

**Writing Style Guidelines**  
**University Marketing and Communications**  
**(210) 784-1122**

**Texas A&M University-San Antonio:** Correct formats below. Capitalize University when used alone.

- 1st reference: Texas A&M University-San Antonio
- 2nd reference: Texas A&M-San Antonio or A&M-San Antonio or the University
- 3rd reference: A&M-SA for more informal documents including internal.

**Academic Departments:** Capitalize academic schools and departments if referring to a specific department or academic unit by its full proper name; otherwise, use lower case.

- College of Education & Human Development
- College of Business
- College of Arts & Sciences
- Department of English
- Department of Educator and Leadership Preparation (ELP)
- BUT: She is a professor in the division and teaches history.

**Academic Titles:** Capitalize academic titles when they directly precede a name. Lowercase titles when not used with a name, when they follow a name, or stand by themselves.

- Dr. Salvador Hector Ochoa is the president of Texas A&M University-San Antonio.
- President Salvador Hector Ochoa addressed students, faculty and staff today.
- John Sharp, chancellor of The Texas A&M University System, spoke today.
- Chancellor John Sharp spoke to the Legislature.

**Referencing A&M System:** For additional details, see the [A&M System Written Style Guidelines](#).

- First reference: The Texas A&M University System
- Second reference: A&M System or Texas A&M System

**Campus Room Locations:** Separate room location from building name with a comma.

- Sen. Frank L. Madla Building, Room 204/207
- Central Academic Building, Suite 418

**AP STYLE GUIDELINES** - Use only one space between sentences and no superscripts (Correct: 81<sup>st</sup> | Incorrect: 81<sup>st</sup>). Find details on [AP Style online](#), or get tips and guidelines on Twitter and Facebook (@apstylebook).

**Degrees:** bachelor's degree, master's degree, Bachelor of Arts, Master of Arts, Doctor of Philosophy. B.A., B.S., M.A., M.S., Ph.D, and Ed.D (periods with no spaces between letters). Do not combine a courtesy title with the degree abbreviation in the same reference. Use these only after the person's full name and set the abbreviation off by commas.

- Texas A&M-San Antonio offers a variety of bachelor's and master's degrees.
- John received his Master of Arts.
- John Wimberly, Ph.D., is president of the National Skydiving Association.

**Numbers:** Use numerals for numbers 10 and above. Spell out numbers one through nine. Use numerals with percent, ages, dimensions and credit hours.

- He has finished four of the five chapters in his dissertation.
- Alumni giving was up 5 percent over last year.
- The 19-year-old student needed 3 credit hours to graduate.

**South Side:** n. community in San Antonio: The South Side is growing.

- Specific to organization: Southside Reporter, Southside ISD
- Directional: They live south of San Antonio.

**Time:** 8 p.m., 9:30 a.m., 10 o'clock in the morning, noon, 10:30 a.m.-12 p.m. (en dash no spaces)

- When time falls on the hour, do not include “:00”.
- When listing two times both in the morning or afternoon, only list a.m. or p.m. once:
  - 1-4 p.m.; 9-10 a.m.
- INCORRECT: 1:00 p.m. to 3:00 p.m.; 8 am – 10 am, 9 PM- 11 PM

**Veterans:** Veterans Affairs (VA), Veteran's Day, Veterans of Foreign Wars (VFW); lowercase unless part of organization name or holiday. Example: “veterans benefits are...”

**Miscellaneous:**

- **percent:** One word. Spell out in a sentence (8 percent), but write as % in a table or graph.
- **annual:** An event cannot be annual until it has been held for two years. Use inaugural not “first annual.”
- **academic semesters:** summer 2010, fall 2010 and spring 2011 (only exception is Spring Break)
- **dean's list:** Lowercase.
- **e-book:** Lowercase, use a hyphen.
- **email:** Lowercase, no hyphen.

- **faculty:** When used as a collective noun, faculty is singular.
- **health care:** Two words, no hyphen in all cases.
- **Internet:** Capitalize. Use Internet instead of “Net’ or the ‘Net’
- **Land-grant university:** hyphenate when used as an adjective.
- **Multicultural: do not hyphenate.**
- **iPad:** Note the special capitalization rule. Use iPad only when the word starts a sentence or a headline.
- **St. Philip’s College:** Note spelling and apostrophe in this Alamo Colleges member.
- **Web/website/web page:** Not capitalized; website is one word with no hyphen
- **Facebook:** Capitalize, one word, no hyphen..
- **X (formerly Twitter):** Posts, reposts and quotes: Not “Tweets”
- **YouTube:** Note special capitalization. One word, no hyphen.
- **Commas:** Do not use a comma before the “and” or other junctions in a series. Elsewhere, use commas only when the potential for confusion exists without them such as complex sentence or before the concluding conjunction of a series if one phrase in the series contains a conjunction.

**Use of University Name and Indicia:** Texas A&M University-San Antonio requires written approval for the use of any of its registered symbols, insignia, or other identifying marks

**Publication tips for official documents and communications**

- Include the full university name at least once: Texas A&M University-San Antonio
- Include the logo somewhere prominent. Visit our logo download page online for approved logos.
- Include the physical address and office location.
- Include sponsoring department name, phone number, email and contact information.