This 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.

Examples: 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/majors
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 science 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.

Example: John Christensen, chancellor, attended a luncheon. Chancellor John Christensen spoke today . . .
or
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”.

ampersands (&)
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 is the only college allowed to utilize the ampersand.

Example: College of Public Affairs and Community Service
College of Information Science & Technology

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.
C

campus building names and abbreviations
The full name should be used on the first mention, then the abbreviation in following mentions.
Allwine Hall (AH)
Arts and Sciences Hall (ASH)
Barbara Weitz Community Engagement Center (Weitz CEC)
Biomechanics Research Building (BRB)
Castelar Building (CR)
Center Building (CNB)
Center Dome (CND)
Center Storage (CNS)
Central Utilities Plant (CUP)
Child Care Center (CCC)
College of Public Affairs and Community Service Building (CPACS)
Dr. C. C. and Mabel L. Criss Library (CL)
Durham Science Center (DSC)
East Parking Garage (EPG)
Eppley Administration Building (EAB)
Health, Physical Education and Recreation (HPER)
Henningson Memorial Campanile (HMC)
Kayser Hall (KH)
Mammel Hall (MH)
Maverick Village (Mav Village)
Milo Bail Student Center (MBSC)
Peter Kiewit Conference Center (PKCC)
Peter Kiewit Institute (PKI)
Resource Conservation & Recovery Area (RCRA)
Roskens Hall (RH)
Sapp Fieldhouse (SFH)
Scott Conference Center (SCC)
Scott Court (no abbreviation, always Scott Court)
Scott Hall (no abbreviation, always Scott Hall)
Scott Village (no abbreviation, always Scott Village)
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 it when it appears after the name or stands alone.

CMS
Content Management System. This means that you are able to edit/manage the content of your website yourself. UNO’s CMS system is called Cascade.

colleges at UNO (with common abbreviations)
College of Arts and Sciences (CAS)
College of Business Administration (CBA)
College of Communication, Fine Arts and Media (CFAM)
College of Education (COE)
College of Information Science & Technology (IS&T) (This is the only college that uses the ampersand)
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, lectures, television episodes, short stories, chapters in books, and articles in magazines.
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: September 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, Interim Director, Disability Services (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 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.

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:
Example:
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.

e
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.

e-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 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-Oracle

Examples: UNO Campus Recreation, Campus Recreation (UNO), or University of Nebraska at Omaha Department of Theatre

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

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.

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 can be found at www.unomaha.edu/university-communications/brand/.

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.

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 at 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

Links to and guidelines for the UNO icons and logo can be found at www.unomaha.edu/university-communications/brand/.
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 at 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, UNO’s Student Government provides a limited amount of prepaid fare cards to UNO students for the academic year.

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.

Maverick Weekly (now The Bullseye)
A weekly email sent out to all UNO students containing information on different events and opportunities around campus.
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.
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
Hyphenate as an adjective before the noun; otherwise, leave as two words.

Example: Lisa is a part-time student.
         OR
         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.

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).

R

résumé
The preferred spelling includes the diacritical mark 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, Physical Education, and Recreation or 203 HPER.
room names for MBSC (as of 05/01/17)*
Fireplace Lounge
Aksarben Room
Ballroom
Board Room
Chancellor’s Room
Nebraska Room
Council Room
Crimson 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.

S

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.
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 along 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: Bill Conley, 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.
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.
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