with number pad)

Mac: option+2

PC: ALT + 0153

See **registered trademark**.

tussenvoegsels

A *tussenvoegsel* is the part of a Dutch name that appears between a first and last name (e.g., *de*, *ten*, *ter*, *van*, *vander*), usually considered part of the last name by English speakers. The capitalization and spacing of tussenvoegsels vary by preference and usage; for example, *DeVos* and *deHaan*, *Vander Borgh* and *VanderWerf*. Double-check your spelling and use with care.

Twitter, tweet, tweeted, retweet, retweeted

A *tweet* is a public message of 140 characters on *Twitter*. You may also use *tweet* as a verb.

Never *the Twitters*, even in jest.

underline	Do not underline text, as users think underlined content is a link. Use italics for book and movie titles.
username	See titles .
URL	Rarely or never include an actual URL in your web content; instead, link your text. If you must list a URL, do not include <i>www.</i> at the front of a web address. <i>hope.edu</i> Visit the Hope College homepage . Never www.hope.edu or http://www.hope.edu . Never Visit the Hope College homepage at hope.edu .
U.S., USA	In general, <i>the United States</i> or <i>the United States of America</i> is preferred for first reference.
web, webinar, webpage, website	Never <i>Web site</i> or <i>web site</i> .
West Michigan	When referring to the region; never <i>west Michigan</i> .
who, whom	Although it is technically correct in many instances, we generally try to avoid using <i>whom</i> on the Hope College website. For many people, <i>whom</i> comes across as dated and stuffy. If you're unsure, use <i>who</i> .
Wi-Fi	
YouTube	

PUNCTUATION

ampersand (&) In body content, avoid using & in place of the word *and*. An ampersand may be used in headers, subheads and site navigation. Use with care.

If the official name of an organization (e.g., *Bill & Melinda Gates Foundation*) includes an ampersand, always use the ampersand.

apostrophe (')

Except for *it's*, which is a contraction of *it is*, an apostrophe-s (*'s*) indicates possession.

An apostrophe should only be used for plurals when the apostrophe immediately follows a period, as with acronyms that use periods (e.g., *M.A.'s*). Note that in this case it may be more appropriate to spell out the word or rewrite your sentence to avoid the period-apostrophe combination.

1980s

ATMs

B.A.'s

When indicating possession with a name that ends in *s*, use only an apostrophe: *Jesus' twelve disciples*. Never *Jesus's twelve disciples*.

When shortening or contracting a word or number, the open side of the apostrophe should face the direction of the eliminated content.

It was the summer of '69

'Twas the night before Christmas

When typing a class year, use a right apostrophe (*'*) before the final two numbers.

Class of '18

Keyboard shortcuts:

(PC alt shortcuts require a full keyboard with number pad)

Right apostrophe (')

Mac: option + shift + right bracket (])

PC: Alt + 0146

Left apostrophe (`)

Mac: option + right bracket (])

PC: Alt + 0145

Tip: Another way to create a right apostrophe in Microsoft Word is to type a character (any character you like), then type the apostrophe right next to it. Word will automatically correct the apostrophe. Then you can delete the character and continue typing the class year.

bullets

Use bullets for lists in which hierarchy or the importance or sequence of items doesn't matter.

Capitalize the first letter of the first word after each bullet.

Bulleted lists are not sentences and should not be treated as such. If the text following the bullet is not a complete sentence, do not use a period or other end punctuation (;).

If the text following a bullet is one or more complete sentences, 1) ask whether you actually need a bullet; if you do, then 2) punctuate it as a complete sentence.

When a problem comes along, you must:

- *Whip it*
- *Into shape*
- *Shape it up*
- *Get straight*
- *Go forward*
- *Move ahead*
- *Try to detect it*
- *It's not too late*
- *Whip it good*

I like living in Holland because:

- *This city has endless access to frozen yogurt, coffee shops and hipster fashion.*
- *The squirrel culture is unique.*
- *I can't get enough of the long, mournful cry of that ice cream truck.*

colon (:)

Use a single space after a colon. Colons and semicolons are different punctuation marks and, as such, cannot be used interchangeably.

If the colon introduces a complete sentence, treat the text that follows as if it were a complete sentence (i.e., capitalize the first letter after the colon). If the colon introduces an incomplete sentence, phrase, clause, word or series, then lowercase the initial letter.

Rick promised this: He's never gonna give you up, never gonna let you down, never gonna run around and desert you.

There are five rules to dodgeball: dodge, dip, dive, duck and dodge.

If a colon introduces a bulleted or numbered list, capitalize the first word in each item. Only use end punctuation if the text following the bullet or number is one or more complete sentences. See **bullets**.

comma (,)

Hope College does not use a comma before the final element in a series (i.e., an Oxford comma or a serial comma) unless it is necessary for clarity or introduces a compound element.

The American flag is red, white and blue.

His favorite sandwiches are Reuben, turkey and cheese, and peanut butter and jelly.

In most cases, simply rewriting a sentence or rearranging the sequence of elements in a list can resolve any confusion. For example, “My parents, Ayn Rand and Jesus” could easily become “Jesus, my parents and Ayn Rand.”

dash (– , —)

Use an *en dash* (–) with no spaces to indicate number ranges. If you are using a construction that begins with “from,” use the word “to” rather than an *en dash*.

There were 25–30 students at the event.

The study ran from 1994 to 1996.

Never *There were 25-30 students at the event.* (Note the hyphen instead of the *en dash*.)

Never *The study ran from 1994–1996.*

Use an *em dash* (—) with spaces to separate a parenthetical clause from the rest of a sentence. Do not use two hyphens (--) in place of an *em dash*. (Note that Microsoft Word usually, but not always, converts two hyphens to an *em dash* automatically.)

Several students — some reports say as many as 25 or 30 — attended the event.

Fun fact: An *em dash* is the width of a capital ‘M’; an *en dash* is the width of a capital ‘N.’ Now you know.

Keyboard shortcuts:

(PC alt shortcuts require a full keyboard with number pad)

em dash (—)

Mac: option + shift + hyphen

PC: Ctrl + Alt + hyphen (MS Word) or Alt + 0151

en dash (–)

Mac: option + hyphen

PC: Ctrl + hyphen (MS Word) or Alt + 0150

See **hyphen**.

ellipses (...)

When typing quotes, use ellipses (three periods: ...) to indicate that you have skipped over one or more words (e.g., “*Congress shall make no law... abridging the freedom of speech.*”). It may be used within a quotation to indicate that additional text follows, but is not always necessary.

Do not use ellipses to end your own sentence. It is often used poorly to show that a thought trails off; better to finish your thought and end with a period.

By definition, an ellipsis is comprised of three periods, never four. Never follow an ellipsis with a period, even if it appears at the end of a sentence.

Do not insert a space before the ellipsis. Always use a space after the ellipsis.

exclamation point (!)

Don't. Just don't.

But what if— No.

hyphen (-)

Many compound words, especially compound adjectives that precede a noun, require a hyphen. Compound adjectives that follow a noun do not need a hyphen.

This is a government-mandated regulation.

This regulation is government mandated.

Most compound adverbs do not need a hyphen if the first word ends in *-ly*.

The happily married woman rushed past him.

The well-behaved boy surprised everyone.

Remember: Clarity is king. If a hyphen can help your readers as an aid to clear meaning, use it. If a hyphen is unnecessary or makes the meaning less clear to your readers, don't use it.

We also use hyphens with ages that precede the noun, but not when the age follows the noun:

The 111-year-old hobbit was famous.

The famous hobbit was 111 years old.

Many prefixes require a hyphen. Here are some examples:

- Between a prefix that ends with the same vowel as the word: *pre-existing*, *anti-intellectual* (notable exceptions are *cooperate* and *coordinate*)
- Before a word with a capital letter: *post-Christian*, *mid-Michigan*

If you're unclear whether a prefix requires a hyphen, consult a dictionary or the *AP Stylebook*.

Do not use a hyphen for a number range. Instead, use an *en dash*:

1866–2016; never *1866-2016*

See **dash**.

For hyphens in titles, see **titles**.

See the *AP Stylebook* for more information.

numbered list

Use numbers for lists that convey hierarchy, importance or sequence.

Follow each number with a period, not parentheses.

Capitalize the first letter of the first word after each number.

Numbered lists are not sentences and should not be treated as such. If the text following a number is not a complete sentence, do not use a period or other end punctuation (;).

If the text following a number is one or more complete sentences, 1) ask whether you actually need a numbered list; if you do, then 2) punctuate it as a complete sentence.

The most popular songs of 2011 were:

1. *“Rolling in the Deep” by Adele*
2. *“Party Rock Anthem” by LMFAO feat. Lauren Bennett and GoonRock*
3. *“Firework” by Katy Perry*
4. *“E.T.” by Katy Perry feat. Kanye West*
5. *“Give Me Everything” by Pitbull feat. Ne-Yo, Afrojack and Nayer*

To launch a model rocket:

1. *Find an open field free of people, animals, trees or buildings.*
2. *Assemble your launch pad in the middle of the field.*
3. *Insert the engine into the rocket.*
4. *Insert the igniter into the engine.*
5. *Place the rocket on your launch pad.*
6. *Retreat a safe distance.*
7. *Press the launch button.*

period

Always use one space after a period. Period.

quotation marks

When punctuation is needed next to a quotation mark, always place a comma or period inside the quotes.

Place a question mark inside quotation marks only when the quoted material is itself a question; if the sentence is a question that includes a quote, the question mark goes outside the quotation marks.

She said, “I love Hope College.”

She asked, “Do you love Hope College?”

Have you ever thought, “This isn’t going to end well?”

semicolon (;)

A semicolon is used to convey a greater separation of thought and information than a comma can convey. However, it does not end the thought or information like a period does.

I know you don’t like asparagus; nevertheless, it’s very good for you.

When writing a long series that uses commas in addition to those that separate items of the series.

semicolon (;),
continued

John Lennon was survived by his wife, Yoko Ono; two band mates, Paul McCartney and Ringo Starr; now-deceased member, George Harrison; and a nation of adoring fans.

Remember: Strive for clarity. Using semicolons and commas in a complex series may be a sign that a bulleted or numbered list is appropriate.

You can also use a semicolon to link independent clauses when you don't use conjunction such as *and*, *but* or *for*.

She says it's an independent clause; I failed my grammar/vocab class.

spaces

Use one space after a period. Period. Similarly, use a single space after a colon.

Your content should never, ever include two spaces in a row.

COMMON STREET ADDRESSES AND LOCATIONS

The **Anderson-Werkman Financial Center** is located at 100 E. Eighth St., between College and Columbia avenues.

The **De Pree Art Center** is located at 275 Columbia Ave., between 10th and 13th streets.

The **DeVos Fieldhouse** is located at 222 Fairbanks Ave., between Ninth and 11th streets.

The **DeWitt Center** is located at 141 E. 12th St., facing Columbia Avenue between 10th and 13th streets.

The **Dow Center** is located at 168 E. 13th St., at the corner of 13th Street and Columbia Avenue.

Dimment Memorial Chapel is located at 277 College Ave., at the corner of College Avenue and 12th Street.

Graves Hall is located at 263 College Ave., between 10th and 12th streets.

The **Haworth Inn and Conference Center** is located at 225 College Ave., between Ninth and 10th streets.

The **Jack H. Miller Center for Musical Arts** is located at 221 Columbia Ave., between Ninth and 10th streets.

The **Knickerbocker Theatre** is located at 86 E. Eighth St., between College and Columbia avenues.

The **Kruizenga Art Museum** is located at 271 Columbia Ave., between 10th and 13th streets.

The **Maas Center** is located at 264 Columbia Ave., between 10th and 13th streets.

The **Martha Miller Center for Global Communication** is located at 257 Columbia Ave., at the corner of Columbia Avenue and 10th Street.

Phelps Hall is located at 154 E. 10th St., at the corner of 10th Street and Columbia Avenue.

The **A. Paul Schaap Science Center** is located at 35 E. 12th St., at the corner of 12th Street and College Avenue.

The **Theil Research Center** is located at 9 E. 10th St., between Central and College avenues.

VanderWerf Hall is located at 27 Graves Place, between 10th Street and Graves Place and Central and College avenues.

The **Van Wylen Library** is located at 53 Graves Place, between 10th and 12th streets on College Avenue.

We follow the Associated Press style for whether or not to write out “Avenue” and “Street” (abbreviated when part of an address, written out when not). Note that the words are capitalized when part of a specific street name but lowercased when used as a general description.

See **addresses**.