

This style should be used for all Valparaiso University marketing and communications, including but not limited to print materials, web copy, email, presentations, and social media. Any questions regarding Valpo's style should be directed to the marketing department at brand.manager@valpo.edu.

Valparaiso University – On first reference, use the full University name. On second and further references, Valpo is acceptable. *Do not* use VU, which might prompt confusion among universities with Valpo's initials.

academic degrees – Lowercase if spelled out, such as bachelor of arts or master of science. Do not follow the full name of a degree with the word degree. Use an apostrophe only in the short form, such as bachelor's degree. Use periods for two-letter degrees, such as B.A., B.S., M.A., J.D., etc. In general, do not use periods for degree abbreviations with three or more capital letters, such as MBA, MFA, or MALS.

Examples:

She received a master of arts in communication.

She received a master's degree in communication.

Provost Eric Johnson '87, Ph.D.

dates – Always use Arabic figures, without *st*, *nd*, *rd*, or *th*. Use an en dash to show a range of dates. Use the complete four-digit year. Write out full date when character limit allows. Use abbreviations only when character limit does not.

Examples:

The event was held May 21, 2024, in Valparaiso.

The reception will be Wednesday, Oct. 1, at 5 p.m. in the Harre Union.

email addresses – Lowercase.

Example:

brand.manager@valpo.edu

numbers – Spell out whole numbers below 10 or at the beginning of a sentence; use figures for 10 and above. For ordinals, spell out first through ninth; starting with 10th, use figures.

phone/fax numbers – Use periods instead of dashes. Do not use parentheses around the area code.

Example:

219.464.680

serial commas – Use serial commas to set off items in a list.

Example:

Christ College students are also enrolled in the Colleges of Arts and Sciences, Business, Engineering, and Nursing and Health Professions.

states — Spell out the names of states in running copy. Abbreviations are acceptable in list format. Refer to AP Style Guide or full editorial style guide for major cities that do not include states (e.g., Chicago, Indianapolis). Use postal abbreviations only when giving a mailing address.

Examples:

Valparaiso University is located in Indiana.

The Harre Union is located at 1509 Chapel Drive, Valparaiso, IN, 46383.

- States without an abbreviation: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

State Abbreviations									
Ala.	Ariz.	Ark.	Calif.	Colo.	Conn.	Del.	Fla.	Ga.	Ill.
Ind.	Kan.	Ky.	La.	Md.	Mass.	Mich.	Minn.	Miss.	Mo.
Mont.	Neb.	Nev.	N.H.	N.J.	N.M.	N.Y.	N.C.	N.D.	Okla.
Ore.	Ore.	Pa.	R.I.	S.C.	S.D.	Tenn.	Vt.	Va.	Wash.
W.Va.	Wis.	Wyo.							

times – Use figures except for noon and midnight. Do not use :00 or o'clock. Use an en dash to indicate a span of time. Do not put a 12 in front of noon.

Examples:

The luncheon begins at noon

The banquet will be 1–3 p.m.

website URLs – All URLs included in print materials must be checked online exactly as printed before going to print to ensure they direct to the correct page.

Example:

valpo.edu/marcom

See additional entries, definitions, and examples in the full editorial style guide at valpo.edu/marcom.
