

# SUS Style Guide

*The purpose of this style guide is to provide a set of standards for the accepted spelling, capitalization and punctuation of commonly used words, phrases and acronyms at SUS. The goal of these guidelines is to maintain consistency, clarity, coherency and correctness across all communications. SUS follows AP Style, so this guide is derived from the official AP Stylebook. Questions should be directed to Caitlan Cole, content editor, at [ccole@sullivan.edu](mailto:ccole@sullivan.edu).*

## A

A.A.S. [Associate in Applied Science]

a.m. [Lowercase, with periods]

A.S. [Associate of Science]

ABA [American Bar Association]

ACF [American Culinary Federation]

ACICS [Accrediting Council of Independent Colleges and Schools]

admissions

Admissions Officer

alumna [female graduate, singular]

alumnae [female graduates, plural]

alumni [plural of alumnus, use for all male or mixed male and female group of graduates]

alumnus [graduate, usually male, singular]

associate degree [singular]

associate degrees [plural]

## B

B.A. [Bachelor of Arts]

B.S. [Bachelor of Science]

bachelor's degree [singular]

bachelor's degrees [plural]

Bluegrass [capitalized when referring to region]

The Bakery

## C

campuswide

Career Services

catalog

CEO

College [can be used when referring to Spencerian College or Sullivan Tech specifically]  
college [generic]  
copy editing  
the Commonwealth

## D

Dale Carnegie Training–Kentuckiana [complete name must be used for all references]  
department [lowercase unless part of formal title]  
Doctor of Pharmacy [not “Doctor of Pharmacology”]

## E

eblast  
email  
entry-level

## F

fast-track  
firsthand  
flier  
Fort Knox [not “Ft. Knox”]  
fundraising

## G

GPA

## H

hand-picked  
healthcare  
HTML  
HVAC-R [Heating, Ventilation, Air Conditioning and Refrigeration]  
hyperlink

## I

ICCL [International Center for Corporate Learning]  
IM [instant message]  
industry-standard  
instructor  
Internet  
inventory

IP address  
IT [Information Technology]

**J**  
JPEG  
Juleps Catering

**K**  
keynote address  
kudos

**L**  
LAN  
liaison  
lifelong  
login  
logoff  
logon

**M**  
M.A. [Master of Arts]  
M.S. [Master of Science]  
master's degree [singular]  
master's degrees [plural]  
MBA [Master of Business Administration]  
midterm  
mock-up

**N**  
NCHS [National Center for Hospitality Studies]  
no one  
nonprofit  
norm

**O**  
offline  
OK  
online  
overall

## P

p.m. [Lowercase, with periods]  
percent [do not use % symbol in prose]  
Ph.D.  
Ph.D.s [plural]  
Pharm.D. [Doctor of Pharmacy]  
Pharm.D. + MBA  
Physician Assistant [not "Physician's Assistant"]  
prerequisite

## Q

questionnaire

## R

real-life  
real-world  
reapplication  
reapply  
reentry  
restaurateur  
résumé  
RSVP

## S

SACSCOC [Southern Association of Colleges and Schools Commission on Colleges]  
semiannual  
skillset  
SMS  
Spencerian College–Lexington  
Spencerian College–Louisville  
stair-step [hyphenated, not put in quotations]  
Sullivan Tech ["SCTD" is being phased out; "Sullivan College of Technology and Design" still acceptable]  
Sullivan University Center for Learning–Louisiana  
Sullivan University Center for Learning–Northern Kentucky  
Sullivan University College of Pharmacy [SUCOP also acceptable]  
Sullivan University–Fort Knox  
Sullivan University–Lexington  
Sullivan University–Louisville  
Sullivan University–Online

SUS

SUS's

the South [capitalized when referring to region]

The Sullivan University System ["The" is capitalized; "System" is not plural]

**T**

teammate

theater

tomorrow

toward [rather than "towards"]

transfer

transferred

transferring

TV

**U**

U.S. *or* USA

underscore

University [can be used when referring to Sullivan University specifically]

university [generic]

URL

**V**

VDI [Virtual Desktop Infrastructure]

versus

veto

VIP

voice mail

**W**

Web, the Web

website

well-rounded

wellbeing

Wi-Fi

workday

workforce

workout

workplace

workstation

workweek  
worldwide  
worthwhile

**X**  
X-ray

**Y**  
year-end  
year-round  
yearlong  
YouTube

**Z**  
zero, zeroes  
ZIP code

## **BASIC STYLE GUIDELINES**

### *Academic Degrees*

**associate degree | bachelor's degree | master's degree**

**Correct** Sullivan Tech offers both an associate degree and a bachelor's degree in Dynamic Web Development.

**Correct** The graduate earned associate degrees in Business Management and Information Technology.

**Incorrect** You can earn an associate's degree in Culinary Arts.

### *Programs*

Capitalize the names of programs, departments and courses.

### **Examples:**

Baking & Pastry Arts  
Advanced Manufacturing Technology  
Surgical Technology  
Creative Communications  
School of Accountancy  
CCS117 Computer Fundamentals

## *Numerals*

- In general, spell out one through nine.
- Use figures for 10 or above and whenever preceding a unit of measurement or referring to ages of people, animals, events or things. Exception: spell out all numbers at the start of a sentence.

**Correct** You can complete your Conflict Management Certificate in as little as six months.

**Correct** Spencerian College has established a tradition of excellence for more than 120 years.

- Correct phone number format: 859.276.4357
- Avoid superscripts [e.g., April 24, rather than April 24<sup>th</sup>]
- Top of the hour times do not take “:00” format

**Correct** 7 p.m.

**Incorrect** 7:00 pm

## *Titles*

Capitalize formal titles when used directly before an individual's name. Lowercase and spell out titles when they do not directly precede an individual's name.

**Correct** Glenn Sullivan, president of The Sullivan University System, will speak at the press conference.

**Correct** President Glenn Sullivan will speak at the press conference.

## *Miscellaneous*

- Leave out the “http://” and “www.” in URLs.

**Correct** sctd.edu | spencerian.edu | sullivan.edu

- As dictated by AP Style, do not use serial commas (the comma before the “and” or “or” that precedes the last item in a list).

**Correct** Dale Carnegie Training–Kentuckiana can help managers engage, inspire and strengthen their teams.

- Do not double space between sentences. Use a single space after the end of a sentence.

### **Correct Sullivan University site terminology:**

Louisville and Lexington *Campuses*

Fort Knox *Extension*

Online *Division*

Louisa and Northern Kentucky *Centers for Learning*

### **COMMON GRAMMAR MISTAKES**

#### **whose | who's**

whose=possessive form of who

who's=contraction meaning "who is"

**Correct** Who's ready for our best quarter yet?

**Correct** I met with a student whose passion for cooking will make him a perfect fit for the National Center for Hospitality Studies.

#### **there | their | they're**

there=refers to a place

their=refers to something associated with or owned by a group

they're=contraction meaning "they are"

**Correct** They're going to love going to school there—I heard their programs are the best!

#### **your | you're**

you=possessive form of you

you're=contraction meaning "you are"

**Correct** We appreciate that you're always looking for ways to support your students.

## its | it's

its=possessive form of it

it's=contraction meaning "it is"

**Correct** It's official—Sullivan will soon open its next Center for Learning in Northern Kentucky.

## to | too

to=preposition

too=means "additionally" or "extremely"

**Correct** Will you send the eblast to all faculty and staff too?

## than vs. then

than=used for comparisons

then=situates actions in time

## enroll vs. sign up

You *enroll* in classes but *sign up* for an intramural sports team.

## complement vs. compliment

complement=noun or verb denoting adding to or completing

compliment=noun or verb denoting praise or expression of courtesy

complimentary=adjective meaning "free of charge"; also the adjectival form of "compliment"