

Baldwin-Wallace College editorial style guide

The College uses the guidelines established by the *Associated Press Stylebook* (ISBN 0-7382-0740-3) for editorial materials directed to the general public and the media. Please refer to the *Stylebook* for questions regarding usage, capitalization, punctuation and abbreviation. Local libraries, including the Ritter Library, and the Office of College Relations have copies available for reference.

For cases unique to Baldwin-Wallace College, please follow the guidelines below:

The name of the College is written **Baldwin-Wallace College** with a hyphen between Baldwin and Wallace. The name may be broken at the hyphen at the end of a line (Baldwin- on one line and Wallace on the next, or Baldwin-Wallace on one line and College on the next) but should not be hyphenated in any other way.

In the same style, it is **B-W** for short, not BW. B-W should always be hyphenated and never broken on two lines.

B-W East is the proper form for the College's center for learning in Beachwood. B-W East is not referred to as a campus.

The term **Yellow Jackets** (or Yellow Jacket as an adjective) is two words, both capitalized. **Jackets**, without Yellow, is also an acceptable usage.

The word **College** is capitalized when referring to Baldwin-Wallace.

The correct name for the College Union is **Strosacker Hall**, not Strosacker College Union.

It is the **Baldwin-Wallace College Conservatory of Music**, not the Conservatory of Music at Baldwin-Wallace College. The Conservatory is not referred to as a school of music.

The administrative offices of the College are housed in the **Bonds Administration Building**, not Bonds Hall.

The **Office of Admission** is singular. It is not Admissions.