



Style Guide

Table of Contents



This Charles R. Drew University of Medicine and Science Style Guide is an accompaniment to the CDU Visual Identity Guide. Where the Visual Identity Guide provides direction on the use of our graphic elements, such as our logo, colors and type fonts, the Style Guide governs our use of the written word in all applications, internal and external, in print and online.

Our Style Guide is not an exhaustive compilation of every grammar and syntax variation. Rather, it's a list of rules for our most frequently used language constructions in our everyday work.

The goal of our CDU Style Guide is not to serve as “grammar police” and correct everyone’s mistakes but rather, to help everyone write well and

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audiences. Also, the way we present ourselves determines the way we



CDU will follow the AP Stylebook, with some exceptions

is informal and intuitive, while still providing clear grammar

has a hard copy of the 2017 AP Stylebook, as well as access to the online version.



CDU will also adopt a dictionary, the Webster New World

College Dictionary, as it's easily accessible and has a

has most of its functions available online: <http://websters.yourdictionary.com>.

Like the Style Guide for grammar and the Visual Identity Guide for graphics, this dictionary will

The information in the dictionary should supersede the CDU Style Guide.



Our full and proper name is:

Charles R. Drew University of Medicine and Science

Always include the middle initial and period: “R.”

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In certain applications—in some advertising or where space is at a premium—you may use Charles R. Drew University

Abbreviating our name:

In applications where our name will be utilized several times in the school is mentioned and put our proper abbreviation/acronym in parentheses immediately following the full name:

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Charles R. Drew University of Medicine and Science (CDU)

For subsequent mentions in the same document, you may use the abbreviation. For word variety in subsequent mentions, you may also refer to CDU as “the University,” capitalizing the “U.”

However, for the last mention in the same document or web page, spell out the full name once again.

Special variations of our name with partners:

Charles R. Drew/UCLA Medical Education Program

Charles R. Drew University/OASIS Clinic



Tone of voice is our style of communications, from the text on our website, to our collateral and advertising copy to how we speak to each other and the world at large. Much of this will be determined by our word choices and the language constructs we use. Tone of

messages with the same words—but we should always strive to use

Thus, our tone of voice will be:

- Honest
- Respectful
- Authentic
- Trustworthy
- Informal but not overly casual or familiar
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For titles:

“MD” rather than “M.D.” and “PhD” rather than “Ph.D.”

For degrees:

“BA” rather than “B.A.”

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audience or enhances understanding, put the abbreviation/acronym
for subsequent references within the same document or web page:

Historically Black Colleges and Universities (HBCU)

WASC Senior College and University Commission (WSCUC)

People: Capitalize a title only when it is used directly before a name.

The period and the comma always go inside the quotation marks.

At the spelling bee, I forgot how to spell “accommodate.”

“I’m tired of your complaining,” she said to her son.

Use quotes around a word or phrase to indicate irony sparingly.

With three failing grades on his report card, Alex was
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The question mark and exclamation point go inside the quotation marks if they apply to quoted material. They go outside when they apply to the entire sentence.

Larry asked, “Can we go to the zoo next week?”

Who knows what it means to say, “A rolling stone gathers no moss”?

“This is ridiculous!” the old man screamed in exasperation.

He told me you had never seen “Star Wars”!

The dash, colon and semicolon, with very rare exceptions, usually in dialog or citations, also go outside the quotation marks.

“She told him he was”—and this is where Sally got really mad—“an absolute idiot.”

He said it in no uncertain terms: “Leave now!”

At karaoke night, Lauren had too much wine and actually tried to sing “The Star-Spangled Banner”: “Oh, say can you see by the dawn’s early light what so proudly we hailed at the twilight’s last gleaming?”

Andrew’s favorite book was “This Side of Paradise”; he could quote entire pages.



In a series consisting of three or more elements, separate only

Here are some frequently used words, along with their spelling.

Alumni, alumna – “Alumnus” refers to a single male graduate.
“Alumna” refers to a single female graduate. “Alumni” refers to
more than one male graduate. “Alumnae” refers to more than
one female graduate. These words are used in informal applications.

Email – one word

Healthcare – one word