



Texas Exes Style Guide

Sometimes it feels like we have our own language on the Forty Acres, and this handy reference sheet will help you speak to Longhorns like a pro. The wording, phrasing, capitalization, and figures listed here are approved for use publicly and in all Texas Exes collateral. If you don't find what you're looking for here, please email Dorothy Guerrero at dorothy.guerrero@texasexes.org or Sofia Sokolove at sofia.sokolove@texasexes.org.

Style Guidelines

Alcalde. In print, small caps. Online and in emails, *Alcalde*. Do not capitalize or italicize the t in "the": the *Alcalde*.)

Alumni

- Alumnus = general singular or a man
- Alumni = general plural or men
- Alumna = a woman
- Alumnae = women
- Alum and alums are colloquialisms – OK for informal speech or the blog, not for print.

RIGHT: I'm an alumnus. We are alumni. Margaret Berry, a Distinguished Alumna of ...

WRONG: I'm an alumni. She's an alumni.

Athletics

Capitalize formal names.

- Texas Baseball
- Longhorn Football

Lowercase when used informally.

- A baseball game.
- The baseball team.
- The women's soccer team.

Gameday is always one word.

Bevo

The official mascot of the university. Use Roman numerals to denote a specific Bevo.

- Bevo XIV

the Board of Directors, the Council

Capitalization

- The University of Texas at Austin, the university, UT Austin
- The University of Texas System, the UT System, the System
- UT System Board of Regents, the regents, Regent Alex Cranberg, the Board of Regents
- The Texas Exes, The Ex-Students' Association, the association
- The Lila B. Etter-Jack Harbin Alumni Center (formal, full name), the Etter-Harbin Alumni Center (somewhat less formal), the Alumni Center (informal)
- Life Member, Associate Life Member, Student Member, etc.

Co-ed: always hyphenate

Co-op: Written thusly

Colleges, Departments, and Schools

- the College of Liberal Arts, College of Communication
- liberal arts junior Margie Hoffman, business sophomore John Garza
- RTF freshman, radio-TV-film senior (both are acceptable)
- School of Law, Department of Mechanical Engineering (because those are the formal names)
- law school, mechanical engineering department (because those are generic terms)
- The following departments are widely known enough to use their acronyms: RTF
- Always use full names for colleges and schools on first reference: College of Natural Sciences, McCombs School of Business. Subsequent references can shorten to Natural Sciences, the business school, the law school.

Commas

Use serial commas: red, white, and blue.

Commencement with a lowercase C.

Daily Texan

Capitalize and italicize, but not the "the."

- As reported in the *Daily Texan* on Wednesday.
- I saw it in a *Daily Texan* article.
- Follow this style for other publications: the *New York Times*, the *New Yorker* magazine

Darrell K Royal-Texas Memorial Stadium

Note: no period after the K, and a hyphen connects Royal and Texas. May be referred to as DKR-Texas Memorial Stadium on second reference, or the football stadium.

Dates, Times

Only include year if it's necessary for clarity.

- Abbreviate months when followed by a day: Jan. 22, Feb. 19, Aug. 13, 2002
- Do not abbreviate March, May, June, or July
- Never add “rd” or “th” after a date: Oct. 3 – not Oct. 3rd
 - Exception: March 2 may be referred to as March 2nd when referring to the Texas Independence Day

Drop the :00 when referring to an hour on the hour: 1 a.m. or 6 p.m. Otherwise: 7:30.

Use noon and midnight, for 12 p.m. and 12 a.m., respectively.

Places periods between a.m. and p.m. Both a.m. and p.m. should always be lowercase.

Degree abbreviations. Don't use periods.

BA	Bachelor of Arts*
BAr	Bachelor of Architecture
BBA	Bachelor of Business Administration
BFA	Bachelor of Fine Arts
BJ	Bachelor of Journalism
BM	Bachelor of Music
BS	Bachelor of Science*
BSN	Bachelor of Science in Nursing
BSW	Bachelor of Social Work
DMA	Doctor of Musical Arts
JD	Doctor of Jurisprudence (law degree)
LLB	Bachelor of Laws**
MA	Master's of Arts
MAr	Master's of Architecture
MBA	Master's of Business Administration
MFA	Master's of Fine Arts
MLS	Master's of Library Science
MPA	Master's of Public Accounting
MPAff	Master's of Public Affairs
MS	Master's of Science
MSW	Master's of Science in Social Work
MSIS	Master's of Science in Information Studies

*If someone has a bachelor of arts or science in ... anything — theatre and dance, public relations, chemical engineering, don't include the extra letters, only use BA or BS.

**LLB is the predecessor to JD and can generally be used interchangeably. If someone with an LLB sends in a note and identifies himself as JD, that's fine to use.

These are the most common. Others may come up, but they're pretty easy to figure out. Just ask if you're unsure.

Distinguished Alumnus Award

UT Distinguished Alumnus Bill Moyers

Larry Faulkner, a Distinguished Alumnus of the university
Kay Bailey Hutchison, LLB '67, BA '92, Life Member, Distinguished Alumna

Faculty

"Faculty" is a singular noun. Use "faculty members," as a plural, not "faculty."
Ditto for "staff."

Forty Acres

Spell out except when referring to the 40 Acres section of the magazine.

Forty Acres Scholars Program

Spell out. Do not say 40 Acres Scholars Program. FASP as an acceptable abbreviation. Scholars is always plural when referring to the program, Forty Acres Scholars Program. Students in this specific program are always referred to as a "scholar" or scholars, not "recipient," which is used for all other scholarship awards.

Gameday

One word. "Come to the Alumni Center on gameday." "A gameday tailgate party."

Health Care

Two words in all uses.

Hook 'em Horns

Hook 'em Horns proper is capitalized; "the hook 'em" or "he hooked 'em" is not. Note direction of apostrophe. In general apostrophes point toward the numbers or letters they replace.

Horns

Short for Longhorns. Do NOT use an apostrophe.

Keytag

One word.

National Championship

Capitalize when referring to a specific year or championship won. Lowercase when using generically.

- UT outplayed USC to win the 2006 BCS National Championship game.
- Our goal is always to win the national championship.
- The men's swimming and diving team is the 2010 National Champions.
- Men's swimming and diving has won 10 national championships.

Numbers

Spell out one through nine and rankings first through ninth; use numerals for all others: 10, 109, 33rd, 10th.

Quotation marks

Use for songs, titles of episodes, titles of courses, dissertation titles, sculptures, chapters, single works of art:

- The “Farewell” episode of *M*A*S*H*.
- “Love Me Tender” off of Elvis’ *Sun Sessions* album.

Percentage

- Per AP, use “percent” in editorial copy
- Use % in all marketing materials

Phone numbers: 512-471-8086. Use hyphens, not periods or parentheses.

Punctuation almost always falls INSIDE of quotation marks: “What am I doing here?” he said. “It’s been a long day,” he said.

- But: One must ask oneself, “Where are we going?”. (Because the sentence is not a question, only the quote.)

Never abbreviate in a quote.

Superscripts

Avoid superscripts. The 12th day of classes is the last for adds and drops.

System, University of Texas

Lowercase on its own: “the system leadership said...” but uppercase “UT System”

Texas Exes

Refers to the alumni association of The University of Texas at Austin. Also called the Ex-Students’ Association, or the association.

- Texas Ex(es), ex-student(s)
- Texas Exes (city) Chapter (not “clubs”), Texas Exes Health Professionals Network
- Chapters refer to geographic groups; networks are organized by common interest.

RIGHT: The Texas Exes Dallas Chapter, or simply the Dallas Chapter, if the context is clear.

WRONG: The Dallas Texas Exes

If you are referring to the association: The Texas Exes.

The University of Texas. Also, referred to as the university, UT, or, when differentiating from other System schools, the University of Texas at Austin or UT Austin.

Titles

Capitalize any formal title that immediately precedes a name but only when the title stands alone:

- President Bill Powers, but UT president Greg Fenves

- UT System chancellor Francisco Cigarroa
- Board of Regents chair Colleen McHugh
- law school dean Lawrence Sager, former dean Page Keeton
- Texas Exes past president Bob Inman, Associate Dean Bob Smith (because neither “Associate” nor “Dean” can be used alone)
- natural sciences chair Bill Winter
- Exception: then-Gov. Mark White
- Set off long titles with commas instead of putting them before the name: Dr. Juan Sanchez, vice president for research, said ...
- Never capitalize titles that do not precede a name.
- Use middle initial only to avoid confusion or when requested
- Scrap honorary titles, e.g. Dr. Bill Livingston, Ambassador Pam Willeford, except when addressing them directly or celebrating them in a program.
- Relevant identifications that come immediately before or after a person’s name do not need to be capitalized: Bill Livingston, an English professor, wrote three plays. English professor Bill Livingston wrote three plays.

The following are acceptable on first reference:

- President Johnson (use last name alone only when referring to a U.S. president)
- Gov. Rick Perry
- Sen. Kay Bailey Hutchison, (R-Texas), but U.S. senator Kay Bailey Hutchison, a Texas Republican
- Rep. J.J. “Jake” Pickle, D-Austin, but U.S. representative J.J. “Jake” Pickle
- state senator Carl Parker, D-Port Arthur

Website

One word. Capitalize only when it starts a sentence. Otherwise: website.

- Drop “http://” and “www.” from website addresses unless the page doesn’t load without it.
- Capitalize the first letter of a website, e.g. Amazon.com
- Capitalize letters that separate words in a Web address if it helps clarity, e.g. TexasExes.org.