The style guide has been created as a tool to help the UNO community present a unified, cohesive approach in the details of the written products we create for the public.

UNO’s style guide is not meant to replace specific stylebooks that might be applicable to specific units on campus (such as how to present mathematical equations in printed documents). Grammar and punctuation issues will be addressed briefly, but other resources such as the Associated Press Stylebook might be more appropriate for these uses.

A

A.M., P.M.
Note capitalization and punctuation. Avoid redundancies like 10 A.M. in the morning.

Note: using the word "noon" is preferred over 12 P.M., e.g.: 10 A.M. - noon

Abbreviations/acronyms
The full, official name of a company, association, or organization should be used on first reference. The acronym should be included in parentheses with the first reference. Then, on second reference, an abbreviation or acronym may be used.

Example:

The Office of University Communications (UComm) has created a brand toolkit for campus use to promote individual units. UComm is here to help the university tell a consistent story about our contributions and vision for the future.

Academic Departments
Capitalize the names of all of colleges and departments when using the proper name. It should not be capitalized when referencing generic “department” or “college.”

Examples:

Department of History, College of Arts and Sciences

Dropping off files to the biology department

Academic Titles
See AP Stylebook for news writing.
Capitalize formal titles used directly before an individual's name. Lower case all titles if they fall after the person's name.
Examples:


John Doe, chair of the Department of Political Science, gave a presentation...

adjunct
An adjunct professor is a part-time professor who is hired on a contractual basis rather than being given tenure and a permanent position.

advisor
Not “adviser”

African American
No hyphen is used for either the noun or the adjective.

Examples:

African American students
African Americans

alumni
singular vs. plural:
One man is an alumnus. Men plural: Alumni.
One woman is an alumna. Women plural: Alumnae.
A group of men and women are alumni.
Avoid the casual reference to “alum.”

ampersand (&)
In printed publications, do not substitute an ampersand (&) for the word “and” unless referring to an official name that contains an ampersand. Currently the College of IS&T and the Academic & Career Development Center are the only areas to use the ampersand.

Examples:

College of Public Affairs and Community Service (CPACS)
College of Information Science & Technology (IS&T)
Academic & Career Development Center (ACDC)
Asian American
No hyphen is used for either the noun or the adjective.

Examples:

Asian American students
Asian Americans

assistant, associate
Do not abbreviate. Capitalize only when part of a formal title before a name. Assistant and associate as relating to academic titles are not interchangeable.

B

bachelor's degree
Note apostrophe and lower case.
Capitalize if using full name: Bachelor of Science

Examples:

She is pursuing a bachelor’s degree at UNO.

He graduated with a Bachelor of Science in Communication from UNO.

Board of Regents
An exception to AP style. The governing body of the University of Nebraska central system/administration as established by state of Nebraska laws. The board consists of eight members elected by districts and a student representative from each of the university's four campuses.

The board's official name is the University of Nebraska Board of Regents. Acceptable on second reference: the regents.

Bullseye, The
A weekly email sent out to all UNO students containing information on different events and opportunities around campus.

C
campus building names and abbreviations
The full name should be used on the first mention, followed by the abbreviation in parentheses, then the abbreviation in following mentions.
<table>
<thead>
<tr>
<th>Building Name</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allwine Hall</td>
<td>AH</td>
</tr>
<tr>
<td>Arts and Sciences Hall</td>
<td>ASH</td>
</tr>
<tr>
<td>Barbara Weitz Community Engagement Center</td>
<td>Weitz CEC</td>
</tr>
<tr>
<td>Biomechanics Research Building</td>
<td>BRB</td>
</tr>
<tr>
<td>Castelar Building</td>
<td>CR</td>
</tr>
<tr>
<td>Center Building</td>
<td>CNB</td>
</tr>
<tr>
<td>Center Dome</td>
<td>CND</td>
</tr>
<tr>
<td>Center Storage</td>
<td>CNS</td>
</tr>
<tr>
<td>Central Utilities Plant</td>
<td>CUP</td>
</tr>
<tr>
<td>Child Care Center</td>
<td>CCC</td>
</tr>
<tr>
<td>College of Public Affairs and Community Service Building</td>
<td>CPACS</td>
</tr>
<tr>
<td>Dr. C. C. and Mabel L. Criss Library</td>
<td>CL</td>
</tr>
<tr>
<td>Durham Science Center</td>
<td>DSC</td>
</tr>
<tr>
<td>East Parking Garage</td>
<td>EPG</td>
</tr>
<tr>
<td>Eppley Administration Building</td>
<td>EAB</td>
</tr>
<tr>
<td>Health and Kinesiology Building</td>
<td>HK</td>
</tr>
<tr>
<td>Henningson Memorial Campanile</td>
<td>HMC</td>
</tr>
<tr>
<td>Kayser Hall</td>
<td>KH</td>
</tr>
<tr>
<td>Mammel Hall</td>
<td>MH</td>
</tr>
<tr>
<td>Maverick Village</td>
<td>Mav Village</td>
</tr>
<tr>
<td>Milo Bail Student Center</td>
<td>MBSC</td>
</tr>
<tr>
<td>Peter Kiewit Conference Center</td>
<td>PKCC</td>
</tr>
<tr>
<td>Peter Kiewit Institute</td>
<td>PKI</td>
</tr>
<tr>
<td>Resource Conservation &amp; Recovery Area</td>
<td>RCRA</td>
</tr>
<tr>
<td>Roskens Hall</td>
<td>RH</td>
</tr>
<tr>
<td>Sapp Fieldhouse</td>
<td>SFH</td>
</tr>
<tr>
<td>Scott Conference Center</td>
<td>SCC</td>
</tr>
<tr>
<td>Scott Court</td>
<td>no abbreviation, always Scott Court</td>
</tr>
<tr>
<td>Scott Village</td>
<td>no abbreviation, always Scott Village</td>
</tr>
</tbody>
</table>
The University of Nebraska at Omaha shall not discriminate based upon age, race, ethnicity, color, national origin, gender-identity, sex, pregnancy, disability, sexual orientation, genetic information, veteran’s status, marital status, religion, or political affiliation.

| Strauss Performing Arts Center        | SPAC          |
| University Village                  | no abbreviation, always University Village |
| Weber Fine Arts Building            | WFAB          |
| Welcome Center                      | WC            |
| West Parking Garage                 | WPG           |
| William H. and Dorothy Thompson Alumni Center | second reference – Thompson Alumni Center or Alumni Center |

campus
Lowercase in general references. Uppercase in reference to the different campus names.

Examples:

I park my car away from campus.

I park my car on Dodge Campus.

campus (location) names
UNO is one university with three campuses. They are Center Campus, Dodge Campus, and Scott Campus. The word “street” is not in official campus names. Campuses also should not be referred to as “North” or “South.”

campuswide
One word, no hyphen. Same as universitywide, citywide, etc.

CEC
It is preferred that the Barbara Weitz Community Engagement Center’s name be shortened to Weitz CEC not CEC.

chair
Chair is used instead of chairman or chairwoman in academic references. Please reference Academic Titles.

chancellor
Capitalize when used as a title; lowercase when it appears after the name or stands alone.

CMS
Content Management System. UNO’s CMS is called Cascade Server.

colleges at UNO (with common abbreviations)

| College of Arts and Sciences        | CAS           |
UNIVERSITY OF NEBRASKA AT OMAHA

| College of Business Administration | CBA |
| College of Communication, Fine Arts and Media | CFAM |
| College of Education | COE |
| College of Information Science & Technology | IS&T |
| College of Public Affairs and Community Service | CPACS |

colors
UNO’s primary color for promotional items is black. If other primary colors are needed for publication design, Pantone Cool Grey 10 or white may be used. Pantone Cool Grey 4 and Pantone 186C (red) may be used sparingly for accents. See brand guidelines for additional information.

Commencement
Use a capital C when referring to the event.

composition titles
Composition titles should be in either italics or quotation marks; be consistent in using one or the other. In general, when it’s technically difficult to put words in italics, use quotation marks.

Put these composition titles in italics*:

- Names of books
- Newspapers
- Magazines
- Movies
- Television series
- Paintings
- Works of art
- Records/albums/CDs
- Photographs
- Theater productions
- Legal cases
- Music movements

Put these composition titles in quotations:

- Titles of poems
- Songs
- Presentations
- Talks
- Lectures
- Speeches

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• Lectures
• Television episodes
• Short stories
• Chapters in books
• Magazine articles

*Note for web writing: Italics should not be used online, as readability is poor. While this does not follow traditional AP style, the preferred style is to put these titles in quotation marks when used in online content.

D
dates
An exception to AP style: Always give the exact date of an event to ensure clarity, especially in news releases. A year is not necessary unless the intent is to archive, post on the web, or provide historic detail for an event.

Examples:

NOT: The event is Monday in the Student Center

BUT: The event is Oct. 18 in the Student Center

As noted in AP Stylebook, abbreviate these months: Jan., Feb., Aug., Sept., Oct., Nov., Dec., but not: March, April, May, June, July. Do not abbreviate a month without a date. If writing about a month and a year, do not place a comma after the month.

Examples:

NOT: October, 2014

BUT: October 2014

Disability Statement
Required when inviting anyone to any event (meeting, gathering, movie, viewing, Commencement, etc.) using any format (print, electronic announcement, postcard, etc.) so that the invitee is aware of the accommodations available to them on our campus.

The statement is as follows:

UNO is an AA/EEO /ADA institution. For questions, accommodations or assistance please call/contact Charlotte Russell, ADA/504 Coordinator (phone: 402.554.3490 or TTY 402.554.2978) or Anne Heimann, Director, Accessibility Services Center (phone: 402.554.2872).
Diversity/Equity Access
In its broadest sense, diversity refers to the benefit gained by including individuals of all backgrounds.

Per Title IX, UNO’s non-discrimination statement is required on all UNO publications:

The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its programs, activities, or employment.

doctoral/doctorate
Doctorate is a noun; doctoral is the adjective: A person may have a doctorate, but not a doctorate degree.

doctoral/research
One of UNO’s academic priorities, expanding doctoral education and celebrating and expanding our research productivity is essential in achieving UNO’s vision to be a metropolitan university of distinction.

dorms/dormitories
Avoid these terms. UNO prefers “student housing” or “residence hall.”

Dr.
Avoid use of the honorific title Dr. in reference to an academic who has earned a doctorate, unless it’s in a direct quote. Dr. may be used in reference to a medical doctor. Use "Ph.D." after the name instead.

Examples:

NOT: Dr. John Doe, Ph.D., gave a speech today on the effects of coffee on sleep cycles.

BUT: John Doe, Ph.D., gave a speech today on the effects of coffee on sleep cycles.

early childhood/child welfare
One of UNO’s academic priorities addresses the need to develop and improve early childhood and child welfare practices. We are working toward fulfilling this priority by identifying new research methods, best practices, and skills for preparing UNO students to help children learn from birth through eight years.

e-mail
Lowercase e, without a hyphen. Do not use carats (<>) or parentheses around email and website addresses when printing them in running text.

UNO's email handle is @unomaha.edu, while @mail.unomaha.edu is still an acceptable address, please use @unomaha.edu for simplicity. Always provide full email addresses.

**engagement**

At UNO, engagement is one of our academic priorities. The opportunity to serve the community is at the heart of our dedication to engagement on both a local and global scale. We look for ways to learn, to be of service, and to improve the community in order to create innovative leaders.

---

**F**

Facebook

Proper name, online social media outlet that has personal, group and organizational "pages" - capitalize when referring to your or UNO's pages.

Example:

"Visit the UNO Facebook page"

Facebook pages

Facebook pages with UNO sponsorship should be indicated with UNO or University of Nebraska at Omaha (if there is room) either at the beginning or at the end. Do NOT list a page as UN-O, University of Nebraska Omaha, or University of Nebraska-Omaha

Examples:

UNO Campus Recreation, Campus Recreation (UNO)

University of Nebraska at Omaha Department of Theatre

When referring to UNO (if using the full name) in the Facebook post, use: University of Nebraska Omaha (no at or hyphen).

flier

When referring to a poster, please use flier, not flyer.

forms of address

see [Post Nominal Abbreviations](#)
G

Gateway
The official name of the UNO student newspaper.

H

headlines
When writing a headline, capitalize everything except prepositions.

Hispanic
Capitalize this term. Latina (feminine) and Latino (masculine) are also acceptable. Please reference Latina/Latino.

I

icon
A representative symbol; UNO icons include the “O” for the university as a whole and “The Maverick” for the athletic department and sports teams. These icons are not substitutes for the official University Logo. All marks should not be stretched or altered in any way.

Links to and guidelines for the UNO icons and logo

Instagram
An online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook and Twitter.

UNO’s official Instagram account is: beamaverick.

instructor
A teacher in a college or university who is not a professor.
Lady Mavericks or Lady Mavs
All UNO women’s and men’s athletic teams should always be referred to as “Mavericks.” The qualifier “lady” should not be used.

Latina, Latino
These terms are considered to be English and are therefore not italicized as foreign words. Hispanic is also acceptable. Please reference Hispanic.

Learning Community
Defined as a group of students who learn together. Students take coursework together, participate in projects with one another, and work to build learning in a particular area.

LEED certification
LEED certification is the recognized standard in the U.S. for measuring building sustainability. Achieving LEED certification is the best way to demonstrate a truly “green” building. LEED stands for “Leadership in Energy and Environmental Design.” Mammel Hall has LEED Gold certification.

Logo
The University of Nebraska Omaha follows the University of Nebraska system brand guidelines. UNO’s logo is determined by the University of Nebraska system. The University Logo must be present on all publications and other communication materials. Guidelines for use and application of the official logos of UNO and other University of Nebraska institutions are included in the University Identification Handbook, which can be found in the UNO Brand Guide

Master’s degree
Note apostrophe and lower case. Capitalize if using full name – Master of Arts Degree.

Examples:
He is pursuing a master’s degree at UNO.

She graduated with a Master of Science in Communication from UNO.

Maverick
The mascot of the University of Nebraska Omaha. Maverick can be shortened to Mav. The plural form is also appropriate: Mavericks, Mavs.
MavCARD
The MavCARD is the official identification card at UNO. Students, staff, and faculty can use this card to access many services on campus. The card can also be used as a debit card for making purchases on campus.

Maverick Daily
A daily email sent out to all UNO faculty and staff containing information on different events and opportunities around campus.

MavGRANTS
MavGRANTS is a web-based, pre-award proposal management and storage software system that is used for all externally funded academic activities at UNO.

MavFORENSICS
UNO’s nationally competitive speech program.

MavLINK
MavLINK provides students with access to the student information system through a web browser. With MavLINK, students can register for classes, obtain schedules, get grades, view financial aid awards, pay tuition, and perform many other enrollment services. Faculty can use MavLINK to get class lists, grade courses, issue permits/authorizations, and perform other advising functions.

Maverick Productions
This is the official student programming board of UNO and consists of about 20 undergraduate students of a variety of majors, ages, and backgrounds.

MavRIDE
In partnership with Omaha Metro, all UNO students, faculty, and staff can ride city buses for free by showing their MavCARD.

MavSYNC
MavSYNC is an online community where students can explore student organizations, fraternities and sororities, campus recreation, university departments, and community engagement opportunities on UNO’s campus in order to make getting involved a little easier.

MavTRACK
MavTRACK allows students to make appointments with their academic advisor online, 24/7.

N
names
On first reference, individuals should be identified with first and last names, usually proper
The University of Nebraska at Omaha shall not discriminate based upon age, race, ethnicity, color, national origin, gender-identity, sex, pregnancy, disability, sexual orientation, genetic information, veteran’s status, marital status, religion, or political affiliation.

name (as opposed to a nickname or “known by” name), and academic title, if appropriate. On second reference, use last name without the title. If two people in the story have the same last name, use both first and last names for both people on all subsequent references.

Native American
No hyphen is used for either the noun or the adjective. In many cases, the tribal affiliation is the most appropriate term.
	nonprofit
One word, no hyphen.

NU
Use as the abbreviation for the University of Nebraska system. Do not use UN.

number usage
Follow AP Style for numbers. Spell out whole numbers one through (and including) nine, then use numerals.

Spell out casual expressions, e.g. "A picture is worth a thousand words."

Exception: use numerals for credit hours

O

off campus, on campus
Hyphenate when using as an adjective, not as an adverb.

Examples:

Off-campus housing is plentiful during the summer.

It’s difficult to find housing off campus during the fall term.

office names and locations (commonly referenced as of 05/01/17)

<table>
<thead>
<tr>
<th>Office Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accessibility Services Center</td>
<td>126 MBSC</td>
</tr>
<tr>
<td>Center for Faculty Excellence</td>
<td>514 KH</td>
</tr>
<tr>
<td>Office of Military and Veteran Services</td>
<td>117 MBSC</td>
</tr>
<tr>
<td>Office of Enrollment Management (EM)</td>
<td>117 EAB</td>
</tr>
<tr>
<td>Office of University Communications (UComm)</td>
<td>102 EAB</td>
</tr>
<tr>
<td>UNO Testing Center</td>
<td>522 KH</td>
</tr>
</tbody>
</table>
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| Office of Civic and Social Responsibility (CSR) | 130 CEC |
| Counseling Services | 102 HK |
| MaverickPR | 108 ASH |
| MaverickPR (second office) | 122 CEC |
| Service Learning Academy | 216 CEC |
| Academic & Career Development Center (ACDC) | 115 EAB |
| Emergency Services Program | 114 CPACS |
| Spirituality, Public Health, and Religious Studies (SPHRS) | 122B CEC |
| Volunteer Program Assessment | 223 CEC |
| William Brennan Institute for Labor Studies | 115 CEC |
| Office of Latino/Latin American Studies (OLLAS) | 102 ASH |
| OLLAS (second office) | 117B CEC |
| Office of Student Activities | 113 MBSC |
| UNO Maverick Food Pantry | 130 CEC |
| Orientation | 205 WC |

online
One word, no hyphen.

Oxford Comma
The oxford comma should be used in all forms of writing.

Examples:

NOT: He wore a shirt, tie and jacket.

BUT: He wore a shirt, tie, and jacket.

P

Pacific Campus
Now known as Scott Campus, never referred to as South Campus.

part time, part-time
Hyphenate as an adjective before the noun; otherwise, leave as two words.

Examples:

Lisa is a part-time student.
Lisa attends classes part time.

phone numbers
Use a period to separate the groups of numbers

Example:

402.554.5544

Photography statement
Required on all event materials where photographs will be taken. The statement is as follows:

The University of Nebraska at Omaha will be taking pictures at this event for use in advertising and other promotional materials, whether in print, electronic, or other media.

post nominal address
Typical etiquette in the United States is a six-tier hierarchy of qualifications, awards, and honors.

1. Religious Institutes
2. Theological degrees
3. Academic degrees
4. Honorary degrees, honors, decorations
5. Professional licenses, certifications, and affiliations
6. Retired uniformed service

Use those credentials directly pertinent to the situation, or the highest academic degree obtained.

Example:
A person with who has a Master in Business Administration who is also a certified Project Management Professional:

NOT: Jane Doe, B.A., P.M.P., M.B.A.
BUT: Jane Doe, M.B.A., P.M.P.

One exception is when you have achieved a doctorate level degree (such as Ph.D. or Ed.D.) and an M.B.A. or professional degree (e.g. M.D., J.D., or D.D.S.).

Example:
John Doe, Ph.D., J.D.

professor
Use the generic term when referring to a faculty member. Check ranks carefully when updating lists. Faculty members are promoted from assistant professor to associate professor and then to professor (sometimes referred to as full professor, but never listed as such).
résumé
The preferred spelling includes the diacritical marks and helps avoid confusion with resume.

room
Do not capitalize the word “room,” if used at all. It should only be used if it is officially part of the name.

room numbers
Number precedes the building. Do not use the word room unless it is officially part of the name.

Example:

203 Health and Kinesiology or 203 HK

room names for MBSC (as of 05/01/17)*

- Fireplace Lounge
- Aksarben Room
- Ballroom
- Board Room
- Chancellor’s Room
- Nebraska Room
- Council Room
- Dodge Room A & B
- Gallery Room
- Jenkins Room
- Redick Room
- Tower Room
- Umoho Room

Use Milo Bail Student Center in front of a room name when appropriate.

Example:

The Faculty Senate will hold a special meeting in the Milo Bail Student Center Jenkins Room at 3 P.M.

*Rooms 220, 222, and 224 are located on the second floor. Location should be listed according to the above room number guideline. Example: Students will meet in 220 MBSC at 2 P.M.
Scott Campus
Formerly known as Pacific Campus, never referred to as South Campus.

Service-Learning Academy (SLA)
The Service-Learning Academy implements a method of teaching that combines classroom instruction with meaningful community service. The academy emphasizes critical thinking and personal reflection while encouraging a heightened sense of community, civic engagement, and personal responsibility. Hyphenate Service-Learning when used as part of the academy's proper name. Can be referred to as "SLA" after the first reference.

Service Learning
Service learning is one way that UNO builds relationships between the university and the local community. This is a method of teaching that connects academic coursework to community needs.

STEM
UNO has recognized STEM (Science, Technology, Engineering, and Math) as one of its academic priorities. UNO is establishing a reputation as a national leader in STEM education. Housed in the College of Education, focus lies on many aspects of STEM education, including improving teacher training, increasing the number and diversity of STEM teachers, providing innovative curriculum, and researching STEM education interventions.

Sustainability
One of UNO’s five academic priorities, sustainability serves as another way for UNO to give back to the community. Areas of interest in relation to sustainability include enhancing the efficiency of campus operations, better preparing our students to address the problems of tomorrow, and establishing UNO as a responsible and respected leader in academia and the community.

state names
The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village, or military base (e.g., Vancouver, Washington). This is a recent change to AP style. Check the AP Stylebook for the appropriate abbreviations of states. Always use the postal service abbreviation (e.g., OR, WA, CA) and zip code in a complete address. Do not include the state name in the body of a story for cities that stand alone in datelines (e.g., San Francisco, but Redding, California).

T

theatre
Use theatre, instead of theater.
titles
In general, name followed by title of position information. Please reference Academic Titles.

Example:

John Doe, vice chancellor for Business and Finance

Thompson Learning Community (TLC)
This learning community is designed to promote the academic success of UNO students receiving the William H. Thompson Scholarship. Can be referred to as “TLC” after the first reference. Please reference Learning Community.

Twitter
Proper name, online social media outlet that has "profiles" but people use the words "tweet" or "follow" to indicate involvement. Capitalize when referring to your or UNO’s profile:

Examples:

"Check out UNO's latest tweet."

"Follow UNO on Twitter!"

typesetting
The process of arranging type for printing. UNO has a specific typesetting, you can find more information here: www.unomaha.edu/university-communications/brand/.
All UNO units, colleges, and offices may have a typesetting of their unit/college/office name.

U

university
Capitalize only when using with the rest of a formal title, such as “University of Nebraska Omaha.” When speaking of the university in general, or other universities in general, lowercase.

Example:

The University of Nebraska Omaha is located... .

This policy applies to the entire university... .

University of Nebraska at Kearney
This is the preferred name when referring to the University of Nebraska at Kearney. In written communication, when the university is first mentioned or cited, the full name, “University of
Nebraska at Kearney,” should be spelled out, immediately followed with “UNK” in parentheses (UNK). Thereafter, references should cite “UNK.”

University of Nebraska-Lincoln
This is the preferred name when referring to the University of Nebraska-Lincoln. In written communication, when the university is first mentioned or cited, the full name, “University of Nebraska-Lincoln,” should be spelled out, immediately followed with “UNL” in parentheses (UNL). Thereafter, references should cite “UNL.”

University of Nebraska Medical Center
This is the preferred name when referring to the University of Nebraska Medical Center. In written communication, when the university is first mentioned or cited, the full name, “University of Nebraska Medical Center,” should be spelled out, immediately followed with “UNMC” in parentheses (UNMC). Thereafter, references should cite “UNMC.”

University of Nebraska at Omaha
This is the preferred name when referring to the university. In written communication, when the university is first mentioned or cited, the full name, “University of Nebraska at Omaha,” should be spelled out, immediately followed with “UNO” in parentheses (UNO). Thereafter, references should cite “UNO.”

Please note that for digital communications, "University of Nebraska Omaha" (no "at") is preferred.

Examples:

The University of Nebraska at Omaha College of Education

“Follow your interest at the University of Nebraska at Omaha (UNO). There are more than 200 academic programs of study at UNO.”

universitywide
One word, no hyphen.

unomaha
Lowercase, UNO's username on Twitter and Facebook.
This name should not be used when referring to the University of Nebraska at Omaha outside of these social media sites.

unomaha.edu
UNO's website

UNOMavTV
UNO's username on YouTube
V

Varner Hall
The building that houses University of Nebraska central administration, the office of the president, and the Board of Regents. Not to be used as a familiar identifier for Central Administration.

W

website
Lowercase, one word

web addresses
Do not use the “www.” at the beginning of web addresses in university publications.

Example:

unomaha.edu

Weitz CEC
The shortened name for the Barbara Weitz Community Engagement Center. Please list the full name in the copy’s first occurrence.

Y

YouTube Pages
YouTube pages with UNO sponsorship should be indicated with a UNO or University of Nebraska at Omaha (if there is room) either at the beginning or at the end. Do NOT list a page as UN-O, University of Nebraska Omaha, or University of Nebraska-Omaha.

UNO’s official YouTube page is UNO MavTV: youtube.com/user/UNOMavTV