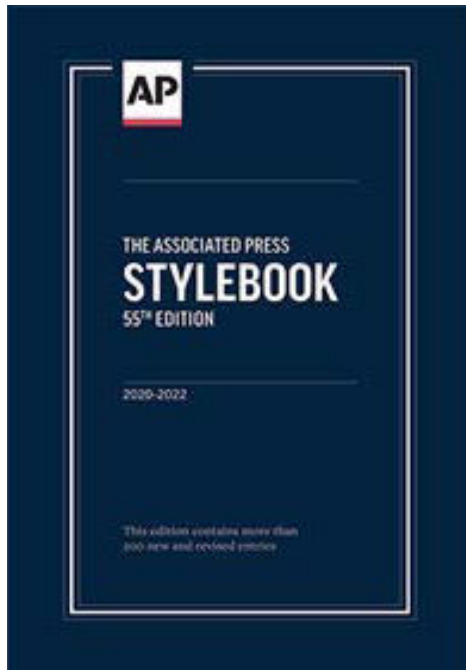


A photograph of students in a computer lab. In the foreground, a young woman with long dark hair, wearing a blue hoodie, is smiling and looking at a laptop. To her right, another young woman with blonde hair, wearing a light purple t-shirt, is also smiling and looking at the same laptop. In the background, a young man with short dark hair, wearing a dark jacket, is looking at the camera with a thoughtful expression, resting his chin on his hand. Other students are visible in the background, some working on laptops. The overall atmosphere is collaborative and focused.

Lawrence Technological University®

Editorial Guidelines



Lawrence Technological University defines its editorial style in order to present the same consistency and strength of the University brand. Lawrence Tech follows the current edition of the *Associated Press Stylebook* for capitalization, grammar, hyphenation, punctuation, variant spellings of words, number style, etc.

However, as is typical with many organizations, Lawrence Tech style sometimes deviates from the *AP Stylebook* or addresses questions not covered by the *AP Stylebook*.

The Lawrence Technological University Name

The University's official name is *Lawrence Technological University* and must appear in its entirety in all publications and ads. In text, it should be used in its entirety upon the University's first mention. While *Lawrence Tech* and *LTU* have been adopted in acceptance of popular usage and augment the University's brand, they should be used only as a second reference in text.

Never use Lawrence Tech University or Lawrence Technical University. While it's true that "Lawrence Tech University" appears on some signs in Southfield due to space constraints, this is to be avoided except for those existing examples.

When referring to Lawrence Tech as an entity, use *the University*, always capitalizing *University*.

CORRECT

The University is . . .

INCORRECT

The university is . . .

When referring to Lawrence Tech, do not use the first-person. Avoid "we," "our," "us," etc.

CORRECT

The University is . . .

LTU's campus is in Southfield.

INCORRECT

We are . . .

Our campus is in Southfield.

A/An

Previous rules often used “a” before a word beginning with a consonant and “an” before a vowel. The current rule is based on how the word sounds.

Use “a” before a consonant sound;
use “an” before a word that begins with a vowel sound.

Use “an” before “LTU” because the “L” in “LTU” sounds like “el” – a vowel sound.

Abbreviations

Avoid abbreviations whenever possible and remember that the external community generally will not understand the internal Lawrence Tech shorthand.

CORRECT

A Lawrence Tech degree

An LTU degree

INCORRECT

An Lawrence Tech degree

A LTU degree

Academic Degrees

Avoid abbreviating degrees because they begin to look like alphabet soup. When an abbreviation cannot be avoided, always spell it out on the first mention, followed by the abbreviation in parentheses. Do not use periods in citing the degree

CORRECT

associate degree

bachelor's degree

bachelor of science

master's degree

master of science

doctoral degree or a doctorate

Bachelor of Science in Biomedical Engineering

BS in Biomedical Engineering

Master of Science Education

Doctor of Business Administration (DBA)

PhD, MBA; MSME; BSAr

Master of Science in Mechanical Engineering (MSME)

INCORRECT

associate's degree

bachelor degree

bachelors degree

master degree

masters degree

a doctorate degree

doctors of business administration
D.B.A.

Ph.D. M.B.A., M.S.M.E., B.S.Ar.

Academic and Professional Titles

Capitalized before a name, lowercase after a name.

Generally, do not use the titles "Mr.," "Dr.," "Ms.," and "Mrs.," in text. "Dr." is used, however, in Commencement and honorific publications.

CORRECT

Tamara Jones, dean of the
College of Arts and Sciences

Dean of the College of Arts and Sciences
Marcus Miller

Vice President of University
Advancement Avery Garcia

Simi Jackson, dean of the College
of Arts and Sciences

John Martinez

INCORRECT

Tamara Jones, Dean of the
College of Arts and Sciences

dean of the College of Arts and
Sciences Marcus Miller

vice president of university
advancement Avery Garcia

Simi Jackson, Dean of the
College of Arts and Sciences

Mr. John Martinez, the Dean

Academic/University Units

The names of colleges, as well as academic and service departments and offices, are capitalized. Abbreviations of the colleges may be used upon second reference or for internal audiences. They may not be used as a sole identifier. It is preferred that the "o" in the abbreviation "of" be lowercase, unless all caps are being used. Do not mix an abbreviation with part of a full name. When using the full name of all colleges, "and" is the standard. Informally or when there are space constraints that prevent the use of "and," the plus sign (instead of an ampersand) with a space preceding and following may be used.

CORRECT

College of Architecture and Design
 Department of Electrical and Computer Engineering
 Office of University Development
 Office of Admissions
 Office of the Registrar
 Computer Help Desk
 DTE Energy One-Stop Center
 One-Stop Center
 the college
 the department
 the office
 the registrar

INCORRECT

College of Architecture and D
 College of Arts & Sciences
 College of Bus. + Info Tech
 COBIT (*incorrect because the "O" should be lowercase*)
 the College is ...
 the Department will ...
 the Office is ...
 College of Arts+Sciences
 (*incorrect because there is no space preceding and following the plus sign*)

Academic/University Units (continued)

When colleges, departments, and offices are referred to in shortened form, they are lowercased.

CORRECT

College of Architecture + Design
(when "and" cannot be used)

College of Arts and Sciences, CoAS (upon
second reference or for internal use)

INCORRECT

Acronyms

Avoid whenever possible. If they must be used, always give the full name upon first mention, followed by the acronym in parentheses.

Alumni

Use the correct terminology.

Alumni Designation

When an alumnus/na is cited, his or her degree and year of graduation is provided after the name and set off by commas. Be mindful that the apostrophe indicating the omitted part of the year faces the correct direction (for example, 1993 becomes '93 not '93).

CORRECT

alumnus: one male graduate

alumni: more than one male graduate or former student or a mixture of male and female graduates

alumna: one female graduate

alumnae: more than one female graduate

Delia Shay, BSME'78, visited campus.

INCORRECT

Delia Shay, BSME'78, visited campus.

CORRECT

And

In text, use *and*, not the ampersand (&). In headers, captions, and ads, the use of & is permitted if space limitation prevents using *and*. For college names, use +, not an ampersand.

Blue Devil Motorsports

Motorsports is one word.

Blue Devil Motorsports

INCORRECT

Blue Devil Motor Sports

Board of Trustees

Always capitalize the full name.

However, when it is referred to in shortened form, i.e., the board, the trustees, it is lowercased.

Buildings/Campus

Always capitalize the full name.

CORRECT

A. Alfred Taubman Engineering,
Architecture, and Life Sciences Complex,
Home of the Marburger STEM Center
(Upon second reference: Taubman Complex)

A. Alfred Taubman Student
Services Center
(Upon second reference: Taubman Center)

Applied Research Center (ARC)

Architecture Building

Center for Innovative Materials
Research (CIMR)
(Upon second reference: CIMR)

Don Ridler Field House
(Upon second reference: the Field House)

East Residence Hall

Edward Donley Residence Hall

Engineering Building

INCORRECT

Buildings/Campus (continued)

Always capitalize the full name.

CORRECT

Enterprise Center

Lloyd E. Reuss Residence Hall

The Quad

Science Building

South Residence Hall

Wayne H. Buell Building
(Upon second reference: **Buell Building**)

University Services Building (USB)

University Technology and
Learning Center (UTLC)

INCORRECT

Buell Management Building
Management Building

Courses/Programs

Capitalize specific course names.
Lowercase subjects of study.

Always capitalize the word English or other language classes.

CORRECT

Introduction to Psychology

Visual Communication

The student is taking mathematics, chemistry, and English literature courses.

They will work together on the coursework.

INCORRECT

introduction to psychology

The student is taking Mathematics, Chemistry, and English Literature courses

They will work together on the course work.

Coursework

Coursework is one word.

Don Ridler Field House

Use the full name upon first reference. Field house is two words, not one.

Dates

Use Arabic numbers without st, nd, rd, th. Capitalize the names of months. Spell out the name of the month when it is used alone or with a year but do not separate the month and year with a comma. Month names can be abbreviated when used with a date. Do not abbreviate March, April, May, June, or July.

Decades

Use Arabic figures and denote a plural by adding an s. Do not use an apostrophe.

CORRECT

Don Ridler Field House
Ridler Field House
Field House

Jan. 2, 2021
January 2, 2021
Oct. 24, 2021
October 2021

the 1920s
the mid-1950s

INCORRECT

Don Ridler Fieldhouse
Ridler Fieldhouse
Fieldhouse

January 2nd, 2021
October 24th, 2021
Oct. 2021
October, 2021

the 1920's
the nineteen hundreds

Email

Do not hyphenate.

Email Addresses

All email addresses should be typed in lowercase letters, unless an external address is case-specific.

CORRECT

Suki checked their email.

js0001244@ltu.edu

larryt@ltu.edu

INCORRECT

Suki checked their e-mail

JS0001244@ltu.edu

LarryT@ltu.edu

Fundraising

Fund raising is one word. Do not hyphenate unless the term is being used as an adjective.

CORRECT

fundraising

fundraiser

INCORRECT

fund raising

fund raiser

Gender-neutral language

Whenever possible, use inclusive terms that can apply to any gender. Remove assumptions and stereotypes from language to make it gender neutral. Gender is not binary and it is not synonymous with sex. Gender refers to a person's social identity. Sex refers to biological characteristics. Avoid the idea that there is an either/or approach to gender. Do not use terms such as "both genders" or "opposite genders."

Language that has become acceptable through common use or where the substitution would be confusing can still be used such as "freshman" rather than "freshperson," or "brotherhood" and "sisterhood" rather than "siblinghood."

Do not substitute gender neutral terms for proper names. "Superman" is the character's name, not "Superperson."

CORRECT

business owner, businessperson

chair, chairperson

crew, staff

humanity, humankind, humans,
human beings, people

postal worker

INCORRECT

businessman, businesswoman

chairman, chairwoman

manpower

Mankind

postman

Grade Point Average

It is common and acceptable to abbreviate this term without spelling it out prior to the use of the abbreviation. Do not use periods.

Great Lakes Stormwater Management Institute

Stormwater is one word.

Healthcare

LTU deviates from the Associated Press Style spelling of "healthcare." AP uses two words (health care). LTU uses the industry standard reference of one word (healthcare).

CORRECT

GPA

3.0 GPA; 2.75 GPA, 2.2 GPA

Lawrence Tech's Great Lakes Stormwater Management Institute affects positive environmental change.

LTU alumni work in the healthcare industry.

INCORRECT

G.P.A.

3.00 GPA, 2.20 GPA

Lawrence Tech's Great Lakes Storm Water Management Institute affects positive environmental change.

LTU alumni work in the health care industry.

Jr., Sr.

Use the suffix. Use a period after the suffix. Do not precede with a comma. For additional naming rules, see below *Numbers with Names*.

Money

When citing monetary figures in nonfinancial texts, do not provide empty cents placeholders. Do include a decimal and the cents if more than zero.

Numbers

Spell out 1–9, use Arabic numerals 10 and up.

Numbers (Fractions)

Generally spell out amounts less than one. Use hyphens between words.

CORRECT

Nick Kahn Jr.

Nick Kahn Sr.

\$10

\$1.99

There were eight books, 10 letters, 12 stamps, and three pencils on the table.

two-thirds

four-fifths

INCORRECT

Nick Kahn, Jr.

Nick Kahn, Sr.

Nick Kahn, Jr

\$10.00

2/3

4/5

Numbers (Inclusive)

Inclusive numbers should not include digits that are unnecessary for understanding a numerical spread. An N-dash should be used between inclusive numbers with no spaces on either side of the N-dash.

Numbers Larger than 999

Use commas for numbers over 3 digits.

Numbers (Ordinal)

The letters in ordinal numbers should not appear as superscripts.

CORRECT

325–27

1914–18

1997–2001

2000–03

2011–19

1,000

We came in 21st place.

INCORRECT

325-327

1914-1918

1997-2001
(incorrect because a hyphen is being used)

2000-2003

2011-2019

1000

We came in 21st place.

Numbers (Percentages)

Use the % sign when paired with a numeral, with no space. (Associated Press Style changed this rule in 2019. Prior to 2019, the instruction was to spell out “percent”). For amounts less than 1%, precede the decimal with a zero.

Numbers that Begin a Sentence

Spell out a number that begins a sentence or try to avoid starting a sentence with a number.

Numbers with Names

Do not put a comma after a name and before a Roman numeral indicating that two (or more) members of a family bear the same name.

CORRECT

The student earned a 95% on the test.

The cost of living rose 0.8%.

Ten people were at the party.

There were 10 people at the party.

John Dimitri III

INCORRECT

The student earned a 95 percent on the test.

The cost of living rose .8%.

10 people were at the party.

There were ten people at the party.

John Dimitri, III

Online, Onsite

Do not hyphenate these words.

Percentages

See above *Numbers (Percentages)*.

Photo Captions or Cutlines

Lawrence Tech photos printed in external publications, such as magazines and journals, must have a caption or cutline that acknowledges the University's ownership of the image.

Physician Assistant

Lowercase unless using in a degree or as a name of a program. Do not use the possessive for physician.

CORRECT

Online

Onsite

*Lawrence Technological University photo
by NAME OF THE PHOTOGRAPHER.*

or

Lawrence Technological University photo.

The LTU program will develop skilled
physician assistants.

INCORRECT

On-Line

On-site

The LTU program will develop
skilled physician's assistants.

Punctuation (Commas)

Serial commas, also known as Oxford commas, are used in all publications except for press releases.

Punctuation (Dashes)

Use an N- (preferred) or M-dash, with a space before and after, to denote a break in thought. Whichever dash is chosen, it should be used consistently.

Semesters

When referring to a specific semester and year, capitalize the semester.

CORRECT

The student gathered his books, computer, and phone before running off to class.

N-dash

The professor noted – to his students' dismay – that the test was not canceled.

M-dash

The professor noted — to his students' dismay — that the test was not canceled.

Spring 2021

The Spring 2021 semester begins . . .
...the spring semester begins...

INCORRECT

The student gathered his books, computer and phone before running off to class.

The professor noted--to his students' dismay--that the test was not canceled.

The professor noted—to his students' dismay—that the test was not canceled.

The professor noted—to his students' dismay—that the test was not canceled.

CORRECT

Spaces Between Sentences

Do not insert two spaces between sentences. Use one only.

Room Numbers (on campus)

Do not put a space between the letter (indicating the building) and the number in room numbers.

A200

T156

S100

INCORRECT

A 200

T 156

S 100

A-200

T-165

S-100

SAE Collegiate Design Series

SAE Aero Design®
Formula SAE®
Formula Hybrid™
Baja SAE®
Supermileage SAE®

CORRECT

SAE

INCORRECT

Society of Automotive Engineers

Telephone Numbers

Use periods between the numbers and not hyphens or parentheses.

248.204.4000

(248) 204-4000

(248) 204.4000

1.248.204.4000

Use P, F, and C after the number to indicate telephone, fax, and cell.

248.204.4000 P

248.204.4000 F

248.204.4000 C

f 248.204.4000

fax 248.204.4000

F 248.204.4000

Time

Use figures except for “noon” and “midnight.” Use a colon to separate hours from minutes. Use a.m. and p.m. rather than a generic time such as “10 o'clock.” Although the 10 o'clock construction is acceptable (particularly on invitations or honorific publications) it should usually be avoided so as not to cause confusion about which part of the day the event is taking place. The letters should be lowercase and periods should follow the abbreviations of *ante meridiem* and *post meridiem*.

Time Zones

Capitalize the full name of the zone. Lowercase all but the region in short form. Abbreviations are acceptable on first reference when linked to a clock reading. Capitalize abbreviations and do not use periods.

CORRECT

11–11:30 a.m.

Noon–4 p.m.

7 a.m.–8 p.m.

Eastern Standard Time

Eastern Daylight Time

Central Standard Time

Mountain time zone

Eastern time zone

Pacific Standard Time

8 a.m. EST

INCORRECT

11:00-11:30 am

12- 4 PM

7:00 A.M. – 8:00 P.M.

eastern standard time

Eastern standard time

Mountain Time Zone

Eastern Time Zone

E.D.T.

EST

Website Addresses

Drop `http://` at the beginning of website addresses except in communications pieces intended for international audiences. In the United States, `http://` has become unnecessary, as has the back slash at the end of web addresses.

Web/Technical Terminology

CORRECT

www.ltu.edu

www.google.com

email

global positioning system, or GPS

homepage

internet

online

the World Wide Web

the Web

web-based

web manager

webpage

website

INCORRECT

ltu.edu

`http://www.google.com/`

e-mail

home page

Internet

on-line

web page

web site