

BRESCIA UNIVERSITY COLLEGE

WRITING STYLE GUIDE

AUGUST 2020



Introduction

Brescia University College's Writing Style Guide is designed to be a one-stop reference point, offering consistency for Brescia communication materials. This guide is predominantly designed to be a helpful resource for alumnae publications, recruitment materials, web and social media. The style rules may vary depending on intended use.

If not listed, Brescia utilizes the Oxford Canadian Dictionary of Current English on matters of spelling. Any deviations from this will be found in the following style guide.

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abbreviations/acronyms

When planning to use an abbreviation within a communication, always spell the full word first, directly followed by the abbreviation in parenthesis. The abbreviation can be used for the remainder of the communication. For example, “The annual Brescia Ball is organized by the Brescia University College Students’ Council (BUCSC). Each year, the BUCSC determines a new theme for the Ball to encourage and amplify community participation.”

alumn-?

Alumna: a woman who graduated from university

Alumnae: women who graduated from the University

Alumnus: a man who graduated from university

Alumni: men who graduated from the University or a group of men and women who graduated from university

When referencing alumnae, present full name, followed by graduation year on first reference and by last name only in subsequent references. For example, “Maggie Wright, ’73 is charting bold new paths in her role as President. As a student, Wright always sought positions of leadership...”
Note: particular care should be used when citing the alumnae’s graduation year as the reverse apostrophe should be used.

bold

The term “bold” does not need to be capitalized, unless used appropriately within a title or campaign message.

building codes

Codes should be used only in conjunction with room numbers.

Academic Pavilion - AP

Clare Hall - CH

Marie Rosier Wing - MRW

Mary Manor - MM

Mother St. James Building - MSJ

Ursuline Hall - UH

Class of ...

When referencing a graduating class, utilize capitals and the full year. For example, “The Class of 2019 will be Brescia’s Centennial graduating class.”

On Twitter, use hashtags for classes. For example, #BUCClassof2019.

comma

Brescia does not use the Oxford comma in institutional messaging.

Convocation

Capitalize in all references to Brescia’s and Western’s Convocation.

counsellor

counselling

Course titles

Capitalize and italicize.

courtesy titles

When referencing individuals, unless deemed culturally necessary, do not use courtesy titles such as Mr., Mrs., Miss and Ms. in alumni magazines, mailings and media releases.

dates

Write all information in Day/Date, Time, Location order. For example, “Brescia’s Farmer’s Market will be on campus every Wednesday, commencing Wednesday, September 16 at 8:30 a.m. in the Library Foyer.”

Abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. and use periods.

Days of the week are always spelled in full.

For all communication vehicles, with the exception of twitter, use suffixes (-st, -nd, -rd, -th).

Do not use an apostrophe before the “s” in decades that are depicted in numerals. Instead use an inverted apostrophe before the year. The final “s” is lower case. For example, “She graduated in the ’60s. We lived through the 1970s.”

degrees

When abbreviating a degree, use capital letters but no periods and no spaces between the letters in degrees.

Brescia offers the following degrees:

Undergraduate:

- Bachelor of Arts - BA
- Bachelor of Arts (Human Ecology) - BA(HEc)
- Bachelor of Management and Organizational Studies - BMOS
- Bachelor of Science (Foods and Nutrition) - BSc (FN)
- Bachelor of Science (Human Ecology) - BSc(HEc)

Graduate:

- Master of Science in Foods and Nutrition - MScFN

emeri-?

emerita: a retired professor who is a woman

emeritus: a retired professor who is a man

emeriti: a group of retired professors

email

When using the word “email” do not hyphenate or capitalize.

enrol

enrolment

enrolled

enrolling

Facebook posts

Keep your audience and brand in the forefront when posting. Posts should typically aim to encourage conversation, not to simply promote. Photos are encouraged to increase post engagement

hashtags

We recommend using relevant hashtags on Twitter and Instagram posts. Brescia’s typical practice is to not utilize hashtags within Facebook or LinkedIn, unless they are used within a title. Brescia’s official hashtag for our internal audience is #theboldlife, prospective students is #BresciaBound and #BresciaUC can be used for any and all audiences.

honour/honor

Use Canadian spelling of the word – honours – in all instances with the lone exception of its use in the phrase ‘honorary degree(s).’ This follows

a unanimous recommendation of the Western University Senate Committee on Academic Policy and Awards (SCAPA) in April 2019.

hyphen

Use a hyphen when you join two words to form a compound modifier. For example, First-year, second-year, etc...

Instagram

Like Facebook, keep audience and brand in forefront when posting. Posts should be high-quality photo content that reflects the vision and values of the institution. Similar filters should be used on all photos to encourage consistency.

mental health

Do not use derogatory terms or describe an individual as “mentally ill” when referencing the mental health of an individual. When possible and applicable, discuss the source of the diagnosis, rather than the broad term of “mental health”, such as bipolar depression. Rely on individuals to talk about their own diagnoses from a first-hand point of view, rather than supposing for them. To learn more about Brescia’s Mental Health Policy and resources, visit: brescia.uwo.ca/life/mental-health-wellness

numbers

With the exception of percentages (see: per cent), always spell out the numbers one through ten; numbers above ten can be shown in numerical form. For example, “Brescia’s Cake Auction for the United Way is now entering year seven. The event typically draws over 100 members of our community to bid on delicious holiday treats.”

online

per cent

Do not use the per cent symbol (%) and always use two words. Always use figures and avoid spelling out numbers.

In marketing pieces and social media posts, you may use the symbol % as it’s much easier to read and recognize when comparing a number of statistics in one sentence, paragraph or in a bullet list.

practice vs. practise

Utilize “practice” when referenced as a noun or adjective; “practise” when used as a verb.

professor

Never capitalize unless part of an official name or chair.

For newspapers, magazine and media releases, do not distinguish between assistant professors, associate professors and full professors unless it is relevant to the story. For all other purposes (proposals, speeches, etc.), use titles at the writer’s discretion.

Never abbreviate as prof.

program

We favour “program” instead of “programme” for efficiency of space.

provinces

For provinces, use the two-letter abbreviation, without periods, unless the province spelled out sounds better in the context of the sentence.

For example,

- New Brunswick — NB
- Nova Scotia — NS
- Prince Edward Island – PE
- Newfoundland and Labrador – NL
- Ontario — ON
- Quebec — QC
- Manitoba — MB
- Saskatchewan — SK
- Alberta — AB
- British Columbia — BC
- Northwest Territories — NWT
- Nunavut — NU
- Yukon — YT

quoting

Place commas and periods within the final quotation mark, not after. For example, “We live by the brand values expressed in the words compassion, student centred, invigorating and empowering.”

“-re” vs. “-er”

We favour Canadian spelling at Brescia and use “re” instead of “er” in words like centre and theatre.

referencing

Italicize all book, magazine, event and exhibit titles.

Use quotation marks for poems and articles.

spaces

Use only one space only after periods and commas.

subjects

When referencing a subject in the general sense, do not capitalize the subject. For example, “She considered studying leadership in university.” When referencing a subject as a standalone, capitalize all subjects. For example, “She was a Leadership student at Brescia.”

Schools

When referencing one of the four schools within Brescia, utilize capitals on all words and include the ampersand.

For example,

- School of Behavioural & Social Sciences
- School of Food & Nutritional Sciences
- School of Humanities
- School of Leadership & Social Change

time

To designate time (afternoon or morning), use p.m. and a.m. (lower case with periods).

travel

traveler

travelled

travelling

University

On external-facing communications, use Brescia University College in first reference, then Brescia on second reference. Do not abbreviate to BUC.

For internal-facing communications, Brescia can be used.

When referring to Brescia University College as a standalone, uppercase the word 'University.' Lowercase when referring to all other universities.

For example,

"Brescia is Canada's only women's university"

"Empowering women to lead with wisdom, justice & compassion is the mission of the University"

web addresses

Website addresses are sometimes bracketed as are email addresses, to avoid confusion. But if they are at the end of a sentence and not bracketed, they should not be followed by a period. A period at the end of an

address might be inserted inadvertently by end users, which makes the URL non functional. The letters "http://www" can now be eliminated from most URLs.

For example, brescia.uwo.ca

website

"website" is presented as one word, without a hyphen.

"z" vs. "s"

We use "z" not "s" in verbs such as theorized, apologized and capitalized.

