



# MARIAN UNIVERSITY

## **Style Guide**

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## acronyms

Acronyms should be used to shorten phrases in order to save space or to avoid awkward repetition of phrases. Acronyms are abbreviations of the things they represent and are formed by combining the first, and sometimes other, letters of the principle words.

When using an acronym for the first time, spell out and use the official name of the company or organization and follow it with the acronym in parentheses; after, an acronym may be used. Capitalize acronyms and do not use periods.

## academic degrees

Initials may follow the recipient's name, set off by commas, for masters and doctoral degrees (John Smith, Ph.D.).

The degree is properly called a bachelor's degree or master's degree, or a Bachelor of Science or Master of Arts degree.

In external communications, because the public assumes doctors to be physicians, the title Dr. should be used only for doctors of medicine, osteopathy or podiatric medicine. If using the term Dr. to describe a non-medical doctor, the person's specialty should immediately follow the person's name (Dr. John Smith, a chemist). In any communications, the term Dr. and Ph.D. or Ed.D. should not be used at the same time. For example, Dr. Firstname Lastname, Ed.D. Correct use: Dr. Firstname Lastname or Firstname Lastname, Ed.D.

## academic divisions

Marian University has the following Departments:

Humanities, Arts and Letters  
Social Behavioral Sciences  
Nursing and Allied Health  
Business  
Education  
Math and Natural Sciences

## academic titles

Should be capitalized when preceding a name (President Aaron Sadoff), not otherwise.

## accept/except

Accept means to take in, agree to, or receive. Except means to leave out or omit.

## advisor

Not advis "er." An advisor is a teacher or professor that gives students academic advice.

## affect/effect

Affect is a verb and means to act on. Effect is a noun and is something that is produced by a cause.

## afterward

Afterward should never have an "s" at the end.

## Alumni

The term applies to a person who attended Marian for at least one year. An alumnus is male, an alumna is female, alumni refers to a group of males or a group of males and females, and alumnae refers to a group of females.

## a.m., p.m.

When using a.m. and p.m., always keep lowercase and always use periods. When writing for a range of time, use "to" to connect, rather than a dash mark.

## ampersand/and

When writing, use an ampersand (&) in place of the word "and", only if it is part of the official name of a company or organization.

## apostrophe

An "s" should not follow an apostrophe for a word where the last letter is S. Use an apostrophe to show a contraction of two terms or to show possession.

## athletic associations

Marian is affiliated with the following organizations: Northern Athletics Collegiate Conference, Northern Collegiate Hockey Association (NCAA Hockey), Northern Collegiate Hockey League (ACHA D2) and Mid-American Collegiate Hockey Association (ACHA D3), College Conference of Illinois & Wisconsin (Women's Bowling), and Collegiate Field Hockey Conference (Field Hockey).

For more information, visit [sabreathletics.com](http://sabreathletics.com).

## award

If the word "award" is an essential part of the title, it should be capitalized; otherwise, it should be lowercase.

## backward

Never put an “s” at the end.

## believe/feel/think

These terms should be used accurately, and not to substitute one another. For example, we feel emotion and we think or believe ideas or thoughts.

## board of trustees

When referencing the Marian Board of Trustees, capitalize in all formal references. Use lowercase when using only “trustees.”

## bookstore

Marian University does not have a physical bookstore. Books and materials are ordered through Vital Source.

## buildings and rooms

The room number follows the building name:  
Regina 122, Agnes Hazotte 100, Stayer Center 119.

## campus chronology

Following are the years in which Marian buildings opened:

- 1961: Regina Hall
- 1966: Administration Building, Ben Sadoff Science Building, Cardinal Meyer Library, Dorcas Chapel
- 1968: Hornung Student Center, Naber Hall
- 1982: Howard L. Sadoff Memorial Gymnasium
- 1988: Marian Townhouse Village
- 1994: Marian Courtyard
- 1999: Todd Wehr Alumni Center/Common Grounds Coffee House (became Sabre Café in 2024)
- 2001: Stayer Center for Technology & Executive Learning
- 2002: Smith Fields
- 2006: Agnes Center
- 2008: Herr–Baker Field
- 2011: Lenz Field House
- 2014: Center for Health Professions (formerly the Nielsen Building)
- 2017: Renovated Herr–Baker Field

2018: Dr. Richard and Leslie Ridenour Science Center

2020: Agnes Center closes

2021: Administration Building renamed Agnes Hazotte Hall

2023: Center for Health Professions closes

2024: Sabre Café reopens

## capitalization

As a general rule, do not capitalize a term unless it is a proper noun. Also, do not capitalize general references to people or items that might be capitalized in specific situations.

## Cardinal Meyer Library

Named for Cardinal Albert Gregory Meyer, brother of a former Marian registrar, Sister Mary Therese Meyer, CSA. Cardinal Meyer was Archbishop of Milwaukee from 1953 to 1958 and Archbishop of Chicago from 1958 to 1965.

## catalog

Not catalogue.

## Catholic and other religious references and titles

**God:** Capitalize God.

Example: Allah, the Father, the Son, Jesus Christ, the Son of God, the Redeemer, the Holy Spirit, etc., and pronouns referring to God.

**Life of Christ and Mary:** Capitalize the names of major events in Christ’s and Mary’s lives that do not include His or her Name: The Last Supper, the Crucifixion, the Resurrection, the Ascension, the Immaculate Conception, the Assumption etc.

**Sacraments:** Always capitalize.

**Holy Days:** Always capitalize.

**Catholic religious titles:** Use Fr. to abbreviate for Father, Msgr. to abbreviate for Monsignor, and Sr. to abbreviate for Sister. Spell out Cardinal, Archbishop, Bishop, Brother, and Mother.

**Other Religious titles:** The equivalent of priests in non-Catholic churches is Rev. in Protestant churches, Rabbi in Judaism, and Sheik, Mullah or Imam in Islam.

## city of Fond du Lac, state of Wisconsin

When writing about the city of Fond du Lac or the state of Wisconsin, it is not necessary to capitalize “city” or “state.”

## class years

The two-digit year of anticipation (in the case of current students) or actual (in the case of alumni) graduation should be listed after the name, with a closed single quote and with a comma: John Smith, '09. No differentiation should be made between traditional undergrads and adult accelerated undergrads, and no differentiation should be made as to which undergraduate degree was earned, except as appropriate in narrative. Alumni who received more than one degree from Marian should have the degrees separated by a slash: John Smith, '08/'09.

## colors

The official colors of Marian University are Marian Blue PMS 293 and Black.

## commas in a series

Use Oxford (serial) commas to separate terms in a series. (Example: The colors of the flag were red, white, and blue.) Also, for a series of compound terms, semicolons should be used to separate the terms.

## Commencement

The term Commencement should always be capitalized. Marian holds its mid-year Commencement ceremony in December. Commencement is celebrated in May.

## committee titles

The full proper name of a committee should be capitalized, except for the prepositions and articles (i.e. of, to, in, for, the, a, an). If using a modified name, or just referring to a committee in general, it does not need to be capitalized.

## company names

Company names are not to be written in all capital letters, unless the letters are pronounced individually. Also, do not use a comma before “Inc.” Use “Co.” as an abbreviation for company and “Corp.” for Corporation, when it is the last word of the official business name.

## comparisons

The terms over and under should be replaced by more accurate comparisons — younger than 12 instead of “under 12,” more than 1,000 people instead of “over 1,000 people.”

## Congregation of Sisters of St. Agnes

Marian’s sponsoring organization. CSA Sisters should have the suffix CSA after their names.

## contractions

Most formal types of writing prohibits the use of contractions, though they can be used in general writing. Remember to substitute an apostrophe for the deleted letters. Also, limit your use of contractions to those that are more widely known.

## cooperative, co-op

Cooperative needs no hyphen, but co-op should have a hyphen if referring to the experiential learning option to avoid its being confused with coop.

## core values statement

The core values of Marian University are as follows:

**Community** — Respecting our diversity as individuals, we encourage, challenge and nurture one another, joining together to accomplish our shared mission and vision.

**Learning** — We engage in a collaborative lifelong process of seeking truth and appropriating knowledge and values to transform the individual, our communities, and the world.

**Service** — Through active service and ministry, we support one another and seek to meet the needs of the larger community.

**Social Justice** — We work to create individual and societal change which supports the value, dignity, and opportunity of every person.

**Spiritual Traditions** — Valuing Marian’s Catholic religious heritage, we respect each individual’s freedom to explore a diversity of spiritual beliefs.

## course work

Should be used as two words, in all uses.

## database

Should always be used as one word.

## dashes and hyphens

The “M” dash, or long dash, should be used in places where a colon might be used, or for setting off parenthetical phrases without using the parentheses: The \$500,000 goal was vastly exceed just by two gifts — the \$1.4 million Ross and Viola Galbreath memorial Scholarship, donated in the fall of 2001, and the \$1.05 million Ira Ridenour Memorial Scholarship, donated in the winter of 2002; Marian University is growing as an asset in the Fond du Lac area in numerous aspects — student enrollment, programs offered, and facilities, to name just three — while existing programs continue their success and improvement.

The “N” dash should be used in place of a regular dash for dates and times or date and time ranges (the 2025–26 academic year, K–12 education). It also should be used when a dash is used to set off words that otherwise would be separate concepts (the Iola–Scandinavia school district, Anheuser–Busch, Harley–Davidson).

## dates and times

Following are rules for how dates and times should appear in publications or in printing.

**Days of the week:** Always spell out.

**Months:** When accompanied by a date, all months except March through July should be abbreviated with the first three letters (four for September) followed by a period (Jan., Feb., Aug., Sept., Oct., Nov., Dec.). When not accompanied by a date, always spell out the month (September 2025).

**Dates:** Use ordinal numbers (21<sup>st</sup>) if writing material intended to be spoke; otherwise, use cardinal numbers (Jan. 21). For date ranges, use an N-dash: Jan 21–25.

**Years:** Usually not needed for event publicity, unless the event is one year or longer from the date of a particular piece of publicity. Use an N-dash if referring to year ranges: 2025–26. Marian’s academic years run from July 1 to the following June 30, and should be referred to as the 2025–26 academic year.

## decades

Any references to decades do not need an apostrophe to form the plural.

## degrees

For temperatures, use digits and the word “degrees.” Unless you are using tabulated material, the degrees sign should not be used. Also, temperatures are assumed to be Fahrenheit; specify if they are not in Fahrenheit.

## department names

When referring to a Marian University department or office, capitalize and use the full name of the department or office on first reference.

## disabled/handicapped

Referring to a person’s physical capacity is not necessary, unless it is relevant to the subject matter. If it is essential, try to use the terms that put the “person” first. Also, never refer to someone as a cripple (i.e. a person who is visually impaired).

## Doctorate

Generally use the specific abbreviation — Ph.D. or Ed.D.

## Dorcas Chapel

Named for Dorcas, the Hebrew garment maker and seamstress brought back to life after her death by Peter in the Acts of the Apostles. The cross on top of the chapel is designed to be seen as a cross from any direction; it is designed to portray Dorcas’ needle. Build in 1966, the chapel is an ellipsis; the east-west axis is wider than the north-south axis.

## ellipsis (...)

When using an ellipsis to show omitted material, type three periods, no spaces in between.

## emeritus

The term applies to a former professor or president who retired from Marian. An emeritus is a man, emerita is a woman, emeriti refers to a group of men or men and women, and emeritae refers to a group of women.

## ensure/insure

Ensure means to guarantee or secure, and should be used for virtually all non-financial references. Insure means to guarantee against loss or harm, and is to be used only in reference to insurance policies.

## entitled

The term entitled is not to be used as a synonym for titled. To be entitled means to have a right to do/have something.

## Ex Corde Ecclesiae

Pope John Paul II in 1990 created the rule to define what makes a Catholic college — essentially, Christian inspiration in individuals and the university community, reflection and research in light of the Catholic faith, fidelity to the Christian message in conformity with the magisterium, and institutional commitment to service. Practical requirements include commitment to Catholic ideals in research, teaching, and university activities and organizations; commitment to serve others; witness of faith by Catholic administration and faculty, especially theologians, and respect for others; courses on Catholic moral and religious principles; pastoral care for students, faculty and staff; and personal services in conformity with ethical and religious teaching and directives.

## extracurricular, cocurricular

No hyphens are necessary.

## fax/facsimile

Both fax and facsimile are acceptable on first reference. The term fax is neither an abbreviation nor an acronym. Fax should never be spelled out in all capital letters nor set with periods as an abbreviation.

## fewer/less

The term fewer refers to people or individual items, and is generally preferred for any reference to people. The term less refers to quantities or amounts, and can be used for ages, quantities, money, etc.

## Fond du Lac

Three words, capital F, lowercase d, capital L.

## fonts

The official Marian University fonts are Libre Franklin, Assistant, and Roboto Slab.

## foreign terms

When using non-English words and phrases that are not widely known, italicize the foreign terms and provide a translation within the text or in parentheses.

## forward

Never with an “s” at the end.

## full time/full-time

When using as an adjective, hyphenate (i.e. full-time). Write as two words when using the term as a noun (i.e. full time).

## fundraising, fundraiser

Should be used as one word in all cases.

## grade point average/GPA

In general text, GPA can be used, as long as it is set in uppercase letters without periods, for references to student’s grade average. GPA is acceptable as a first reference.

## graduate

Use the active voice (“She graduated from Marian”) not the passive voice (“She was graduated from Marian”).

## healthcare

Should always be used as one word.

## homepage

This term should be used as one word.

## Hornung Student Center

Sabre Central is located here.

## its, it's

“It’s” is a contraction of it is. “Its” is the possessive form of it.

## Internet

Capitalize this term in all uses.

## junior, senior

If using as part of a person’s given name, abbreviate to Jr. or Sr., though use only with full name.

## landing page

This term should be used as two words.

## last/past

Last is a term used to mean most recent or occurring after all others. Past means having occurred in a time previous to the event, and is preferred in all uses except those which are expressing finality.

## licensure programs

These programs do not award degrees, but do award licenses:

**Education:** Alternative Education

## Marian University of Wisconsin

The corporate name of Marian University, previously referred to as Marian College. The corporate name is used in part because there is another Marian University, located in Indianapolis, Indiana.

## Mass

Capitalize when referring to the Catholic service, and use the term “celebrated” rather than “said.”

## master’s degree

Capitalize only if it refers to a specific degree: Master of Arts in Education, Master of Science in Nursing, Master of Science in Organizational Leadership.

## men’s and women’s athletic teams

**Men’s Sports:** Baseball, basketball, cross country, golf, hockey, lacrosse, soccer, track & field (indoor/outdoor), and volleyball

**Women’s Sports:** Basketball, bowling, cross country, field hockey, golf, hockey, lacrosse, soccer, softball, tennis, track & field (indoor/outdoor), and volleyball

## multicultural

Use this spelling and punctuation as one word and all lowercase in all uses.

## Marian Courtyard

Not “Courtyards.”

## mission statement

Following is Marian University’s mission statement:

Marian University is a Catholic applied liberal arts community that welcomes diverse spiritual traditions. Sponsored by the Congregation of Sisters of St. Agnes, Marian University engages students in the education of the whole person. We embrace justice and compassion and transform lives for professional service and leadership in the global community.

Marian University is a community committed to learning, dedicated to service and social justice, and joined together by spiritual traditions.

## Naber Hall

The University’s traditional-style dormitory building, where most resident freshmen live. Named for Sister Vera Naber, CSA, former president and a co-founder of the College.

## names

People should generally be referred to in whatever fashion they wish to be referred to. Parentheses should not be used with names:

**Order:** First name, middle name, nickname, maiden name, chosen name. Class year should follow the last name if referring to Marian alumni.

**Maiden names:** Should be listed without parentheses before the woman's chosen last name: Sarah Jane O'Rourke Hewitt.

**Nicknames:** If appropriate, should be listed with quote marks, not parentheses, after the middle name and before maiden name or last name: Margaret "Peg" Balzer, Sarah Jane "Janie" O'Rourke Hewitt.

**Hyphenated names:** Use a standard hyphen, not an N-dash or an M-dash: Barbara O'Connor-Schevers.

**Spaces:** Make sure to find out whether a foreign-language article that is part of a last name should have a space after it or not, and whether or not it should be capitalized: Marcia DeVos, Mary Susan De Bruin, Hernando de Soto. Always capitalize if the name begins a sentence.

**Pronouns:** Use he/him/his for someone who uses masculine pronouns, she/her/hers for someone who uses feminine pronouns, and they/them/theirs for someone who uses gender-neutral pronouns or when a person's pronouns are not known.

## North Central Association of Colleges and Schools/ Higher Learning Commission

The accrediting body for the college. Any promotional materials, websites, brochures, catalogs, class schedules, handbooks, etc. that refer to The Higher Learning Commission/North Central Association as our accreditation association must include their name and address. The agency name and address should be printed as follows:

The Higher Learning Commission  
A Commission of the North Central Association of  
Colleges and Schools  
30 N. LaSalle St. Suite 2400  
Chicago, IL 60602-2504  
312.263.0456  
[ncahigherlearningcommission.org](http://ncahigherlearningcommission.org)

## online

Used when referring to something involving the Internet. Always use as one word; not "on-line" or "on line."

## off campus/off-campus

Use as two words when using as a noun. Hyphenate when used as an adjective. Example: "She lives in an off-campus apartment. He lives off campus."

## over/during/more than

"Over" refers to a relative location. "More than" indicates a greater quantity. "During" shows a time span.

## other Marian Universities

Marian University in Indianapolis is a four-year private college; its Web address is [marian.edu](http://marian.edu). There are three Marian Colleges in Australia — a Catholic secondary school in Myrtleford, Victoria, Australia; a Catholic school for seventh through 12th graders in Kenthurst, N.S.W., Australia; and a Catholic school in Ararat, Victoria, Australia. There also is a Marian College Catholic all-boys junior and senior high school in Dublin, Ireland, and a Marian College Catholic all-girls high school in Christchurch, New Zealand.

## part time/part-time

Use as two words when using as a noun. Hyphenate when using as an adjective. Example: "The part-time secretary will start in August. He works part time."

## people/person

Use "people" in all plural uses. Use "person" when speaking of an individual. (Never use "persons").

## percent/percentage

Spell out the word when using it in writing. Use the percent sign in tables of numbers.

## president

When using the term president, it should never be capitalized unless it immediately comes before the person's name as a formal title. Never abbreviate president.

## pronunciations

Pronunciations should be sent to all media receiving news releases in the event of any difficult-to-pronounce names or words, including names of people associated with Marian, or academic/scientific terms.

## publication titles

Italics should be used for titles of books, as in *Lost and Found: CARTIE Classrooms for Reclaiming Students*. They should not be used for titles of periodicals, including magazines or journals. Quote marks should be used for the titles of chapters in books. Neither italics nor quote marks should be used for the names of newspapers.

## quotations/quote marks

Correct printing style does not use straight quote marks (" or ').

## Dr. Richard and Leslie Ridenour Science Center

Can be referred to as the Ridenour Science Center.

## Sabres

The official athletic nickname of Marian University. The correct athletic logo is the M Sabre (Refer to the Marian University Branding Guide). Sammy the Sabre, a former athletic logo, and the pawprint logo are not to be used.

## Arthur H. Sadoff Auditorium

See Stayer Center.

## Howard L. Sadoff Gymnasium

Can be referred to as Sadoff Gymnasium.

## said

Do not use other words of attribution when quoting someone. News releases generally should be written using present tense attributions; said is acceptable in other uses.

## Sister

This term should always be capitalized and can be abbreviated as "Sr." Example: "Sister Donna Innes; Sr. Donna Innes."

## St. Agnes School of Nursing

A nursing school run by St. Agnes Hospital (now part of Agnesian HealthCare) between 1910 and 1966. SASN's first graduating class (all members of the Congregation of Sisters of St. Agnes) was in 1912, and its first lay students were admitted in 1918 and graduated in 1921. SASN's relationship with Marian College began in 1937, when SASN graduates could earn a B.S.N.E. degree. Marian's nursing program began in 1955 when Marian offered SASN students a first-year nursing program. Marian's full nursing program began in 1964, and SASN merged with Marian in 1966, the year of SASN's last graduates. SASN alumnae (graduates from 1912 to 1966) are considered to be Marian alumnae as well.

## Smith Fields

Not "Field." Refers to both the soccer field and softball diamond.

## state names and abbreviations

In print, use the U.S. Postal Service abbreviations only if accompanied by a city and ZIP code: Fond du Lac, WI 54935-4699. Otherwise, for Wisconsin, use the abbreviation Wis. if accompanied by a city name, or spell out if referring only to the state: Marian University is in Fond du Lac, Wis.; Marian University is in eastern Wisconsin.

The correct U.S. state and territory abbreviations are:

State	Postal	Text
Alabama	AL	Ala.
Alaska	AK	Alaska
Arizona	AZ	Ariz.
Arkansas	AR	Ark.
California	CA	Calif.
Colorado	CO	Colo.
Connecticut	CT	Conn.
Delaware	DE	Del.
Florida	FL	Fla.
Georgia	GA	Ga.
Hawaii	HI	Hawaii
Idaho	ID	Idaho

Illinois	IL	Ill.
Indiana	IN	Ind.
Iowa	IA	Iowa
Kansas	KS	Kan.
Kentucky	KY	Ky.
Louisiana	LA	La.
Maine	ME	Maine
Maryland	MD	Md.
Massachusetts	MA	Mass.
Michigan	MI	Mich.
Minnesota	MN	Minn.
Mississippi	MS	Miss.
Missouri	MO	Mo.
Montana	MT	Mont.
Nebraska	NE	Neb.
Nevada	NV	Nev.
New Hampshire	NH	N.H.
New Jersey	NJ	N.J.
New Mexico	NM	N.M.
New York	NY	N.Y.
North Dakota	ND	N.D.
Ohio	OH	Ohio
Oklahoma	OK	Okla.
Oregon	OR	Ore.
Pennsylvania	PA	Pa.
Rhode Island	RI	R.I.
South Carolina	SC	S.C.
South Dakota	SD	S.D.
Tennessee	TN	Tenn.
Texas	TX	Texas
Utah	UT	Utah
Vermont	VT	Vt.
Virginia	VA	Va.
Washington	WA	Wash.
West Virginia	WV	W.Va.
Wisconsin	WI	Wis.
Wyoming	WY	Wyo.

The correct Canadian Province Abbreviations are:

<b>Canadian Province</b>	<b>Abbreviations</b>
Alberta	Alb.
British Columbia	B.C.
Manitoba	Man.
New Brunswick	N.B.
Newfoundland	Nfld.
Northwest Territories	N.W.T
Nova Scotia	N.S.
Nunavut	Nunavut
Ontario	Ont.
Prince Edward Island	P.E.I
Quebec	Que.
Saskatchewan	Sask.
Yukon	Yukon

State or province names may be used with the names of other countries, but not in place of the country's name: "She is from Sydney, New South Wales, Australia." All city names should be spelled out completely.

## Stayer Center

Location of the Arthur H. Sadoff Auditorium, Dale R. Michels Atrium, Giddings & Lewis Faculty Resource Laboratory (119), Sodexo Dining Room, Stone Family Foundation Information Technology Lab (116, 118), Grande Cheese Gallery (second floor alcove), Mercury Marine Amphitheater (205), J.F. Ahern Classroom (208), Alliant Energy Classroom (213), Brotz Family Foundation Classroom (217-218), C.D. Smith Boardroom, and Shelly Stayer Meeting Room (305). Complete room names should be used when publicizing events. The Stayer Center was named for the family of Marian trustee Ralph C. Stayer.

## technical colleges

Wisconsin has no junior colleges or community colleges. The state's two-year colleges are either part of the Wisconsin Technical College System or the Universities of Wisconsin System. The correct names and main campus locations of Wisconsin technical colleges (all names followed by Technical College): Blackhawk, Janesville; Chippewa Valley, Eau Claire; Fox Valley, Appleton; Gateway, Kenosha; Lakeshore, Cleveland; Madison Area, Madison; Mid-State, Wisconsin Rapids; Milwaukee Area, Milwaukee; Moraine Park, Fond du Lac; Nicolet, Rhinelander; Northcentral, Wausau; Northeast Wisconsin, Green Bay; Southwest Wisconsin, Fennimore; Waukesha County, Waukesha; Western Wisconsin, La Crosse; Wisconsin Indianhead, Shell Lake.

## telephone numbers

Telephone numbers should be set off using periods, as in 920.923.7600 or 1.800.2.MARIAN. The area code should be used in all references because Marian has facilities outside the 920 area code. (NOTE: Telephone numbers need not be italicized in printed materials.)

## time line/date line

Two words in all uses.

## titles (jobs)

Always capitalize job titles when they precede the person's name. Do not capitalize titles if the title follows the person's name or is adapted from the official title.

## toward

Never add an "s;" Never "towards."

## Universities of Wisconsin System

Refers to the state system of 13 four-year campuses. Use University of Wisconsin–(campus name) on first reference, UW–(campus name) on following references.

The correct names:

**Four-year campuses:** Madison, Milwaukee, Eau Claire, Green Bay, La Crosse, Oshkosh, Parkside (Kenosha), Platteville, River Falls, Stevens Point, Stout (Menomonie), Superior, Whitewater.

## Vision Statement

Transforming lives through academic excellence, innovation, and leadership.

## Todd Wehr Alumni Center

The Todd Wehr Alumni Center became the Sabre Café in 2024.

## whether

The term "whether" should be used to imply a choice. "Whether or not" is redundant and should not be used.

## the Web, Website

Always capitalize and spell out to refer to the Internet. When writing out URLs, omit "www."

## Web addresses

When written in text, the web address should not retain the www. Always use lowercase and write as one word. Never use "http://".

## Wisconsin Association of Independent Colleges and Universities

The association of the state's private colleges. Besides Marian, WAICU includes Alverno College, Milwaukee; Bellin College of Nursing, Green Bay; Beloit College, Beloit; Cardinal Stritch University, Milwaukee; Carroll University, Waukesha; Carthage College, Kenosha; Concordia University Wisconsin, Mequon; Edgewood College, Madison; Lakeland College, Sheboygan; Lawrence University, Appleton; Marquette University, Milwaukee; Milwaukee Institute of Art & Design; Milwaukee School of Engineering; Mount Mary University, Milwaukee; Ripon College; Silver Lake College, Manitowoc; St. Norbert College, De Pere; Viterbo College, La Crosse; and Wisconsin Lutheran College, Milwaukee. (NOTE: Northland Baptist Bible College in Dunbar is not a member of WAICU.)

## Wisconsin Catholic colleges

The list includes, besides Marian, Alverno College, Milwaukee, sponsored by the School Sisters of St. Francis; Sisters of St. Francis of Assisi; Edgewood College, Madison, Sinsinawa Dominican Sisters; Marquette University, Milwaukee, Society of Jesus (Jesuits); Mount Mary University, Milwaukee, School Sisters of Notre Dame; Silver Lake College, Manitowoc, Franciscan Sisters of Christian Charity; St. Norbert College, De Pere, Norbertine Order; and Viterbo University, La Crosse, Franciscan Sisters of Perpetual Adoration.


## Wisconsin religious colleges

Besides Marian and the other Wisconsin Catholic colleges, the list includes Carroll University, Waukesha, founded by the Presbyterian Church USA; Carthage College, Kenosha, Evangelical Lutheran Church in America; Concordia University Wisconsin, Mequon, Lutheran Church–Missouri Synod; Lakeland College, Sheboygan, United Church of Christ; and Wisconsin Lutheran College, Milwaukee, Wisconsin Evangelical Lutheran Synod. Lawrence University in Appleton formerly was affiliated with the Methodist Church, but no longer is. Ripon College was affiliated with the Congregational (now United Church of Christ) and Presbyterian churches, but no longer is.

## zip codes

Marian University's standard nine-digit zip code is 54935-4699. On business reply envelopes, the nine-digit zip code is 54935-9945.

# Marian University (of Wisconsin) Style Guide

Company Information	
Company name and references	<p><b>First:</b> Marian University* (^when writing to sources outside Wisconsin, include “of Wisconsin”)</p> <p><b>Second:</b> Marian</p>
Executive names and references	Aaron Sadoff, President First Last, Title, Marian University (of Wisconsin)
Grammar and Punctuation	
Abbreviations	None
Acronyms and references	Spell out acronyms on first reference with acronym in parentheses after. Acronyms can be used on second reference.
Dateline	Fond du Lac, Wis. (Month XX, Year)
Headlines	How are they capitalized: First word and proper names only
Industry words	College, University, liberal arts university, private university
Oxford comma	Yes
Contractions	In everyday writing (emails, social posts, internal messaging, etc.), contractions are acceptable. In form writing (grants, contracts, official documents, etc.), contractions are not allowed.
Quotes	“quotes,” [name], [title], said.
Titles/Positions	Capitalized
Formatting	
Captions	All images should be captioned; news releases should include suggested cutline when images are included
Hyperlinks	Hyperlink company on first reference. Hyperlink additional areas of interest as appropriate.
Tagline	None
Font	Arial (OMC has other fonts for design work)
Font size	12
Boilerplate	Logo
Marian University was founded in 1936 by the Congregation of Sisters of St. Agnes, a group of pioneering sisters, in Fond du Lac, Wisconsin. The University has a rich tradition of dedication to the education of the whole person and offers a variety of undergraduate, masters, and adult learning degrees at its main campus and online.	

# MARIAN UNIVERSITY

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