

Top Ten Tips for SUNY Cortland Writing Style

These 10 tips were developed to foster a consistent appearance in all campus communications. They show SUNY Cortland's writing style.

1. The College name is written:
 - State University of New York College at Cortland or SUNY Cortland
 - College or Cortland can be used in subsequent references.
2. Buildings and Rooms
 - Rooms that have a number are written as Old Main, Room 204-C or Miller Building, Room 408.
 - Rooms that don't have a room number are written with the building name followed by the room name: Corey Union Function Room.
 - Alumni Arena does not include "Ice" in its name.
3. Office and Department Names
 - Academic units are generally called departments and administrative units are offices.
 - Our style is to write the name followed by the word "Office" or "Department:"
President's Office, Provost's Office, English Department
4. Dates
 - Months are abbreviated when written with a date, except March, April, May, June and July: Feb. 28, 2017.
 - Avoid writing ordinal numbers such as 1st, 2nd, 3rd or 4th when writing dates.
5. Times
 - Write a.m. and p.m. with periods: 6 a.m.
 - Minutes are included only to indicate a specific time after the hour:
6:30 p.m.
 - Write noon for 12 p.m. and midnight for 12 a.m.
 - When indicating a beginning and an ending time, use a hyphen with no spaces:
8:30 a.m.-1 p.m.
6. Phone Numbers
 - Write phone numbers with hyphens after the area code and exchange:
607-753-2011.
 - It is preferred to write the entire phone number rather than just an extension.
7. URLs for College Web addresses, and many others, are written without the www., as in cortland.edu
8. Punctuation
 - Capitalization is reserved for proper nouns. Avoid unnecessary capitals. An exception is College when used to refer to SUNY Cortland.
 - Exclamation marks should be used rarely.
 - Only one space is used after periods and colons.
9. Avoid using the ampersand (&); write "and" instead.
10. In electronic communications underlining should be reserved for hyperlinks.

Refer to the College's Communication Guide at cortland.edu/commguide for answers to most style and branding questions, and where you also will find the *Writing Style Guide A-Z*.

Flickr – for photos

The College maintains a database of photos for campus use on the Flickr website. Follow these steps to view and download the images you'd like to use.

Database Instructions

1. Go to: [flickr.com/sunycortland/tags/](https://www.flickr.com/sunycortland/tags/)
2. Select a keyword from the list. It will take you to the images within that category.
3. Find an image that you want to download and select it. The image will appear in the window by itself.
4. In the lower right hand corner choose the icon that's a downward facing arrow with a line under it.
5. From the popup menu, select "Original" or the image size that fits your needs. The image will download to your computer.

Please note: If higher resolution images are needed for print publications, please email the file names to Tony DeRado at tony.derado@cortland.edu.