

Tuck Style Guide

Updated February 14, 2008

Is it Tuck Mall or Tuck Drive?
Do students enroll in a course or class?
Am I a T'87 or Tu'87?

The *Tuck Style Guide* is designed to help people at Tuck communicate about the school in a clear, consistent, and effective way. It includes

- essential names and terms used throughout the Tuck community
- preferred usage at Tuck for abbreviations, numbers, and other general topics
- other resources for style questions, subject-specific terminology, and fact-checking.

The guide does not overrule styles for specific manuscript submissions, such as those to academic journals, which often provide their own style rules in their instructions to authors. But it does provide a framework for presenting Tuck information in print and on the web.

If you have questions about how to use the guide or have suggestions for the next version, please contact Cathy Melocik at 646-3049 or cathy.melocik@dartmouth.edu.

We will continue to add to the style guide to keep it up-to-date, and we hope that it's a useful resource for you.

Tuck Creative Services

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Helpful Reference Resources

Note that many of these resources require subscriptions but are available without subscription when accessed through the Dartmouth network. The Feldberg Library staff can also help with accessing some of these sites.

General Style and Grammar Resources

- *The Chicago Manual of Style* (15th edition) is the default style for items not noted here. Access select items and a Q&A forum at www.chicagomanualofstyle.org.
- The *Dartmouth Editorial Style Guide* covers Dartmouth-related topics not specified here. Access online at www.dartmouth.edu/~pubs/style.
- The *United States Government Printing Office Style Manual* (2000 edition) is a great help for all things governmental. Access online at www.gpoaccess.gov/stylemanual/index.html.
- *Wired Style* covers computer/information technology specifics not mentioned in *Chicago* or the *Dartmouth Style Manual*. (No online access available.)
- *The Gregg Reference Manual* (10th edition) by William A. Sabin provides helpful grammar and formatting information.
- *The Careful Writer: A Modern Guide to English Usage* by Theodore M. Bernstein contains very helpful guides to usage, problem words, and grammar.

Spelling Resources

- *Merriam Webster's Collegiate Dictionary, 11th Edition* is the default dictionary to be used, not individual software-programs' spellchecking utilities. Access online at www.m-w.com.
- The *Merriam-Webster Third New Dictionary, Unabridged* contains additional terms not available in the Collegiate dictionary. Access online at <http://unabridged.merriam-webster.com/>.
- The *Oxford English Dictionary* is the overall standard dictionary for the English language. Access online at www.oed.com.

Subject-Specific Resources

The Feldberg Business and Engineering Library maintains an terrific online, frequently updated list of business resources at www.dartmouth.edu/~feldberg/guides/businessresources.pdf. Resources include company names and information, market research, financial statistics, and much more.

General Finance, Investing, and Private Equity Terminology

- www.nytimes.com/library/financial/glossary/bfglosa.htm
- <http://info.wsj.com/college/glossary/>
- <http://www.ft.com/servicetools/help/glossary>
- <http://bwnt.businessweek.com/glossary/home.asp>
- <http://mba.tuck.dartmouth.edu/pecenter/resources/glossary.html>

Geography

- www.cia.gov/cia/publications/factbook

Publication Names

- For specific serial publication names, visit Ulrich's International Periodicals Directory online at www.ulrichsweb.com/UlrichsWeb. *Note:* Some publications have both a title and a variant

title (as with *Business Week* and *BusinessWeek*). See PERIODICALS in the Style Guide Subject section below for specific and frequently used mass-market business periodical names as Tuck prefers to use them.

- For book titles, your best bet is often a combination of resources: the Library of Congress catalog at www.loc.gov; the publication's legal information made available at its own website; or the Feldberg Library reference librarians.

General Reference Resources

- Many major reference resources, including *Roget's Thesaurus*, the *American Heritage Dictionary*, and *Bartlett's Familiar Quotations*, among others, are available online at www.bartleby.com.
- Additional reference resources and links to numerous subject-specific resources, including maps, geographic information, national and international newspapers, are available online at www.refdesk.com.

Questions? Suggestions?

Contact Cathy Melocik in Tuck Creative Services at 603-646-3049 or at cathy.melocik@dartmouth.edu.

Style Guide A to Z

How to Use the A to Z List

The A to Z list is an alphabetical list of general usage subjects and specific terms and abbreviations. General usage subjects are presented **IN BOLD CAPITALS**. Specific terms and abbreviations are presented in **bold** in their correct spelling and formatting.

a, an

Use “a” before words beginning with a consonant sound, including those with a pronounced (or “aspirate”) h. Use “an” before words beginning with a vowel sound. *Examples:* She took a history course, and he took an algebra course. He taught a GRE prep course. She provided an SEC filing for the group.

AACSB

Abbreviations for the Association to Advance Collegiate Schools of Business

AB

Abbreviation for *artium baccalaureus*, the equivalent of the bachelor of arts degree. Dartmouth, and many of the Ivy League schools, offer ABs instead of BAs.

ABBREVIATIONS

- Spell out abbreviation at their first use in text, with the abbreviation following in parentheses. *Example:* The Food and Drug Administration (FDA) denied the company’s application. The FDA would not comment further. *Exception:* The spelled-out text in Tuck GIVES follows the abbreviation. *Example:* The Tuck GIVES (Grants to Interns and Volunteers for the Environment and Society) program was a big success this year.
- Avoid Latin abbreviations (e.g., i.e., etc.) in text. If used in parenthetical expressions, use periods with them and close up.

Alumni-year abbreviations

- Correct formatting for Dartmouth, Tuck, and Thayer alums are as follows:
 - D’XX = Dartmouth graduate/year of graduation
 - T’XX = Tuck graduate/year of graduation
 - Th’XX = Thayer graduate/year of graduation
- Additional abbreviations, primarily used by the Office of Development and Alumni Services, are formatted as follows:
 - D’XXA, T’XXA, Th’XXA = adopted member of a particular Dartmouth, Tuck, Thayer class
 - TP’XX = Tuck partner/partner's year of graduation
 - DW’XX = widow/widower of Dartmouth graduate with that graduate’s year of graduation
 - TW’XX = widow/widower of Tuck graduate with that graduate’s year of graduation

- M'XX = Tuck minority executive program graduates; only used with the first year of graduation from any Tuck minority executive program (do not list multiple years)
- Do not use a comma before the abbreviations, and do not use parentheses with them. *Example:* Edward Tuck D'52, T'53, Th'54
- To eliminate confusion with previous centuries when discussing early alums, format early alums' years as D 19XX or Th 19XX or T 19XX. *Example:* Edward Tuck D 1901, T 1902, Th 1903
- For plurals, as with entire classes: T'XXs. *Example:* The T'80s sponsored the game during Reunion.
- *Exceptions:* Dartmouth formats Tuck years as Tu'XX. When formal Dartmouth-generated titles involving Tuck years are used, follow the Dartmouth style. *Example:* Kusum L. Ailawadi, Charles Jordan 1911, Tu'12 Professor of Marketing
- *See* DARTMOUTH ALUMNI YEARS, THAYER ALUMNI YEARS, TUCK ALUMNI YEARS

ACADEMIC DEGREES

Abbreviate without periods and without a comma preceding the degree. *Example:* Edward Tuck PhD

ACCENTS/DIACRITICAL MARKS

Follow Merriam-Webster's guidance in using these. *Example:* Montreal, Mexico, Quebec *but* São Paulo

Achtmeyer Center for Global Leadership

One of Tuck's five research centers

Achtmeyer Hall

Name of the western residential building in the new living and learning complex. Correctly referred to as being named in honor of William Achtmeyer T'81, Tuck overseer and a co-chair of the Investing in Excellence campaign.

AGE (x-year-old)

Use numerals and hyphens, whether the phrase represents a noun or an adjective. *Examples:* She has a 2-year-old daughter. He's acting like a 2-year-old. *But:* He is 36 years old. *See* NUMBERS.

admissions office

Lowercase this informal name of the Office of Admissions.

a.k.a.

Abbreviation for “also known as.” Always lowercase the abbreviation and use periods with it. Do not use a comma between a.k.a. and the following term. *Example:* Al Dunlap—a.k.a. Chainsaw Al—was the CEO of Sunbeam in the mid-1990s.

Alan Smith D’52, T’53 Visiting Executive Program

The full formal name for the program managed through the development office

al Qaeda

Capitalize al only at the beginning of a sentence, in a title, or in a heading.

Allwin Dialogue

Name of a particular lecture sponsored by the Allwin Initiative

Allwin Initiative

An approved abbreviation of the full formal name of the Allwin program

Allwin Initiative for Corporate Citizenship

Effective 10/6/05, the formal name for the program. “James M.” is no longer used as part of the name.

alum, alums

Use only in informal writing as abbreviated terms for alumni

alumna, alumnae, alumni, alumnus

Alumnus (singular, masculine), alumni (plural, masculine; or as general reference to graduates); alumna (singular, feminine), alumnae (plural, feminine). *Examples:* He is a Tuck alumnus. Over 500 alumni gathered for Reunion this year. She is a Dartmouth alumna. Tuck alumnae are invited to participate in the Women in Business conference.

A.M.

Small caps, with periods, closed up

Advanced Minority Business Executive Program (AMBEP)

Former name for the executive education program Growing the Minority Business to Scale.

AM

Abbreviation for *artium magister*, the equivalent to an MA, or master of arts, degree

American, -American

Do not hyphenate the noun or adjectival phrases. *Example:* Native American teachings are popular topics among the students. She said her mother was an African American.

Application for Tuck School of Business Funds

Former, formal name for the Tuck financial-aid form

APOSTROPHES

Omit the apostrophe from the second number in a class-year range. *Example:* The '36–37 reunion was held last week. *Note:* Be careful to use “smart” (also known as curly) apostrophes in text. This can be set as an automatic choice in the format menu in Microsoft Word.

- *Exception:* A straight apostrophe (technically a “prime”) should be used to express the symbol for measurements of distance in feet or for minutes in latitude/longitude expressions. *Examples:* She was 5'7" tall. The location was at 40°30'42".

Arthur W. Page Society Case Study Competition in Corporate Communications

Per the society 6/05, the formal name of the competition

assembly of overseers

A large constituent group at Dartmouth-Hitchcock Medical Center, with no direct decision-making authority

B2B (adjective)

Abbreviation for business-to-business. Use only in informal writing.

BA

Abbreviation for the bachelor of arts degree. *See* AB

Back in Business: Invest in Your Return

Effective 2006, the name for the Tuck executive education program focusing on workplace reentry

bcc:

Per the American Management Association, use a colon, not a period, after cc or bcc in formal letters. cc: or bcc: follows Enclosure or Encl.

BComm

Abbreviation for the bachelor of commerce degree

Beacon Capital Partners Leadership Speaker Series

Effective 2004, a component of the Jonathan L. Cohen D'60, T'61 Leadership Development Program

billion

Spell out instead of abbreviating as MM, to avoid confusion with other countries' standards.

Note: Be careful with this word: In the U.S., billion means 1,000,000,000. In some other countries, billion means what in the U.S. would be called a trillion.

black

Or African American. Be sure to use black/white or African American/Caucasian; do not mix black/Caucasian or white/African American.

BlitzMail®

Use the registered trademark symbol only in formal mentions.

board of overseers

The generic name of the advisory body at Tuck. Lowercase except in headings or article titles. Capitalize only when using the full formal name: Tuck Board of Overseers.

board of trustees

The governing body at Dartmouth College. Also the name of the fiduciary and policy-making body at Dartmouth-Hitchcock Medical Center. *See* assembly of overseers.

B-school

Use in informal cases only.

bulletin

The informal name for the Admissions viewbook for prospective students, which is formally known as the *MBA Program*

Business and Society conference

Annual conference sponsored by the Business and Sustainability Club and associated with the Allwin Initiative. Formerly known as the Business and Sustainability conference, Business Sustainability Initiative conference

Business and Sustainability Club

The Tuck student club that co-sponsors the Business and Society conference (conference used to be known as the Business Sustainability Initiative conference and then the Business and Sustainability conference)

Business and Sustainability conference, Business Sustainability Initiative conference

Former names of the Business and Society conference

Business Bridge Program[®]

Shortened name for the Tuck Business Bridge Program[®]

businessperson**business-to-business** (adjective)

Spell out for all formal uses. Use the abbreviation B2B only in informal writing.

BusinessWeek

Formal way to spell/format the periodical's name. *See* PERIODICALS in the Style Subject Guide

CAPITALIZATION

Follow the “down” style, with proper names capitalized (Global Management Education Alliance) but generic terms from those names (the alliance) lowercased. *See* TITLES OF PEOPLE.

cc:

Per the American Management Association, use a colon, not a period, after cc or bcc in formal letters. cc: or bcc: follows Enclosure or Encl.

centennial

Lowercase when referring in general to the Tuck 100-year anniversary celebration. *Exception:* the Tuck Centennial Fund.

Center for Corporate Governance (CCG)

One of Tuck's five research centers

Center for Digital Strategies (CDS)

The abbreviated name for the Glassmeyer/McNamee Center for Digital Strategies, one of Tuck's five research centers

Center for the Evaluative Clinical Sciences (CECS)

The former name for The Dartmouth Institute for Health Policy and Clinical Practice, the healthcare-study organization at Dartmouth. The institute has a joint-degree MPH/MBA program with Tuck.

Center for International Business (CIB)

One of Tuck's five research centers

Center for Private Equity and Entrepreneurship (CPEE)

Formerly known as the John H. Foster Center for Private Equity (and formerly abbreviated PEC); one of Tuck's five research centers

CEO Speaker Series

Name of a former lecture series sponsored by the Achtmeyer Center for Global Leadership

CHAIR, CHAIRMAN

As with other titles, lowercase this title if used after a name in running text. *Note:* Some Tuck chairs/chairmen prefer one term over the other. Check with the Office of Development and Alumni Services with any questions.

CITIES

Use city abbreviations for informal uses only. Do not use periods with city acronyms except for Washington, D.C. *Examples:* NYC, SF, LA

class

Use when referring to a particular overall group of Tuck students or to a socioeconomic entity. Lowercase except in headings and article titles. When referring to a curriculum component, use "course" instead of "class." *Example:* The class of 1950 sponsored the dinner. The first-year class raised \$5,000 for Tuck GIVES. The researchers studied the rise of the middle class in France. *Exception:* It is OK to use "class" when talking about individual sessions within a course. *Example:* Today's Decision Science class was the most difficult of the entire course.

Class Notes

Use capitals/lowercase when referring to the specific section within *Tuck Today*.

Tuck Class of 1980 Memorial Courtyard

The formal name of the courtyard between the two residence halls on the front side of the new living and learning complex.

co, co-

Hyphen usage generally follows that in *Chicago* and *Webster's*. *Examples*: coauthor, co-chair, coeditor, co-founder, co-workers.

Cohen Leadership Development Program

The abbreviated name of the Jonathan L. Cohen D'60, T'61 Leadership Development Program

college

Lowercase when referring to Dartmouth or any other college. *Example*: The college was founded in 1769. *Note*: Dartmouth does capitalize college in its own publications.

COMMA

Use after introductory phrases (*Example*: After a long pause, she spoke.) and before the final “and,” “or,” and so forth in series lists (*Example*: He enrolled in marketing, finance, and strategy courses.).

Commencement

Capitalize when referring to the specific Tuck or Dartmouth event only

Convocation

Capitalize when referring to the specific Tuck or Dartmouth event only

COPYRIGHT NOTICE

- All Tuck publications and web pages should carry a copyright notice. The correct notice format is: © 2006 by the Trustees of Dartmouth College. All rights reserved.
- “All rights reserved.” is preferred but not necessary and can be omitted in case of space constraints. *Example*: © 2006 by the Trustees of Dartmouth College (note no period at end)
- The © symbol should not be used in titles or headings and is not superscript.

CORPORATE CITIZENSHIP, CORPORATE SOCIAL RESPONSIBILITY

Be careful which term is used in text when discussing the concept in general; they are not generally considered to be equivalent terms in business.

course

Use instead of “class” when referring to a curriculum component. *Example*: I took the Decision Science course during my first year.

D' years

See DARTMOUTH ALUMNI YEARS

DARTMOUTH ALUMNI YEARS

- Use D'XX to represent the year. Do not use a comma before it and do not use parentheses with it. *Example*: Edward Tuck D'29 or D'29 Edward Tuck

- To eliminate confusion with centuries when discussing early alums, format as D 1XXX.
Example: Edward Tuck D 1862
- *See* ABBREVIATIONS for various abbreviations permitted
- *See also* THAYER ALUMNI YEARS, TUCK ALUMNI YEARS

Dartmouth College Ethics Institute

Effective 2/04, the formal name of the Ethics organization at Dartmouth

Dartmouth Educational Loan Corporation (DELIC)

The name of the Dartmouth institutional loan program

Dartmouth-Hitchcock Medical Center (DHMC)

The separate medical institution not directly affiliated with Dartmouth College

DARTMOUTH/TUCK/THAYER ALUMNI YEARS

Generally formatted as D’XX, T’XX, Th’XX. Use a comma between the school years. Do not use a comma between the name and the Dartmouth year. *Example:* Edward Tuck D’28, T’29, Th’29.

- *See* ABBREVIATIONS for various abbreviations permitted
- *See also* THAYER ALUMNI YEARS, TUCK ALUMNI YEARS.

DASHES

Three different “dashes” are primarily used: hyphens, en dashes, and em dashes.

- Hyphens are shortest and are used with compound words in text (*Example:* first-year courses) and in telephone numbers and ZIP codes.
- En dashes are longer and are primarily used in ranges of numbers (*Example:* the 2004–05 academic year).
- Em dashes are longest and are primarily used to indicate parenthetical expressions (*Example:* The schools he attended—Dartmouth, Tuck, and Harvard—all benefited from his philanthropy.)

David T. McLaughlin Atrium

Effective 2006, the formal name of the atrium in the new living and learning complex

D.C.

Use periods when referring to Washington, D.C.

DecSci

Common abbreviation for the Decision Science course

DEGREES, academic

- Do not use periods in degree abbreviations, and do not use a comma between a person's name and degree. *Example:* Edward Tuck MD T'05, DMS'05.
- Honors, such as magna cum laude, are rarely used in Tuck directories and are not italicized when used in any Tuck publications.
- *See* DARTMOUTH/TUCK/THAYER ALUMNI YEARS, TUCK ALUMNI YEARS

DEGREES, units of measurement

- Spell out in running text. *Example:* The temperature was 75 degrees. There was a 90-degree angle.
- Use the degree symbol only in latitude/longitude references and, for temperature references, when there are space constraints, such as PowerPoint presentations, spreadsheets, tables. *Examples:* longitude 37° west. 75°.

DEVELOPMENT TERMINOLOGY

Tuck's Office of Development and Alumni Services is the best resource for fund-raising and development terminology. Suggested and discouraged terms include the following: gift planning, the preferred term for structured life/estate/trust gifts; leadership gifts, the preferred term for major campaign and annual giving gifts; capital gifts, a term not preferred in formal usage because it implies that such gifts are strictly for buildings and facilities; major gifts, a term not preferred in formal usage; and sponsor/support/give, terms that can be tricky. *Example:* People do not sponsor facilities; they support or give them.

Dickey Center

Abbreviated name for The John Sloan Dickey Center for International Understanding

DMS

Abbreviation for Dartmouth Medical School

dorm

Do not use when referring to Tuck residences; use "residence hall."

dotcom

DOUBLE-SPACING

Do not double-space after periods. This is called "French spacing" and is a holdover from typewriter days.

DUAL DEGREES

Degrees with other non-Dartmouth entities. Tuck has four formal dual-degree programs: MBA/MA (with Johns Hopkins/SAIS), MBA/MALD (with Tufts/Fletcher); MBA/MPA (with Harvard/Kennedy); MBA/MSEL (with Vermont Law). Note, however, that one receives two separate degrees in a dual-degree program; one doesn't receive "a dual degree." *See* JOINT DEGREES

East Coast

e-business

e-commerce

The Economist

Formal way to spell/format the periodical's name. *See* PERIODICALS in the Style Subject Guide

eForum

ELLIPSES

- Ellipsis dots (represented by periods) indicate an omission in running text. Use three periods, closed up to text on either side, to indicate internal text missing. Use four periods, closed up to preceding text and with a space after them before continuing text, for text omitted after the true end of a sentence (the first dot is the sentence's period).
- *Example:* Four score and seven years ago our fathers brought forth, upon this continent, a new nation...dedicated to the proposition that all men are created equal.
- *Example:* We are met on a great battle field of that war. We have come to dedicate a portion of it, as a final resting place for those who died here, that the nation might live.... The world will little note, nor long remember what we say here; while it can never forget what they did here.
- *Note:* To format ellipses properly in Microsoft Word, the ellipses autocorrect/autoformat functions must be disabled.

email (noun, verb)

Lowercase except at the beginning of a sentence. *Note:* One sends email or electronic mail (noun forms). Use email as a verb only in informal writing. *Examples:* Sarah sent the professor an email. John emailed Edward about lunch.

EMAIL ADDRESSES

- Email addresses are formatted as all lowercase letters, with no spaces in the address. *Example:* edward.tuck@dartmouth.edu
- Line breaks are permitted after a punctuation mark, but do not add hyphens—they may be confused with essential hyphens in the email address.
- Be consistent in email formats in each item as Tuck changes over to the @tuck.dartmouth.edu address format. *Example:* edward.tuck@tuck.dartmouth.edu
- *Note:* To format email addresses properly in Microsoft Word, the autocapitalization and automatic hyperlink functions in autocorrect/autoformat must be disabled.

Engineering Drive

The curved road from Tuck Mall, around Thayer and the Cummings parking lot, to Thayer Drive

e-ship

Ethics Fireside Chat

A specific lecture event sponsored by the Allwin Initiative

E.U.

Use the abbreviation only as an adjective or in cases with space constraints; otherwise spell out European Union.

euro

Lowercase when referring to the currency

exclamation point

Use only one at a time!

EXECUTIVE EDUCATION

- Use program, not course or class, when referring to executive education offerings. Executive education also enrolls participants, not students. *Examples:* Fifty executives enrolled as participants in the Gateway program at Tuck.
- The executive education term at Tuck is only capitalized in its full formal name. *Example:* Tuck Executive Education at Dartmouth focuses on developing executives' business skills.

extranet

FACULTY

May be used as either a singular noun to indicate the entity that comprises all Tuck teachers or as a plural noun. Do not capitalize the word faculty in either case. *Example:* We strive to recruit, retain, and support an exceptional faculty. [singular] *Example:* The faculty are meeting in Alperin. [plural] *Note:* In general, use of the word faculty as a singular or plural noun should be consistent within the same document; do not use both in the same piece.

Family Educational Rights and Privacy Act (FERPA)

Fast Company

See PERIODICALS in the Style Subject Guide

Field Study in International Business

Former name for the Tuck Global Consultancy elective

Financial Times

See PERIODICALS in the Style Subject Guide

Finkelstein, Sydney

Use Sydney, not Syd, in Tuck print and online communications

first year (noun), **first-year** (noun, adjective)

When referring to students, hyphenate. *Example:* Thirteen first-years attended the lecture. Five first-year courses were scheduled for the spring term. Otherwise, follow standard conventions. *Example:* During their first year, students took leadership courses.

The First-Year Project

Effective 2005, replaced the Tuck Leadership Forum Project

Fortune

The name of the periodical. *See* PERIODICALS in the Style Subject Guide

Fortune 50, Fortune 500, Fortune 1000

Lists of the 50, 500, and 1000 largest U.S. corporations by revenue, respectively, as ranked annually by *Fortune* magazine. Do not italicize Fortune in these list names.

the Forum

Defunct as of 2005, formerly the shortened name for the Tuck Leadership Forum (previously known as the Tuck General Management Forum). *Tuck Forum* is the semiannual faculty-research publication.

FT Knowledge

But ftknowledge.com

fund-raising (noun, adjective)

Hyphenated in noun and adjectival uses. *Examples:* She specializes in fund-raising. The campaign's first major fund-raising event was held in November.

general management

Hyphenate only when used as a compound adjective. *Examples:* Tuck's general-management program, the general-management concept.

Glassmeyer/McNamee Center for Digital Strategies (CDS)

The full formal name of the center, sometimes informally referred to as the Center for Digital Strategies

Global Business Bridge Program®

Formal name of the now-dormant program between Tuck and Oxford

Global Workplace

Abbreviated name of the Global Workplace career network; do not use a hyphen with it. *But:* www.global-workplace.com (use a hyphen with the URL).

GMAT

Abbreviation for the Graduate Management Admission Test; generally spelled out on first use in text

GPA

Abbreviation for grade-point average; generally spelled out on first use in text

GRE

Abbreviation for Graduate Record Examinations; generally spelled out on first use in text

Greener Ventures

The name of the annual Dartmouth conference on entrepreneurship, co-hosted by the Center for Private Equity and Entrepreneurship. The subtitle/tagline for the overall conference series (*not* each year's specific conference) is Dartmouth's Conference on Entrepreneurship. *Note:* Each year's conference has its own title. *Example:* The center co-hosts Greener Ventures: Dartmouth's Conference on Entrepreneurship. She spoke at the GV2006 conference "Risk: Winning and Losing in Entrepreneurship." *See* GV

GV

The abbreviation for Greener Ventures. The year must be included in the abbreviation when referring to a specific year's conference. *Example:* Jeffrey Immelt D'78 spoke at GV2004.

Habitat by Tuck

The former name for the Tuck Habitat for Humanity Orientation project; project is now known as TuckBuilds.

HANDICAPPED

Do not use when referring to people; it is often considered pejorative. *Possible alternative:* people with disabilities.

The Hanover Inn

Capitalize The

Harvard College, Harvard University

Undergraduate degrees are granted by Harvard College; graduate degrees are granted by Harvard University.

healthcare (noun, adjective)

One word, not hyphenated, for noun and adjectival uses

The Healthcare Initiative

Effective 2004, the name of the program at Tuck now headed by Don Conway. Capitalize The.

HEC School of Management

Do not use Groupe H.E.C.

HONORARY DEGREES, HONORS

Honorary degrees and honors—such as magna cum laude, Tuck scholar, "with honors"—are rarely used in Tuck directories and are not italicized when used in any Tuck publications.

HYPERLINKS

- Items intended for print should not contain hyperlinks; hyperlink formatting does not always translate properly into graphic-design program files for print.

- *Note:* To format URLs and email addresses properly for printed pieces in Microsoft Word, the hyperlink functions in autocorrect/autoformat must be disabled or the hyperlinks must be removed.

IMD

Abbreviated name for the International Institute for Management Development in Lausanne, Switzerland, which was established in 1990 from the merger of IMI and IMEDE. IMD is usually not spelled out on first use.

IMEDE

Name of the management development institute founded in the late 1950s by Nestlé. Now part of IMD.

IMI

Name of the business school founded in the mid-1940s by Alcan. Now part of IMD.

impact

Generally used only as a noun, although the verb form is coming into wider usage.

INITIALS

Close up initials in people's names. *Examples:* T.S. Eliot, C.S. Lewis

Initiative

Abbreviated term for the Allwin Initiative

initiative

Lowercase except when referring to the Allwin Initiative.

Internet

Capitalize Internet and Net when referring to the entity that comprises the web and other online sources.

Intersections

The name of the Allwin Initiative's publication for the Tuck community. Formerly called *Roundtable*.

intranet

Lowercase. *Example:* Details are available on TuckStreams, the Tuck School's intranet.

Investing in Excellence: A Campaign for Tuck

The complete name for the current, multiyear campaign. Do not italicize the name unless it appears in a particular heading or emphasized type usage. Do not use quotation marks around the name. The short name is Investing in Excellence.

Investiture

Capitalize only when referring to the specific Tuck event

ITALICS

Italics are primarily used for book and periodical titles, following the advice of the *Chicago Manual of Style*. Italics are rarely used in text for foreign words and phrases and then are used only in cases of unfamiliar terms. Latin abbreviations (e.g., i.e., etc.) are not italicized.

Ivy League

A group of eight specific schools: Brown, Columbia, Cornell, Dartmouth, Harvard, Princeton, the University of Pennsylvania, and Yale

JD

Abbreviation for the *juris doctor* (doctor of law) or *jurum doctor* (doctor of laws) degree

JOINT DEGREES

Degrees with other Dartmouth entities: MEM/MBA (with Thayer); MD/MBA (with DMS); MPH/MBA (with The Dartmouth Institute for Health Policy and Clinical Practice, formerly CECS). Note, however, that one receives two separate degrees in a joint-degree program; one doesn't receive "a joint degree." See DUAL DEGREES

Jonathan L. Cohen D'60, T'61 Leadership Development Program

Effective 2004. Abbreviated name is the Cohen Leadership Development Program.

K

Capitalize as the preferred abbreviation for thousand in numerical and monetary contexts.

kickoff (noun), **kick off** (verb)

Examples: The big Reunion kickoff was held on Thursday. They will kick off the new campaign with a gala celebration.

LATIN

- Avoid Latin abbreviations in running text; if used in parenthetical expressions, use periods between the letters, close up the abbreviations (i.e., do not use spaces in the abbreviations), and use a comma after the abbreviations. *Example:* Longer words (e.g., antidisestablishmentarianism) are often misspelled.
- Commonly used Latin words and phrases are not italicized. *Examples:* He graduated summa cum laude from Dartmouth. The debate went on ad infinitum.

LEAD program

The abbreviated name of the Leadership Education and Development Program in Business at Tuck. Lowercase the p in program when using the abbreviation.

Leadership Speaker Series

Name of the former lecture series that was part of the Tuck Leadership Forum. Use Beacon Capital Partners Leadership Speaker Series instead.

Left Coast

living and learning complex

The current, informal way to refer to the new Tuck buildings being constructed next to Whittemore Hall. The separate “wings” of the complex are correctly referred to as halls. *See* Tuck Living and Learning Complex

log in (verb), **login** (noun)

Examples: The instructor told us how to log in. The login I tried to use was incorrect.

LOGOS

The guidelines for use of the plain shield, the shield with Tuck, and the shield with Tuck at Dartmouth are described in the *Tuck Visual Identity Guide*. The Tuck logos should only appear in conjunction with official Tuck communications, presentations, web publications, or events. With permission, corporate partners, recruiters, students, and other may also use the Tuck logo (as with TuckStuff). For custom-sized and formatted versions of any of the Tuck logos, please contact Christina Chase at 646-0384.

M

Capitalized as the preferred abbreviation for million in numerical and monetary contexts.

MA

Abbreviation for the master of arts degree

MALD

Abbreviation for the master of arts in law and diplomacy degree (Tuck has a dual-degree MBA/MALD program with Tufts)

Man Com

Common abbreviation for the Management Communication course

Man Ec

Common abbreviation for the Managerial Economics courses.

master’s degree

Do not capitalize either word

math camp

Do not use this informal name; instead, use Pre-Enrollment Program, the formal name.

Maynard Entrepreneurial Internship Program

Effective 2005, the new name for the Tuck Entrepreneurial Internship Program

MBA

Abbreviation for the master of business administration degree. Also an informal abbreviation referring to someone with this degree.

MBA advisory board

The informal name for the advisory body at Tuck. Lowercase except in headings and title lists. Capitalize only when using the full formal name: Tuck MBA Advisory Board.

MBA Program Guide

The formal name for the Admissions viewbook for prospective students. Also referred to informally as the bulletin.

Minority Business Executive Program (MBEP)

The former name for the executive education Building a High-Performing Business program.

MD

Abbreviation for the *medicinae doctor* (doctor of medicine) degree (Tuck has a joint-degree MD/MBA program with Dartmouth Medical School). *Example:* Norman Payson MD (DMS'73) (for non-Tuck DMS grads).

MD/MBA

Effective 2004, the proper name for the DMS/Tuck joint-degree program. *Example:* Edward Tuck MD T'05, DMS'05 (for Tuck/DMS joint-degree grads).

MEM

Abbreviation for the master of engineering degree (Tuck has a joint MEM/MBA degree program with Thayer)

Mexico

In general, do not use accents with the country name

mindset

Use as one word

minicourse**minireunion****MIT**

Abbreviation for the Massachusetts Institute of Technology. The name is usually spelled out on first use, except where space constraints may be an issue.

MM

Do not use as an abbreviation for billion, to avoid confusion with other countries' terminology.

Montreal

In general, do not use accents with the city name

MPA

Abbreviation for the master in public administration degree (Tuck has a dual-degree MBA/MPA program with Harvard)

MPH

Abbreviation for master of public health degree (Tuck has a joint-degree MPH/MBA program with The Dartmouth Institute for Health Policy and Clinical Practice).

MS

Abbreviation for the master of science degree

MSEL

Abbreviation for the master of studies in environmental law degree (Tuck has a dual-degree MBA/MSEL program with Vermont Law School). *Note:* This is a master of studies degree, not a master of science degree.

Muslim

The preferred spelling for this proper noun; always capitalize the word.

NAMES

Use a person's full name, according to their own preference, at first mention in text. Refer to them beyond that by last name only. *Example:* Edward Tuck was born in 1842. Tuck graduated from Dartmouth in 1962 and then moved to Paris.

NASDAQ

The registered trademark of The Nasdaq Stock Market, Inc.

Net

Capitalize, as the shortened form of Internet

Newsweek

The name of the periodical. *See* PERIODICALS in the Style Subject Guide

NICKNAMES

In formal pieces, full names and titles should be used. Check with the Office of Development and Alumni Services with any questions regarding alums' preferred names.

9/11, 911

9/11 (pronounced "nine eleven") refers to September 11, 2001. 911 (pronounced "nine one one") is the emergency telephone number.

nonprofit

Do not use a hyphen with the general word; however, retain the hyphen in proper nouns that use it.

nonprofit Business Bridge Program

Nonprofit is not capitalized because it is not part of the formal name.

NUMBERS

- Spell out one through nine in text. *Exceptions:* Age (*Example:* Her daughter is 7 years old now.), size measurement (*Example:* She was 5 feet 6 inches tall. Her baby weighed 7 pounds 6 ounces.), class years (*Example:* The '36–37 reunion was held in fall.), phone numbers (603-646-2369), and when many numbers, including those over 10, are mentioned together (*Example:* The classroom can accommodate between 5 and 15 people).

- Spell out ordinals representing first through ninth terms. *Examples:* That was his fifth cold call in class this year. The 19th-century theory was debunked.
- Instruct graphic designers to use smaller fraction characters instead of full-size, online characters when possible. Smaller fractions usually must be set by hand; they are not standard in most fonts.
- *Note:* To format ordinals properly in Microsoft Word, the superscript autocorrect/autoformat functions must be disabled.
- *See* DARTMOUTH ALUMNI YEARS, THAYER ALUMNI YEARS, TUCK ALUMNI YEARS, and specific units of measurement

Occom Pond, Occom Ridge

OFFICE NAMES

Full office names (such as Office of Development and Alumni Services) should be used in formal communications, including stationery and business cards.

Office of Admissions

The formal name of the Tuck admissions office

offline

Use as one word

OK

Use capitals but no periods and only for informal uses

online

Use as one word

The Online Bridge ProgramSM

Orientation

Capitalize when referring to the specific Tuck event for new Tuck students

Osman Tuck Alumni Lifelong Learning Program (Osman TALL Program)

Use the full name at first use, with the abbreviation following in parentheses. Capitalize program when used with the full and the abbreviated names.

overseer

Lowercase when referring in general to a member of the Tuck board; capitalize only if preceding a member's name as a title or in headings. *Example:* She was named a Tuck overseer in 1999. Tuck Overseer Fred Whittemore was present at the meeting.

Overseers Dinner

But Overseers' Medal

Overseers' Medal

But Overseers Dinner

PEP

Abbreviation for Pre-Enrollment Program. Spell out at first use, with abbreviation following in parentheses. *See* Pre-Enrollment Program

percent

Spell out except in tables and visual presentations with space constraints. *Note:* Careful when using percent/percentage: they do not mean the same thing.

PhD

Abbreviation for the *philosophiae doctor* (doctor of philosophy) degree. For equivalent non-U.S. degrees, use “doctoral.”

PHOTOGRAPHY CREDITS

By contract, printed Tuck materials are often required to include photography credits. Credits should be formatted as follows:

- Photography: Ansel Adams, Timothy O’Sullivan, and William Wegman
- In cases with space constraints, “Photography” can be abbreviated as “Photos.”

P.M.

Small caps, with periods, closed up

PO Box**Pre-Enrollment Program (PEP)**

Spell out at first use, with the abbreviation following in parentheses. *Note:* This is an exception to the rule that the prefix pre- is closed up to the word following it.

Project 2012

Former working name for Tuck 2012. No longer used.

Quebec

In general, do not use accents with the city or province names.

QUOTATION MARKS

Use “smart” (also known as curly) quotation marks in text. This can be set as an automatic choice in the format menu in Microsoft Word for new documents; for existing documents that were created with straight quotes, set the automatic format choice to smart quotes and then use the search/replace function to replace the straight ones.

- *Exception:* Straight quotation marks (technically “double primes” in these cases) should be used to express the symbols for inches and for seconds (in latitude/longitude expressions) with numerals. *Example:* A new 42" plasma TV was installed in the lounge. The location was at 40°30'42".

Raether Hall

Name of the central building in the new living and learning complex. Correctly referred to as being named in honor of Paul Raether T'73, Tuck overseer and a co-chair of the Investing in Excellence campaign.

RANKINGS

Specific ranking and statistical details are complicated. Penny Paquette and/or Susan Shope review rankings and statistics text before publication.

The Rassias Foundation**The Rassias Method[®]****Registration**

Capitalize when referring to the specific event at Tuck when students formally register for their courses.

RESEARCH CENTERS

Refers only to Tuck's five formal research centers: Achtmeyer Center for Global Leadership, Center for Corporate Governance (CGL), Center for International Business (CIB), Center for Private Equity and Entrepreneurship (CPEE), Glassmeyer/McNamee Center for Digital Strategies (CDS). Do not capitalize "the" in front of center names.

résumé

Spell with two accents

Résumé Book

The formal name for the printed collection of Tuck student résumés compiled by the Career Development Office; replaced by the informal résumé databases.

résumé databases

Do not capitalize this term

Reunion, reunion

Capitalize when referring to the specific, annual weekend event at Tuck and Dartmouth; lowercase when referring to anything else. *Examples:* We had a good time at Reunion this year. We just returned from our fifth reunion. I saw Tom at the Dartmouth reunion.

Roundtable

The former name of the Allwin Initiative's publication for the Tuck community. Now called *Intersections*.

Sachem Village**SAT**

Always abbreviated as SAT, its current formal name. It no longer represents or is spelled out as Scholastic Aptitude Test.

school

Lowercase when referring to Tuck or any other school. *Example:* The school celebrated its centennial in 2000.

Sky Deck

Two words, each capitalized. Accepted abbreviated name of the Centennial Campaign gift for the particular fourth-floor Whittemore Hall cluster living room.

spin-off (noun, adjective), **spin off** (verb)

Examples: That was a spin-off from the larger company. They are planning to spin off the strategy division into a separate unit this year.

SPRINGBoard

Effective 2006, the name of the new career development office program.

STAR account

Abbreviation for Support for Teaching and Research (faculty research accounts)

startup (noun, adjective), **start up** (verb)

Examples: That startup was incorporated in 1999. He is planning to start up his own company.

STATE NAMES AND ABBREVIATIONS

Use the formal abbreviations in running text. *Example:* Conn., Vt., N.H., Minn. Use the two-letter postal abbreviations only in address blocks. *Example:* Kevin Smith, 44 South Main St, 108 Byrne Hall, Hanover, NH 03755

Storrs Pond**STUDENTS**

Use “student” or “students” when referring to MBA or Bridge students. For executive education or other programs’ members, use “participant” or “participants.”

T’ years

See TUCK ALUMNI YEARS

TAAP

Abbreviation for the Tuck Alumni Admissions Program. Spell out on first use, with the abbreviation following in parentheses.

TAG

Abbreviation for Tuck Annual Giving. Spell out on first use, with the abbreviation following in parentheses.

TEIP

Abbreviation for the Tuck Entrepreneurial Internship Program, now known as the Maynard Entrepreneurial Internship Program

TELEPHONE/FAX NUMBERS

Format as 603-646-3049, using hyphens between area code-exchange-number. Do not use parentheses. Only use +1 when specifically requested for international considerations (1 is the country code for the United States).

Note: Effective January 2007, the school's main phone number is officially 603-646-TUCK.

Th' years

See THAYER ALUMNI YEARS

THAYER ALUMNI YEARS

- Use Th'XX to represent the year. Do not use a comma before it and do not use parentheses with it. *Example:* Sylvanus Thayer Th'29 or Th'29 Sylvanus Thayer
- To eliminate confusion with centuries when discussing early alums, format as Th 19XX. *Example:* Sylvanus Thayer Th 1901
- *See* ABBREVIATIONS for various abbreviations permitted
- *See also* DARTMOUTH/TUCK/THAYER ALUMNI YEARS

Thayer Drive

Name of the road that leads from West Wheelock Street up to the turns for the Cummings and Channing Cox parking lots

The Dartmouth Institute for Health Policy and Clinical Practice

Effective August 1, 2007, the name of the former Center for the Evaluative Clinical Sciences, the healthcare-study organization at Dartmouth. The institute has a joint-degree MPH/MBA program with Tuck.

The Economist

Formal way to spell/format the periodical's name

The First-Year Project

The formal name of the project component in the first-year core curriculum. Always capitalize The when using the full formal name. Do not use the word Forum in relation to first-year projects (the Tuck Leadership Forum is defunct).

The Healthcare Initiative

Effective 2004, the name of the program at Tuck now headed by Don Conway. Capitalize The.

The Student Roundtable

The formal name of the student group linked with the Allwin Initiative. Capitalize The.

THEN

Do not capitalize or hyphenate when referring to former professional or academic positions. *Example:* The school was supported by then president William Jewett Tucker.

Third World (noun), **Third-World** (adjective)

Capitalize. Careful with either usage: the term is often considered pejorative. One possible alternative is “developing nation.” *Examples:* That country used to be considered a Third-World nation. The Third World continues to struggle as a whole.

3-2 program

The name of the now-defunct program that allowed Dartmouth students to spend three years at Dartmouth and two at Dartmouth/Tuck, to receive both a Dartmouth and a Tuck degree. The program ended in 1997.

Time

The name of the magazine. *See* PERIODICALS in the Style Subject Guide

Tiny Tuckies

An informal term for children of Tuck students, partners, and alums. *Note:* Be careful with this usage; it is not universally accepted among the entire alumni constituency.

TITLES OF PEOPLE

- Use capitals/lowercase *before* a name in running text. *Example:* Associate Professor Tuck spoke to the students.
- Use all lowercase *after* a name in running text. *Example:* Edward Tuck, associate professor, spoke to the students.
- Capitals/lowercase are OK before or after names in headings, lists, and related line items, such as:

Paul Danos, Dean, Tuck School of Business at Dartmouth
Jeffrey R. Immelt D’78, Chairman and Chief Executive Officer, General Electric Company
Edward Tuck, Founder, Tuck School of Business at Dartmouth

- *Exceptions:* Chaired titles and professorships are always capitalized, even though they are usually referred to after a person’s name. *Example:* Stephen Hawking, Lucasian Professor of Mathematics

TITLES OF WORKS AND EVENTS

- Unpublished papers, presentations, book-chapter titles: Use capitals/lowercase, roman, and put in quotation marks. *Example:* Professor Tuck presented his paper “Funding the American MBA.”
- General conference, course, lecture, meeting titles: Use capitals/lowercase, roman, if the title represents the formal name of a program. *Examples:* Professor Tuck will give this year’s Dartmouth Presidential Lecture. Professor Tuck spoke at the 1996 Annual Meeting of the American Marketing Association.

- Single conference or meeting titles: Use capitals/lowercase and quotation marks.
Example: Professor Tuck spoke at “Funding Opportunities in Education,” an AMA conference held on March 27.

touchpoints

TRADEMARKS, TRADENAMES

- Use ® or ™ or ™ only with Tuck and Dartmouth terms and in superscript. We are not required to use them with other commercial products.
- Use only once, at the first mention in text, but not in headings or titles.
- Follow the owner’s convention with capitalization and spelling in referring to a specific product or name. *Example:* iTunes, Xbox Live, Wal-Mart

trillion

Note: Be careful with this word: In other countries, trillion means what in the U.S. would be called a billion.

Tuck 2012

Formerly Project 2012. If Tuck 2012 is followed by the word project, lowercase the p in project.

TUCK ALUMNI YEARS

- Use T’XX to represent the year. Do not use a comma before it and do not use parentheses with it. *Example:* Edward Tuck T’29 or T’29 Edward Tuck
- To eliminate confusion with centuries when discussing early alums, format as T 19XX.
Example: Edward Tuck T 1901.
- For plurals, as with entire classes, format with an s without an additional apostrophe.
Example: The T’80s sponsored the game during Reunion.
- *See* ABBREVIATIONS for various abbreviations permitted
- *See also* DARTMOUTH/TUCK/THAYER ALUMNI YEARS

Tuck Alumni Admissions Program (TAAP)

Use the full formal name at first mention in text, with the abbreviation following in parentheses. Capitalize Program.

Tuck Annual Giving (TAG)

Use the full formal name at first mention in text, with the abbreviation following in parentheses.

Tuck Associates program

The corporate-giving program managed by the development office. Lowercase the p in program (it is not part of the official name).

Tuck Board of Overseers

The full formal name of the advisory body at Tuck. Lowercase only when using the informal name: board of overseers.

TuckBuilds

The name for the Tuck Habitat for Humanity Orientation project; formerly known as Habitat by Tuck.

Tuck Business Bridge Program[®]

The formal name of the program. Capitalize Program.

Tuck Career Advisor Program (TCAP)

Use the full formal name at first mention in text, with the abbreviation following in parentheses. Capitalize Program.

Tuck Centennial Fund (TCF)

Use the full formal name at first mention in text, with the abbreviation following in parentheses.

Tuck Connections

Effective 2005, the admissions program linking prospective students with alums and current students.

Tuck Drive

Name of the road (now primarily closed to traffic) from Tuck Mall, behind Tuck, down to the Ledyard parking lot. *Note:* Tuck Drive is not an accepted street address for mailings and deliveries to Tuck.

Tuck Educational Loan Corporation (TELCO)

Use the full formal name at first mention in text, with the abbreviation following in parentheses

Tuck Entrepreneurial Internship Program (TEIP)

Former name of the Maynard Entrepreneurial Internship Program. Capitalize Program.

Tuck Executive Program (TEP)

Use the full formal name at first mention in text, with the abbreviation following in parentheses. Capitalize Program.

Tuck 5 Percent Loan Program

A Tuck financial aid program. Capitalize Program.

Tuck Forum

The semiannual faculty-research publication

Tuck GIVES

Abbreviated term for Tuck Grants to Interns and Volunteers for the Environment and Society. At first mention in text, use the abbreviated form, with the full name following in parentheses. (This is an exception to the general rule.) *Example:* Edward Tuck donated a weekend at his house near Paris for Tuck GIVES (Grants to Interns and Volunteers for the Environment and Society).

Tuck Global Business Bridge Program[®]

Now-dormant program between Tuck and Oxford. Capitalize Program.

Tuck Global Consultancy (TGC)

Effective 2006, the program name used with both client organizations and the elective-course name in the curriculum. *See* Field Study in International Business

Tuck Hall

The official name of the main, oldest building on Tuck's campus. Also the official "street name" for postal and package deliveries to Tuck faculty and staff.

Tuck Hall Society

Formal name of the development program for those who have made bequests to Tuck

Tuckie

An informal term referring to Tuck alums. *Note:* Be careful with this term; it is not widely accepted among the entire alumni constituency.

Tuck International Arena Speakers

Effective 2006, the lecture series sponsored by the Center for International Business. Formerly known as Tuck International Arena Series.

tuckjobs.com

The former name of the Tuck career site directed toward recruiters. The URL still works but is no longer being promoted. *Use* www.tuck.dartmouth.edu/recruiting instead

Tuck Leadership Forum

Defunct umbrella element of the first-year core curriculum, also formerly called the Tuck General Management Forum, from 6/11/01 to summer 2005. Abbreviated name was Leadership Forum or Forum.

Tuck Leadership Forum Project

Former name for The First-Year Project. Now-defunct project component of the Forum.

Tuck Living and Learning Complex

The current formal name of the new buildings being constructed next to Whittemore Hall

Tuck Mall

The road that leads from North Main Street to Tuck Circle. *Note:* This is not an acceptable street address for mailings or deliveries.

Tuck MBA Advisory Board

The formal name for the advisory body at Tuck. Lowercase when using the informal name: MBA advisory board.

Tuck School of Business at Dartmouth

- This is the *preferred usage for first mention* of the school's name. On subsequent mentions, it's fine to shorten the name to the Tuck School of Business, the Tuck School, or Tuck.

- The formal school name, the Amos Tuck School of Business Administration, is used *only* in legal documents and at least once in official publications. Because of its length, it is *not* the recommended name for front covers and short communications.
- DO NOT USE the Amos Tuck School, the Tuck School at Dartmouth College, or the Tuck School of Business Administration. These are *not* official names.
- Tuck is the first graduate school of management or first graduate school of business, *not* the oldest school of business.

Tuck School of Business International TREESM Loan program

TREE does not need to be spelled out. Do not capitalize program.

TuckStreams

The name of Tuck’s intranet

TuckStuff

Tuck-owned, student-managed Tuck merchandise company

Tuck ’Tails

The name of the traditional Thursday night event held during the academic year for the Tuck community. Be certain to check that the direction of the apostrophe is correct.

The Tuck Times

The name of the newspaper published by Tuck students

Tuck Today

The official Tuck alumni magazine published by the school

tutorials

Do not use when referring to individual lectures or workshops; use “sessions”

Tuck Winter Carnival

Use the word Tuck in formal contexts to avoid confusion with the Dartmouth Winter Carnival.

U.K.

Use the abbreviation only as an adjective or in cases with space constraints; otherwise spell out United Kingdom.

Upper Valley

The abbreviated name of the upper Connecticut River valley, the general geographic area around Dartmouth. Capitalize both words in the abbreviated name.

URLs

Uniform resource locators; the standard addresses for websites. OK to put a line break in a URL, ideally after a punctuation mark (such as a period, comma, or slash) if possible, but do not add a hyphen—it can be confused with an essential hyphen (such as in www.tuck.global-workplace.com).

U.S.

Use the abbreviation as an adjective only or in cases of with space constraints; otherwise spell out United States.

U.S. News & World Report

But abbreviated as *U.S. News*, with a space between U.S. and News. *See* PERIODICALS in the Style Subject Guide

VE Program

The abbreviated name for the Alan Smith D'52, T'53 Visiting Executive Program. Capitalize Program in the formal and abbreviated names.

video conference (noun), **video-conference** (adjective)

Examples: The career advisors will be happy to set up a video conference for your interview. The video-conference equipment is already in Conway.

VISITING EXECUTIVES

Contact Cindy Falzarano before publishing information about visiting executives.

web

Lowercase; short for World Wide Web

webboard

Lowercase, without spaces, for the generic term

WebBoard

Correct spelling/formatting for the formal name of the specific Akiva product

website**website URLs**

- Shorter URLs are usually all lowercase. *Examples:* www.tuck.dartmouth.edu and www.dartmouth.edu/tuck/career. *Exceptions:* Some longer URLs are case-sensitive.
- *Note:* To format URLs properly for printed pieces in Microsoft Word, the hyperlink functions in autocorrect/autoformat must be disabled or the hyperlinks must be removed.

webzines

Italicize the names of web publications and follow their capitalization conventions. *Example:* I read *SALON* during lunch.

West Coast**white**

Or Caucasian. Be sure to use white/black or Caucasian/African American; do not mix black/Caucasian or white/African American.

Women in Business (WIB)

The Tuck student club that sponsors the Women in Business conference and cosponsors other events, such as the Work/Life Symposium

Women in Business conference**Work/Life Symposium****workweek****worldwide****World Wide Web****WW I /WW II****www.tuck.dartmouth.edu**

- This is the official URL for Tuck. In rare cases where space constraints may require it (such as printing on caps or other small items), www.tuck.edu.
- *Note:* To format URLs properly for printed pieces in Microsoft Word, the hyperlink functions in autocorrect/autoformat must be disabled or the hyperlinks must be removed.
- *See* the WEB INFORMATION section

ZIP code

Capitalize ZIP. Use two spaces before zip codes in print.

Style Subject Guide

Periodicals

A list of the formal names of popular mass-market and business-related periodicals follows. Do not capitalize the word magazine with the following titles; it is not part of the formal name in any of them.

Note the spacing in these names—they do not all share standard word spacing.

These names should be italicized and capitalized in running text, even when abbreviated (“His article was published in *The Wall Street Journal*.” “His article was published in the *Journal*.”)

When italic formatting is not possible, as in BlitzMail messages, periodical names should simply be referred to in their proper capitalization and lowercase format.

BusinessWeek

The Economist

Fast Company

Financial Times

Fortune

Newsweek

The New York Times

Time

U.S. News & World Report (**but** *U.S. News*, with a space between U.S. and News, when abbreviated)

The Wall Street Journal

Web Information

For questions about Web formatting, URLs, and more, please contact Alicia Green at 603-646-2926 or Geoff Bronner at 603-646-3983.

Graphics on the Web

The Web can support various types of graphics files, including .jpg, .gif, and .tif files. We recommend a resolution of 100 dpi (dots per inch) or higher for web graphics.

Please note that files copied from the web are often unsuitable for printing; the resolution is often too low and the web's color system is not appropriate for most printed materials.

Text on the Web

HTML text on the web cannot replicate printed text. “Smart” (or curly) quotes and apostrophes are often converted to straight quotes and apostrophes, to avoid translation problems.

If you need a document on the web to recreate the same formatting online as in printer, consider posting a PDF version of your document. PDFs are ideal for on-screen viewing, but because of their lower resolution, PDFs are not recommended as versions to be printed out.

PDF files for the Tuck website are saved as single continuous pages, with images included at 100 dpi; image formatting set as RGB, not CMYK; all fonts embedded; and no security settings on.

Note: To format URLs and email addresses properly for printed pieces in Microsoft Word, the hyperlink functions in autocorrect/autoformat must be disabled or the hyperlinks must be removed.

Tuck URLs

www.tuck.dartmouth.edu is the official external home page URL for Tuck. Use www.tuck.edu only in approved cases when the full URL will not fit (for example, on hats, small notebooks, and so forth).

Vanity URLs

Tuck has several approved “vanity” URLs—shorter URLs that are easier to remember than their longer versions. Vanity URLs are often more suitable in print applications and in specific marketing applications (as with faculty books). *Note:* Contact Alicia Green at 603-646-2926 or Geoff Bronner at 603-646-3983 to determine whether a particular vanity URL is approved for print or advertising purposes. Most Tuck-related uses require the tuck.dartmouth.edu version of any URL.

Alumni

www.tuck.dartmouth.edu/alumni

Allwin Initiative

www.tuck.dartmouth.edu/initiative

Breakout Strategy (Finkelstein 2006 book website)

www.tuck.dartmouth.edu/breakoutstrategy

Bridge Program

www.tuck.dartmouth.edu/bridge

Center for Corporate Governance

www.tuck.dartmouth.edu/ccg

Center for Digital Strategies

www.tuck.dartmouth.edu/digital

Center for Global Leadership

www.tuck.dartmouth.edu/cgl

Center for International Business

www.tuck.dartmouth.edu/cib

Center for Private Equity and Entrepreneurship

www.tuck.dartmouth.edu/pecenter

Diversity Conference

www.tuck.dartmouth.edu/diversity

Executive Education

www.tuck.dartmouth.edu/exec

Faculty and Research

www.tuck.dartmouth.edu/faculty

Investing in Excellence: A Campaign for Tuck

www.tuckcampaign.org

or

www.tuck.dartmouth.edu/campaign

Leadership Development

www.tuck.dartmouth.edu/leadership

MBA Program

www.tuck.dartmouth.edu/mba

News & Events

www.tuck.dartmouth.edu/news

Rankings

www.tuck.dartmouth.edu/rankings

Recruiting @ Tuck

www.tuck.dartmouth.edu/recruiting

Strategy

www.tuck.dartmouth.edu/strategy

Tuck Connections

www.tuck.dartmouth.edu/admissions/connect/

Tuck Forum

www.tuck.dartmouth.edu/forum

Tuck Today

www.tuck.dartmouth.edu/today

Why Smart Executives Fail (Finkelstein 2003 book website)

www.whysmartexecutivesfail.com