

### *Addresses and Geographical Names*

- Use two-letter postal abbreviations only in complete addresses.
- Use five-digit zip codes (11111).
- Spell out names of states unless it is critical to conserve space.
- Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, or Utah.
- Spell out the names of countries.
- The abbreviation U.S. may be used as an adjective (U.S. wheat production).

### *Brands and Companies*

- Capitalize brand names (see also trademark symbols) and corporation names.
- Inc. and Ltd. may be dropped from company names.
- Brand names spelled with a lowercase letter followed by a capital letter (eBay, iPhone) need not be capitalized at the start of a sentence or heading.

### *College and University*

- Capitalize the words college, university, and department only when they are part of a proper name: College of ACES but the college values its stakeholders; University of Illinois but university faculty and staff; Department of Crop Sciences but the department wishes to thank).
- Do not capitalize the names of majors.

### *Commas*

- Use a comma before and in a series of three or more (teaching, research, and extension) except in established proper names (College of Agricultural, Consumer and Environmental Sciences).
- Use a comma after i.e. and e.g. (However, English equivalents are preferable: i.e. = that is, e.g. = for example.)
- Do not use a comma before et al.

### *Date, Season, and Time*

- Capitalize when referring to school terms including a year (The class was offered in Spring 2011; however, The class is offered only in the fall semester); otherwise, no capitalization (We started our research last summer).
- Abbreviate the month when writing out the full date (Sept. 10, 2011) but not when referring to the month as a whole (September 2011).
- Precede the year with a comma only for a complete date (September 18, 2011).

### *Degrees*

- Lowercase references to degrees, both generic and full names (bachelor's degree, doctoral degree, master of science).
- Use periods with degree abbreviations (B.A., M.A., Ph.D.).

### *Email Addresses*

- No italics or other special treatment.
- Linked as appropriate to the site

### *Equations*

- No italics or other special treatment.
- Use spaces around operational symbols ( $a + b = c$ ).

### *Headings*

- Capitalize first and last words and all other major words: nouns, pronouns, verbs, linking verbs (is, are, be), adjectives, adverbs. Lowercase articles (the, a, an), conjunctions (and, but, for, or, nor), and prepositions (in, at, during).
- Exception: Use sentence-style capitalization for titles of news stories.

### *Numbers*

- In text (vs. in a table, for example), spell out the numbers one to nine. From 10 on, use numerals.
- Spell out numbers that begin a sentence.
- Spell out *percent* except in tables and equations.

### *Plurals*

- Add s with no apostrophe (e.g., NGOs, 1970s).
- Exception: Use an apostrophe where adding the s alone could confuse by forming an existing word (e.g., not Oakland As, but Oakland A's).

### *Quotation Marks*

- Closing quotation marks are placed outside of a comma and a period but inside other punctuation marks. (Correct: "After lunch," she said, "we will tour the South Farms." Also correct: A leading journal recently published "New Approaches to Pest Management"; reprints will be available next month.)

### *Surnames*

- Where a surname has two parts, the first of which is not capitalized by its holder (e.g., de Mejia, van Dyke), capitalize it to begin a sentence.

### *Telephone Numbers*

- Format: 111-111-1111

### *Text Spaces*

- Use only one space after all punctuation marks, including the period.
- Use no space between initials used instead of a first name (E.B. White).

### *Titles and Positions*

- Capitalize a title only when it is used with a surname (Professor Merchen, Dean Hauser; but professor of animal sciences, dean of the college, department head).

### *Trademark Symbols*

- The trademark symbol should not be used in conjunction with brand names.

### *University of Illinois*

- First usage should be University of Illinois at Urbana-Champaign (U of I).
- For subsequent uses, use U of I.
- Do not use UIUC.

### *University of Illinois Extension*

- After the first usage, use only U of I Extension (never UIE) as an abbreviation.
- Do not use “the” unless the name is being used as an adjective (correct: Saturday’s event is sponsored by University of Illinois Extension [the name here is used as a noun]. Also correct: The University of Illinois Extension office is closed next week for building repairs [the name here is used as an adjective]).

### *URLS*

- No italics or other special treatment.

### *Vertical Lists*

- It is preferable to introduce a vertical list with a complete sentence, which is followed by a colon.
- Make list elements parallel in structure—if all are single words or phrases, use no punctuation afterward; if all are complete sentences, end each with a period. Capitalize the first word of each element in either case.

For issues not addressed in this list please refer to the U of I style guidelines:

**<http://identitystandards.illinois.edu/writingstyleguide/index.html>**