UC San Diego
ADVANCEMENT

ADVANCEMENT EDITORIAL STYLE GUIDE
UPDATED FEBRUARY 25, 2025

QUICK REFERENCE GUIDE

Below are some of the most common style inconsistencies we come across in Advancement communications. For additional details about these, please see the full style guide entry.

- » Never "UCSD." "University of California San Diego" on first usage, and "UC San Diego" in subsequent usage.
- » On a related note, there is NO comma in "University of California San Diego."
- » An ampersand (&) should NOT be used as a replacement for the word "and."
- » At UC San Diego, "health care" is two words.
- » Use serial commas ONLY if needed for clarity, if the item is three words or longer, or if you're connecting items that already have conjunctions.
- » With dates, we do not use ordinal numbers, so do not use "st," "rd," "nd" or "th" after the numerical date.
- » With time, do not use ":00" with times that start on the hour. And 12 p.m. should be written as "noon."
- » Never use "Please RSVP." The "please" is redundant.
- » Use hyphens (-) as joiners for compound modifiers; use an en dash (–) with spaces for ranges; use an em dash (—) with spaces on either side to indicate a break in thought, a change or emphasis within a sentence.
- » The apostrophe that precedes a graduation year should appear as follows: Jane Triton '22

EDITORIAL STYLE GUIDE ENTRIES A - Z

The UC San Diego Advancement style guide is intended to help fellow communications professionals preparing content for fundraising materials including but not limited to event materials, proposals, solicitations, impact reports and correspondence. It is also designed to clarify Advancement-specific editorial style, including exceptions to campus style as well as address more common Advancement style questions. When helpful, examples are provided in the bulleted section of relevant entries.

This style guide, and the UC San Diego Editorial Style Guide, follows AP Style in most instances, but this guide documents several "house style" exceptions. For additional guidance, please see the following resources; however, this style guide should take precedence for Advancement communications.

UC San Diego Editorial Style Guide
AP Style Guide

For spelling or hyphenated words, please check Merriam-Webster, UC San Diego's official go-to dictionary.

Use of generative **artificial intelligence (AI)** should be human-centered, transparent and ethical. Please see Appendix B for additional information regarding the use of AI in Advancement communications.

If you have questions about an entry, or if you need additional guidance, please contact Laura Longobardi in Advancement and Campaign Communications at llongobardi@ucsd.edu.

A

Acronyms

Spell out in full on first mention, followed by the acronym in parentheses.

- Americans with Disabilities Act (ADA)
- North Torrey Pines Living and Learning Neighborhood (NTPLLN)

For a list of common campus acronyms and abbreviations, please visit the [Acronyms and Abbreviations page](#) on Blink.

Addresses

Format addresses as follows:

- 1234 Main Street
  San Diego, CA 92010

For campus addresses, use # before the mail code (not MC) and include a space before the number:

- 9500 Gilman Drive # 0937
  La Jolla, CA 92037-0937

Do not abbreviate "Street," "Drive," "Boulevard" or other elements of the street address.

For titles in address blocks, default to the listing in the "personal information" section of the constituent management system (ESP).

Advancement Boilerplate

Please use one of the Advancement boilerplate options below on all fundraising collateral and print solicitations intended for audiences greater than a single household. Inclusion of boilerplate on event materials should be considered on a case-by-case basis. This text should not be changed or edited.

[Short version]
At UC San Diego, we believe that what we don't know today will forever change our tomorrows. Empowered by generosity and fueled by curiosity, we are unafraid to chase the unknown — to ask the questions no one has asked before and to push the boundaries of possibility. Together, we unite diverse people and unconventional perspectives to propel limitless impact. Because we know that when we come together, nothing is beyond us.

[Long version]
At UC San Diego, we believe that what we don't know today will forever change our tomorrows. Empowered by generosity and fueled by curiosity, we are unafraid to chase the unknown — to ask the questions no one has asked before and to push the boundaries of possibility. Together with your [gift to/support for/donation to] [event, program or school name], we will unite diverse people and unconventional perspectives to propel limitless impact. Because we know that when we come together, nothing is beyond us.

See [Appendix A](#) for additional boilerplate variations.

Alumna, alumnae, alumnus, alumni, alum, alums

"Alumna" refers to a female graduate; "alumnae" refers to a group of female graduates. "Alumnus" refers to a male graduate; "alumni" refers to a mixed group of male and female or a group of male graduates. Use "alum" as the preferred gender-neutral singular term and "alums" for gender-neutral plural.

Ampersands

Ampersands should never be used as a replacement for the word "and." Ampersands may only be used for approved formal names or signature event names, including the following:

- Hearts & Scholars
- Joan & Irwin Jacobs Center for Health Innovation
- Luau & Legends of Surfing Invitational (as of 2025, this event is now known as "Legends of Science and Surfing," and does not use an ampersand)
- Park & Market
- Special Collections & Archives
- Sullivan Center for Entrepreneurship & Innovation
- Seadragons & Seahorses
- Town & Gown

Ampersands may be used when it is part of the official or formal name:

- AT&T
- Soda & Swine

Animal and plant names

When referring to an animal or plant's genus and species in Latin, capitalize the genus name and lowercase the species name. Italicize the entire name. Do not italicize or capitalize animal or plant names in English unless they are named for a specific location or person.

- When it was discovered in 2004, by researchers at Scripps Institution of Oceanography, the stout infantfish (*Schindleria brevipinguis*) set the record for world's smallest fish.
- Mexico's Revillagigedo National Park is a large-scale, offshore and fully protected marine area, and home to the world's largest aggregations of sharks and manta rays, as well as tuna, humpback whales and five species of sea turtles.
- In the field, scholars observed numerous penguins, including Adélie, chinstrap and gentoo penguins.

The exception is publications for Birch Aquarium at Scripps Institution of Oceanography, which adheres to the Association of Zoos and Aquariums style. For Birch Aquarium publications, capitalize specific animals in English, but do not capitalize general groups.

- Birch Aquarium at Scripps Institution of Oceanography recently welcomed more than 70 newborn Weedy Seadragons — the result of decades of seadragon research.
- The new *Beyster Family Little Blue Penguins* exhibit at Birch Aquarium allows guests to come face-to-face with Little Blue Penguins as they waddle, swim and glide about their new home.

Apostrophes

Use proper apostrophes with graduation years. To create the correct apostrophe in Word and many other programs, type the person's last name or graduate degree, no space and apostrophe, then graduation year without spaces, then add a space between the name or graduate degree and apostrophe.

Do not use a comma between names and undergraduate degrees earned at UC San Diego. Do use commas to set off graduate degrees earned at UC San Diego. For graduate degrees only, include the degree and graduation year.

- Joe Triton '23
- Jane Triton, PhD '20
- JoAnn Triton, Preuss '16, '20, MA '22
- John Triton '09, PhD '14

For more information about formatting degrees at UC San Diego, please see the *Degrees* entry.

Art
Use quotation marks around the titles of works of art. Capitalize, but do not use quotation marks for descriptive titles for musical works, sculptures and holy books.

- Alexis Smith's "Same Old Paradise" (mural)
- Kiki Smith's Standing (sculpture)

A special case is Jeff Koons's *Party Hat (Orange)*, which at the artist's request should be italicized and not enclosed in quotation marks.

Artist-in-Residence
(Always hyphenated)

B

Bias-free Language
Avoid reference to gender, race, age, sexual orientation, ethnic background or debilitating physical condition if it is not pertinent to the story.

- **Age**: Avoid the terms "elderly" and "senior citizen" in reference to an individual. Instead use "older adult" or use a specific age, like, "Americans 65 years of age or older."
- **Diseases**: Do not use a disease to describe an individual. Instead of "He is diabetic," use, "He has diabetes." Similarly, "Mary, who uses a screen reader." One acceptable variation is "survivor of," as in "She is a survivor of cancer."

The term "disabled" is preferable to "handicapped." The phrase "people with disabilities" is preferable to "the disabled." Do not use "afflicted with" or "wheelchair-bound."

- He has muscular dystrophy.
- She uses a wheelchair.

For more information about inclusive language, see the *Equity, diversity and inclusion (EDI)* and *Gender-neutral language* entries.

The Big West
Use "The Big West" to refer to the NCAA Division I conference UC San Diego joined beginning in 2020. It is acceptable to use "Big West" as an adjective.

- UC San Diego men's basketball is tied for first place in The Big West.

- UC San Diego is a member of The Big West conference, which includes four other UC institutions.
- UC San Diego baseball made university history with its 2023 Big West Championship.

Birch Aquarium exhibits

Capitalize and italicize full Birch Aquarium exhibit names in running copy; do not italicize or capitalize partial exhibit names.

- We are hosting a photo contest in celebration of our first anniversary of *Beyster Family Little Blue Penguins*!
- Birch Aquarium's *Seadragons & Seahorses* opened in May 2019 and has been designed to provide an optimal environment for seadragons and seahorses to mate and breed.
- Children enjoy watching the fish swim in Birch Aquarium's kelp forest.

Billions, millions

Use numerical figures with "billion" and "million." Spell out "billion" and "million" unless necessary for space in headlines, where it should be capitalized without spaces: $5B.

Boilerplate

See *Advancement Boilerplate*

Bulleted Lists

Contrary to AP style, if a bulleted list uses phrases rather than complete sentences, no punctuation or period at the end of each bulleted phrase is necessary.

- 1,800 Chancellor's Associates scholarships awarded
- Record-breaking $3.05 billion raised

C

Campaign

When referring to the Campaign for UC San Diego, which concluded June 30, 2022, capitalize Campaign unless it is being used as an adjective in such instances as "campaign website."

Campuswide

Either "campuswide" or "campus-wide" are acceptable; Advancement recommends no hyphen per AP style and for consistency.

Captions

Photo captions are recommended when needed to explain the image, its connection to nearby content, or to name individuals pictured. Names should be listed in order from left to right. If the caption is a complete sentence, use a period. If the caption is a phrase and not a complete sentence, no period is needed.

- Chancellor Pradeep K. Khosla speaks at the 2022 All Campus Commencement.
- Chancellor Pradeep K. Khosla

Chair-holder

Chair-holder should be hyphenated.

Chancellor

The current chancellor of UC San Diego is Pradeep K. Khosla. Always use his full name with title and middle initial on first mention: Chancellor Pradeep K. Khosla

On second mention, Chancellor Khosla is acceptable.

When he is signatory on a letter, list his title below his full name. If the letter is on UC San Diego letterhead or the medium includes the UC San Diego logo, the "UC San Diego" should be omitted.

- Pradeep K. Khosla
  Chancellor, UC San Diego
  Joan and Irwin Jacobs Chancellor's Endowed Chair

For internal communications, please use the below shortened version of his name and title:

- Pradeep K. Khosla
  Chancellor
  Joan and Irwin Jacobs Chancellor's Endowed Chair

For spoken introductions, Chancellor Khosla should be introduced using one of the following:

- Please welcome Chancellor Pradeep K. Khosla.
- Please welcome Pradeep K. Khosla, chancellor of UC San Diego.

The Chancellor's Office will advise on whether the inclusion of the chancellor's secondary title is necessary on a case-by-case basis, depending on the event and its audience.

On materials for events the chancellor is hosting or cohosting, please use the following:

- Chancellor Pradeep K. Khosla cordially invites you to …
- Chancellor Pradeep K. Khosla and Vice Chancellor King Triton cordially invite you to …

For lower thirds in UC San Diego-produced videos, Chancellor Khosla's full name and titles should be included:

- Pradeep K. Khosla
  Chancellor
  Joan and Irwin Jacobs Chancellor's Endowed Chair

Chancellor correspondence

When writing in the chancellor's voice, avoid contractions in favor of spelling out both words.

The chancellor's preferred sign off is "With kind regards," for general correspondence. For condolence notes, "With deepest sympathy," is his preferred sign off.

When writing correspondence on the chancellor's 10-campus letterhead, default to the most formal salutation in most cases, usually a title and last name based on the listing in the constituent management system (ESP) followed by a comma. When drafting correspondence with donors, please confirm the most appropriate salutation with the donor's prospect manager.

- Dear Dr. Triton,

- Dear Professor Jolla,
- Dear Mrs. Triton,
- Dear Joan and Irwin,
- Dear Denny,

Colleges at UC San Diego

In most cases, use the entire name of the UC San Diego college in the first reference on a page and whenever it appears in a heading, then the shortened name for subsequent references:

- Eighth College, then Eighth (but never 8th)
- Thurgood Marshall College, then Marshall
- John Muir College, then Muir
- Roger Revelle College, then Revelle
- Eleanor Roosevelt College, then ERC
- Seventh College, then Seventh (but never 7th)
- Sixth College, then Sixth (but never 6th)
- Earl Warren College, then Warren

When listing the colleges, alphabetize by last name, with Sixth before Warren, in this order:

- Eighth
- Marshall
- Muir
- Revelle
- ERC
- Seventh
- Sixth
- Warren

Use lowercase "college" for general description: college policy, the college's events. See also UC San Diego's Colleges site and information on individual colleges: Eighth, Marshall, Muir, Revelle, ERC, Sixth, Seventh, Warren.

Cutting-edge

When writing about health sciences-adjacent topics, use "leading-edge" or "innovative" instead of "cutting-edge."

D

Dates

Never use ordinal indicators ("st," "rd," "nd," or "th") with calendar dates. For more information on ordinals, see *ordinals*.

Contrary to AP style, do not shorten the longer month names (January, February, August, September, October, November and December) when used in a full calendar date; spell them out fully.

- Wednesday, September 14, 2022

Degrees

Contrary to AP style, do not use periods in degrees: MA, MD, PhD, not M.A., M.D., Ph.D. Unless writing in a health sciences-context (see more below), only list degrees earned at UC San Diego.

Do not use a comma between names and undergraduate degrees earned at UC San Diego; BA and BS degrees are not specifically noted — include only the year the degree was earned.

- Joe Triton '23

Do use commas to set off graduate degrees earned at UC San Diego. For graduate degrees only, include the degree and graduation year.

- Jane Triton, PhD '20
- John Triton '09, PhD '14

Include graduation years for The Preuss School UC San Diego when it is relevant, and format as follows:

- Jo Triton, Preuss '11, '16, MA '18

Degrees earned elsewhere should only be included when writing in a health sciences context where degrees may be relevant for distinguishing individuals who have a clinical practice.

- Jasmine Triton, MD, PhD

Use proper apostrophes, not foot marks, for UC San Diego graduation years. See *Apostrophes*

Departments

Capitalize "Department" when the word is part of the official name, but not when part of running text:

- She chairs the Department of Philosophy
- The chemistry and biology departments are involved in the research.
- She majored in economics.
- She majored in one of the most popular majors in the Department of Economics.

Discoveries magazine

Italicize "*Discoveries*" as the title of the UC San Diego Health Sciences annual magazine. Use lowercase and roman font for "magazine," which is not part of the official name.

- The 2024 issue of *Discoveries* magazine features UC San Diego scientists who are sending stem cells into space to better understand a number of health conditions.

Distinguished Professor

See *Professor*

Division I, DI

Use "Division I" (not "Division 1") on first reference; then "DI" (not "D1") on subsequent references. Note the use of Roman numerals.

- The transition to Division I athletics was initiated by the UC San Diego student body, which approved a DI referendum in 2016, and was endorsed by UC San Diego's Academic Senate.

Doctor, Dr.

Use only for medical doctors. For other faculty, see *professor* entry. For more information on using titles in letters and addresses, please see the *address* entry.

For first use of a medical doctor's name, use their degrees after the name set off by commas.

- Jackie Triton, MD, PhD, is a physician-scientist.

On second and subsequent mentions, use "Dr." with last name only.

- Dr. Triton is an expert in autoimmune disorders.

Do not use "Dr." and degrees after a name.

E

Email

Use sentence case for subject lines, not headline case:

- Celebrating trailblazers at sixth annual Women in Leadership event
- Tritons celebrate Big West baseball championship

Em dash

Use an em dash to indicate a break in thought, an abrupt change, or emphasis within a sentence:

- Topics include — but are not limited to — the items on the list.

Use an em dash to set off a series of words separated by commas:

- Several kinds of interview questions — open-ended, behavioral, follow-up — should be included.

An em dash should always have a space on either side.

Emeritus

See *Professor*

En dash

An en dash is half the length of an em dash and longer than a hyphen. An en dash connects numbers in dates, times and references. Always use a space on either side of an en dash when used to indicate ranges, except in ranges in years, which have no spaces on either side of the dash.

- Letters A – D
- 1 – 2 p.m.
- May – June
- 10:30 a.m. – 1:30 p.m.
- 2019–20 (Note: <u>no</u> spaces on either side of the dash for ranges in years)

Endowed chairs

Endowed chair titles should always be capitalized, and the full name of the endowed chair exactly as provided in the gift agreement should always be used.

- Rafael Fernández de Castro was appointed to the Aaron Feldman Family Chancellor's Endowed Chair in U.S.-Mexican Studies in memory of David Feldman.
- Atkinson Family Chair Nicholas Spitzer is a Distinguished Professor of Neurobiology.

e-newsletter
Hyphenated, per AP style.

Equity, diversity and inclusion (EDI)
Avoid racial or ethnic group references unless pertinent to the story. Capitalize the names of people, races, tribes and other groupings of humankind. Capitalize "Black" when referring to ethnicity, but lowercase "white." **Preferred usage:**

- **American Indian or Alaskan Native:** People having origins in any of the original American Indian peoples of North America, including Eskimos and Aleuts, or who maintain cultural identification through tribal affiliation or community recognition. Native American may also be used in news releases and publications, depending on the wishes of the individual(s) cited in the story. If "Indian" is used, be careful to adequately distinguish from East Indian.
- **Asian:** Includes Chinese/Chinese-American, Japanese/Japanese-American, Filipino/Pilipino, Pakistani/East Indian, and other Asian groups.
- **Black:** People having origins in any of the black racial groups of Africa. Capitalize Black (noun or adjective) in a racial, ethnic or cultural sense, conveying an essential and shared sense of history, identity and community among people who identify as Black, including those in the African diaspora and within Africa. Use African-American only in quotations or the names of organizations, or if individuals describe themselves so.
The lowercase black is a color, not a person.
- **Chicano, Hispanic, Latino, Latinx, Mexican-American:** These terms, which should be capitalized, have distinct meanings that depend, to a large extent, on the interpretations and preferences of individuals. "Hispanic" includes Black individuals whose origins are Hispanic, as well as Mexican/ Mexican-American/ Chicano, Latin-American/ Latino, and other Spanish/ Spanish-American individuals. According to [AP Stylebook](#), the preferred term is Hispanic for those whose ethnic origin is a Spanish-speaking country. Latino is an acceptable alternative for Hispanics and Latinx is a gender-neutral form for those who prefer that term. When possible, use a more specific identification, such as Cuban, Puerto Rican or Mexican-American.
- **Indigenous:** Capitalize Indigenous in reference to original inhabitants of a place.
- **Muslim:** The preferred term (favored over "Moslem") to describe followers of Islam.
- **White:** Primarily people having origins in any of the original peoples of Europe. Note that "white" is lowercase when referring to ethnicity.

For more information about inclusive language, see the *Bias-free language* and *Gender-neutral language* entries. For more information about EDI at UC San Diego, see the *Office of Equity, Diversity, and Inclusion* entry.

Esports
Recreation advises that electronic sports should be referred to as "esports" or "Esports," not "eSports" or "e-sports." Use the capital when referring specifically to UC San Diego's program, lowercase elsewhere.

- UC San Diego Esports is amplifying the student experience.
- Our diverse esports program offers an exciting way to engage students.

F

First-year student

Use first-year as the adjective: They beat the first-year team (not "freshmen team"). Hyphenate only when used as a compound modifier.

- She is a first-year student at Warren College.
- She worked hard during her first year at UC San Diego.

Fiscal year

Spell out "fiscal year" for external audiences who may not be familiar with the abbreviation "FY" or when used without a year. When using the abbreviation, "FY" use "FY25" without spaces for the fiscal year that began on July 1, 2024, and closed on June 30, 2025. "FY2024–25" is also acceptable for the fiscal year ending in 2025.

Foot marks

Also known as prime or double prime marks or minute and second marks, foot marks are for use with units of measure NOT graduation years or in place of apostrophes.

Foreign words

Foreign words and abbreviations accepted universally into the English language may be used without explanation, and without quotation marks or italics font (for example: versus/vs.; et cetera/etc).

Place foreign words and their abbreviations not understood universally in italics and provide an explanation.

- Viterbi said his father would often quote Latin phrases including *per aspera ad astra*, a Latin phrase meaning "through hardship to the stars."
- The UC San Diego Alacrán Community Station partnered with a local factory, or *maquiladora*, to adapt its prefabricated light metal shelving systems into structural frameworks for housing.

For more information about using italics, see the *Animal names* and *Italics* entries.

Freshman, freshmen students

Use first year, or first-year as the adjective: They beat the first-year team (not "freshmen team"). Hyphenate only when used as a compound modifier.

- She is a first-year student at Warren College.
- She worked hard during her first year at UC San Diego.

Fund names

Capitalize the names of funds when used in their entirety. Do not capitalize partial names.

- Your gift to the Future of Care Fund helps advance leading-edge health care for our entire community.
- Support for scholarships — including the Ellen and Roger Revelle Scholarship Fund — ensures our exceptional scholars have access to our world-class education without having to worry about paying for college.
- The fund will support the greatest needs of the School of Arts and Humanities.

G

Gender-neutral language

Copy intended to apply to both sexes should be written without gender bias. Avoid specifying gender unless it is essential to meaning. Avoid using "man" or "mankind" when referring to men and women; instead, use "human," "humanity," or "humankind."

Be sensitive to gender-specific terms and titles:

- Chair (not chairman, chairwoman, chairperson)
- Supervisor (not foreman)
- Police officer (not policeman)
- Flight attendant (not stewardess)
- Server (not waitress)

When possible, use a person's name in place of a pronoun. Some people prefer to use the/them/their as a gender-neutral singular personal pronoun. Be sure, in these circumstances, that the phrasing does not imply more than one person. They/them/their take plural verbs even when used as a singular pronoun, and the reflexive themselves is also acceptable when referring to people who use they/them/their.

Use "they," "a person" or indefinite pronouns rather than "he or she" and "his or her" for individuals of an unspecified or unknown gender. Use plurals wherever possible, being careful not to mix singular and plural:

- Professor Rodriguez, who uses the pronoun they, said they will be on vacation next week.
- All students have their preferences. (*Not:* "Every student has their preference.")
- The foundation gave grants to anyone who lost a job this year. (*Not*: The foundation gave grants to anyone who lost their job this year.)

For more information about inclusive language, see the *Bias-free language* and *Equity, diversity and inclusion* entries.

GivingTuesday

One word, per the GivingTuesday website. GivingTuesday takes place the Tuesday after Thanksgiving.

H

Halıcıoğlu Data Science Institute

Never use "i" or "g" to replace the "ı" or "ğ."

Health care

Health care should always be written out as two words, never "healthcare."

Health opt-out language

Please use the opt-out language below on all Health Sciences Advancement communications.

UC San Diego respects your privacy. You may opt out of receiving fundraising information for UC San Diego Health by visiting advancementoptout.ucsd.edu or calling us toll-free at 800-588-2734. Your treatment or payment will not be affected by your choice to opt out of a fundraising communication.

Hillcrest

Use "UC San Diego Health – Hillcrest Medical Campus" as the name for the complex of health care facilities located in Hillcrest

Use "UC San Diego Hillcrest Redevelopment Project" to refer to the larger project, which includes residential efforts as well.

Hyphen

Use a hyphen to link compound modifiers:

- It was a good-faith attempt.

Use a hyphen for clarity:

- She recovered the data.
- They re-covered the damaged roof.

Do not hyphenate compound modifiers that include the word "very" or words that end in "-ly"

I

Italics

Italicize print publication names in running copy and attributions.

- UC San Diego has been named a five-star college in *Money* magazine's 2023 list of best colleges in America.
- *U.S. News & World Report* named UC San Diego's graduate programs among the best in the nation in their 2023 – 24 rankings.

Italicize genus and species names in Latin.

- When it was discovered in 2004, by researchers at Scripps Institution of Oceanography, the stout infantfish (*Schindleria brevipinguis*) set the record for world's smallest fish.

Do not italicize the titles of works of art or literature. Use quotation marks for all except religious works.

- Alexis Smith's "Same Old Paradise" (2021) is the 20th installment in the UC San Diego Stuart Collection.

For more information on italicizing animal and plant names, please see the *Animal names* entry.

For more information on formatting the names of exhibits at Birch Aquarium, please see the *Birch Aquarium exhibits* entry.

For more information on formatting the titles of works of art or literature, please refer to the *Quotation marks* entry.

L

Latin names

For information on animal and plant names, please see the *Animal names* entry.

Lists

In bulleted lists, capitalize the first word following the bullet. Use periods at the end of bulleted lists that are made up of full sentences; do not use periods for bulleted lists that are made up of fragments or phrases. Introduce the list with a short phrase or sentence. Use parallel construction for each item in a list:

- Start with the same part of speech for each item (in this example, a verb).
- Use the same voice (active or passive) for each item.
- Use the same verb tense for each item.
- Use sentences or phrases; do not mix sentences and phrases within a single list.
- Use the same sentence type (statement, question or exclamation) for each item.
- Use just a phrase for each item, if preferred.

M

Mail Codes

Please note, all UC San Diego campus mail codes should have a space between the # and the numbers that follow.

- 9500 Gilman Drive # 0937

Makerspace, Maker Space

Use "Makerspace" for the open-access, community-focused prototyping lab located in UC San Diego's Design and Innovation Building; other maker spaces on campus use "Maker Space."

Millions, billions

Use numerical figures with "million" and "billion." Spell out "million" and "billion" unless necessary for space in headlines, where it should be capitalized without spaces: $5B

O

Office of Equity, Diversity, and Inclusion

Vice Chancellor Becky Petitt prefers to use a serial comma when referring to her office:

- Office of Equity, Diversity, and Inclusion

Opt-out language

For information about opt-out language, see the *Health opt-out language* entry.

Ordinals

Ordinals should never be used in calendar dates such as "the 10th of May." Ordinals, however, may be used in rankings or indications of anniversaries, such as:

- The 30th Annual Luau & Legends of Surfing Invitational
- UC San Diego was named fifth best public university by the Academic Ranking of World Universities.

In these instances, the ordinal should never be superscripted.

Where appropriate and if space allows, spell out "5th" as "fifth" for all numbers less than 10. For numbers 10 and greater, when space is constrained, or in graphic or design treatments, the numeral digit may be used.

P

Percent
Use the symbol "%" with no spaces when paired with a number. Spell out "percent" if needed for design reasons. For amounts less than zero, precede the decimal with a zero: 0.6%

Photo captions
See *Captions*

Photo credits
Include photo credits for photography or imagery sourced from outside of UC San Diego. Credits should be included in parentheses after any caption and should include the source of the photo. If the caption is a full sentence, the photo credit should come after the end punctuation.

- Most recently, the couple has made a $12 million gift to support the newly named Hanna and Mark Gleiberman Head and Neck Cancer Center at UC San Diego Health. (Photo: Shannon Henry at Studio Carre Photographie)
- The Epstein Family Amphitheater supports a vision of the UC San Diego campus as a destination for arts, culture and entertainment for all. (Rendering: Safdie Rabines Architects)
- Herbert Wertheim examining eyes in Guatemala (Photo: Courtesy of Herbert Wertheim)

Possessives
For plural nouns ending in "-s" add only the apostrophe.

- Sally Ride Science aims to increase girls' interest in science.

For nouns that are plural in form but singular in meaning, add only an apostrophe. Apply the same principle when a plural word occurs in the formal name of a singular entity.

- These mathematics' rules are foundational.
- UC San Diego researchers in the Department of Economics are analyzing the United States' wealth.

For singular common nouns ending in "-s," add "'s." For singular proper nouns ending in "-s," use only an apostrophe.

- Our campus's transformation is creating a hub for education, research, health care and the arts.
- UC San Diego recognized Irwin Jacobs' role in shaping the campus as a founding faculty member in the Department of Computer Science and Engineering.

For plural possessive proper nouns ending in "s," add only an apostrophe at the end.

- Thanks to Joan and Irwin Jacobs' support and visionary generosity, UC San Diego has grown to become one of the top research universities in the world.

Professor
Never abbreviate. Capitalize when used as a formal title before a full name. Lowercase when following a name and set off by commas. Do not use on second reference to the person:

- The professor of literature gave the lecture.
- She is a professor emeritus.
- Professor Peter Smith is going to Africa next month.
- Associate Professor of Physics Shelley Wright will receive the 2022 Drake Award from the SETI Institute.
- Fleur Ferguson, assistant professor in the Department of Chemistry and Biochemistry, received a New Innovator Award.

The honorary title of Distinguished Professor should always be capitalized, either before or after a name:

- Distinguished Professor Edward Dennis has been appointed chair of the Department of Chemistry and Biochemistry.
- Andrew McCammon, Distinguished Professor, is a member of the National Academy of Science.
- He is a Distinguished Professor of Medicine and Pharmacology.

Use emeritus (emeriti in the plural) when referring to a man who has retired from a position. Use emerita (emeriti in the plural) for a similar reference to a woman. Use emeriti when referring to a group of women and men:

- Professor Emeritus of Literature John Smith
- Professor Emerita of Physics Joyce Smith
- Gene Lay has named UC San Diego's bioengineering department in honor of his mentor, Professor Emeritus Shu Chien.
- The department's faculty includes six professors emeriti.

For information about endowed chairs, see the *Endowed Chairs* entry.

Q

Quotation mark

Use quotation marks around the title of a book or other major literary or artistic work. Use quotation marks to refer to a word as a word, or to indicate foreign words:

- The word "mediation" has several meanings.

Put periods at the end of sentences inside the quotation marks. Put a question mark inside quotation marks if the question is part of the sentence or item in quotes:

- I think the title is "What About Retirement?"
- Jane Triton asked, "Will the office be open on weekend?"
- Can you believe John Triton said, "Sun God is the coolest piece in the Stuart Collection"?

Put colons and semicolons outside quotation marks unless they are part of the quotation. Do not put quotation marks around page or form names in text unless they are necessary:

- Find out more in the Diversity Overview.
- Refer to the "10 Steps to Safety" guide.

R

RSVP

French for "Répondez s'il vous plait" meaning "Please respond." For this reason, do not use "Please" with "RSVP." Suggest using "Kindly RSVP" or just "RSVP" as a replacement.

S

Scholars and scholar-athletes

The Preuss School UC San Diego prefers "scholars" to "students."
Similarly, UC San Diego Athletics uses "scholar-athletes," not "student-athletes."
UC San Diego Recreation uses "student-athletes."

Schools

Capitalize "School" when the word is part of the official name, but not when part of running text:

- She has an appointment in the School of Biological Sciences.
- The school is hosting an event for alumni this week.
- She majored in biological sciences.
- He majored in one of the most popular majors in the School of Arts and Humanities.

Serial commas

- Don't use the serial comma if the list is simple.
- Do use a serial comma if the item is three words or longer.
- Do use the serial comma if you're connecting items that already have conjunctions.
- Do use the serial comma in complex, longer sentences.
- Do use the serial comma whenever you think it helps aid readability.

Ship names

Names of ships, aircraft and spacecraft are italicized. If the name has a prefix, such as USS, R/V or ROV, do not italicize the prefix and do not punctuate the prefix with periods.

- R/V *Roger Revelle* is a general-purpose research vessel.
- June 18 marks the anniversary of the day Sally Ride blasted off aboard shuttle *Challenger* to become America's first woman in space.

Startup

In contrast to the Merriam Webster listing, "startup" is one word, unhyphenated.

T

Teaching and Learning Commons

Spell out "Teaching and Learning Commons" on first mention; "the Commons" is acceptable on second mention in running copy. Do not capitalize "the" except at the beginning of a sentence.

- Discover UC San Diego is a partnership between the Office for Educational Innovation, Division of Extended Studies, and the Teaching and Learning Commons.

Theater/theatre

"Theater" is the preferred spelling for the generic noun or adjective used to refer to a building or performance or something related to dramatic enactments; however, when using proper nouns for specific departments or facilities, defer to their preferred spelling. Please note the following on-campus conventions:

- Arthur Wagner Theatre
- Epstein Family Amphitheater
- Mandell Weiss Theatre
- Sheila and Hughes Potiker Theatre
- Theatre District Living and Learning Neighborhood
- Theodore and Adele Shank Theatre
- UC San Diego Department of Theatre and Dance

Times
Do not use ":00" for times that start on the hour.
Use "Noon" instead of "12 p.m."

Telephone numbers
For communications from Advancement, use parentheses for the area code and a hyphen between the first three and last four digits. If extension numbers are needed, use a comma to separate the main number from the extension: (858) 123-4567, ext. 8

For UC San Diego Health branded communications, default to the UC San Diego Health style: 858-123-4567
Use hyphens after the area code and between the first three and last four digits. If extension numbers are needed, use a comma to separate the main number from the extension: 858-123-4567, ext. 890

Triton Center
"Triton Center" refers to the multibuilding complex and plaza located at the intersection of Gilman Drive and Russell Lane in University Center. Do not use an article with the name unless needed for grammar.

Triton Center includes the following spaces:
- Triton Alumni and Welcome Center
- Student Health and Well-Being Building
- Student Success Building
- The Strauss
- Celebration Space

Triton magazine
Capitalize and italicize *Triton* as the title of UC San Diego's former alumni publication; please note that "magazine" is not part of the publication name and should be lowercase and not italicized: *Triton* magazine.

U

UC San Diego Health
UC San Diego Health Marketing Communications maintains a [health style guide on Pulse](), which should be used for communications from clinicians or for use in clinical settings. Please refer to this style guide for additional guidance for UC San Diego Health Sciences Advancement subjects that are not otherwise covered in this style guide.

For information about opt-out language, see the *Health opt-out language* entry.

UC San Diego Health – Hillcrest Medical Campus

Use "UC San Diego Health – Hillcrest Medical Campus" as the name for the complex of health care facilities located in Hillcrest.

Use "UC San Diego Hillcrest Redevelopment Project" to refer to the larger project, which includes residential efforts as well.

UC San Diego Magazine

Italicize *UC San Diego Magazine* as a publication title.

University of California

Use "University of California" to refer to the 10-campus system. When using as an adjective, lowercase "system."

- The University of California system includes 10 campuses.
- The University of California admitted a record number of students for fall 2023.

When referring to the names of the University of California campuses, use the full name on first mention and approved abbreviated names on subsequent mentions. Do not use "at" between "University of California" and the location name.

Full Campus Name	Approved Abbreviated Name
University of California, Berkeley	UC Berkeley
University of California, Davis	UC Davis
University of California, Irvine	UC Irvine or UCI
University of California, Los Angeles	UCLA
University of California, Merced	UC Merced
University of California, Riverside	UC Riverside or UCR
University of California San Diego	UC San Diego
University of California, San Francisco	UC San Francisco or UCSF
University of California, Santa Barbara	UC Santa Barbara
University of California, Santa Cruz	UC Santa Cruz

University of California San Diego

Never "UCSD." Use "University of California San Diego" without a comma on first usage; "UC San Diego" is acceptable for subsequent use or for internal audiences.

Universitywide

Either "universitywide" or "university-wide" are acceptable; Advancement recommends no hyphen per AP style and for consistency.

URL

Uniform resource locator, an Internet address. Only include "https://www" before your url if it is functionally necessary for your platform.

Y

years

To indicate a range in years, use an en dash and this format: 2021–22.

- In academic year 2022–23, UC San Diego admitted a record number of California students.

For fiscal years, please use "FY 2021–22" or "fiscal year 2021–22," depending on context.

- In fiscal year 2021–22, UC San Diego raised a record-breaking $420 million in philanthropic support.
- UC San Diego received $1.54 billion in research funding in FY 2021–22.

APPENDIX A:
ADVANCEMENT BOILERPLATE (EFFECTIVE SEPTEMBER 18, 2023)

STANDARD [71 WORDS]

At UC San Diego, we believe that what we don't know today will forever change our tomorrows. Empowered by generosity and fueled by curiosity, we are unafraid to chase the unknown — to ask the questions no one has asked before and to push the boundaries of possibility. Together, we unite diverse people and unconventional perspectives to propel limitless impact. Because we know that when we come together, nothing is beyond us.

ACKNOWLEDING GIFT AND AREA OF IMPACT [81 WORDS]

At UC San Diego, we believe that what we don't know today will forever change our tomorrows. Empowered by generosity and fueled by curiosity, we are unafraid to chase the unknown — to ask the questions no one has asked before and to push the boundaries of possibility. Together with your [gift to/support for/donation to] [event, program or school name], we will unite diverse people and unconventional perspectives to propel limitless impact. Because we know that when we come together, nothing is beyond us.

ENDOWED CHAIR ANNOUNCEMENT BOILERPLATE OPTIONS [37 AND 45 WORDS]

Support for endowed chairs helps us unite diverse people and unconventional perspectives to chase the unknown and propel limitless impact. Because we know that when we come together, nothing is beyond us. Visit giving.ucsd.edu/naming to learn more.

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This endowed chair was created as part of the Campaign for UC San Diego, which concluded on June 30, 2022. Visit giving.ucsd.edu/naming to learn more about how you can help us unite diverse people and unconventional perspectives to chase the unknown and propel limitless impact.

APPENDIX B:

ARTIFICIAL INTELLIGENCE GUIDELINES FOR ADVANCEMENT

Members of UC San Diego Advancement are encouraged to use and incorporate generative artificial intelligence (generative AI)-powered tools into their work with an ethical, human-centered approach. AI is useful in many contexts — to brainstorm, capture notes, test ideas and refine text, etc. — but the emerging technology also has pitfalls and requires a careful, thoughtful approach. When using AI in your work, follow the below guidelines.

- **Human-centered**
  Use AI to amplify and augment — rather than displace — human work. While AI is an incredible tool, it cannot replace the creativity, inclusivity and attention to detail that people bring to our work.
- **Transparent**
  Be transparent in letting teams and reviewers know when AI has been used to generate material so there is sufficient review for hallucinations, copyright issues or bias.
- **Ethical use**
  AI may be trained on information that is incomplete, biased or copyrighted, so be thoughtful about how these materials may impact different audience members.

For more information about the use of generative AI at UC San Diego, please visit the University Communications page on AI guidelines.