



**UNIVERSITY OF  
CALGARY**

# Visual Identity Standards

## 5.0 Writing Style Guide

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# Visual Identity Standards

## 5.0 Writing Style Guide

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### ***Important***

This Style Guide is compiled and managed by Strategic Communications, University Relations. It is designed for members of the campus community who write about the university in web and print materials intended for internal and/or external audiences.

## 5.01 Introduction

As a world-class institution, it is important to maintain first-rate, professional standards in our print and online publications. The Writing Style Guide is designed as a resource for writers, offering a consistent approach to how the University of Calgary is presented to internal and external audiences, including students, faculty, staff, alumni, volunteers, donors, government, media and community partners.

The guide is compiled and managed by **Strategic Communications**, University Relations. It has been developed for all members of the campus community who write about the university.

The guide is based on principles and technical guides published by the **Canadian Press** (CP) — Canada's national news agency. Other reference materials used to develop the guide are the Oxford Canadian Dictionary, Fowler's Modern English Usage and the American Psychological Association's (APA) Publication Manual.

Several references contained in the guide have been treated as special cases for the University of Calgary community. These exceptions to CP style are outlined in the guide.

Questions relating to references found in the guide, or recommendations for future additions, may be submitted to [comms@ucalgary.ca](mailto:comms@ucalgary.ca).

Additional tools and technical guides not found in this edition can be found in the CP Stylebook and Caps and Spelling, available for purchase through the University of Calgary Bookstore.

## 5.02 General

### Spelling

- We use Canadian spellings (i.e., honour and centre). For University of Calgary departments, units and buildings, we use spellings from the university website (e.g., archaeology, and not archeology). An exception is the Sun Center of Excellence for Visual Genomics, which is named after a company based in the United States.
- We do not use symbols, such as “&” or “+” in proper names. An exception is the Mathison Centre for Mental Health Research & Education, as use of the symbol has been written into the centre’s legal name.

### The campus community

- The large internal groups at the University of Calgary are students, faculty, staff and alumni (listed in that order when grouped). Whenever possible, and as appropriate to the message, internal and external communications should include these groups.
  - **Students:** undergraduate and graduate; of primary importance because they are the fundamental reason for the university’s existence.
  - **Faculty:** faculty members or academics.
  - **Staff:** individuals who provide administrative or operational support to the university. Staff encompasses all individuals in the AUPE, MaPS and SLT groups.
  - **Alumni:** are individuals who have graduated with degrees from the university. They are an important constituent group that is occasionally overlooked when considering internal audiences or the campus community.

## 5.03 Capitalization

### General

Judgment can be used regarding employing a prefix before a person's name in situations where extra formality is required (i.e., donor letters and other more formal communications). Prefixes are not utilized in UToday. Second reference is by last name only.

### Titles

- Avoid front-loading before a name by setting off long titles with commas (preferred usage). Titles listed in this manner are not capitalized. With few exceptions, titles more than two words long should be set off from the name with commas.
  - Jane Smith, director of risk management, safety and security
  - John Smith, dean of arts
- Titles that precede a proper name are capitalized.
  - Vice-President (Development) John Smith
  - VP (Development) John Smith is also permissible
- Do not capitalize titles standing alone.
  - Contact the dean of graduate studies for more information
- Do not capitalize unofficial titles preceding a name.
  - arbitrator John Smith
  - GM's vice-president Joe Jones (as opposed to GM's Vice-President of Development Joe Jones)
- Capitalize only the proper names of chairs and professorships.
  - the Nortel Chair in Intelligent Manufacturing; the industry-supported chair in intelligent manufacturing
- Titles of administrative officers are hyphenated, with areas of responsibility in parentheses afterwards. Where possible, follow this style with similar titles, such as Students' Union VPs.
  - vice-president (development)
  - vice-president (finance and services)
  - vice-provost (international)
  - associate vice-president (strategic communications)

## Referring to the president

### General communications

- Personal voice is used in UToday, speaking points and announcements to the campus community.
  - President Elizabeth Cannon (capitalized when preceding name)
  - Elizabeth Cannon, president, University of Calgary (lowercase when following name)
- Second reference is Cannon

### Formal signatures

- Campus invitations
  - Dr. Elizabeth Cannon  
President and Vice-Chancellor
- Official letters
  - M. Elizabeth Cannon, PhD, FCAE, FRSC  
President
- Legal documents
  - M. Elizabeth Cannon, PhD, FCAE, FRSC  
President and Vice-Chancellor

## Proper names

### Faculties, departments and units

- Capitalize the titles of faculties, departments and units, except when referring to more than one. This is an exception to CP Style. Lowercase more general or adjectival references (i.e., the arts faculty). Where possible, try to limit the number of formal uses in a writing sample.
  - The University of Calgary (never U of C); the university
  - the Faculty of Arts; the arts faculty; the faculty (not the Faculty)
  - the Department of Applied Chemistry; the applied chemistry department
  - the faculties of arts and science
  - the Office of the Provost; but the provost's office
  - the University of Calgary Senate; the university senate; the senate

### Campus buildings

- Capitalize the proper names of well-known buildings.
  - The University of Calgary Bookstore; the campus book store
  - Taylor Family Digital Library

### Campus locations

- Capitalize descriptive geographical references. However, lowercase general and common-noun elements.
  - downtown campus
  - Foothills campus
  - main campus
  - Spyhill campus
  - University of Calgary – Qatar; the university's Qatar campus

### Programs/fields of study/athletics

- Fields of study, program names, areas of concentration, and categories of students are all listed lowercase.
  - the general biological sciences program
  - you can pursue a degree in applied chemistry
  - I graduated with a geology degree
  - A science student
- Capitalize only proper names of courses.
  - Chemistry 302; a 300-level chemistry course
- The Dinos sports teams are capitalized. Possessive is Dinos' (not Dino or Dino's).

### Departments, divisions and units

#### Academic

- Department is generally used to refer to subgroups that fall within a faculty or school (i.e., Department of Applied Chemistry). Exceptions are non-departmentalized faculties, including the Haskayne School of Business and Faculty of Continuing Education (which have areas), and the faculties of nursing, social work, law and environmental design, which don't have subgroups.

#### Administrative

- Division refers to the highest-level administrative groups on campus (i.e., University Relations division). Note: The executive leadership team members hold offices.
  - Office of the Vice-President (University Relations) is Diane Kenyon's office; University Relations is the division she oversees.
- Unit is the reference used for subgroups that fall within divisions and departments (i.e. Strategic Communications unit). May be academic or administrative.

## 5.04 Degrees and designations

### Academic degrees

#### Introduction

- In general, avoid the abbreviation and use a phrase instead.
  - John Smith, who has a doctorate in chemistry
- Individuals possess a bachelor's degree, a master's degree or a doctorate (written lowercase).
- Postgraduate is one word, but post-doctoral is hyphenated.
- In general, don't reference minors unless pertinent to the story.
  - Jane Smith, who holds a BSc with a minor in political science, will greet the premier of Ontario.
- Honours degrees are referenced only when pertinent to the story.
  - BSc (Honours)

#### Abbreviations for academic degrees

Below is a list of University of Calgary academic abbreviations. The mixed-case abbreviations below are an exception to CP style recommendations.

- BA: Bachelor of Arts
- BComm: Bachelor of Commerce
- BCR: Bachelor of Community Rehabilitation
- BEd: Bachelor of Education
- DipEd: Diploma of Education
- BFA: Bachelor of Fine Arts
- BHRM: Bachelor of Hotel and Resort Management
- BKin: Bachelor of Kinesiology
- LLB: Bachelor of Laws
- BMus: Bachelor of Music
- BN: Bachelor of Nursing
- BPE: Bachelor of Physical Education
- BSc: Bachelor of Science
- BSc (Eng):
  - Bachelor of Science in Chemical Engineering
  - Bachelor of Science in Civil Engineering
  - Bachelor of Science in Electrical Engineering
  - Bachelor of Science in Geomatics Engineering
  - Bachelor of Science in Manufacturing Engineering
  - Bachelor of Science in Mechanical Engineering
- BSW: Bachelor of Social Work
- MArch: Master of Architecture
- MA: Master of Arts
- MBA: Master of Business Administration
- MCS: Master of Communication Studies
- MCE: Master of Continuing Education
- MEC: Master of Economics
- MEd: Master of Education
- MEng: Master of Engineering
- MEdes: Master of Environmental Design
- MFA: Master of Fine Arts
- MKin: Master of Kinesiology
- LLM: Master of Laws
- MMus: Master of Music
- MN: Master of Nursing
- MSc: Master of Science
- MSW: Master of Social Work
- MD: Doctor of Medicine
- PhD: Doctor of Philosophy
- EdD: Doctor of Education

## Doctorate degrees

- **The honorific “Dr.” is used only for medical doctors.** This policy reflects the belief that most readers think “medical doctor” when they see Dr. in front of someone’s name. For those with doctorates in other disciplines, include details about the person’s specialty if relevant.
  - Canada’s newest astronaut has a doctorate in aerospace engineering.
- For clarity and consistency, the title Dr. should be applied to licensed health-care professionals who have earned access to the title by degree and legislation. This usually includes medical doctors, licensed psychologists, dentists, optometrists, podiatrists and veterinarians.

## Special designations

- The Order of Canada (by rank)
  - C.C. – Companion of the Order of Canada
  - O.C. – Officer of the Order of Canada
  - C.M. – Member of the Order of Canada
- Queen’s Council (this is an exception to CP style); abbreviation is QC (not Q.C.)
- Doctor of Laws (LLD) is the designation bestowed on individuals through an honorary degree.
- Canada Research Chairs, fellowships, etc. should only be used when germane to the story by formal title (capitalized) on first reference only.



## 5.05 Alumni

### Alumni

- Singular, plural and gender specific references are as follows:
  - Alumnus: a male graduate (singular)
  - Alumni: a group of male graduates, or a gender neutral reference to a group of graduates
  - Alumna: a female graduate (singular)
  - Alumnae: a group of female graduates
  - Alum: an acceptable short form of alumni
- When alumni are mentioned in stories, the style is to follow their name on first or second reference with their degree (no space between degree and year; no italics or parenthesis).
  - Naheed Nenshi, BComm'93, was elected Calgary's mayor.

## 5.06 Emeriti

### Emeriti

- The awarding of professor emeritus and associate professor emeritus dates back to a 1976 Board of Governors decision to award this distinction to certain retiring faculty members. The university currently has more than 200 professors emeriti.
- In accordance with the Emeritus Association of the University of Calgary, references are listed as “professor emeritus (or emerita)”, rather than “emeritus (emerita) professor.” Plural will be professors emeriti (not professor emeriti).
- References are lowercase in general use or when following a name, uppercase when preceding a name.
  - The professors emeriti meet regularly.
  - The principal investigator, John Smith, is a professor emeritus.
  - Professor Emerita Jane Doe is the principal investigator.
- Singular, plural and gender specific references are as follows:
  - Emeritus: single, male
  - Emerita: single, female
  - Emeriti: plural, gender neutral

## 5.07 Special References

### *Eyes High*™

The university has trademarked the *Eyes High* wordmark and graphics in order to secure the exclusive right to use the marks and to prevent others from using identical or similar marks in our sector. Details on how to use the wordmark and graphics properly are available [online](#). To request an *Eyes High* graphic or inquire about specific applications of the graphics contact University Relations at [brand@ucalgary.ca](mailto:brand@ucalgary.ca).

#### Proper use of trademark

The trademarked phrase *Eyes High* — when used in body copy — should only be used in its adjectival form, not as a noun (i.e. ‘the *Eyes High* strategic direction’ rather than ‘we will achieve *Eyes High* by 2016’). Capitalization of the words should be employed consistently. Using italics for the words *Eyes High* in body copy also conveys that the words are trademarks.

#### External audiences

- All external media releases and promotional materials should include a trademark symbol on the first *Eyes High* reference (i.e. *Eyes High*™). Subsequent references in the same document don’t require the symbol. On web pages where the primary topic is the *Eyes High* strategic direction, a trademark symbol should be included on the first instance of the mark appearing.
- The following footnote should also be included in documents where the *Eyes High* wordmark and graphics are used: The *Eyes High* wordmark and graphics are trademarks of the University of Calgary. A trademark symbol does not need to be used when referencing the *Eyes High* strategic direction in external correspondence materials.

#### Internal audiences

- A trademark symbol does not need to be used when referring to the *Eyes High* strategic direction in UToday submissions.

#### Proper reference

The proper reference is *Eyes High* strategic direction, not *Eyes High* vision or *Eyes High* goals.

## 5.08 Inclusive language

- The university has adopted recommendations relating to inclusive language addressed in the [CP Stylebook](#) and the [Publication Manual](#) of the American Psychological Association.
- The following campus community groups have provided recommended updates to the Style Guide, and are excellent resources for further questions about writing without bias:
  - [The Faith and Spirituality Centre](#)
  - [The Native Centre](#)
  - [Student Accessibility Services](#)
  - [Q: The SU Centre for Sexual and Gender Diversity](#)

### General

- It's important to recognize that language around age, race, sex, disabilities and religion must be handled thoughtfully. Use fairness, sensitivity and good taste when identifying age, colour, creed, nationality, personal appearance, religion, sex, sexual orientation, gender identity, and any other heading under which a person or group may feel slighted or judged with bias.
- Part of writing without bias is recognizing that differences should be mentioned only when relevant. Avoid labeling individuals; people lose their individuality when they are broadly categorized as objects (i.e., the *elderly*). One solution is to use adjectival forms (i.e., older *adults*) and another is to "put the person first," (e.g., *people diagnosed with schizophrenia* rather than *schizophrenics*). The latter solution is currently preferred when describing people with disabilities.

### Aboriginal peoples

- **Aboriginal:** The term Aboriginal is a more formal, constitutionally binding term that includes First Nations, Métis and Inuit people in Canada. Aboriginals (plural form not generally used in Canada as it is confused with Aboriginals of Australia). Appropriate plural is Aboriginal people or Aboriginal peoples.

- **Indigenous:** This term is becoming more common as an all-inclusive term within a more global context. Often cited with continent or country. For example Indigenous peoples of Canada or Indigenous peoples of South America, or Indigenous peoples of Australia.
- **First Nations:** This term is generally preferred by Status and Treaty status people. Uppercase is used when referring to First Nations people.
- **Indian:** The term Indian is generally not used unless in direct association with the Indian Act or in the context of that particular government document. First Nations is the preferred term. Some people object to it because it originated with the European explorers' misconception that they had landed in India and, overtime, has been attached to negative or derogatory stereotypes.
- **Native:** A more colloquial, inclusive term for Métis and First Nations (generally excludes Inuit). Used in upper case as direct reference to Métis and First Nations. The term Native is most often capitalized to avoid confusion with a more general reference or adjective (it is a proper noun). Plural is Native people over Native peoples.
- **Métis:** Used for Métis people specifically as a distinct cultural group.
- **FNMI:** In Alberta, the inclusive language also being used by the provincial government in formal documents is specifically phrased: First Nations, Métis, and Inuit or FNMI.
- Where reasonable, it may be appropriate to use the actual name of the community — Mikisew Cree, Athabasca Chipewyan, Kaska Dene, Tsuu T'ina, Siksika, Kainai, etc. For specific community names, use the spelling the community prefers, found on the [Aboriginal Affairs and Northern Development](#) website, which is also the spelling used by the federal government. Also use First Nations in association with community name; for example, Tsuu T'ina First Nation.

#### Terms to generally avoid:

- **Eskimo** (although still used in parts of Quebec)
- **Indian** (unless in direct association with the Indian Act)
- **Half-breed** (Métis is the appropriate term)

## Disabilities

- The overall principle for inclusive language is to maintain the integrity of all individuals as human beings. Use people-first language, and do not focus on the individual's disabling or chronic condition (e.g., *person with paraplegia* rather than *a paraplegic*, *youth with autism* rather than *autistic youth*). The same applies to describing groups of people with disabilities (e.g., *people with intellectual disabilities* rather than *the mentally retarded*).
- When writing about disabilities, avoid language that:
  - Objectifies a person by his or her condition (e.g., *autistic*, *handicapped*),
  - Uses pictorial metaphors (e.g., *wheel-chair bound* or *confined to a wheel-chair*),
  - Uses excessive and negative labels (e.g., *AIDS victim*, *brain damaged*), or
  - Can be regarded as a slur (e.g., *crippled*, *invalid*).
- Avoid euphemisms that are condescending when describing individuals with disabilities (e.g., *special*, *physically challenged*); some people with disabilities consider these terms patronizing and offensive.

## Gender

- Remember that gender refers to role, not biological sex, and is cultural. Gender bias can occur when pronouns are used carelessly, and when the masculine pronoun he is used to refer to both sexes, or when the feminine pronoun is used exclusively to define roles by sex (e.g., “the nurse...*she*”)
- Some readers find the use of he (*him*, *his*) as a word of common or indeterminate gender to be sexist. There are many alternatives to the generic *he*, including rephrasing to eliminate the pronoun, using plural nouns or pronouns (e.g., *they*, *them*, or *their*) and replacing the pronoun with an article (e.g., “A researcher must apply for *his* grant” to “A researcher must apply for *the* grant”).
- Combination forms such as he/she or (s)he are awkward and distracting, and should be avoided.

- Treat the sexes equally and without stereotyping (e.g., *shoppers*, not *housewives*, are paying more).
- When writing in general terms prefer police officer or constable to policeman, firefighter to fireman, mail carrier to mailman, and flight attendant to stewardess.
- Avoid referring to one sex as the *opposite sex*; an appropriate wording is *other sex*.

## Racial, ethnic and religious identity

- Identify a person by race, colour, national origin or immigration only when it's pertinent to the story.
- Capitalize the proper names of nationalities, peoples, races and tribes.
  - Aboriginal Peoples
  - Arab, Caucasian, Inuit, Jew, Latin, Asian, Cree
  - Catholic, Muslim
- Black and white does not name races and are written lowercase.
- The term black is acceptable in all references in Canada and the United States. In the United States, African American is also used; in Canada, African Canadian is used by some people, but not by others.
- Non-parallel designations should be avoided since one group is described by colour while the other group is described by cultural heritage (e.g., *African Americans* and *Whites*).
- There is generally no need to use hyphenated descriptions (i.e., *Asian-American*) given the hyphen may place inappropriate emphasis on the person's ethnic background. Use *Asian American* instead.
- Avoid using the word *minority*; this usage may be viewed as derogatory since it is usually equated with being less than, oppressed, and deficient in comparison with the majority. If unavoidable, use a modifier such as *ethnic* or *racial* when using the word minority.

## Sexual orientation

### Key definitions

- Sexual orientation refers to an enduring pattern of emotional, romantic, and/or sexual attractions to men, women or both sexes. Sexual orientation also refers to a person's sense of identity based on those attractions, related behaviors, and membership in a community of others who share those attractions (American Psychological Association, 2008).
- Gender identity refers to "one's sense of oneself as male, female or transgender" (American Psychological Association, 2006). When one's gender identity and biological sex are not congruent, the individual may identify as transsexual or as another transgender category.
- Gender expression refers to the "way in which a person acts to communicate gender within a given culture; for example, in terms of clothing, communication patterns and interests. A person's gender expression may or may not be consistent with socially prescribed gender roles, and may or may not reflect his or her gender identity" (American Psychological Association, 2008).

### Language

- A person's sexual orientation should not be mentioned unless relevant to the story.
- Gay and lesbian are the preferred terms to describe people attracted to the same sex. Homosexual is considered offensive by some.

- Use sexual orientation, not sexual preference.
- Spouse is an acceptable term for a same sex marital partner, as well as boyfriend/girlfriend for someone in a same-sex relationship.
- Transgender refers to persons whose gender identity or gender expression differs from their sex at birth; transgender should not be used as a noun.
- Refer to a transgender person using words appropriate to the person's gender identity or gender expression, regardless of birth sex (e.g., use the pronouns *he*, *him*, or *his* in reference to a female-to-male transgender person). If necessary, ask an individual what kind of language they use to discuss their own identity or gender expression.
- Transsexual refers to transgender persons who live or desire to live full time as members of the sex other than their sex at birth, many of whom wish to make their bodies as congruent as possible with their preferred sex through surgery and hormonal treatment (American Psychiatric Association, 2000; Meyer et al., 2001). Transsexual can be used as a noun or as an adjective.

## Abortion

- Opt to use specific, neutral terms when writing about abortion.
  - abortion rights advocates; opponents of abortion (not pro-life and pro-choice)

## 5.09 Abbreviations

- In general, avoid introducing unfamiliar acronyms if they are to be used only once or twice. When in doubt, spell it out.
- Do not use periods for well-known acronyms.
  - CBC and RCMP
- A few well-known campus abbreviations don't require formal introduction.
  - Mac Hall, for the large performance space in MacEwan Student Centre (this is not an abbreviation for MacEwan Student Centre)
  - The Oval, for the Olympic Oval
- Most buildings and groups, though known by many, should still be formally introduced on first reference.
  - General Faculties Council; subsequently, GFC
  - The University of Calgary Faculty Association; subsequently, TUCFA
- Geographical abbreviations receive periods.
  - The U.S. (abbreviation for the United States)
- Currency abbreviations are listed with no periods. Where possible, convert to Canadian dollars to avoid altogether.
  - The loonie climbed to 99 cents US.
- The modifiers a.m. and p.m. have periods.
  - Classes begin at 8 a.m.
    - However, avoid unnecessary ciphers. It's 8 a.m. not 8:00 a.m.
    - Do not use the 24-hour clock.

## 5.10 Dates and Numbers

- Don't abbreviate days of the week.
- When using the month and date, abbreviate the month (as per below).
  - Feb. 9, not February 9 or Feb. 9th
- Abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec (not March, April, May, June, July).
- Spell out all months when being used without a day.
  - Exams were held in December
  - January 1997 was a watershed month (no comma)
- The following is the style for writing dates when listing a day of the week, month, date and year.
  - Monday, Dec. 5, 2012
- Spell out whole numbers below 10, and use figures for 10 and above. Spell out numbers in fractions below one and standing alone.
  - 200 students attended the seven sessions
  - one-third
  - 12 one-hundredths
  - 10 guests
- Avoid starting a sentence with a number; if you must, spell it out.
- When writing about money, use the \$ symbol. When referring to denominations smaller than a dollar, write cents.
  - \$248-million budget
  - Lemonade costs five cents.
- Round numbers when using the term "about."
  - There were about 100 students (not there were about 103 students).



## 5.11 Seasonal and Geographical References

- Seasons are always lowercase.
  - The new philosophy course will be offered in the winter of 2008.
  - The fall semester saw an increase in fundraising.
  
- Capitalize geographic and widely recognized descriptive regions.
  - The North (Canada), Northern Canada, Western Canada, East Coast, Maritime provinces, the Prairies, North Pole, Western Hemisphere.
  
- The Atlantic provinces are New Brunswick, Newfoundland and Labrador, Nova Scotia and Prince Edward Island.
  
- The Maritimes consist of New Brunswick, Nova Scotia and Prince Edward Island.
  
- In Western Canada, Ontario people are referred to as easterners. Don't use the term Eastern Canada unless the meaning is clear.
  
- Lowercase province and state used in a geographic sense.
  - Quebec province
  - New York state

## 5.12 Punctuation

### Apostrophe

- Except for possessives and contractions, only use apostrophes when they are necessary to avoid confusion.
- Apostrophes are almost never required after acronyms or most cases of capped letters or numbers.
  - DVDs and 1970s
- Special apostrophe variations:
  - Mind your p's and q's
  - Dot your i's and cross your t's
  - A list of do's and dont's

### Comma

- Omit the last comma before “and” in a list of three or more items, unless a comma is needed to prevent confusion.
  - Professors, students and administrators rallied against the government.
  - The smooth grey of the beech stem, the silky textures of the birch and aspens, and the rugged pine were skillfully depicted in a variety of brushstrokes.

### Dash

- Use a dash with spaces before and after (also called an em-dash).
  - The biology field school — the first of its kind in Canada — offers 20 students a chance to study in Ghana.
- Use dashes when commas (generally preferable) would create confusion.
  - The pies — meat and fish — were cheap.

### Hyphen

- Hyphens are useful for avoiding ambiguity. Use a hyphen to join two or more words serving as a single adjective modifying a noun.
  - A hit-and-run driver
- Do not use a hyphen with words ending in -ly. The -ly suffix is adequate notice that the next word is being modified.
  - An eagerly awaited speech
- Hyphens differentiate between words of different meanings but the same or similar spellings.
  - Correspondent (letter writer); co-respondent (as in divorce)
  - Resign (quit); re-sign (sign again)
- Hyphens are used to unravel meaning.
  - An old-book collector; an old book-collector
- Use hyphens with ex-, self-, all-, post- and -elect. Some words which begin with co- also take a hyphen, such as co-worker.
- Use a hyphen to avoid doubling a vowel or tripling a consonant.
  - Re-emerge
  - Doll-like
- Hyphenate most well-known compounds of three or more words.
  - Happy-go-lucky
  - Good-for-nothing
  - Mother-in-law

## Quotation marks

- In general, always use double quotation marks except for headlines and quotes within a quote.
- Almost all punctuation marks go inside quotation marks. The exception is a semicolon, which goes outside the quotations (e.g., Police finally cornered the “bear”; it was a poodle).
- Provide the speaker’s identity quickly if a quotation is unusually long. The speaker’s identity should either:
  - Precede the quotation (e.g., Winston Churchill said in 1942: “This is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning.”); OR
  - Follow the first sentence (e.g., “This is the best time to call an election,” Lumle said. “There is a tremendous momentum going to us. Waiting can only cost us votes. It’s now or never.”)

## 5.13 Common Faults

### That-which

- When a clause is essential to the noun it defines, or narrows the topic, **that** should be used.
  - The psychology class **that** was held in the science theatres last week was full. (It's not just any class, it's the one that was held at a specific time in a specific place.)
- **Which** clauses give a reason or add a new element.
  - The building, which cost \$10 million to design, will open next Thursday. (The assumption is that the reader already knows which building is being discussed, and its cost is an added bit of information.)

TIP: **Which** clauses generally need commas and **that** clauses don't.

### Who-whom

- Using the words who and whom correctly is determined by splitting a sentence in two. **Who** is used when it would replace the words he, she or they.
  - The police issued a public alert for a man who they said was armed and dangerous. (They said **he** was armed and dangerous so **who** is correct).
- **Whom** is used when it would replace the words him, her or them.
  - She took refuge with her next-door neighbour whom she had trusted in the past. (She trusted **her** so **whom** is correct).

## 5.14 Glossary of capitalization and spelling

### A

aboriginal

advisor

alumnus: a male graduate

alumni: a group of male grads, or a gender neutral reference to a group of grads

alumna: a female graduate

alumnae: a group of female grads

alum: an acceptable shortform of alumni

a.m.

anaesthesia (Department of Anaesthesia)

analyze not analyse

archaeology, not archeology

### B

bachelor's degree

biological sciences (the field of study)

Biological Sciences (the building)

the Department of Biological Sciences (proper name of the administrative entity)

book store - however, the proper name of the retail outlet in the basement of the student centre is University of Calgary Bookstore (one word)

### C

Campus Food Bank

Campus Security

Canada Foundation for Innovation (CFI)

Canadian Institutes of Health Research (CIHR)

centre

centred on, never centred around

Cogeneration Plant

counsel

counselor, counseled, counselling

### D

dependant (n.), dependent (adj.)

dependence (not -ance)

doctor

dos and don'ts

downtown campus (DTC)

driver's licence

**E**

Eckhardt-Gramatté Hall  
 email  
 emerita: female  
 emeritus: singular  
 emeriti: plural  
 Energy Environment Experiential Learning (EEEL) - no commas  
 enrol  
 enrolled, enrolment, enrolling  
 ensure (make sure of)

**F**

favour  
 fellowship  
 fibre  
 field work: (two words) an investigation or search for material, data, etc.,  
 made in the field  
 flavour  
 Foothills campus  
 fundraising, fundraiser, fundraise

**G**

governors, not governers  
 Graduate Student's Association - note placement of apostrophe  
 gynaecology (Department of Gynaecology)

**H**

Haskayne School of Business  
 High Density Library  
 health-care (adj.)  
 health care (n.)  
 home page  
 honorary degree  
 honour

**I**

i.e. (try to use 'that is' instead)  
 immanent (pervading, inherent)  
 imminent (impending)  
 inbox (mail)  
 in depth, in-depth (adj.)  
 install, installation, instalment  
 insure (cover loss)  
 Internet (uppercase)  
 intranet (lowercase)  
 it's (it is, it has)  
 its (possessive)

**J**

jeweller, jewelry  
 jihad (Arab noun for struggle to do good; often used to mean holy war)  
 judgment (not judgement)

**K**

keynote (no hyphen)

Killam Fellowship

kilometre (km – sing. and pl. metric symbol, no period)

**L**

licence (n.)

license (v.)

**M**

MacKimmie Complex

main campus

master's degree

Medical Research Council of Canada (MRCC)

Murray Fraser Hall (the former Professional Faculties Building, Block B)

**N**

native

Natural Sciences and Engineering Research Council of Canada (NSERC)

neuroArm (lowercase n)

the New University Television Society (NUTV)

The Nickle Galleries

**O**

Obstetrics and Gynaecology

oilsands

online

one-time

**P**

paediatrics (Department of Paediatrics), paediatrician

Pepsi, Pepsi-Cola

per cent (avoid the symbol %), six per cent increase (no hyphens)

percentage

p.m.

postgraduate

post-doctoral

powwow (n. and v.)

practice (n. and adj.)

practise (v.)

program (not programme)

Professional Faculties Building

**Q**

Qatar

Queen's council (QC)

questionnaire

question-and-answer, Q-and-A, Q-and-A's

**R**

Rozsa Centre

Roundtable (one word, n. and adj.)

Royal Society of Canada

**S**

Schulich School of Engineering

Senate (national legislature)

senator

sizable (not sizeable)

Social Sciences and Humanities Research Council of Canada (SSHRC)

Spyhill campus

Students' Union (SU) - note placement of apostrophe

Students' Legislative Assembly (SLA)

Sun Center of Excellence for Visual Genomics (exception to Canadian spelling)

**T**

Taylor Family Digital Library (not the Taylor). Second reference TFDL is acceptable.

Taylor Quadrangle

theatre

The University of Calgary Faculty Association (TUCFA)

town hall (two words)

travel, travelled, travelling

Tri-Council

**U**

U.S. - the abbreviation for the nation

US - the abbreviation denoting American dollar currency, goes after the amount as in \$100 US

University of Calgary - Qatar (UCQ)

**V**

vice-president

vice-provost

vice-chancellor

vice-chair

**W**

web - lowercase

web page, website, webcast, webmaster, web server

World Wide Web - upper case since it's a proper name

**X**

X-ray (n. and v.)

**Y**

Yamnuska Hall

**Z**

zigzag

zip code

zodiac

zoologist, zoology