



Hostos
Community College

STYLE GUIDE

Writing for Print and Web

The Eugenio María de Hostos Community College brand and writing style guide contains essential information about approved writing and style conventions for print and web commissions.

Adopting a widely vetted writing style for public print and web commissions and developing a consistent brand starts with a writing and brand style guide.

Our writing guidelines are based on current Associated Press guidelines (“AP Style”).

These guidelines equip content creators of all kinds, from non-graphic designers, graphic designers, marketers, web developers, and our general College community, to acquire skills and tools to help us present a unified vision of the Hostos brand to the public.

If longstanding Hostos communications conventions offer alternatives, they are noted accordingly.

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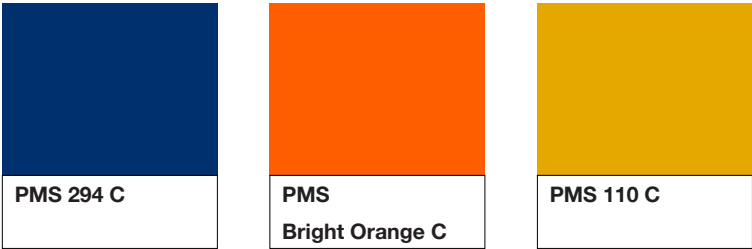
STYLE FUNDAMENTALS

EDITORIAL STYLE

Eugenio María de Hostos Community College of The City University of New York (CUNY) generally follows AP Style. If an item is not in this guide, please consult the latest version of the AP Stylebook. This guide also incorporates Hostos-centric names, titles and other verbiage associated with the College and academia.

IDENTITY COLOR

Color plays a critical role in ensuring the overall impact of the Hostos identity. The College’s primary colors are blue (PANTONE 294), orange (PANTONE Bright Orange C), and gold (PANTONE 110). To see the secondary color palette, consult the College Brand Standards Manual.



C 100
M 86
Y 29
K 23

C 0
M 77
Y 100
K 0

C 16
M 31
Y 100
K 1

R 0
G 47
B 109

R 255
G 96
B 0

R 219
G 170
B 0

NAME

The institution should be identified in full as “Eugenio María de Hostos Community College of The City University of New York” when it is first mentioned in a formal forward facing collateral, like a press release, for an external audience—national or international. Thereafter, subsequent mentions and for more regular correspondents or campus news alerts, “Hostos Community College” or “Hostos” is acceptable. Please note the accent over the “í” in Maria. The College follows all rules regarding accents on names. Also, when referencing Hostos, the college, “College” should be uppercase.

MASCOT

The Caiman or Caiman. No need to differentiate gender for teams. No “Lady Caimans.” The graphic element of a Caiman should not be used as a substitute for the Hostos logo and its mark.

LOGO AND ICONS

The Hostos Community College logo is composed of two elements: a graphic mark, which represents the sun, and the logotype “Hostos Community College.” The logotype uses the Clarendon font. This logotype is customized and should never be substituted.

The three-color logo shown here is the primary logo. It should be used whenever possible on materials such as brochures, color ads, billboards, self-mailers, social media assets, etc.

The logo is to appear in three colors: blue (PANTONE 294), orange (PANTONE Bright Orange C) and gold (PANTONE 110). Use the three-color version whenever possible. Blue (PANTONE 294) or black are preferred colors for one-color reproduction. If printing with colors other than blue (PANTONE 294) or black, the logo needs to be reversed. Never substitute other colors.

If printing the logo in four-color process, use the CMYK values shown here to match as closely as possible the Hostos colors.



PRIMARY LOGO
Use this three-color version
whenever possible.



For situations where
the primary logo will not
suit the application, such
as horizontal uses, it is
acceptable to use this
alternate horizontal
logo format.

FONTS

The use of consistent typography is an effective means of reinforcing a cohesive look in all Hostos materials. Clarendon and Trade Gothic are the official typefaces for print. Arial is the official typeface for digital communications. Never substitute fonts.

When selecting typefaces for materials, follow these recommendations:

Clarendon: Use for headlines, sub-heads and sidebars.

Trade Gothic: Use for body copy, captions, headlines, sub-heads and sidebars.

Arial: When composing a print or digital document where Clarendon and Trade Gothic are not available, please use Arial type family as the sans serif typeface, in order to maintain typographic consistency across Microsoft programs and digital platforms.

For example, when crafting digital communications such emails where the official typefaces are not available, use the Arial type family.

CLARENDON TYPE FAMILY

Clarendon Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Clarendon Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Clarendon Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Clarendon Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

TRADE GOTHIC TYPE FAMILY

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Trade Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Trade Gothic Condensed 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Trade Gothic Bold Condensed 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

ARIAL TYPE FAMILY

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

abcdefghijklmnopqrstuvwxyz

WRITING

BOILERPLATES

Use the most updated “about” section for promotional projects.

ABOUT EUGENIO MARÍA DE HOSTOS COMMUNITY COLLEGE

Hostos Community College is an educational agent for change that has been transforming and improving the quality of life in the South Bronx and neighboring communities for over half a century. Since 1968, Hostos has been a gateway to intellectual growth and socioeconomic mobility, as well as a point of departure for lifelong learning, success in professional careers, and transfer to advanced higher education programs.

Hostos offers 27 associate degree programs and two certificate programs that facilitate secure transfer to The City University of New York’s (CUNY) four-year colleges or baccalaureate studies at other institutions. The College has an award-winning Division of Continuing Education & Workforce Development that offers professional development courses and certificate-bearing workforce training programs. Hostos is part of CUNY, the nation’s leading urban public university, which serves more than 500,000 students at 25 colleges.

ABOUT CUNY

The City University of New York is the nation’s leading urban public university. Founded in 1847, CUNY counts 13 Nobel Prize and 24 MacArthur (“Genius”) grant winners among its alumni. CUNY students, alumni and faculty have garnered scores of other prestigious honors over the years in recognition of historic contributions to the advancement of the sciences, business, the arts and myriad other fields. The University comprises 25 institutions: 11 senior colleges, seven community colleges, William E. Macaulay Honors College at CUNY, CUNY Graduate Center, Craig Newmark Graduate School of Journalism at CUNY, CUNY School of Labor and Urban Studies, CUNY School of Law, CUNY School of Professional Studies and CUNY Graduate School of Public Health and Health Policy. The University serves more than 275,000 degree-seeking students. CUNY offers online baccalaureate and master’s degrees through the School of Professional Studies.

ACADEMIC DEGREES

An associate degree is not possessive, as in “associate’s,” even though “bachelor’s” and “master’s” above are possessive. Use an apostrophe in bachelor’s degree, a master’s, etc., but there is no possessive in **Bachelor of Arts or Master of Science**. Also note, Associate “in” vs. Bachelor, Master, and Doctor “of.” Formal names of specific degrees should always be capitalized.

EXAMPLES:

Jane Doe holds an **Associate in Arts** from Hostos Community College.

Jane Doe holds an **associate degree** in liberal arts from Hostos.

Jane Doe holds a **Bachelor of Arts in Music** from Hunter College.

Jane Doe holds a **bachelor’s degree in music** from Hunter College.

Jane Doe hold a **Master of Fine Art** in performance and choreography.

Jane Doe has a **master’s degree**.

Note: The noun baccalaureate means the same thing as a bachelor’s degree from college. Please use bachelor’s degree when possible.

Use abbreviations only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name—never after just a last name.

EXAMPLES:

A.A. for Associate in Arts

A.S. for Associate in Science

A.A.S. Associate in Applied Science

B.A. for Bachelor of Arts

M.A. for Master of Arts

M.S. for Master of Science

MBA for Master of Business Administration (no period, per AP)

M.F.A. for Master of Fine Arts

Ph.D. for Doctor of Philosophy

Ed.D. for Doctor of Education

When used after a name, an academic abbreviation is set off by commas. Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

EXAMPLE:

John Snow, Ph.D., spoke.

ACADEMIC DEPARTMENTS, CAMPUS DIVISIONS AND OFFICES

Use lowercase except for words that are proper nouns or adjectives or when department is part of the official and formal name.

EXAMPLES:

Hostos has a department of history.

The English department runs the book-of-the-month club.

The Hostos Community College Allied Health Department is very active in the community.

The Office of Multicultural Affairs and Diversity celebrated the holiday.

HOSTOS DEPARTMENTS

Allied Health

Behavioral and Social Sciences

Business

Education

English

Humanities

Language & Cognition (Language and Cognition)

Library

Mathematics

Natural Sciences

HOSTOS OFFICES AND DIVISIONS

Use of abbreviated division names is allowed and should be use as of the second reference of the division or office in a write up.

Office of Academic Affairs (OAA)

Division of Administration and Finance (ADM)

Office of Admissions and Recruitment

Budget Office

Business Office

Office of Campus Operations

Office of Campus Planning & Development

Office of Communications (OC)

Division of Continuing Education & Workforce Development (CEWD)

Office of Environmental Health and Safety (EHS)

Office of Compliance and Diversity (OCD)

Grants Office
Human Resources (HR)
Division of Institutional Advancement (DIA)
Office of Institutional Effectiveness, Research, and Assessment (OIERA)
Office of the President (OP)
Office of Procurement
Division of Student Development and Enrollment Management (SDEM)

HOSTOS STUDENT OFFICES AND SERVICES

Accessibility Resource Center (ARC)
Athletics and Recreation
Bursar's Office
Career Services Office
Center for Teaching and Learning (CTL)
Counseling Services
CUNY Language Immersion Program (CLIP)
CUNY Start
Financial Aid Office
Health and Wellness Center
Hostos Academic Learning Center (HALC)
Office of Admissions and Recruitment
Office of Educational Technology (EdTech)
Office of the Registrar
Student Activities
Student Government (SGA)
Student Leadership Academy (SLA)
Student Life
Student Success Coaching Unit (SSCU)
Transfer Services
Office of Student Programming for Veterans and Reservists

HOSTOS COMMUNITY CENTERS

Center for Bronx Nonprofits (CBNP)
Hostos Center for the Arts & Culture (HCAC)
Student Leadership Academy (SLA)

Student Government Association (SGA)

Hostos Gymnasium (The Swamp)

ACADEMIC PROGRAMS

Except for languages (English, French, Spanish, etc.) and proper nouns (American, Irish, etc.), academic programs, majors, and minors should not be capitalized. The word “program” should not be capitalized unless it is part of an official name.

EXAMPLES:

The minor in African American studies offers a multidisciplinary perspective on African American life and culture.

The Two Generation Student Retention & Degree Acceleration Program is a great resource for student-parents.

ACCENTS IN NAMES

Please follow all rules regarding accents in names and include them in all writings.

ADDRESSES

Hostos main address: 500 Grand Concourse, Bronx, New York 10451

Use the abbreviations Ave., Blvd. and St. only with a numbered address: 1600 Pennsylvania Ave. Spell them out and capitalize when part of a formal street name without a number: Pennsylvania Avenue. Lowercase and spell out when used alone or with more than one street name: Massachusetts and Pennsylvania avenues. All similar words (alley, drive, road, terrace, etc.) always are spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.

Always use figures for an address number: 9 Morningside Circle. Abbreviate compass points used to indicate directional ends of a street or quadrants of a city in a numbered address: 222 E. 42nd St., 562 W. 43rd St., 600 K St. NW. Do not abbreviate if the number is omitted: East 42nd Street, West 43rd Street, K Street Northwest. No periods in quadrant abbreviations—NW, SE—unless customary locally.

AGES

Generally, use ages for profiles, obituaries, significant career milestones and achievements unusual for the age. Use ages for people commenting or providing information only if their age is relevant to their comments (e.g., a teenager’s comment on video games aimed at that age group). Appropriate background, such as a parent of two young children or a World War II veteran, may suffice instead of the actual age.

Always use figures.

EXAMPLES:

A 5-year-old boy, but the boy is 5 years old.

The boy, 7, has a sister, 10.

The woman, 26, has a daughter 2 months old.

The race is for 3-year-olds.

The woman is in her 30s (no apostrophe).

ALUMNUS, ALUMNI, ALUMNA, ALUMNAE

Alumna (female, singular), alumnae (female, plural), alumnus (male, singular), alumni (male or male and female, plural), alum/alums (gender-neutral, for casual references)

ALSO:

Class of 2019 (capitalize Class).

EXAMPLE:

Hostos alumna Angela Pérez '19 works at the College.

ACRONYMS

Spell out for first citation and follow with acronym in parentheses.

EXAMPLES:

The City University of New York (CUNY) paved the way for improved policies.

CUNY led the way.

AMPERSANDS (&)

Avoid using unless they are part of a proper name. The ampersand is not a substitute for “and.”

EXAMPLE:

The Hostos Center for the Arts & Culture supports music, dance, and other visual and performance art.

BOOKS AND OTHER COMPOSITION TITLES

Use quotation marks around the titles of books, songs, television shows, computer games, poems, lectures, speeches and works of art.

EXAMPLES:

Author Porter Shreve read from his new book, “When the White House Was Ours.”

They sang “The Star-Spangled Banner” before the game.

ALSO:

The Bible: No quotes. When referring to the Scriptures in the Old Testament or the New Testament. Capitalize also related terms such as the Gospels, Gospel of St. Mark, the Scriptures, the Holy Scriptures, the Bible.

Lowercase biblical in all uses.

Quran: No quotes. The preferred spelling for the Muslim holy book. Use the spelling Koran only if preferred by a specific organization or in a specific title or name.

BRONX

Do not capitalize “The,” per AP Style. But, capitalize South in South Bronx.

EXAMPLES:

I live in the Bronx.

I like the South Bronx.

BULLETS

Put a space between the bullet and the first word of each item in the list. Capitalize the first word following the dash or bullet. Use periods, not semicolons, at the end of each section, whether it is a full sentence or a phrase.

- 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 the same sentence type (statement, question, exclamation) for each item.
- Use just a phrase for each item, if desired.
- Introduce the list with a short phrase or sentence and colon (:).

EXAMPLE:

The \$1,000,000 grant covers:

- Textbooks and classes.
- A stipend for travel.
- Breakfast and lunch.

CHAIRMAN, CHAIRWOMAN, CHAIRPERSON

Capitalize only as a formal title before a name.

EXAMPLES:

Company Chairman John Doe was a good man.

Committee Chairwoman Jane Smith provided the budget.

The chairman came to the event.

COURSE NAMES

When listing courses, separate the three-character program designation and course number with a space, and the course number from the course title with a dash. If a course has a core designation, the designation should follow the dash and precede the course title. For courses that have “old core” designations, that designation immediately follows the course number.

EXAMPLES:

EDU 116 - Child Development

ENG 110 - Expository Writing

MAT 105 - Math for Allied Health

CITIES

Always follow a city name with the state in which it is located, unless it is exceptionally well-known: Los Angeles, New York City, Philadelphia. But: Washington, D.C.

CLASS

Generally lowercase: class officers, the class, class reunion. Exception: the Class of '87. Do not capitalize class years: freshman/first-year, sophomore, junior, senior.

COLLEGES AND UNIVERSITIES

Familiar abbreviations are acceptable in informal text or on second reference: NYU, UCLA, UMass. Universities with several campuses are denoted with an en-dash, as follows: UMass–Amherst, UC–Davis.

EXAMPLE:

He returned to the College for Alumni Weekend.

ALSO

Unless part of a proper name (Hostos Community College), “college” is capitalized only when referring to Hostos and preceded by “the.”

DATES

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

EXAMPLES:

January 2016 was a cold month.

Jan. 2 was the coldest day of the month.

His birthday is May 8.

Feb. 14, 2013, was the target date.

She testified that it was Friday, Dec. 3, when the crash occurred.

DOCTOR AND DR. IN ACADEMIC TITLES (SEE MORE UNDER “TITLES.”)

AP STYLE 2020 RULE

Use Dr. in first reference as a formal title before the name of an individual who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine: Dr. Jonas Salk.

The form Dr., or Drs. in a plural construction, applies to all first-reference uses before a name, including direct quotations. Do not continue the use of Dr. in subsequent references.

Do not use Dr. before the names of individuals who hold other types of doctoral degrees. Instead, when necessary or appropriate: Cassandra Karoub, who has a doctorate in mathematics, was lead researcher. Incoming U.S. first lady Jill Biden, who has a doctorate in education, plans to continue teaching. Incoming U.S. second gentleman Doug Emhoff, a lawyer, is joining the faculty of Georgetown Law.

IN A LIST: Karen Smith, Ph.D.

HOSTOS STYLE

Allows use of Dr. in first reference as a formal title before the name of individuals who hold both a doctorate of philosophy and a professional doctoral degree. Follow an individual's preference if known.

IN A LIST, USE CURRENT AP STYLE: Stephanie Sanchez, Ph.D., Karim Abdul-Jabbar, Ph.D.

ELLIPSES

A three-point ellipsis, with a space before and after but not between points, is used midsentence to indicate deleted text: The weather forecasters predicted rain tomorrow ... and a warm and sunny weekend. If the words preceding an ellipsis constitute a grammatically complete sentence, place a period at the end of the last word before an ellipsis: “Our first item is a sales report. ... We will wrap things up with lunch,” read the director's memo.

EMERITUS (SEE MORE UNDER “TITLES.”)

This word is often added to formal titles to denote individuals who have retired and retain their rank or title. When used, place emeritus after the word Professor, in keeping with the general practice of academic institutions.

EXAMPLES:

Professor Emeritus Samuel Eliot Morison

Dean Emeritus Courtney C. Brown

Publisher Emeritus Barnard L. Colby

Samuel Eliot Morison, professor emeritus of history

Courtney C. Brown, dean emeritus of the faculty of business

Barnard L. Colby, publisher emeritus

ETHNICITY AND RACE

LATINO, LATINA, AND LATINX is often the preferred noun or adjective for a person from Latin America or of Latin American descent. Latina is the feminine form. Some prefer the recently coined gender-neutral term Latinx, names of organizations or descriptions of individuals who request it should be accompanied by a short explanation. Hernández prefers the gender-neutral term Latinx.

HISPANIC

A person from or who descends from a Spanish-speaking country or territory. Latino, Latina or Latinx are sometimes preferred. Follow the person’s preference.

For groups of females, use the plural Latinas; for groups of males or of mixed gender, use the plural Latinos. Hispanics is also generally acceptable for those in the U.S. Use a more specific identification when possible, such as Cuban, Puerto Rican, Brazilian or Mexican American.

BLACK(S), WHITE(S)

Do not use either term as a singular noun. For plurals, phrasing such as Black people, white people, Black teachers, white students is often preferable when clearly relevant. White officers account for 64% of the police force, Black officers 21% and Latino officers 15%. The gunman targeted Black churchgoers.

The plural nouns Blacks and whites are generally acceptable when clearly relevant and needed for reasons of space or sentence construction. He helped integrate dance halls among Blacks, whites, Latinos and Asian Americans. Black and white are acceptable as adjectives when relevant.

BLACK

Use the capitalized term as an adjective in a racial, ethnic or cultural sense: Black people, Black culture, Black literature, Black studies, Black colleges.

AFRICAN AMERICAN is also acceptable for those in the U.S. The terms are not necessarily interchangeable. Americans of Caribbean heritage, for example, generally refer to themselves as Caribbean American. Follow an individual's preference if known, and be specific when possible and relevant. Minneapolis has a large Somali American population because of refugee resettlement. The author is Senegalese American.

Use of the capitalized Black recognizes that language has evolved, along with the common understanding that especially in the United States, the term reflects a shared identity and culture rather than a skin color alone.

Also use Black in racial, ethnic and cultural differences outside the U.S. to avoid equating a person with a skin color.

Use Negro or colored only in names of organizations or in rare quotations when essential.

FUNDRAISING

Fundraising, fundraiser, fundraise: No hyphen in all forms.

GENDER

Not synonymous with sex, gender refers to a person's social identity, while sex refers to biological characteristics. Not all people fall under one of two categories for sex or gender, according to leading medical organizations, so avoid references to both, either or opposite sexes or genders as a way to encompass all people. When needed for clarity or in certain stories about scientific studies, alternatives include men and women, boys and girls, males and females.

Language around gender is evolving. Newsrooms and organizations outside AP may need to make decisions, based on necessity and audience, on terms that differ from or are not covered by the AP's specific recommendations. For instance, the AP recommends the terms sex reassignment or gender confirmation for the medical procedures used for gender transition, while some groups use other terms, such as gender affirmation or sex realignment.

For more refer to the AP Style book 2019.

SOME TERMS AND DEFINITIONS:

CISGENDER

May be used if necessary to refer to people who are not transgender, as a means to distinguish people from one another. Use only with explanation. Do not use terms like normal to describe people who are not transgender. Cisgender refers to gender and is not synonymous with heterosexual, which refers to sexual orientation.

GENDER-NONCONFORMING (ADJ.)

Acceptable in broad references as a term for people who do not conform to gender expectations. The group is providing scholarships for gender-nonconforming students. When talking about individuals, be specific about how a person describes or expresses gender identity and behavior. Example: "Roberta identifies as both male and female." Not synonymous with transgender. Use other terms like bigender (a term for people

who identify as a combination of two genders or agender (people who identify as having no gender) only if used by subjects to describe themselves, and only with explanation.

IDENTIFY, IDENTITY

Terms often used when describing gender or gender expression. They can help convey personal connections to gender while capturing the nuance that a person's identity may contradict expectations.

EXAMPLES:

James identifies as female.

Deborah's family accepted her gender identity.

TRANSGENDER (ADJ.)

Describes people whose gender identity does not match the sex they were identified as having at birth. Does not require what are often known as sex reassignment or gender confirmation procedures. Identify people as transgender only if pertinent, and use the name by which they live publicly. Generally, avoid references to a transgender person being born a boy or girl, since it's an unnecessary detail and excludes intersex babies.

EXAMPLES:

Bernard is a transgender man.

Christina is transgender.

The shorthand trans is acceptable on second reference and in headlines:

EXAMPLES:

Grammys add first man and first trans woman as trophy handlers.

Do not use as a noun, such as referring to someone as a transgender, or use the term transgendered. Not synonymous with terms like cross-dresser or drag queen, which do not have to do with gender identity. See cross-dresser, drag performer. Do not use the outdated term transsexual. Avoid derogatory terms such as tranny. Follow guidelines for obscenities, profanities, vulgarities as appropriate.

Use the name by which a transgender person now lives. Refer to a previous name, sometimes called a deadname, only if relevant to the story.

Transition, gender transition: The processes transgender people go through to match their gender identity, which may include sex reassignment or gender confirmation procedures, but not necessarily.

EXAMPLES:

Washington is transitioning while helping his daughter consider universities.

Chamberlain's family offered support during her transition.

LGBT, LGBTQ (ADJ.)

Acceptable in all references for lesbian, gay, bisexual and transgender, or lesbian, gay, bisexual, transgender and questioning and/or queer. In quotations and the formal names of organizations and events, other

forms such as LGBTQIA and other variations are also acceptable with the other letters explained. I generally stands for intersex, and A can stand for asexual (a person who doesn't experience sexual attraction), ally (some activists decry this use of the abbreviation for a person who is not LGBT but who actively supports LGBT communities) or both. Use of LGBT or LGBTQ is best as an adjective and an umbrella term. Don't use it, for instance, when the group you're referring to is limited to bisexuals. Walters joined the LGBTQ business association. Queer is an umbrella term covering people who are not heterosexual or cisgender and is acceptable for people and organizations that use the term to identify themselves.

THEY, THEM, THEIR

In most cases, a plural pronoun should agree in number with the antecedent: The children love the books their uncle gave them. They/them/their is acceptable in limited cases as a singular and/or gender-neutral pronoun, when alternative wording is overly awkward or clumsy. However, rewording usually is possible and always is preferable. Clarity is a top priority; gender-neutral use of a singular they is unfamiliar to many readers. We do not use other gender-neutral pronouns such as xe or ze.

A singular they might be used when an anonymous source's gender must be shielded and other wording is overly awkward.

In stories about people who identify as neither male nor female or ask not to be referred to as he/she/him/her: Use the person's name in place of a pronoun, or otherwise reword the sentence, whenever possible. If they/them/their use is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing does not imply more than one person.

EXAMPLES:

Lowry's partner is Dana Adams, an antiques dealer.

They bought a house last year (instead of Lowry and Lowry's partner bought a house last year or Lowry and their partner bought a house last year.

HEADLINES FOR MEDIA/CAMPUS RELEASES

Use "historical present" style, similar to newspapers. In English grammar, the historical present is the use of a verb phrase in the present tense to refer to an event that took place in the past. In narratives, the historical present may be used to create an effect of immediacy. Also called the historic present, dramatic present, and narrative present. Also, do not capitalize conjunctions (and, or, etc.).

EXAMPLES:

Hostos Students Attend Class in Alaska

Professors Earn Grant to Help STEM Students

NEWSPAPERS

Capitalize "The" in a newspaper's name if that is the way the publication prefers to be known. Do not place name in quotes. Lowercase the before newspaper names if a story mentions several papers, some of which use the as part of the name and some of which do not.

EXAMPLES:

The New York Times is available here.

He read the New York Daily News.

NUMBERS

In general, spell out one through nine: The Yankees finished second. He had nine months to go.

Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things. Also in all tabular matter, and in statistical and sequential forms.

Use figures for:

CENTURIES

Use figures for numbers 10 or higher: 21st century. Spell out for numbers nine and lower: fifth century. (Note lowercase.) For proper names, follow the organization's usage.

DATES, YEARS AND DECADES

Feb. 8, 2007, Class of '66, the 1950s. For the Sept. 11, 2001, terrorist attacks, 9/11 is acceptable in all references. (Note comma to set off the year when the phrase refers to a month, date and year.)

DIMENSIONS, TO INDICATE DEPTH, HEIGHT, LENGTH AND WIDTH

He is 5 feet, 6 inches tall, the 5-foot-6 man ("inch" is understood), the 5-foot man, the basketball team signed a 7-footer. The car is 17 feet long, 6 feet wide and 5 feet high. The rug is 9 feet by 12 feet, the 9-by-12 rug. A 9-inch snowfall.

DISTANCES

He walked 4 miles. He missed a 3-foot putt.

MATHEMATICAL USAGE

Multiply by 4, divide by 6. He added 2 and 2 but got 5.

MONETARY UNITS

5 cents, \$5 bill, 8 euros, 4 pounds.

SCHOOL GRADES

Use figures for grades 10 and above: 10th grade. Spell out for first through ninth grades: fourth grade, fifth grader.

POLITICAL DISTRICTS

Ward 9, 9th Precinct, 3rd Congressional District.

See congressional districts; political divisions.

SPEEDS

7 mph, winds of 5 to 10 mph, winds of 7 to 9 knots.

SPORTS SCORES, STANDINGS AND STANDARDS

The Yankees defeated the Mets 10-3 (No comma between the team and the score); in golf, 3 up, but a 3-up lead. In narrative, spell out nine and under except for yard lines in football and individual and team statistical performances: The ball was on the 5-yard line. Seventh hole. In basketball, 3-point play and 3-point shot. In statistical performances, hyphenate as a modifier: He completed 8 of 12 passes. He was 5-for-12 passing. He had a 3-for-5 day.

VOTES

The bill was defeated by a vote of 6-4, but by a two-vote margin.

AT THE START OF A SENTENCE

In general, spell out numbers at the start of a sentence: Forty years was a long time to wait. Fifteen to 20 cars were involved in the accident. An exception is years: 1992 was a very good year. Another exception: Numeral(s) and letter(s) combinations: 401(k) plans are offered. 4K TVs are flying off the shelves. 3D movies are drawing more fans.

See years.

ROMAN NUMERALS

They may be used for wars and to establish personal sequence for people and animals: World War I, Native Dancer II, King George V. Also for certain legislative acts (Title IX). Otherwise, use sparingly. Pro football Super Bowls should be identified by the year, rather than the Roman numerals: 1969 Super Bowl, not Super Bowl III.

ORDINALS

In general, spell out one through nine: The Yankees finished second. He had nine months to go. He is in the fourth grade.

Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things. Also, in all tabular matter, and in statistical and sequential forms.

DATES, YEARS, AND DECADES: Feb. 8, 2007, Class of '66, the 1950s. For the Sept. 11, 2001, terrorist attacks, 9/11 is acceptable in all references. (Note comma to set off the year when the phrase refers to a month, date and year.)

SOME OTHER PUNCTUATION AND USAGE EXAMPLES:

3 ounces

4-foot fence

“The president’s speech lasted 28 1/2 minutes,” she said.

The 1980s, the ’80s

The House voted 230-205 (fewer than 1,000 votes)

No. 3 choice, but Public School 3

A pay increase of 12%-15%. Or: a pay increase of between 12% and 15%, or a pay increase of 12% to 15%
Minus 10, zero, 60 degrees (spell out minus)

OXFORD COMMA

Use a comma with two or more in a list. Via AP Style: “If omitting a comma could lead to confusion or misinterpretation, then use the comma.”

EXAMPLE:

Sol, Tanisha, and José.

PARENTHETICAL REMARKS

The best rule of thumb for punctuating in and around parenthetical remarks is that the sentence should be valid if you remove the parentheses and everything inside them.

EXAMPLES:

Students completed several psychology courses (social, personality, and clinical).
(Several other courses were offered, but they were not as popular.)

PHONE NUMBERS

No parenthesis for phone numbers: 917-750-4300

PREFIXES

Avoid using Mr., Ms., Mrs., etc., unless in a formal letter, invitation, etc. This is up to the writer and context of the project.

PROFESSOR AND PROFESSOR EMERITUS

Never abbreviate the word Professor. Uppercase before a name.

EXAMPLES:

Professor Andy London got Hostos students to create music for TED Talks.
Yoel Rodríguez, Ph.D., a professor at Hostos’ department of engineering, earned a STEM fellowship.

QUOTES

Use a comma to introduce a quote of one full sentence: Mary asserted, “He was not here at the time.”

A comma is used instead of a period when attribution follows a complete sentence: “He was not here at the time,” Mary asserted.

Use a colon to introduce quotes of more than one sentence. Mary asserted: “He was not here at the time. He often went to the beach and relaxed.”

No comma is needed to introduce a partial quote: Mary asserted that he was “not here at the time.”

ALSO

Commas and periods are always placed inside quotation marks.

SEMESTERS

All semester designations should be lowercase. However, capitalize Fall 2019.

EXAMPLES:

The fall semester is here.

The spring semester comes before the summer.

The Spring 2019 semester was great.

SLASHES

No space before or after a slash, per AP Style.

EXAMPLE:

The A-Building/Allied Health Building is at 475 Grand Concourse in the Bronx.

USE WITH:

Fractions

Between lines of quoted poetry

In internet addresses (URLs) and pathnames

In descriptive phrases such as 24/7 or 9/11

In the signoff (credit) in photo captions

TECHNOLOGY TERMS

Blackboard

Dragon NaturallySpeaking (note no space between Naturally and Speaking)

Echo360

Read:OutLoud

SMART Board

SMART Notebook

Smartpen

STEM: (Do not need to spell out on first reference.)

TIME FORMAT

Do not use :00 with time. Use noon and midnight for 12 p.m. and 12 a.m., respectively.

Also: a.m., p.m. are lowercase with periods.

EXAMPLES:

1 to 4 p.m.

We ate from noon to 2 p.m.

The movie did not end until midnight.

TITLES (USE OF PRESIDENT, LEGISLATIVE TITLES, AND OTHER SPECIAL DESIGNATIONS)

Capitalize president only as a formal title before one or more names. Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere.

In general, confine capitalization to formal titles used directly before an individual's name. Lowercase and spell out titles when they are not used with an individual's name.

Note: Hostos does not follow strict AP style when referring to the word Professor and Professor Emeritus.

EXAMPLES:

Hostos Community College President David Gómez has also worked at Kingsborough Community College.

David Gómez, president of Hostos Community College

CUNY Chancellor Félix V. Matos Rodríguez was the president of Hostos Community College.

Professor Ernest Ialongo is an expert on Italian history or Ernest Ialongo, a professor who teaches history, is an expert.

José R. García, a brand and communications associate at Hostos, works with many templates and designs.

Former Presidents Gerald R. Ford and Jimmy Carter.

Lincoln was president during the Civil War.

President-elect John Snow is from the Bronx.

Former President Barack Obama is in New York City this week.

For presidents of other nations and of organizations and institutions, capitalize president as a formal title before a full name.

EXAMPLES:

President François Hollande of France

President John Smith of Acme Corp

Lowercase and spell out titles in constructions that set them off from a name by commas. Uppercase titles if they appear in a list.

EXAMPLES:

The vice president, Kamala Harris, was elected in 2020.

Pope Francis, the current pope, was born in Argentina.

Robert Walpole, Prime Minister of Great Britain.

Mary McAleese, President of Ireland

HONORABLE OR THE HON.: AP style avoids the “honorific,” using the just office or rank with the individual’s name. However, Honorable or Hon. Can be saved for former letters or invitations or other special occasions.

LEGISLATIVE TITLES: Use Rep., Reps., Sen., Sens., Gov., Lt. Gov., as formal titles when they appear before one or more names. Spell out and lowercase all other uses. The following formal titles are capitalized and abbreviated as shown when used before a name both inside and outside quotations.

EXAMPLES:

I met with Sens. McCain and Kerry yesterday.

Bronx Borough President Ruben Diaz Jr. is excited about the project. (Per his press office, Bronx Borough President Ruben Diaz Jr. has no accents or comma in Jr.)

Gov. Andrew M. Cuomo appeared on radio stations and at business associations, pushing the project that he had helped construct.

At lunch, I saw Rep. Charles Rangel.

I met with the senators yesterday.

At lunch, I saw the state representative.

Add U.S. or state before a legislative title only when it is necessary to avoid confusion.

EXAMPLE:

U.S. Sen. John Kerry of Massachusetts had a strong primary challenger last year in state Rep. Colleen George.

All other legislative titles should be spelled out. Formal titles, such as mayor, governor, councilman, delegate, etc., should be capitalized when they appear before a name. They should be lowercase in other uses.

EXAMPLES:

I saw that Mayor Bill de Blasio was quoted in The New York Times.

The mayor and his council members met over lunch.

OTHER TITLES: Capitalize titles for formal, organizational offices within a legislative body when they are used before a name: House Speaker Paul Ryan, Senate Majority Leader Mitch McConnell, House Minority Leader Nancy Pelosi, House Minority Whip Steny Hoyer, President Pro Tem Orrin Hatch, Senate Judiciary Committee Chairman Charles Grassley.

UNITED NATIONS

U.N. is acceptable in all cases.

UNITED STATES

U.S. is acceptable in all cases.

CAMPUS BUILDINGS

A-Building/Allied Health Building—475 Grand Concourse

B-Building—500 Grand Concourse

C-Building/East Academic Complex—450 Grand Concourse

D-Building/Savoy Manor Building—120 East 149th Street

G-Building/Administration Building—135 East 146th Street

Trailer Site 5 (T5)—427 Walton Avenue

Trailer Site 6 (T6)—121 East 146th Street

Prow Building—560 Exterior Street

CLIP Building—590 Exterior Street

Gateway Building—610 Exterior Street



Hostos Community
College



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STYLE GUIDE
2020–2021