

THE UNIVERSITY OF TOLEDO

Content Guide

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TOLEDO

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This content guide is prepared by the Office of University Marketing and Communications to bring brand and style consistency to content written for and about The University of Toledo. Following these guidelines and standards will promote uniformity and clarity and strengthen the effectiveness of communications.

This resource offers guidance on brand voice and tone and addresses frequently asked questions about style, as well as some common errors. Included are examples related to UToledo to encourage better understanding of these writing rules and concepts.

The Office of Marketing and Communications follows **The Associated Press Stylebook**, with some exceptions that are explained in this guide. Checking the UToledo website to verify current college, department and office names, as well as faculty and staff titles, also is advised.

SECTION 1

UToledo Brand Voice

OVERVIEW

Just as a person has a voice, so does a brand. Everyone's voice sounds a little different. It's one way to distinguish between people you know. You can recognize someone's voice when you become familiar with them because their voice is consistent.

For effective marketing, it's important that UToledo also maintains a consistent, recognizable voice to represent the institutional brand.

The University of Toledo's voice is proud, optimistic and encouraging. These qualities are tied to our core value and brand pillars and can be applied across the institution and in all marketing efforts with consideration of the reader and audience in mind.

APPLYING THE BRAND VOICE

The brand voice reinforces the forward momentum, confidence and unstoppable determine of The Power To Do campaign. The language we use should capture this energy and provide both inspiration and bold vision for the future. The goal of our content should be to make it clear that Rockets are on a mission to do whatever it takes to make dreams a reality and help the people we care for live their best lives.

The Power To Do voice is:

- **Proud** but not self-important.
- **Optimistic** but not naïve.
- **Encouraging** but not patronizing.

When referring specifically to the academic enterprise, the voice additionally should sound **bold** but not aggressive and **determined** but not inflexible.

In clinical references, the brand voice is also **strong** but not unapproachable and **compassionate** but not overemotional.

Here are some examples of the brand voice applied.

Our voice is proud but not self-important

Write like this: At The University of Toledo, we're shaping the next generation of doers. UToledo is a premier educator in the region with future-oriented academic programs that prepare students for successful careers.

Not like this: The University of Toledo is an Ohio public research University serving more than 13,000 students with outstanding academic programs in arts, education, humanities, healthcare, STEM and law.

Why: The active, conversational approach creates energy and UToledo's value is evident through a concise summation of our commitment to students. Focus more on the "why" and less on the "what" to deliver impact.

Our voice is optimistic but not naïve

Write like this: At UToledo Health we go the distance to do more to help our patients live their best lives. Driven by an academic connection and discovery mindset, UToledo Health is making better days happen with a safe, expert and high-quality approach to care.

Not like this: UToledo Health does everything in our power to heal you. From the friendliest providers to the most advanced technology anywhere, no health system can do what UToledo Health can.

Why: It's important to strike a balance between authenticity and aspiration in our content. Avoid extremes of cold, transactional information or overly descriptive and cluttered language. Be clear, positive and accurate.

Our voice is encouraging but not patronizing

Write like this: At The University of Toledo, we'll show you what it takes to pull off your biggest ideas. So jump into what excites you. We turn dreamers like you into the next generation of doers with impactful opportunities in co-ops and internships, undergraduate research, and a chance to design your own experience to build your character.

Not like this: UToledo offers internships, co-ops and undergraduate research to support your college experience beyond the classroom. Join one of our 400 student organizations or start your own if you don't find a group that fits your interests.

Why: Our content should convey energy and excitement around the opportunities available to our stakeholders to achieve their potential and support for the challenges or goals they're pursuing. Rather than simply describing program nuts and bolts, emphasize empowerment and opportunity and help the reader picture their success.

SECTION 2

Establishing Tone of Voice

WHAT IS TONE?

Tone is how the brand voice is expressed. While the brand voice will remain consistent, the tone of voice can be expressed in many ways and will be influenced by the context in which it is being used and the audience it is written for. Establishing a tone that is appropriate for the context is important for setting expectations with your audience and connecting with them.

ESTABLISHING TONE

When creating content, consider:

- Who is your reader or audience?
- What is the goal of your communication?
- What action do you want the reader to take?
- What emotions are associated with the communication?
- What is the appropriate level of formality?

How will UToledo best engage the reader so that they will take the action you want them to? The answer may change depending on the purpose of the content. Consider the answers to the questions above to inform the tone you take in crafting your content.

Examples of audience and context requiring different tones of voice:

Tone: Exciting and upbeat

Audience: Prospective student

Goal: Communicate the value of a UToledo education

Sample content: UToledo offers an accessible education with financial and academic support for our students. Our Toledo Tuition Guarantee locks in the same price for all four years, out-of-state students receive reduced fees and the University offers more than 200 donor scholarships, helping you pursue a quality education that pays off with social and economic mobility.

Tone: Inviting and informational

Audience: Campus and extended community

Goal: Drive attendance to a campus event

Sample content: The University of Toledo Department of Theatre and Film will kick off its Festival of New Student Works, showcasing students' original plays and films, on Thursday, Feb. 6. Each work features students in the roles of writers, directors, actors and costume and set designers as well as cinematographers, grips and managers. The festival is an exciting opportunity for students to put into practice what they're learning in their courses and for the community to enjoy original creative work.

Tone: Dignified and welcoming

Audience: Donors and community

Goal: Drive gifts to a donor event

Sample content: Since 2017, Day of Giving has generated more than 17,280 gifts from Rocket supporters who helped the University rocket forward to meet workforce needs, drive innovative programs and change the world with groundbreaking research and healthcare treatment and therapies. By joining us for this year's Day of Giving, donors, alumni and our community can help continue that impact.

Tone: Authoritative and credible

Audience: Patients, caretakers and families

Goal: Educate about health services

Sample content: If excess weight is affecting your quality of life or complicating other health issues like diabetes, high blood pressure, heart disease or sleep disorders, bariatric surgery at UToledo Health may help. Our Bariatric Surgery Program offers a diverse range of minimally invasive bariatric surgical procedures for rapid recovery, reduced pain and smaller scars. You'll also benefit from the comprehensive support of a multidisciplinary team of healthcare providers, nutrition counseling and regular support groups.

SECTION 3

Content Strategy

WRITING HEADLINES

The University of Toledo's tagline is The Power To Do. The infinitive To Do is also featured independently – but never simply “The Power To” followed by other verbs. Headlines pull TO DO out of UTOLEDO for ownable and impactful messaging.

In titles and headlines, The Power To Do appears in either title case or all caps. It does not appear in lowercase. Note that “To” in The Power To Do is also capitalized, a departure from typical capitalization guidance to stylistically convey the entire tagline as part of a clear brand identity unique to UToledo.

Headlines including The Power To Do and To Do are direct and optimistic in tone. They describe action.

SAMPLE HEADLINES

Need some ideas to get started? Here are some sample headlines that include To Do:

To Do More... [insert audience]

Example: To Do More for Our Patients

To Do What... [insert action]

Example: To Do What's Best for Your Future

To Do [modifier] [noun]

Example: To Do Groundbreaking Research

To Do Creative Pursuits

To Do Compassionate Care

To Do Things That Shape the Next Generation

To Do [series]

Example: To Do Smart Things, To Do Art Things, To Do From the Heart Things

DEVIATING FROM TO DO HEADLINES

There are times when it is appropriate to deviate from To Do in headlines. If you need your audience to take a specific action in the information you are writing, prioritize stating that in your title directly rather than creating an abstract play on the tagline. For clarity, headlines and titles other than "The Power To Do" are welcome in marketing materials.

Examples of clear calls-to-action headlines include:

Register Now for Preview UToledo

2025 FAFSA Now Available

Join the UToledo Health team for the 2024 Susan G. Komen Walk for the Cure

SECTION 4

Writing Style

A

abbreviations and acronyms

Spell out on first reference. Avoid the overuse of acronyms and using multiple acronyms when possible. Avoid alphabet soup.

academic degrees

Use the **University Catalog** for appropriate major designations. Note that it is usually an associate's, bachelor's or master's degree in (blank) or an associate, bachelor or master of (blank) degree. Either use is appropriate. Degrees are lowercase. Use capital letters and periods for all academic degrees when abbreviated.

Examples:

- associate's degree
- associate of arts degree
- bachelor of arts degree in music (B.A.)
- bachelor's degree in business administration (B.B.A.)
- bachelor of fine arts (B.F.A.)
- bachelor of science degree in chemistry (B.S.)
- bachelor of science degree in nursing (B.S.N.)
- master of arts degree in philosophy (M.A.)
- master's degree in history (M.A.)
- master of science degree in biology (M.S.)
- master of public health (M.P.H.)

- master of business administration degree (M.B.A.)
(note that it is not master's)
- education specialist (Ed.S.)
- doctor of education degree (Ed.D.)
- doctor of medicine (M.D.)
- doctor of medicine/master of public health
(M.D./M.P.H.)
- doctor of philosophy degree in electrical
engineering (Ph.D.)
- doctor of nursing practice (D.N.P.)
- doctor of pharmacy degree (Pharm.D.)
- juris doctor (J.D.)

Note: "doctorate" or "doctoral degree," not "doctorate degree." Doctorate is a noun. Juris doctor also is a noun – no need to add the word "degree."

Academic Affiliation

Capitalize when referring to the Academic Affiliation between the College of Medicine and Life Sciences and ProMedica.

academic calendar terms

Do not capitalize fall semester or similar terms. Put the term before the year. When referring to the academic year, there is a hyphen space, with first year four digits and second year two digits.

Examples:

fall semester 2019

2019–20 academic year

The class began last spring semester.

academic rank

Lowercase first-year or freshman, sophomore, junior, senior, undergraduate with degree, graduate student and doctoral student. First-year student, second-year student, etc. are preferred to describe law and medical students and resident physicians. First-year student is increasingly common to refer to freshmen. Note it is hyphenated when used as an adjective.

Examples:

Mary Wallace, a sophomore in the College of Business and Innovation, won the award.

Dee Miller, a fifth-year pharmacy student, has a 4.0 grade point average.

ACT

Use only this acronym when referring to the previously designated American College Testing. It is capitalized, no periods.

addresses

When giving the complete address of a business or organization, use street number and abbreviations St., Ave., Blvd., and abbreviate compass points that indicate directional ends of streets. Spell out street, avenue and boulevard when there is no address. Exceptions may be made for formal printed invitations.

Examples:

The walking tours begin at the Toledo Lucas County Public Library, located at 325 N. Michigan St.

The first campus of the former Medical College of Ohio was located at the corner of Arlington and Detroit avenues.

address for Main, Scott Park and Toledo Museum of Art campuses:

College, department, division or office

Mail Stop ___

The University of Toledo

2801 W. Bancroft St.

Toledo, OH 43606–3390

address for Health Science Campus College, department, division or office:

Mail Stop ___

The University of Toledo

3000 Arlington Ave.

Toledo, OH 43614–2598

advisor

Not adviser.

ages

Always use figures, and use hyphens when used as part of a modifier.

Examples:

The child was 7 years old.

The 19-year-old student

aid, aide

Aid (verb) is assistance. Aide (noun) is a person who serves as an assistant.

All-America

An individual team member may be called an All-American. Use All-America when referring to the team.

Examples:

John Smith is an All-American lineman.

Jamal Hines was named to the Freshman All-America Team.

alma mater

Lowercase. UToledo's alma mater is "Fair Toledo."

alumnus, alumna, alumni, alumnae

Graduates of the University. Alumnus refers to one male, alumna refers to one female, alumni refers to two or more who are all male or who are males and females, and alumnae refers to two or more females. Do not use alum.

annual

There is no such thing as a “first annual event.” Only include annual as part of a title if the event is in its second year or more.

app

Short for application. App is acceptable on first reference.

assistant, associate

Do not abbreviate. Capitalize only when part of a formal title before a name. Also see professor.

Examples:

Associate Professor Matt Yockey

Rebecca Monteleone, assistant professor

B

B.A.

Bachelor of Arts. See [academic degrees](#).

baccalaureate

bell tower

Capitalize when used as part of a title, University Hall Bell Tower; lowercase when used a standalone reference.

blast off, blastoff

Blast off is a verb; blastoff is a noun and adjective.

Board of Trustees

Uppercase full name: The University of Toledo Board of Trustees or UToledo Board of Trustees. Subsequent references are lowercase: board, trustees.

B.S.

Bachelor of Science. See [academic degrees](#).

buildings

Capitalize complete building names. Do not capitalize partial names on second reference, such as Ruppert Health Center on first reference and later attributed as the center (lowercase).

buildings — Health Science Campus

Academic Conference Center
Center for Creative Education
Collier Building
Comprehensive Care Center
Delta Hotels Toledo
Dowling Hall
Eleanor N. Dana Cancer Center
Facilities Support Building
George Isaac Minimally Invasive Surgery Center
Health Education Building
Health Science Building
Heart and Vascular Center
Jacobs Interprofessional Immersive Simulation Center
Kobacker Center
Laboratory Incubator Center
Medical Pavillion
Mulford Library Building
Orthopaedic Center
Radisson Hotel
Records Retention Center
Ruppert Health Center
University of Toledo Medical Center (hospital)
Wolfe Center

buildings — Main Campus

Academic House
Bowman-Oddy Laboratories
Carlson Library
Center for Administrative Support
Center for Performing Arts
Fetterman Training Center
Gillham Hall
Glass Bowl Stadium
Grounds and Fleet Services Building
Health and Human Services Building
Health Education Center
Honors Academic Village
Horton International House
Intramural Storage
Koester Alumni Pavilion
Larimer Athletic Complex
Law Center
Libbey Hall
MacKinnon Hall
McComas Village
McMaster Hall
Memorial Field House

Nitschke Auditorium
Nitschke Hall
Nitschke Technology Commercialization Complex
North Engineering Building
Ottawa House East
Ottawa House West
Parks Tower
Peterson House
Plant Operations
Presidents Hall
Public Safety Center
Research and Technology Complex 1
Ritter Planetarium and Observatory
Rocket Hall
Savage Arena
Savage & Associates Business Complex
Scott Hall
Snyder Memorial Building
Stranahan Hall
Student Recreation Center
Sullivan Hall
Thompson Student Union
Tucker Hall
University Computer Center
University Hall
University Health Center
University Recycling Building
Varsity T Pavilion
Wolfe Hall

buildings — miscellaneous

Center for Alumni and Donor Engagement
Lake Erie Center
Stranahan Arboretum
Regency Medical Campus
Fallen Timbers Family Physicians Primary Care Clinic

buildings — Scott Park Campus

Baseball & Softball Practice Facility
Findlay Athletic Center
Scott Park Athletic Concessions

buildings — Toledo Museum of Art Campus

Center for Sculptural Studies
Center for the Visual Arts

bus, buses

The verb forms: bus, bused, busing.

C

cadet

Students within the ROTC program are referred to as cadets.

campus names

Main Campus
Health Science Campus
Scott Park Campus
Toledo Museum of Art Campus

Capitalize full name. Do not capitalize the word campus when it stands alone. It is not necessary to include “the” in front of campus name.

cancel, canceled, canceling, cancellation

capitalization

Complete formal names of UToledo centers, colleges, departments, divisions, institute, offices and programs are capitalized.

Examples:

College of Engineering
Department of Environmental Sciences
Office of University Marketing and Communications

Informal references are lowercase.

Examples:

The medical school commencement is next month.
He studied geography.
The program is celebrating its 10-year anniversary.

Title case capitalization is preferred for naming of works and events. Headlines for UToledo News articles use title case. In title case, major words are capitalized, and most minor words (short conjunctions, articles and prepositions) are lowercase.

Example:

UToledo to Celebrate Graduates at Spring
Commencement Ceremonies

cellphone, smartphone

One word.

Centennial Mall

Landscaped grounds at the center of Main Campus.

centers

Capitalize names of centers. Do not capitalize the word center when it stands alone on second reference. Also see capitalization.

Examples:

Catharine S. Eberly Center for Women

The center is celebrating 10 years of service to the community.

chair

Job position. Not chairman, chairwoman or chairperson.

child care

Two words, no hyphen.

cities and towns

Capitalize them in all uses. For most cases, city names should be used with state names. Toledo and most other cities in Ohio stand alone. Consult the AP Stylebook.

clinics

Capitalize names of clinics. Do not capitalize the word clinic when it stands alone on second reference. Also see capitalization.

Examples:

Advanced Heart Failure Clinic

The clinic is open from 8 a.m. to 5 p.m. daily

co-

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status.

Examples:

Co-worker

Co-chair

Co-sponsor

coed

Acceptable as an adjective to describe coeducational institutions. No hyphen.

colors

UToledo colors are midnight blue and gold.

colleges

Capitalize the full names of colleges on all references. Do not capitalize the word college when it stands alone on second reference. UToledo colleges are:

College of Arts and Letters

John B. and Lillian E. Neff College of Business and Innovation

Judith Herb College of Education

College of Engineering

College of Graduate Studies

College of Health and Human Services

Jesup Scott Honors College

College of Law

College of Medicine and Life Sciences

College of Natural Sciences and Mathematics

College of Nursing

College of Pharmacy and Pharmaceutical Sciences

University College

Examples:

The College of Law will host five speakers next month. More than 300 students will graduate from the college.

named colleges

John B. and Lillian E. Neff College of Business and Innovation

Use full name of college on first reference. On subsequent references, use Neff College of Business or the college. Use COBI only for internal audiences.

Judith Herb College of Education

Use full name of college on first reference. On subsequent references, use Herb College of Education or the college. Use JHCOE only for internal audiences.

comma

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

Examples:

The flag is red, white and blue.

She was going to adopt a dog, cat or rabbit.

Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction.

Examples:

He went to the store to buy milk, eggs, and macaroni and cheese.

Her favorite bands are The Beatles, Depeche Mode, and The Head and The Heart

Use a comma also before the concluding conjunction in a complex series of phrases.

Example:

The symposium is an opportunity for students to network, practice professional development skills, and receive constructive feedback on presentations.

co-op

Short for cooperative, to distinguish it from coop, a cage for animals.

counsel, counseled, counseling, counselor

course modalities

Remote: Meet online at set days and times. Students participate in real-time with their classmates and professor.

Online: Follow the traditional distance learning model in which there is not a set class meeting schedule. Students receive frequent communication from their professors and collaborate one-on-one with classmates.

Hybrid/blended: Integrate traditional face-to-face instruction with online learning. Students meet face-to-face with the instructor once or twice per week and complete the rest of their classwork online at their own preferred time.

course names

Capitalize full name of the course. No quotation marks or italics.

course numbers

Using full course names is preferred, but course numbers can be used if needed. Course subject must be included with the course number.

Example:

Law and the Legal System (LAWM 5000), a three-credit course taught by a full-time College of Law faculty member, is being offered this fall semester.

coursework

One word.

courtesy titles

Do not use courtesy titles Mr., Miss, Ms. or Mrs. except in direct quotations. Use the Dr. designation if someone has a doctorate on first reference only. Do not use both title and Dr. before the name. Instead, rewrite to put title after name if academic credential prefix is desired.

credentials

Limit list of credentials after a name and offset with commas. Only include terminal degree and highest professional credential(s). Avoid alphabet soup.

credit hours

Use numerals.

Example:

The course is 3 credit hours.

cum laude

When referring to someone who graduated or who will graduate with honors, use the Latin designations cum laude (3.3 and above), magna cum laude (3.6 and above) and summa cum laude (3.9 and above). May be used in italics in some marketing materials, such as the commencement program.

D

day care

day, date

Use numeral for date without st, nd, rd or th. When a month is used with a date, abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. University style includes day of the week with date when previewing events. Do not abbreviate dates. Spell out all months when used without a date or with a year. The date is offset with commas.

Examples:

The grand opening celebration will be at 5 p.m. Monday, Oct. 1, in Thompson Student Union.

Construction will be complete by December 2020. Fall semester will begin Aug. 26, 2019.

dean

Dean should be capitalized if it appears before a person's name. Be sure to distinguish between associate, assistant and other types of dean positions.

dean's list

Lowercase in all uses.

Departments

Capitalize the names of academic departments. Do not capitalize the word department when it stands alone on second reference. Also see capitalization.

Examples:

- Chemical Engineering Department
- Department of Surgery
- The department hosts the event each year.

Divisions

Capitalize the names of divisions. Do not capitalize the word division when it stands alone on second reference. Also see capitalization.

Examples:

- Division of Advancement
- He has worked for the division for 20 years.

Distinguished University Lecturer

Highest honor bestowed upon a lecturer. Capitalized in all references.

Distinguished University Professor

Highest permanent honor bestowed upon a faculty member. Capitalized in all references.

Doermann Theatre

Located in University Hall, this venue is named in honor of Henry J. Doermann, UToledo's sixth president.

dollar figures

Use figures and the \$ sign in all except casual references and amounts without a figure. The word cents is spelled out on all figures less than \$1.

Examples:

- \$100,000
- \$2.7 million
- The book cost \$11.
- Give me a dollar.
- 25 cents

dorm, dormitories

Residence hall is the preferred term; do not use dorm or dormitories.

dual major

Use for a student who has two majors.

dummy (healthcare training mannequin)

Do not use. It is a "patient simulator."

E

earth

Generally lowercase; capitalize when used as the proper name of the planet.

email

Always lowercase with no hyphen.

emeriti, emeritus, emerita

For one man, it is professor emeritus. For one woman, it is professor emerita. For two or more, regardless of gender, use professors emeriti.

F

faculty members

For titles, use appropriate rank – professor, associate professor, assistant professor, instructor, etc.

Example:

- Dr. J.D. Smith, professor of astronomy

Faculty Senate

Capitalize when referring to UToledo's elected body of the faculty.

Fellow

Family Educational Rights and Privacy Act of 1974 (FERPA)

A federal law that protects the privacy of educational records.

fight song

The University's fight song is "U of Toledo."

Flatlands

Area on Main Campus south of Ottawa River that features the Spirit Rock. Capitalized.

foreign student

International student is preferred.

fountains

Toledo Edison Memorial Fountain is located in front of the Thompson Student Union on Main Campus. The Fountain of Excellence is located between University, Gillham and Stranahan halls.

fraternities and sororities

Use full names on first reference; nicknames and abbreviations can be used on second reference.

Examples:

Sigma Phi Epsilon fraternity will hold a fundraiser Monday, March 2.

Delta Delta Delta sorority will participate in this year's Songfest.

free events

"The free, public event ..." is preferred instead of "The event is free and open to the public."

full time, full-time

Hyphenate when used as a compound modifier.

Examples:

He works full time.

She has a full-time job.

fundraising

One word when referring to the activity, when referring to a person, or used as an adjective.

Examples:

Fundraising can sometimes be difficult.

A fundraiser was hired.

A fundraising campaign was launched.

G

GED

A trademark abbreviation for General Education Development tests, a battery of five exams designed by the American Council on Education to measure high school equivalency. GED should be used as an adjective, not as a noun. Those passing the tests earn a GED diploma or certificate, not a GED. It is capitalized, no periods.

grade point average

Spell out for first reference. GPA can be used for subsequent references. Use figures to at least one decimal point.

Example:

She had a grade point average of 3.6 as a freshman but raised that to a 3.75 GPA in her sophomore year.

grades

Don't italicize grades or place them within quotation marks.

Example:

John received four A's and one B.

H

healthcare

One word.

Health Insurance Portability and Accountability Act of 1996 (HIPAA)

Federal law that mandates regulations that govern privacy, security and administrative simplification standards for healthcare information management, including patient records.

Homecoming

Capitalize when referring to UToledo's Homecoming. The official name of the parade is Edward C. and Helen G. Schmakel Homecoming Parade.

Examples:

She was chosen as the Homecoming queen.

The Homecoming game will be Saturday, Oct. 3.

homepage

One word.

I

institute

Capitalize names of institutes. Do not capitalize the word institute when it stands alone on second reference. Also see capitalization.

Examples:

Human Trafficking and Social Justice Institute
The institute hosts the conference every September.

interim titles

Add interim to the beginning of the title.

Example:

Interim Provost Dr. Scott Molitor

international student

Not foreign student.

internet

Lowercase.

intranet

Lowercase.

J

J.D.

Juris doctor. See academic degrees.

K

keynote address/keynote speech

K-9

K-12

kick off, kickoff

Kick off is a verb; kickoff is a noun.

L

libraries

William S. Carlson Library (Carlson Library) on Main Campus, the Ward M. Canaday Center for Special Collections (Canaday Center) in Carlson Library and the Raymon H. Mulford Library (Mulford Library) on Health Science Campus are collectively called University Libraries. LaValley Law Library on Main Campus operates under the College of Law.

LGBTQA+

This stands for lesbian, gay, bisexual, transgender, questioning, asexual and allied students, initiatives.

log in, login

log in a verb; login is a noun.

M

M.A.

Master of Arts. See academic degrees.

mascots

UToledo's mascots are Rocky the Rocket and Rocksy the Rockette. Rocky and Rocksy are acceptable in all references.

M.B.A.

Master of Business Administration. (note that it is not master's). See academic degrees.

M.D.

Doctor of Medicine. A word such as physician or surgeon is preferred. See academic degrees.

Medical College of Ohio, Medical University of Ohio

Use the word "former" when making reference to the institution.

Example:

He retired in 1990 from the former Medical College of Ohio.

Mid-American Conference (MAC)

UToledo belongs to the Mid-American Conference. MAC is acceptable on subsequent references. UToledo is a member of the NCAA Division I-A.

Midwest region

The shortened form Midwest is acceptable in all references.

military titles

Capitalize a military rank when used as a formal title before an individual's name. In subsequent references, use only the last name.

millions, billions

Use figures with million or billion in all except casual uses. Do not go beyond two decimal places.

Examples:

7.51 million people

\$256 billion

I'd like to make a million dollars.

M.S.

Master of Science. See academic degrees.

multi

One-word prefix in most cases. AP exceptions are those with the same-vowel combinations, e.g., multi-ice.

myUT

This is the correct capitalization.

N

nonprofit

One word. Preferred over not-for-profit.

O

OB-GYN

Acceptable in all references for obstetrics and gynecology, a medical specialty.

offices

Capitalize the names of offices. Do not capitalize the word office when it stands alone on second reference. Also see capitalization.

Examples:

Office of Financial Aid

online

One word, lowercase.

orthopaedic

Orthopaedic is the preferred spelling over orthopedic.

Oxford comma

See comma.

P

part time, part-time

Hyphenate when used as a compound modifier.

Examples:

He works part time.

She has a part-time job.

percent, percentage

Use the % sign when paired with a numeral, with no space. In casual uses, use words rather than figures and numbers.

Examples:

Average hourly pay rose 3.1% from a year ago.

The cost of living rose 0.6%.

Ph.D.

See academic degrees.

physician assistant

Not physician's assistant.

photo credit

When using one of the UToledo photographer's shots, please credit: Daniel Miller/The University of Toledo

postdoctoral

One word, no hyphen.

pre-K

principal, principle

Principal is a noun and adjective meaning someone or something first in rank, authority, importance or degree. Principle is a noun that means a fundamental truth, law, doctrine or motivating force.

Examples:

She was the principal investigator.

They fought for the principle of self-determination.

professor

Professor should be capitalized if it appears before a person's name. Be sure to distinguish between associate, assistant and other types of professors. Also see assistant, associate.

Examples:

Professor Tom Bridgeman
Associate Professor Sam Nelson

programs

Capitalize University program names. Do not capitalize the word program when it stands alone on second reference. Consult the University Catalog for a full list of degree programs. Also see capitalization.

Examples:

Master of Liberal Studies Program
There are 90 students in the program.

ProMedica

Q

questionnaire

quotes

It is acceptable to correct minor grammatical errors or word usage within quotes. Punctuation goes inside quote marks. Single quotes are used when something is quoted inside a quotation.

R

Reserve Officers' Training Corps (ROTC)

The s' is military practice. ROTC is acceptable in all references. UToledo has an Army ROTC.

residence halls

Not dorms or dormitories. UToledo residence halls are:
MacKinnon Hall
McComas Village
Ottawa House
Parks Tower
Presidents Hall
Honors Academic Village

rooms, auditoriums and galleries

When referring to specific rooms, auditoriums and galleries, put the room after the building name and capitalize that room. No comma needed.

Examples:

Thompson Student Union Room 3016
Center for Performing Arts Recital Hall
Center for the Visual Arts Gallery

RSVP

Acceptable in all references. No periods.

Example:

RSVPs are requested by Friday, Oct. 26.

S

SAT

Use only the initials in referring to the previously designated Scholastic Aptitude Test or the Scholastic Assessment Test. It is capitalized, no periods.

scholarships

Capitalize the names of scholarships.

seasons

Lowercase spring, summer, fall, winter and derivatives such as springtime unless part of a formal name.

semesters

See academic calendar terms.

Serial comma

See comma.

single and multiple letters

For single letters, add 's. For multiple letters, add s.

Examples:

She received one A and two C's.
Four VIPs attended the event.

Songfest

One word. Songfest is UToledo's second oldest tradition, beginning in 1937. Homecoming is the longest-standing tradition.

startup

One word to describe a new business venture.

student-athlete

Hyphenated.

student organizations

Capitalize all student organization names.

Examples:

Student Government
Black Student Union
Blue Crew

syllabus, syllabuses, syllabi

AP Style for plural is syllabuses. Syllabi also is acceptable.

T

telephone numbers

Unlike AP Style, use figures and periods rather than hyphens. For extension numbers use Ext. ###. Be aware that extensions are different for each campus because the Main Campus uses 419.530.#### and the Health Science Campus uses 419.383.####.

television and radio stations

AP Style is to use the call letters and call sign (WTOL-TV Ch. 11, WXUT FM 88.3). We prefer to refer to local media as they refer to themselves.

Examples:

13 ABC
WTOL 11
WXUT

The Power To Do

UToledo's tagline with our 2024 brand launch. All words are capitalized.

theater

Use this spelling unless the proper name is Theatre. On campus, the theatre spelling is used for Doermann Theatre and Department of Theatre and Film.

they, them, their

Plural pronoun. Acceptable as a singular and/or gender-neutral pronoun.

time

Use numerals except for noon and midnight, which are always lowercase. Use a.m. or p.m. lowercase with periods and a space after the numeral. Use hyphen with no spaces or the words to and from to denote range of time.

Examples:

The symposium will take place from 8:30 a.m. to 5:30 p.m.
The talk will be 2-3 p.m.
Lunch will be served at noon.

titles for books and CDs

Use quotation marks and capitalize titles. Do not underline.

Examples:

"The Catcher in the Rye" by J.D. Salinger
Jack Kerouac's "On the Road"
"Let It Be" by The Beatles includes the song "The Long and Winding Road."

titles for dissertations, lectures, art exhibits, movies, papers, plays, poetry, research projects, songs and TV programs

Capitalize titles in quotation marks.

Examples:

Deborah Orloff's photography exhibit, "Reclaiming the Night," will be on display in the Center for the Visual Arts Clement Gallery.

titles for individuals

Do not capitalize if the titles are given after name (unless it is a named professorship). Capitalize titles when they immediately precede names.

titles for journals, newspapers and magazines

Do not use quotation marks or italics.

Examples:

The Blade
Toledo Alumni Magazine

Toledo

Capitalize name of city, but lowercase the word city if using phrase, city of Toledo.

The University of Toledo

The University of Toledo should be used on first reference, with "the" capitalized at the beginning. Use UToledo on subsequent references. Do not use UT.

Toledo Early College High School

The high school located in Driscoll Center. Its students take courses at UToledo while going to high school. It is part of the Toledo Public Schools district.

traffic, trafficked, trafficking

transfer, transferred, transferring

travel, traveled, traveling, traveler

T-shirt

U

underrepresented minority students

Preferred over underserved minority students.

University unions

Staff bargaining units:

American Federation of State, County and Municipal Employees (AFSCME) Local 2415

Communication Workers of America (CWA) Local 4319

Fraternal Order of Police (FOP), Ohio Labor Council, Inc.

University of Toledo Patrolman's Association (UTPPA)

Faculty bargaining Units

UToledo chapter of the American Association of University Professors. Note there are bargaining units for tenured and tenure-track, lecturers and College of Law.

University motto

The University of Toledo's motto appears on its seal in Old Spanish: "Coadyuvando El Presente, Formando El Porvenir." This translates to "Guide to the Present, Molder of the Future."

UToledo

The University of Toledo should be used on first reference, with "the" capitalized at the beginning. UToledo is the preferred shorthand for subsequent references. Do not use UT. UToledo better identifies the University outside the regional market with other institutions, such as University of Texas, University of Tennessee and University of Tampa, also abbreviated to UT.

University of Toledo Medical Center

The University's hospital. UTMC is acceptable in subsequent references.

University of Toledo Physicians

The physician group representing UToledo Health providers.

UTAD

Login ID for UToledo faculty, staff and students. Stands for University of Toledo Authentication Directory. Capitalized with no periods.

UToledo Health

UToledo Health refers to the University's clinical operations including the medical center and clinic locations.

UToledo News

The University's internal communications vehicle that includes news.utoledo.edu website and email newsletter. UToledo ceased printed paper in 2020.

V

Veterans Day

No apostrophe. The federal legal holiday is observed Nov. 11.

vice presidents

Always lowercase, unless used before a name.

Examples:

The vice president for enrollment management
Vice President for Innovation and Economic
Development Frank Calzonetti

voicemail

One word.

W

web, webinar, webmaster, webpage, website

Wi-Fi

X

X-ray

Hyphenated as noun, verb and adjective.

Y

years

Use figures, without commas. Use commas only with a month and day. Use an s without an apostrophe to indicate spans of decades or centuries.

Examples:

She was born in 1985.

Construction on the building began Dec. 18, 1994.

July 1, 2006, was the official merger date of The University of Toledo and the former Medical University of Ohio.

'80s, 1990s

youth

Applicable to boys and girls from age 13 to 18. Use man and woman for individuals 18 and older.

Z