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ADELPHI UNIVERSITY IDENTITY

Adelphi University primary logo
The primary Adelphi University logo appears in three-color and consists of these elements: the mark, the logotype (Adelphi University spelled out) and the colors.

The mark appears in official school colors—gold with a brown drop shadow. The logotype reads Adelphi University in black set to the right. When representing the logo, these two elements must be used as displayed; the elements cannot be rearranged or reconfigured. Together, the mark, the logotype and the colors create a strong signature that has been widely associated with the University.

The logo should always appear on all media that represents Adelphi University to the outside community. The primary logo can be downloaded at adelphi.edu/marketing/logos.php.

Variations of the logo are available upon request.
**Adelphi University secondary logo**

The University’s stacked logo is to be used when the allotted space is less than 2.5 inches. On materials produced for external audiences, the stacked logo does not replace the University logo.

![Web ad with stacked logo](image)
Adelphi University mark
The University mark (the interconnected AU) can be used on less formal materials, such as posters, flyers, leaflets and other promotional pieces. It works particularly well for on-campus audiences. If only the mark is being used, the name Adelphi University must be mentioned prominently in the copy. If the material is for an external audience, the logotype must also appear on the material.

Flyer posted on campus:
University seal

The University seal is only to be used for formal University occasions determined by the Office of the President and never in place of the University logo. The seal cannot appear on letterhead, promotional items or publications without the approval of the Office of Marketing and Creative Services or the Office of the President.
Adelphi University logo for schools, offices and divisions
The Adelphi University logo was created with maximum flexibility—it allows the University’s schools, offices and divisions to align with the University brand.

When aligning an administrative office with the Adelphi University mark, a thin PMS 497 brown rule appears beneath “Adelphi University” and, below that, the name appears also in PMS 497 brown, Futura Book, all caps. The rule and brown type allow each entity to distinguish itself, while maintaining the integrity of the Adelphi University mark.

There are eight schools within Adelphi University each with their own assigned color, see page 29 for more detail:

COLLEGE OF ARTS AND SCIENCES
COLLEGE OF NURSING AND PUBLIC HEALTH
GORDON F. DERNER INSTITUTE OF ADVANCED PSYCHOLOGICAL STUDIES
HONORS COLLEGE
ROBERT B. WILLUMSTAD SCHOOL OF BUSINESS
RUTH S. AMMON SCHOOL OF EDUCATION
SCHOOL OF SOCIAL WORK
UNIVERSITY COLLEGE
COMMUNICATION STANDARDS

Tone and voice

Our tone is friendly, informal, modern, straightforward and smart without being overly intellectual or academic. Use the active voice whenever possible.

In ads and marketing materials, we use the second-person point of view when referring to our reader and we when referring to the institution.

Incorrect: Adelphi offers students a range of classes.
Correct: We offer you a range of classes.

For articles in newsletters and on the Web, let as much information as possible be provided by the subjects of the story, not the writer.

Incorrect: Students love participating in Midnight Madness.
Correct: Quote a student directly or paraphrase: Students interviewed said how much they loved participating in Midnight Madness.

In journalistic pieces, we use past tense for verbs of utterance: He said, not He says.
Name in text

Adelphi University and its colleges and schools:

On first reference, use full name, then capitalize University, School and College:
College of Nursing and Public Health/the College
Ruth S. Ammon School of Education/the Ammon School

Names of people: On first reference provide full name, terminal degree (Ph.D., Ed.D., D.N.P., etc.), if applicable, and title. See “Alumni Class Years” for how to identify degrees and class years of Adelphi University alumni.

On further reference, those holding doctoral degrees are referred to as Dr. Last Name; those without are referred to by last name only. The event was attended by John Scholar, Ph.D., vice president, and Mary Gardner, treasurer. Both Dr. Scholar and Gardner said they enjoyed it immensely.
**HISTORY OF ADELPHI UNIVERSITY**

**History (long version)**

The following is the acceptable long version of the University’s history:

Adelphi University’s roots reach back to 1863 and the founding of the Adelphi Academy, a private preparatory school located at 412 Adelphi Street, Brooklyn, New York. The school quickly gained a reputation for its innovative curriculum, particularly in physical culture and early childhood education. By 1893, 1,032 students were enrolled in its primary, grammar, three-year subcollegiate and two-year collegiate division.

The appointment of Charles H. Levermore, Ph.D., as the head of the Academy in 1893 was an important moment in Adelphi’s history. Realizing the City of Brooklyn was without a liberal arts college, Dr. Levermore seized the opportunity to establish Adelphi College. Through the efforts of Timothy Woodruff, former lieutenant governor of New York State and future president of the Board of Trustees, Adelphi College, with 57 students and 16 instructors, was granted a charter—one of the earliest charters granted to a coeducational college by the Board of Regents of the State of New York—on June 24, 1895. Henceforth, degrees issued bore the seals of Adelphi College and of the University of the State of New York and were signed by the officers of the College and by the chancellor and secretary of the University. For the next 25 years, the Academy remained intact yet separate from the College.

Over the course of the next 100 years, Adelphi grew and changed significantly. For more than three decades following 1912, the institution served only women. In 1944, Adelphi’s School of Nursing became the first such school established by a college in New York State in response to the pressing need for nurses created by the United States’ entry into World War II. To mark the opening of two federally funded residence halls for women, First Lady Eleanor Roosevelt delivered an address at Adelphi titled “The Challenge of Nursing for Young Women Today.” Within five years, the School—one of the largest college units of the United States Cadet Nurse Corps—graduated 500 nursing students into active service in the corps and expanded the College’s enrollment by 1,200 students.

After the war, Adelphi reverted to its original coeducational model to accommodate returning World War II servicemen. The School of Social Work was founded in 1949; doctoral education followed in 1950. Adelphi’s program in clinical psychology was formally organized in 1952 and evolved into the Gordon F.

Derner Institute of Advanced Psychological Studies, which has the distinction of being the first university-based graduate school in psychotherapy.

In 1963, after another decade of expansion, Adelphi was granted university status by the Board of Regents. By the 1970s, the Garden City campus, established in 1929, had expanded from its original three buildings—Blodgett, Levermore and Woodruff Halls—to 27 buildings on 75 acres, including the Leon A. Swirbul Library, now a fully computerized collection of more than 1.5 million volumes and microformat and audiovisual items.

Today, Adelphi University’s colleges and schools include the College of Arts and Sciences, the Gordon F. Derner Institute of Advanced Psychological Studies, the Honors College, the Ruth S. Ammon School of Education, the Robert B. Willumstad School of Business, the College of Nursing and Public Health, the School of Social Work and University College. Uniting these diverse liberal arts and professional programs is their shared tradition of academic innovation and rigor and their common philosophy of education and lifetime learning. Their more than 1,000 full- and part-time faculty members serve nearly 8,000 undergraduate and graduate degree candidates. The University maintains off-campus centers in Manhattan, Suffolk County and the Hudson Valley.

While focusing its rich resources on the needs of its students, Adelphi also seeks to serve its locality, state and nation through the research and practice of its faculty; the strengthening of ties between the professional schools and community; the staging of distinguished cultural events at its on- and off-campus locations; and, most essentially, the education of generations of future leaders and informed citizens, professionals and community members.
History (short version)

Adelphi University is a nationally ranked, doctoral research university offering exceptional liberal arts and sciences programs and professional training with particular strength in its Core Four—AU Arts and Humanities, AU STEM and Social Sciences, AU Professions, and AU Health and Wellness.

Founded in Brooklyn in 1896, Adelphi was one of the first coeducational institutions of higher education in New York State and is Long Island’s oldest private coeducational university. Today Adelphi serves nearly 7,500 students from 38 states and 46 countries at its beautiful main campus in Garden City, New York—just 23 miles from New York City’s cultural and internship opportunities—and at dynamic learning hubs around the state (New York City, Hudson Valley and across Long Island) and online.

More than 100,000 Adelphi graduates have gained the skills, knowledge and exposure to thrive as professionals and active citizens in an interconnected and fast-paced global society, making their mark on the University and the world beyond.

Our history, location and commitment to student success and academic excellence define the Adelphi Advantage.
EDITORIAL STANDARDS MANUAL

Overview

Our goal is to promote Adelphi University and its programs in a clear, coherent and consistent manner. The following guide provides our standards for editorial consistency and serves as an easy-to-use reference regarding the University style, punctuation and word usage.

As a rule, we follow Associated Press down style, which is to only capitalize proper nouns. If a rule or word is not covered in this guide, first check The Associated Press (AP) Stylebook, then Merriam-Webster’s Collegiate Dictionary, 11th edition.

The guide will be reviewed and updated on a regular basis to ensure current and relevant rules. It was last updated in December 2015.

Please follow these guidelines when writing for the University, whether this be print materials, emails or website content.

A

a, an
A is used before consonant sounds: a fantastic foursome, a three-year contract. An is used before vowel sounds: an obvious answer, an NHL mark, an accelerated M.B.A., an M.F.A. in Creative Writing.

abbreviations
Only use abbreviations if necessary, when space dictates or on second reference. If so, use standard abbreviations. A&S is not acceptable to abbreviate the College of Arts and Sciences. Frequently used standard abbreviations include the following:

ACT
a.m.; p.m.
GPA
MLB
Mr.; Ms.
NBA
NFL
R.N.
SAT

Merriam-Webster’s Collegiate Dictionary provides an extensive list of standard abbreviations. Some names can be used on first reference, including the names of government agencies, associations, service organizations and unions: CIA, NAACP, UN, YMCA.

For most two-letter abbreviations, use periods, like degrees. Lisa earned a B.A. in Anthropology.

accreditation statement
Adelphi’s accreditation statement must appear in descriptive, programmatic publications that are more than four pages in length. It should read as follows:

SAFETY FIRST
Colleges and universities are required under federal law to publish and make available an annual campus security report, which includes, among other information, statistics on campus crime. The crime statistics for all colleges and universities required to comply with this law are available from the United States Department of Education.

Adelphi University’s annual security report includes statistics for the previous three years concerning reported crimes that occurred on campus; in certain off-campus buildings or property owned or controlled by Adelphi University; and on public property within, or immediately adjacent to and accessible from, the campus. The report also includes institutional policies concerning campus security, such as policies concerning alcohol and drug use, crime prevention, the reporting of crimes, sexual assault, emergency response plan, timely warnings, fire statistics, missing students and other matters. The advisory committee on campus safety will provide upon request all campus crime statistics as reported to the U.S. Department of Education. You may obtain a copy of this report by contacting the Department of Public Safety and Transportation, Levermore Hall, lower level, 516.877.3500 or by accessing safety.adelphi.edu.

The United States Department of Education’s website for campus crime statistics is ope.ed.gov/security.

As a reminder, the rear of any Adelphi University ID card provides you with weather advisory and alert numbers to obtain information on any possible delayed openings or school closings. To register for Rave Alert emergency notifications, log on to eCampus (ecampus.adelphi.edu) and click on Services, University Mass Notification.

ACCREDITATION
Adelphi University, an independent, comprehensive
institution, is chartered by the University of the State of New York and is accredited by the Middle States Association of Colleges and Schools, 3624 Market Street, Philadelphia, PA 19104-2680, 215.684.5000; the New York State Education Department, 89 Washington Avenue, Albany, NY 12234, 518.474.3852; the Commission on Collegiate Nursing Education, One Dupont Circle NW, Suite 530, Washington, D.C. 20036, 202.887.6791; the American Speech-Language-Hearing Association, 2200 Research Boulevard, Rockville, MD 20850-3289, 800.638.8255; the Council on Social Work Education, 1701 Duke Street, Suite 200, Alexandria, VA 22314, 703.683.8080; the National Council for Accreditation of Teacher Education (NCATE), 2010 Massachusetts Avenue NW, Suite 500, Washington, D.C. 20036-1023, 202.466.7496; and AACSB International (Association to Advance Collegiate Schools of Business), 777 South Harbor Island Boulevard, Suite 750, Tampa, Fl 33602-5730, 813.769.6500.

EQUAL OPPORTUNITY

Adelphi University is committed to extending equal opportunity in employment and educational programs and activities to all qualified individuals and does not discriminate on the basis of race, religion, age, color, creed, sex, marital status, sexual orientation, ethnicity, national origin, disability, genetic disposition or carrier status, veteran status, status as a disabled or Vietnam-era veteran, gender identity, or any other basis protected by applicable local, state or federal laws. All questions regarding Title IX should be referred to Title IX Coordinator and Director of Equality and Compliance Rhonnie Jaus, Room 203, Levermore Hall, 516.877.4819, titleix@adelphi.edu. Adelphi University does not discriminate on the basis of sex with any education program or activity it operates requested by Title IX. The discrimination coordinator for student concerns pursuant to Section 504 of the Rehabilitation Act of 1973 is Rosemary Garabedian, coordinator of disability support services, Room 310, Ruth S. Harley University Center, 516.877.3145; the discrimination coordinator for employee concerns pursuant to Section 504 of the Rehabilitation Act of 1973 is Jane Fisher, director of employment, employee and labor relations, Room 203, Levermore Hall, 516.877.3222; the coordinator of Title VII and the affirmative action officer is Lisa S. Araujo, associate vice president for human resources and labor relations, Room 203, Levermore Hall, 516.877.3230.

acronyms

Acronyms are abbreviations that spell out pronounceable words: NATO, UNICEF, EXCEL. Periods are generally not used in acronyms. If it is not a commonly used acronym, spell out the entire name on first reference and put the acronym in parentheses on first reference: Eastern Standard Time (EST), DEA.

If a commonly used acronym, put full name in parentheses on first reference. Some acronyms don’t have a spelled-out version.

acting, former

These words are not capitalized. John said acting President Julie Smith would give a lecture on the humanities. Julie stated she wanted former President Clinton to make an appearance.

addresses

Spell out and capitalize avenue, street, building, boulevard, lane, court, parkway, expressway, place, road, square and terrace when they are part of an address or name. When they stand alone or are used collectively following two or more proper nouns, lowercase: First and Second avenues. When space is limited and the street number is listed, it is OK to abbreviate avenue, boulevard, etc., but never in running text: 123 West Main St., Garden City, NY 11530. Turn right at South Avenue.

Capitalize and spell out building when it is part of a proper noun, but not when it stands alone or is used collectively: the State Tower Building, the Empire State and Chrysler buildings.

Capitalize, but do not spell out, two-letter abbreviations used in some city addresses after the street name: 1600 Pennsylvania Avenue NW (do not use periods).

Building and address numbers are always given as numerals: 8 Holiday Park Drive.

Distinguish whether it is a phone or fax number, but not an email or Web address. Emails, phone numbers, including extensions (ext. 0000), and URLs are always bold in publications. For consistency, use these terms in the same order throughout the document. Fax is used to distinguish from a telephone number.

It is unnecessary to indicate telephone, email or website with these elements.

The correct form of return address for most general usages is as follows:

Adelphi University
One South Avenue
P.O. Box 0701
Garden City, NY 11530-0701

division

Never use adviser, unless part of a proper noun.

affect

Affect, as a verb, means to influence. Sally’s decision will affect the schedule of summer vacations. Avoid affect as a noun, though some psychologists use it to describe emotion.

Also, avoid missing affect (to influence) and effect (to bring about). See also effect.

African American

The preferred term is African American. Use black only if a group (or individual) refers to itself as such.

afterschool

This term is one word when used as an adjective and describing a program. Johnny has several afterschool activities. Otherwise, after school is two words. She went to work after school.
ages
Ages are always set in numerals. She has a 2-year-old son. Sam is 7 years old. Jamie plays football with 8-year-olds.

alphabetizing
Alphabetize letter by letter and up to the first comma that is not part of a series. Spaces, hyphens, apostrophes, slashes and the letters that follow them are considered part of one word. For example:
left
left, far
left, radical
left field
left-hand
leftism
leftism and the 1980s
left wing
lefty

Initials in personal names are used in place of a given name if they come before any name beginning with the same letter:
Smith, C. Michael
Smith, G. Thomas
Smith, Sally
Smith, Susie

Alphabetize acronyms by letter, and alphabetize numbers as if they were spelled out. Accented or other specially treated letters—such as those with umlauts—should be alphabetized as though unaccented.

Treat personal names containing particles such as de, la, di, la, von, van and saint on a case-by-case basis, because spacing after such elements varies according to personal preference. Alphabetize M’, Mc or Mac letter by letter—not as though the M’ or Mc were an abbreviation for Mac.

alumni
Depending on the context, alum is acceptable in running text. Always use the correct word for gender and number. Alumna is feminine singular. Alumnae is feminine plural. Alumnus is masculine (or mixed-gender) singular. Alumni is masculine (or mixed-gender) plural. Laura is an alumna of Adelphi University. Cindy and Lauren are alumnae. Sebastian is an alumnus. James, Chris and Wendy are alumnis.

alumni class years
Use the following forms for undergraduate class year: Peter Rodgers ’03. The direction of the apostrophe when used with class years is always a single closed quotation mark.

Only Adelphi University graduates are identified by two-digit abbreviated years. For alumni with a degree higher than a bachelor’s, use a comma after the name and after the degree. Ann Brown, M.A. ’08, and John Petrov ’83, M.B.A. ’85. The same rule applies for non-Adelphi graduates.

Use freshman, sophomore, junior or senior when referring to a student who has not graduated.

List the name of an earlier graduate first when listing two or more alumni.

It is OK to list the graduation year only once for couples who graduated the same year. Chris and Christina Smith ’03.

If a couple is married and graduated in different years, list the earlier graduate first and the class year after each name. Chris ’02 and Christina Smith ’03.

Two or more alumni from the same family can be referred to with full names and dates of graduation following each name. Siblings Georgette Smith ’89, Josephine Jones ’91 and Michael Smith ’93 wore pink in honor of breast cancer awareness.

ampersand
Only use the ampersand (&) if it is part of an official name or title: AT&T, Simon & Schuster, Procter & Gamble Co. Do not substitute an ampersand for the word and.

apostrophe
Use a smart apostrophe (‘) and not a dumb apostrophe (’). Make sure it faces in the correct direction (i.e., same as the right single quotation mark).

attribution
All quotes and facts obtained from other sources should be attributed. Use said or another verb in the past tense when attributing quotes. The speaker usually comes before said to keep the writing in the active voice. “Excuse me,” the man said. The inverted order is acceptable when the speaker is identified with a long title. “Pass the remote,” said Joe McIntosh, president of the Technology Committee.

B
between, among
Between refers to two persons or things. Among refers to more than two. The conversation was between Betty and Sally. We selected among King Kullen, Waldbaum’s and Stop & Shop.

bi-
Hyphens are usually not used with bi-: bilingual, bipolar, biweekly, bimonthly.

biannual, biennial
Biannual means twice a year and is a synonym for semiannual; biennial means every two years.
board of trustees
Only capitalize when using with the formal or full title of an organization. Adelphi University’s Board of Trustees meets once a month. He is on the board.

book references
List only the publisher and year when referring to a book: Sebastian Gardenhire ’04 wrote The Art of Stitching (Random House, New York, 2011). Book titles are always italicized, except when the font is already italicized, in which case, use roman.

building and room names
Adelphi has several building and conference rooms on campus. The following are their official names:

- Adele and Herbert J. Klapper Center for Fine Arts
- Alice Brown Early Learning Center
- Adelphi University Performing Arts Center (AUPAC)
  - Black Box Theatre
  - Concert Hall
    - Westermann Stage
  - Dance Studio
  - Lucia and Steven N. Fischer Box Office
  - Olmsted Theatre
  - Recital Hall
- Alumnae Hall
- Angello Alumni House
- Blodgett Hall
- Center for Recreation and Sports
  - Campbell Lounge
- Chapman Hall
- Earle Hall
- Eddy Hall
- Hagedorn Hall of Enterprise
  - James Riley, Jr. Trading Room
- Harvey Hall
- Hy Weinberg Center for Communication Disorders
- Janet L. Ficke Field
- Levermore Hall
- Linen Hall
- Motamed Field
- New Hall
- New Hall B
- Nexus Building and Welcome Center
  - Below-grade parking garage
  - Post Hall
  - Ruth S. Harley University Center
  - Angela and Barry Zeman Commuter Student Lounge
  - Thomas Dixon Lovely Ballroom
- Science Building
  - McDonell Chemistry Laboratory
- Social Work Building
- Swirbul Library
- Waldo Hall
- William J. Bonomo Field
- Woodruff Hall
  - Arvilla E. Nolan Swimming Pool

bullets
Bulleted items should begin with a capital letter and end with punctuation only if they are complete sentences. If they are fragments, still capitalize, but drop ending punctuation.

If necessary, avoid combining bullets with complete sentences and fragments. Rewrite if necessary for consistency.

campus
Lowercase campus in running text, but capitalize in all other uses (listings, stacked text, etc.).

capitalization
Only proper nouns should be capitalized. Avoid capitalizing other words unless they are part of a company or organization’s name. If there is no listing in this style guide for a particular word or phrase, consult The Associated Press Stylebook and Merriam-Webster’s Collegiate Dictionary.

The, a or an are never capitalized unless they are part of a name.

Capitalize Adelphi University’s majors, minors, programs of study, departments or offices when referring to an official title. Valerie is majoring in biology. The Department of Art and Art History is hosting an event. She is pursuing a B.S. in Chemistry.

On second reference, College, School and Institute (e.g., Derner) should be capitalized when referring to Adelphi’s academic units.

On forms, it is acceptable to capitalize all words, even if they are not proper nouns. Just be consistent.

Refer also to entries: building and room names, bullets, certificates, civic titles, commencement, corporate titles and offices, course names, degrees, academic departments and offices, directions and regions, governmental bodies, headlines, hyphen, hyphens in titles, Internet, lists, majors, minors, months, names of organizations, names of people, programs, room numbers, seasons, semesters, Social Security number, titles, Visa, Web and ZIP codes.
captions
Do not use a period unless it is a complete sentence.

catalog
Never use catalogue, unless part of a proper noun.

centers, on and off campus
Adelphi has several academic centers on and off campus. The Hauppauge Education and Conference Center, Manhattan Center and Hudson Valley Center are all Adelphi locations off campus. Use full name upon first reference; afterward they can be referred to as centers or learning hubs. The Learning Center and Writing Center are both on the Garden City campus.

certificates
Certificates should be treated like degrees—capitalize only when referring to an official title. Jim obtained a Certificate in Accounting.

chairman
Chair can be used as a verb and as a noun. She chaired the meeting. The chair recognizes the senator. Use chair, chairman or chairperson depending upon the person’s preference.

check list
This term is always two words.

child care
This term is always two words and unhyphenated. Child care is important.

cities and towns
Spell out the names of cities and towns on first reference.

civic titles
In running text, use: Barack Obama, president of the United States; President Obama; Hillary Clinton, secretary of state; Secretary of State Clinton; the secretary of state; Andrew Cuomo, governor of the state of New York; Governor Andrew Cuomo; the governor of New York.

Abbreviate Honorable, unless it is preceded by the: Hon. James Stewart, the Honorable Roger T. Jackson III.

class year
Always lowercase terms designating the academic years: freshman, sophomore, junior and senior.

co-
Hyphenate when forming nouns, verbs and adjectives indicating a title: co-chair; co-author; co-worker.

Hyphens are not used in almost all other cases: coed; coeducation; cooperation; cooperate; coexist.

College of Arts and Sciences
A&S is not acceptable to abbreviate College of Arts and Sciences. Always spell out the entire proper name.

colleges and schools
Adelphi University comprises eight colleges and schools. After first reference using the full name of the school (Ruth S. Ammon School of Education), the abbreviated school names may be used (e.g., Ammon School of Education). Acceptable abbreviations follow in parentheses:

- College of Arts and Sciences
- College of Nursing and Public Health
- Gordon F. Derner Institute of Advanced Psychological Studies (Derner, Derner Institute, Institute, IAPS, Derner IAPS)
- Honors College
- Robert B. Willumstad School of Business (Willumstad School of Business)
- Ruth S. Ammon School of Education (Ammon School of Education)
- School of Social Work
- University College

In most instances, the colleges and schools of the University should appear in alphabetical order. However, for certain publications, such as the Commencement Program, they should appear in order of founding. Publications that list the schools in order of founding should note that they have done so.

On first mention of any of the schools or colleges above in running copy, use Adelphi University as part of the school or college’s full name.

comma
Do not use the final comma when using and or or in a series, unless part of a proper noun or for sense. The Hudson Valley Center offers the newest technology, modern facilities and great opportunities for Adelphi students.

commencement
Capitalize the formal ceremony; lowercase the generic usage.

committee
Capitalize only when part of a formal name: Advisory Committee on Campus Security.

continual, continuous
Continual means frequently occurring or intermittent. Continuous refers to actions that are uninterruptable.

corporate titles and offices
Corporate titles and offices can appear in running
Charles Charge, president and chief executive officer, CNN; the president and chief executive officer, Herman Harowitz, chairman and chief executive officer, United Way; the chairman of the corporation.

course names
Do not italicize or place in quotation marks. Course names should have initial capitalization.

course numbers and titles
When a course number and title are given together, give the course prefix and number followed directly by the title. There is no intervening punctuation, nor should there be any abbreviation of words in the title: COM 102 Communication Theory

Do not use course prefixes when speaking generally of a department or program’s courses or of an academic discipline. Louis has to take a course in psychology.

course work
This term is always two words, never one.

credits
Do not use credit hours; the term is redundant. Always use numerals for credits, even if it is less than 10, unless the number begins a sentence. Lisa needs 3 credits to graduate.

dash
Always use an em dash (—) with no spaces when emphasizing a separate clause in a sentence. Use em dashes to enclose a word or word group that interrupts the main structure. The projects—all three of them—are due this afternoon. Dashes can be substituted for a colon.

An en dash (–) is used to show duration. He brought between 12–14 apples, 10:00 a.m.–11:00 a.m., 2010–2015.

dates
Dates are always spelled out unless space constraints disallow: August 28, 2015. However, 9/11 is acceptable when referring to September 11, 2001. Don’t use a comma when listing only a month and year.

days of the week
Never abbreviate days of the week, unless space dictates.

decades
Words or numbers are both acceptable, as long as style remains consistent. Peter graduated in the ’90s. The sixties were tumultuous times. Do not use an apostrophe before the s. A hyphen is used when mid-preccedes the decade.

degrees, academic
The official names of degrees are always capitalized, whether they follow a name or stand alone: Susan Tedesco, Master of Social Work; Vincent Padillo received a Ph.D.

Degrees are referred to as a bachelor’s, master’s or doctoral degree, an associate degree or a doctorate. Avoid the redundancy of combining the word degree with a degree name. He received an associate degree in digital technology; not He received an M.B.A. degree.

The plural and singular form of degree is the same. They have master’s degrees.

Periods should be used with all degree abbreviations: A.A., B.A., Ed.D., M.A., M.B.A., M.S., Ph.D., R.N.

Capitalize and use periods in the titles of academic degrees: B.S. in Business Administration, M.S. in Management.

departments and offices
Capitalize when referring to official department or office names: Office of Marketing and Creative Services, Office of University Advancement, Department of Biology.

Lowercase when unofficial names are used: members of the history department.

For the official names of programs and offices, check the directory on the University website.

directions and regions
East, south, northeast, etc., are always lowercase when indicating compass direction. Valerie is heading north.

Regions are capitalized. The South is warm throughout December.

Widely known and legendary names can be capitalized, and not in quotation marks: the Big Apple, the Bay Area, the Lone Star State, the West Side, Long Island’s East End.

directions to campus
When included in a publication, directions should read as follows:

How to Reach the Adelphi Garden City Campus

By Airplane

From John F. Kennedy International Airport—Take the JFK Expressway to the Belt Parkway east. Take the Belt Parkway to the Southern State Parkway. Then follow the Southern State Parkway directions below.

From LaGuardia Airport—Take the Grand Central Parkway east; this becomes the Northern State
Parkway. From here follow the directions below for Northern State Parkway east.

**By Train**

Travel time from New York City is approximately 45 minutes. Take the Hempstead line from Penn Station in Manhattan or Atlantic Terminal in Brooklyn or the Jamaica Station in Queens to the Nassau Boulevard Station in Garden City. The campus is a short walk east on South Avenue.

**By Car**

**Via the Long Island Expressway (Route 495)** Traveling east—Take the LIE to exit 34 south (New Hyde Park Road). At the first traffic light, turn right onto New Hyde Park Road. Continue south for 3.2 miles. Turn left onto Stewart Avenue. At the fourth light, turn right onto Nassau Boulevard. Turn left onto South Avenue (immediately after crossing the railroad tracks). The Adelphi campus is on the right.

Traveling west—Take the LIE to exit 39 south (Glen Cove Road). Travel south for four miles (the road will change from Guinea Woods Road to Glen Cove Road to Clinton Road). Turn right onto Stewart Avenue. Go one mile and turn left onto Hilton Avenue. Turn right onto Sixth Street (immediately after crossing the railroad tracks). Continue onto South Avenue. The Adelphi campus is on the left.

**Via the Northern State Parkway**

Traveling east—Take the Northern State Parkway to exit 26 south (New Hyde Park Road). Turn right onto New Hyde Park Road. Continue south for three miles. Turn left onto Stewart Avenue. At the fourth light, turn right onto Nassau Boulevard. Turn left onto South Avenue (immediately after crossing the railroad tracks). The Adelphi campus is on the right.

Traveling west—Take the Northern State Parkway to exit 31 south (Glen Cove Road). Continue south on Glen Cove Road (which turns into Clinton Road) for 2.3 miles. Turn right onto Stewart Avenue. Go one mile and turn left onto Hilton Avenue. Turn right onto Sixth Street (immediately after crossing the railroad tracks). Continue onto South Avenue. The Adelphi campus is on the left.

**Via the Southern State Parkway**

Take the Southern State Parkway to exit 17 north (Hempstead Avenue). Continue on Hempstead Avenue traveling north. Make a left at the second traffic light onto Nassau Boulevard. Continue north for 2.5 miles to the ninth traffic light. Make a right turn onto South Avenue (immediately before crossing the railroad tracks). The Adelphi campus is on the right.

Directions (short version)

In shorter publications, use the following abbreviated directions:

**How to Reach the Adelphi Garden City Campus**

**By Car**

Adelphi is on the western quarter of Long Island in Garden City, between the Southern State Parkway and the Northern State Parkway. The University sits off South Avenue, east of Nassau Boulevard. For detailed directions to reach Adelphi by car from your point of departure, call the directions hotline at 516.877.6844.

**By Rail**

The Long Island Rail Road runs on a frequent schedule. Travel time from New York City is roughly 45 minutes. The Hempstead line runs from Penn Station in Manhattan, Atlantic Terminal in Brooklyn or the Jamaica Station in Queens to the Nassau Boulevard Station. Adelphi’s campus is a short walk east on South Avenue.

**By Plane**

Adelphi University is conveniently located within 45 minutes of John F. Kennedy International and LaGuardia airports. Public transportation is available.

**Disabilities**

The words handicapped and retarded should never be used. Terms such as persons with severe disabilities and children with autism spectrum disorder are more appropriate.

**Disability Statement**

Adelphi makes accommodations for persons with disabilities. Our disability statement must be placed on every on-campus event publication, including emails. It reads: Should you, or your guests, require an accommodation based on a disability, or need to request an ASL interpreter, please contact the Office of Disability Support Services by phone at 516.877.3145 or email at DSS@adelphi.edu. Please allow for a reasonable time frame prior to the event; we suggest a minimum of five business days.

**District of Columbia**

D.C. is abbreviated when used with Washington (Washington, D.C.); spell it out if standing alone.

**Dorm**

Substitute the term residence hall.

**Effect**

Effect, as a verb, means to cause. Julie will effect changes throughout the company. Effect, as a noun, means result. The effect was substantial. See affect.

**E.g., I.e.**

I.e. is the abbreviation for Latin words meaning “that is,” while e.g. means “for example.” Use e.g. to illustrate something already stated. Use i.e. to clarify a statement that has just been made.

**Ellipsis (...)**
An ellipsis can be used when quoting someone and words are omitted or to indicate a pause in the flow of a sentence. Treat an ellipsis as a three-letter word, constructed with three periods and no spaces. When an ellipsis begins or ends a sentence, leave a space between the ellipsis and the period.

e-mail addresses and URLs

Only capitalize e-mail if it starts a sentence, otherwise it is always lowercase. Email and URLs are mostly lowercase and always bold in publications. Please note that email addresses and URLs are not case sensitive: jsmith@adelphi.edu.

Never use http:// or www. They are not necessary.

Avoid breaking email addresses and URLs. If the address will not fit on a line, don’t add a hyphen or other punctuation. Break it before existing punctuation, such as periods, hyphens, slashes, double slashes, etc.

emerita, emeritae, emeriti, emeritus

Emeritus is singular, masculine. References to women should be emerita (singular) or emeritae (plural). Emeriti may serve as the plural for a group that is composed of men only or of men and women together. All references follow the noun and are set in roman type.

ethnic and racial designations

Do not hyphenate national origins even if they are used as adjectives. Irish American, Polish American, Japanese American.

Use preferred ethnic designations—instead of other identities. Asian, African American, Latino/Latina. Native American is preferred over American Indian.

F

faculty

Faculty is a collective noun that takes a singular verb when referring to individuals acting as a single unit. The faculty meets once a month. When referring to group members acting individually, use faculty members to avoid confusion. Our faculty members led various study-abroad trips this semester.

faculty rank

Always denote faculty ranks in formal lists: Laura Esposito, Ph.D., professor of anthropology; Christian Rabinowitz, assistant professor of computer science. On second reference use Dr. for those with doctoral degrees; use last name only for those without a doctorate. Never use Professor as a prefix.

fall

Lowercase in generic use. Capitalize when designating a semester. John joined the Adelphi community in Fall 2011.

fewer, less

Fewer is used for individual items and less for quantity. Peter has fewer than 18 DVDs.

fields of study

Never capitalize the names of majors, minors or fields of study, except English and foreign languages. Do not capitalize the words major, minor or program—only the program name if it is a formal title.

foreign words and phrases

Italize only those foreign words and phrases not found in Merriam-Webster’s Collegiate Dictionary.

freshman/freshmen

Freshman is singular when used as an adjective: Freshman Orientation. When in doubt, substitute another class year; we would say Senior Dinner, not Seniors Dinner.

full time, full-time

Only hyphenate when used as a compound modifier. Louis works full time. Lisa has a full-time designer position. See also part time.

G

governmental bodies

Capitalize all specific references to governmental legislative bodies: the U.S. Senate; the Senate; state Senate.

GPA

The abbreviation for grade point average is always capitalized and never with periods.

he or she, him or her

Use he or she and him or her as a gender neutral pronoun, never he/she or him/her.

H

headlines

All words in headlines are capitalized, except for articles: a, an, the, etc. It is OK to italicize titles of works in headlines. Prepositions of four letters or more are capitalized. Is and other forms of the verb to be should be capitalized in headlines.
healthcare
This term is always one word.

homepage
This term is always one word.

hyphen, hyphenated words
Try to avoid using hyphenation if possible.
When a prefix ends and a root word begins with the same vowel, some remain one word:
cooperate
cooperative (but co-op)
nonprofit
preeminent
reelect
reevaluate

COMPOUND NOUNS
Some noun compounds are hyphenated:
brother-in-law
ex-president
follow-up
one-half
well-being
18-year-old
Many noun compounds are not hyphenated:
day care
decision making
lowest common denominator
problem solving
vice president
Many compounds are written as one word:
copyediting
database
healthcare
statewide
workforce
workplace
workstation
worldwide

COMPOUND NUMBERS
Fractions are hyphenated when written out, especially when it begins a sentence. Three-fourths of the pizza was eaten. Seven thousand and thirty-five evictions were made.
A hyphen is always used between the numerator and denominator when a fraction is written out and used as an adjective.

COMPOUND ADJECTIVES
Some compound adjectives are hyphenated:
6-foot-6 shooting guard
12th-century literature
210-pound bait
blue-green eyes
best-selling book
matter-of-fact statement
problem-solving techniques
two-thirds majority
well-known man
Other compound adjective forms are not hyphenated:
northern New Jersey
day care center
food service industry
healthcare plan
Some compound adjective forms are written as one word:
catlike movements
statewide referendum

ADVERB AND A VERB, HYPHENATED WHEN THE ADVERB DOESN’T END IN -LY
an ill-favored hero
a plainly marked trail
a well-marked trail

WORDS WITH PREFIXES
When a prefix stands alone, it carries a hyphen:
over- and underused
macro- and microeconomics
Words formed with co- also are usually spelled without a hyphen, but note some exceptions:
co-author (no hyphen in verb form)
co-chairman
co-editor
co-host (no hyphen in verb form)
co-op
cofounder (no hyphen)

BETWEEN A PREFIX AND A PROPER NAME
mid-Atlantic
pre-Cambrian
pro-Doonesbury

CAPITALIZATION
When hyphenated words appear in headlines and titles, capitalize both words:
Non-Christian
Non-European

initials
There is no space between initials: C.S. Lewis, J.K. Rowling.

in order to
This phrase is unnecessary. Write in the active voice.
Incorrect: In order to win, Miami must win the turnover battle.
Correct: To win, Miami must win the turnover battle. See also overused words and phrases.
Internet
This term is capitalized.

K
kickoff
Use as one word as a noun, two words as a verb. The Dolphins kick off at 4:15 p.m. The kickoff meeting is scheduled for today.

L
last, past
Last refers to something that won’t happen again or hasn’t happened again. He performed his last task before resigning. Past refers to something that can continue. Hal Linden performed at Adelphi the past three years.

learning hubs
See centers.

lists
Lists should be alphabetized with the first letter capitalized. It is acceptable to capitalize all words in a list for consistency.

Long Island Expressway
The abbreviated usage is LIE, without periods.

M
magazines
Italicize magazine titles. Do not include the if it isn’t in the official title.

majors
Majors are always lowercase except English and foreign languages. The only exception is in lists.

manikins
Use manikins, not mannequins, when referring to models of the human body used for medical educational purposes.

minors
Minors, except English and foreign languages, are always lowercase, except in lists.

money
Money is always shown as figures, even in amounts under a dollar: $3.50; $1,575; $25,893; $1.2 million; 8 cents.
Don’t use a decimal point and zeroes if a dollar value has no cents. Tickets cost $10.

months
Always capitalize the names of months. Do not abbreviate and do not use a comma between the month and the year when no date is included. Jim graduated in May 2015. If you must abbreviate for space limitations (only on websites or in tables), shorten as follows: Jan., Feb., Mar., Apr., May, Jun., July, Aug., Sept., Oct., Nov., Dec.

more than, over
Use more than to convey quantity. Chris has more than 15 projects on his desk.
Over refers to space/direction. The horse jumped over the obstacle.

N
names of organizations
On first reference, use the company’s full, formal name as per the copyright at the bottom of the homepage of its website. A short version may be used on second reference to preserve space. General Electric Company turned in profits during the first quarter. GE announced a plan to go green last year.

Formal titles of organizations and their departments and divisions are capitalized. Lowercase shortened versions, such as company, department, school: Department of Anthropology, the department, College of Arts and Sciences, the college.

names of people
A person’s full name is used on first reference. On second reference use Dr. for those with doctoral degrees; use last name for those without a doctorate.

A middle initial is acceptable if the person prefers it and in names of buildings. Ruth S. Ammon School of Education.

Jr., II, 3rd, etc., are only used with the person’s complete name. Do not use a comma after the name.

Don’t use periods when people are referred to by initials: JFK, FDR.

A maiden name should be used in alumni publications or if a woman prefers it. If using a maiden name, use
nee in italics between the married and maiden name (Jessica Smith nee Lombardi).
Nicknames, if used, are not in quotation marks. See also, titles, business and personal.

**no.**
No. is the abbreviation for number. It is accepted to use No. or no.

**nonprofit, not-for-profit**
It is in the writer’s discretion to use either option because they have the same meaning. Adelphi University is a nonprofit organization. The Long Island Bombers, a not-for-profit beep baseball team, practices every Sunday in Rockville Centre.

**numbers**
One through nine are always spelled out, as well as first through ninth. Use numerals for higher numbers: the sixth man, the 106th time the Yankees won, fourth-grade student.

Use numerals for round numbers in the millions and billions: 9 billion seashells; 17 million residents.

Use decimals when numbers are not round: 3.6 million geocaches.

Ages and hours of the day are always numerals. A 3-year-old boy. Sam is 7 years old. The meeting is at 6:00 p.m.

Percentages are also always numerals. Enrollment grew 8 percent in 2010.

Spelling numbers out when beginning a sentence. Rewrite the sentence, if necessary. Seventeen students won the spelling bee.

A hyphen should be used between the tens and units number when writing out the numbers twenty-one through ninety-nine in words (beginning a sentence): Three thousand seventy-nine. Use a hyphen between the numerator and denominator when a fraction is written out and the fraction is an adjective. Two-thirds of the pizza was eaten.

Use numerals for scores, court decisions and legislative votes: a 7–2 win; a 56–44 Senate vote.

Casual expressions are spelled out. He was among a hundred civilians.

Commas are used in numbers more than 1,000, except when referring to SAT scores. Rent is $1,500. Jason scored 1210 on the SAT.

**online**
One word when referring to being digitally connected.

**Overused words and phrases**
Avoid the use of actually, awesome, basically, really, totally, kind of, sort of and similar words and phrases.

**P**

**part time**
Only hyphenate when used as a compound modifier. Louis works part time. Lisa has a part-time designer position. See also full time.

**percent, percentage**
Spell out percent in running text and, if space allows, in charts, graphs, etc. It is acceptable to use the percent sign (%) in scientific and statistical copy, if necessary. Percentages should always be in numerals, including when listing percentages under 10. The noun in the phrase determines whether the verb is singular or plural. Eighteen percent of the team is playing this season. Do not hyphenate when using percent as an adjectival phrase: a 20 percent increase.

**period**
Periods are used when a URL or email address ends a complete sentence. They are not set in bold type unless part of the URL or email.

**phone numbers**
Phone numbers are always listed with periods: 516.877.3267. Do not include 1 in long-distance and 800 numbers: 800.678.7887. Phone numbers, including extensions (ext. 0000), are bold in running text.
plus
Do not use a plus symbol (+) in body copy. Plus can be used as a substitute for and, also, besides or in addition.

programs
Programs are capitalized when using the official name of a program: Jaggar Community Fellows Program. In unofficial references, lowercase and treat like majors and minors, which are always lowercase, except English and foreign languages.

Q
quantities
Physical quantities follow the numbers rule: 20 miles, seven square feet, 570 volts, three meters.

Use figures to show fractions and quantities comprising whole numbers: 5.5 x 8.5-inch paper.

Use numerals if an abbreviation is used for the unit of measure: 2 mi., 3 hrs., 80 mph.

quotations marks
Always use smart quotes (“”), not dumb quotes (”). Quotations are used to enclose direct quotations, names of presentations, lectures, speeches, titles of songs, poems, short stories and chapters. Never use quotation marks around words without attribution to who said it. “Leaders don’t follow,” he said. As she walked, she looked and said, “Joe said ‘I don’t want to disturb anything.’” See also titles of works.

In quote usage, the comma comes before the closed quote marks.

Course names are capitalized and never in quotation marks or italics. Freshmen must take SOC 100 Introduction to Sociology to begin the program.

S
SAT scores
Do not use commas: 1260.

course names, Adelphi
Adelphi has many scholarship opportunities. Their formal names are listed here in alphabetical order:

Adelphi University Academic Talent Combination Awards
Adelphi University Athletic Grants
Adelphi University Business Award
Adelphi University Community College Partnership Award
Adelphi University Deans’ Award
Adelphi University Financial Grant
Adelphi University/Friends of Oheka Otto Kahn Music Award
Adelphi University Full-Time Transfer Merit Award
Adelphi University Math and Science Initiative Award
Adelphi University Nursing Scholars Award
Adelphi University Part-Time Transfer Merit Award
Adelphi University Phi Theta Kappa Award
Adelphi University Phi Theta Kappa Select Award
Adelphi University Presidential Scholarship

RSVP
Do not use periods. Don’t include please—it is redundant.

R
range
Use an en dash with no spaces to show range such as time, etc.: 7:00 p.m.–10:00 p.m., 1995–1997, A–F, pages 211–215.

residence, resident
Use residence halls, resident student, resident assistant.

resume, résumé
Use accents for the document of someone’s job and education history. Without accents, it is a verb.

reunions and classes
Capitalize class years when used as a proper noun: Class of 1986. Only capitalize 25th reunion class in headlines.

room numbers
Room and Booth are capitalized when followed by a number. Floor, lobby and lounge are all lowercase.
Adelphi University Provost Scholarship
Adelphi University Recognition Award
Adelphi University Talent Scholarships
Adelphi University Tau Sigma Award
Adelphi University Transfer Scholarship for Full-Time Study
Adelphi University Transfer Scholarship for Part-Time Study
Adelphi University Transfer Talent Award
Adelphi University Trustee Scholarship
Alumni Award for Graduate Study
Eagle Scout, Girl Scout Gold and Explorer Awards
Fred Breithut FIRST (For Inspiration and Recognition of Science and Technology) Scholarships
NSF Noyce, Teachers of Mathematics Scholarship (TOMS)
Restricted awards (Donor awards)
Robert B. Willumstad Transfer Scholars Award
Scholastic Art and Writing Scholarship
University College Grant

seasons
Capitalize seasons when referring to a specific time: the Fall 2015 semester. Lowercase general usages: The summer is over.

semesters
Capitalize references to semesters: the Spring 2010 semester.

series
Omit the serial comma unless necessary for sense or part of a title. If the text in a series is bold, or if listing a name with degree obtained, the comma following the period in the degree or the period or comma following the final piece in the series will also be bold.

Social Security number, no.
Do not capitalize number unless it is part of a title. SSN or Social Security no. may be used if space dictates.

State University of New York
SUNY is no longer used as a modifier. For the formal names of universities within the system, refer to their websites.

student-athlete
This term is hyphenated.

time
Use figures for all times, including 12:00 noon and 12:00 midnight. A colon separates hours from minutes: 11:00 a.m., 1:15 p.m., 3:45 p.m.
Use a space between 11:00 and a.m., and always use periods for a.m. and p.m.
Never use phrases such as 10:00 a.m. this morning, 10:00 p.m. tonight; they are redundant.
Repeat a.m. and p.m. when a span is given, and separate using an en dash with no spaces: 6:30 a.m.–10:00 a.m.

titles, business and personal
Capitalize if the title appears before a name. Lowercase when used after a name. Executive Director of Personnel Susan Schmidt attended the workshop. Claire Moynahan is the associate editor.
Christine M. Riordan should be referred to as President Christine M. Riordan, President Riordan, Christine M. Riordan, Ph.D., or Dr. Riordan.

titles of works
All words are capitalized in titles except articles (a, an, the) and conjunctions (and, but, for, nor, or, so, yet) and prepositions (at, by, in, to, etc.) of less than four letters, except when they come at the beginning or end of a title. Always capitalize the principal words, including prepositions and conjunctions of four or more letters.
Names of books, long works and compositions, works of art and art exhibitions, legal cases, magazines, pamphlets, plays, movies, television programs, symphonies, concerts and operas are always italicized. If the text is already in italics, the above should be in roman type to differentiate. Titles of short poems, stories, speeches, lectures, presentations, chapters of books, TV show episodes and other short works are in quotation marks.

T

that, which
That refers to inanimate objects and introduces an essential clause. Noelle uses a program that allows her to create intricate designs.
Which is the only acceptable pronoun to introduce a nonessential clause that refers to an inanimate object. Lauren passed the test, which the professor gave unannounced.

that, who
That is used for objects and who is used for people. Correct: He is the man who married my sister. Incorrect: He is the man that married my sister.

theater
Use theater generically and theatre only if part of a proper noun: Department of Theatre, Black Box Theatre, American Ballet Theatre.
PARTS OF BOOKS
References to parts of a book are set roman, spelled out and lowercase. Do not use italics or quotation marks: part III, page ix, chapter 19.

QUOTATION MARKS
Use quotation marks to enclose the titles of short poems, articles, stories, speeches, presentations, posters, chapters of books, TV show episodes and other short works. His favorite episode of I Love Lucy was “The Candy Factory.”

Song titles are in quotation marks and album names are in italics. The Beatles’ “Lucy in the Sky With Diamonds” is on the album Yellow Submarine.

HYPHENS IN TITLES
Capitalize both parts of a hyphenated compound in headlines if both are actual words: Cease-Fire, Able-Bodied, Sit-In, Make-Believe.

toward
Always use toward, never towards. The same applies for forward, afterward, backward, etc.

transfer students
Refer to as transfer students on first mention. Afterward it is permissible to say transfers.

United States, U.S.
United States should be used as a noun. U.S. is used as an adjective.

URL addresses
See email addresses and URLs.

Visa
When referring to the credit card, use Visa, not VISA. Lowercase when referring to an immigration or travel document.

Web
Web is capitalized in reference to the Internet when it stands alone or as part of a phrase. Keith is the director of Web technologies.

Web page
Always two words, and Web is capitalized.

website
Website is one word in all references.

webmaster
Webmaster is always one word, never two.

who, whom
Used as the subject of a verb, who is a nominative pronoun or the predicate nominative complement of a linking verb. Whom is the object of a preposition. Serena is the copywriter who takes care of the Open House pieces. She is the person to whom we sent the invitation.

Y
you’re, your
You’re means “you are.” Your is a possessive pronoun.

Z
ZIP codes
ZIP stands for “Zoning Improvement Plan” and all three letters should be capitalized and never have periods. Two spaces are used between the state designation and the number. For Adelphi, use 11530-0701 only if P.O. Box 701 is listed. If it just refers to One South Avenue, do not use the extension.
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GRAPHIC STANDARDS AND VISUAL IDENTITY

Look and feel
The visual materials that are produced to promote Adelphi University reflect our vibrant and diverse community. Through strong and energetic visuals and presentations and layouts we can consistently communicate that Adelphi is a dynamic and innovative institution that offers students personalized attention in a welcoming and supportive community.

Color Palette
The Adelphi University color palette is an important element in creating a visual identity in the standardization of color use in printing. The official University colors are brown and gold. We also utilize a standard palette of secondary colors representing the individual schools and colleges. These are identified in printed and manufactured items in the Pantone Matching System™ (PMS).

<table>
<thead>
<tr>
<th>PRIMARY</th>
<th>SECONDARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adelphi Brown Pantone 497</td>
<td>College of Arts and Sciences Pantone 718 • C 0 M 56 Y 100 K 8 • R 227 G 127 B 28</td>
</tr>
<tr>
<td>Adelphi Brown Pantone 70 Y 100 K 78 R 89 G 31 B 0</td>
<td>Col of Nursing and Public Health Pantone 208 • C 0 M 70 Y 100 K 8 • R 227 G 127 B 28</td>
</tr>
<tr>
<td>Adelphi Gold Pantone 130</td>
<td>Gordon F. Derner Institute of Advanced Psychological Studies Pantone 261 • C 48 M 100 Y 100 K 8 • R 101 G 3 B 96</td>
</tr>
<tr>
<td>Adelphi Gold Pantone 30 Y 100 K 0 R 253 G 185 B 19</td>
<td>Honors College Pantone 321 • C 100 M 0 Y 31 K 23 • R 0 G 140 B 153</td>
</tr>
<tr>
<td>Robert B. Willumstad School of Business Pantone 349 • C 0 M 100 Y 91 K 42</td>
<td>Ruth S. Ammon School of Education Pantone 1805 • C 0 M 30 Y 100 K 0 • R 141 G 49 B 26</td>
</tr>
<tr>
<td></td>
<td>School of Social Work Pantone 2728 • C 96 M 69 Y 0 K 0 • R 0 G 92 B 171</td>
</tr>
<tr>
<td></td>
<td>University College Pantone 648 • C 100 M 62 Y 0 K 52 • R 0 G 52 B 104</td>
</tr>
<tr>
<td></td>
<td>Tertiary</td>
</tr>
<tr>
<td>Adelphi Gold (Metallic) Pantone 10123</td>
<td></td>
</tr>
</tbody>
</table>
Fonts are a key visual component to building a consistent, powerful brand. The following fonts have been carefully selected to represent the Adelphi brand. Utilize them both internally and externally to maintain a level of uniformity across all communication materials.

The primary font family used by Adelphi University is Futura. For computers that do not have access to Futura, Calibri, a common system font, should be substituted for Futura for the purpose of Microsoft Office applications—Word, PowerPoint, Excel, etc. No other typefaces should be substituted, no matter how similar they appear. Use Calibri for email communications if available; for Gmail, substitute a sans serif font.

Primary font—Futura Std

**Futura Std**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()
```

**Futura Std Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()
```

**Futura Std Oblique**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()
```


**Photography**

Photography is a powerful tool for us to showcase the beauty of our campus, the vibrant student body and all of the people, events, facilities and energy that make up the Adelphi community. Photographs should be of the highest standards available in order to properly reflect the vibrancy of our community and campus. Photographs taken with smartphones or mobile devices are usually not up to the standards needed for print production or the quality needed for digital communication. Therefore, if there is an event or person you would like to capture with a photograph, please use a digital camera, if possible. In addition, consider how to best compose the photograph to showcase the University in a positive light. See “Release Forms” for information on obtaining permission and release forms from persons being featured in still photos and videos.

The following file formats are acceptable—.eps, .tif, .jpg and .eps. Image resolution has to be at 300 dots per inch (dpi) at 100 percent of the size the image will appear in print in order for it to be the correct resolution. Smaller resolutions may be used for use on the Web.

The following are examples of good photography:

Student life

[Photos of campus beauty, our students, faculty and facilities are available via request through marketingcreativeservices@adelphi.edu.]

If there is an upcoming situation that would benefit from being photographed, contact the Office of Marketing and Creative Services to arrange for a photographer. Requests will be granted on a case-by-case basis.

Photos of campus beauty, our students, faculty and facilities are available via request through marketingcreativeservices@adelphi.edu.
Video
Video makes an impact not only in communicating a message but in entertaining and educating the audience on a variety of topics.

If you are able to produce video using your own equipment, cameras and editing equipment, the Office of Marketing and Creative Services will provide the visual elements needed to brand the video, including intro and outro animations and lower-third artwork.

Release Forms
Any person/persons featured in either a still photograph or video must complete and sign a photo release form. Any student used in any type of promotional material must receive both academic and judicial clearance from the Office of Academic Services and Retention, the Title IX coordinator and the Division of Student Affairs to protect the reputation of the University.

Release forms can be downloaded at adelphi.edu/marketing/release-forms.php.
**Email Signature**

A consistent style for signatures enables us to reinforce our brand at the conclusion of our email messaging. All faculty and staff are encouraged to use our official Adelphi email signature. To download the latest graphic and create your email signature, please contact the Help Desk at extension 3340 or helpdesk@adelphi.edu.

![Adelphi University Logo](image)

**Business Cards**

Business cards are printed according to the basic template that appears below. Business cards should include name, title, area or division, business telephone number, fax number, email address and URL. Master templates have been preprinted with the AU logo, raised and in color. Personal imprints will be printed in black ink. University stationery is ordered through Staples, which maintains the authorized templates for stationery designs. For more information, please contact Thomas J. Siracusa, supervisor of document and print production for the Service Bureau, at extension 3097 or Siracusa2@adelphi.edu.

![Adelphi University Business Card](image)
Letterhead and Envelopes

All University letterhead and envelopes follow the format that appears below. University letterhead is available in color and black-and-white versions, respectively, printed on white 20-lb. bond stock. Letterhead does not feature the names of individual faculty members or staff; it features only the name of the unit it represents. The department name and contact information appear in the upper right-hand corner. Use of the vertical (stacked) version of the logo is not permitted. Individual departments are responsible for their stationery budgets; please coordinate with the Service Bureau on ordering and pricing. Departments are not permitted to create or customize their own letterhead.
Downloadable assets

The following templates are available for download for use in Microsoft Office applications at adelphi.edu/marketing/word-templates.php:

**Powerpoint (.ppt)**

**Letterhead (.doc)**

**Flyer (.doc)**

**Certificate (.doc)**

Additional future assets will include report templates, folders, PowerPoint presentations and Constant Contact email templates.
WEB STYLE GUIDE

WEBSITE MANAGEMENT

Our website is a vital communication tool. Our audience visits our website for information on academic programs and events and news about faculty, students and alumni. Our website continually evolves with new and updated pages and content.

Content Management

The Adelphi website has been built on a WordPress-based content management system (CMS). Any University office or department may request access to WordPress to manage their respective area’s Web content. New users will then be trained on how to use the CMS so they can post and update content.

Just as with our print pieces, there is consistency and coherence throughout the entire adelphi.edu website. The following pages offer guidelines for layout, fonts, colors and the Adelphi logo and explain our basic Web terminology.
Fonts

Text on the website, including text on some banners and graphics, is set in Web-based fonts as much as possible. This ensures typographic consistency, easy maintenance, accessibility for users with disabilities and search engine optimization.

**Futura STD Book**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Used primarily for website title bars, hero banner headlines, on-page headings and buttons

**Georgia Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Georgia Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Used primarily for on-page headings, hero banner headlines and subheads, secondary navigation and bold links

**Helvetica Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Helvetica Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Helvetica Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Used for normal body copy as well as for right-rail teasers and buttons
# Web Style Guide

## University Web Colors

**Primary Colors**  
Used for global template elements and administrative offices

- **Gold #FBB041**
- **Brown #591F00**

**Secondary Colors**  
Used for borders, backgrounds, and accents

- **#CCCCCC**
- **#F3F0EE**
- **#B44D17**

### Available Color Schemes

<table>
<thead>
<tr>
<th>Primary Color</th>
<th>Secondary Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red #BE2B19</td>
<td>Light Green #62950A</td>
</tr>
<tr>
<td>Orange #D36C0A</td>
<td>Dark Green #3E6312</td>
</tr>
<tr>
<td>Gold #FBB041</td>
<td>Teal #0280A4</td>
</tr>
<tr>
<td>Maroon #8A2346</td>
<td>Blue #0D5EA5</td>
</tr>
<tr>
<td>Purple #5C1E59</td>
<td>Navy #1B3256</td>
</tr>
<tr>
<td>Dark Grey #676767</td>
<td>Hot Pink #DE1C85 Light Pink #F06C9B</td>
</tr>
</tbody>
</table>

(Breast Cancer Hotline only)
USE OF THE ADELPHI LOGO ON THE WEB

The **full Adelphi logo (text and mark)** is used above the horizontal navigation on all sites that use the institutional template.

Examples: Giving to Adelphi, Alumni Relations, Academics

**Dimensions:**
460px (W) x 77px (H)

The **Adelphi logo text (no mark)** is used in the header for all sites that display a unique logo or logotype above the horizontal navigation.

Examples: All Schools and Colleges; CHI, Center for Career Development

**Dimensions:**
140px (W) x 32px (H)
STANDARD WEB GRAPHICS | TERMINOLOGY

There are specialized terms to refer to the various elements of web design. Below is a list of terms and definitions, followed by visual examples of these elements on the following pages.

**Hero Banner**
Large banner images used as the primary graphical element on the landing page of a site or mini-site and may span 100 percent, 90 percent or 60 percent of the page layout depending on the template used. Sites can support either one static hero banner or 2–6 rotating banners.

**Brag Box**
Secondary graphical feature, used primarily on landing pages for academic sites and solely in conjunction with 60-percent-width hero banners.

**Slider**
Sliding carousel of 4–8 graphical elements, used in a variety of locations as secondary featured content.

**Homepage Boxes**
Static grid of graphical elements, always in rows of three. Used solely on landing pages as secondary featured content.

**Page Header**
Photo or image used at the top of most child pages. Can be randomly selected or defined on a page-by-page basis.

**Teaser**
Promotional graphics or mini-banners that appear in the right rail of most child pages. Teasers are assigned on a page-by-page basis and are displayed in random order depending on the number of teasers assigned to the page. No more than three teasers can be displayed at one time.
STANDARD WEB GRAPHICS | EXAMPLES

ADELPHI UNIVERSITY LANDING PAGE

100%-Width Hero Banner

Slider

*Sizes for web graphics such as heroes, sliders and homepage boxes are fixed across the website to allow for a consistent look and feel for all departments and programs.
STANDARD WEB GRAPHICS | EXAMPLES AND SPECIFICATIONS

ADMINISTRATIVE OFFICE LANDING PAGE (Using institutional template)

90%-Width Hero Banner

Homepage Boxes
STANDARD WEB GRAPHICS | EXAMPLES

ACADEMIC LANDING PAGE

60%-Width Hero Banner

Brag Box
STANDARD WEB GRAPHICS | EXAMPLES

CHILD PAGE

Page Header

Teaser
MOBILE WEB LAYOUTS

The Adelphi website has been designed to display cleanly and beautifully on any desktop or mobile device, regardless of screen size. This is accomplished through the use of responsive design models, which allow each page layout to adjust dynamically for optimal viewing depending on the device being used.

Adelphi’s mobile design strategy prioritizes content and usability, with a high value placed on design consistency and simplicity.
CONTACTS

If you have any questions regarding these brand guidelines, please contact the appropriate person:

**University Communications:**
Lori Duggan Gold  
Vice president for communications  
516.877.3262  
duggangold@adelphi.edu

**Office of Marketing and Creative Services:**
Diane Moser  
Executive Director  
516.877.3460  
moser@adelphi.edu

Christina Mackay  
Client Services Manager  
516.877.3691  
cmackay@adelphi.edu

**Photography and video:**
Noelle Fiallo-Evans  
Art Director  
516.877.3688  
fialloevans@adelphi.edu

**Social media:**
Michael Wentz  
Digital Communications Director  
516.877.3711  
mwentz@adelphi.edu

**Web content:**
Web Team  
webteam@adelphi.edu

or  
IT Help Desk  
516.877.3320  
helpdesk@adelphi.edu

**Enrollment promotion:**
Laura Catlan  
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516.877.3086  
lcatlan@adelphi.edu

**Athletics promotion:**
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**Service bureau:**
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Supervisor of document and print production  
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