

Dates

- Include the day of the week.
- Abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Write out March, April, May, June and July.
- Use a numeral and do not include ordinals (1 rather than 1st).

Times

- Leave out :00 for times on the hour.
- Include a.m. and p.m.
- Use “to” or a hyphen for time spans.
- It is unnecessary to repeat a.m. or p.m. for times within the same span (1-3:30 p.m., but 11 a.m.-1 p.m.).
- Use noon and midnight instead of 12 p.m. and 12 a.m.

Locations

- Use building name followed by room number (Old Main, Room 110).
- See the SUNY Cortland Writing Style Guide for list of building names and rooms without numbers.

Titles

- Courtesy titles (Dr., Mrs., Mr.) are only used for formal events.
- Capitalize professional titles when used before a name but not when used after.

Phone numbers

- List full number, including area code.
- Separate with hyphens rather than parentheses or periods.

Punctuation and symbols

- Follow periods, colons and semicolons with only one space.
- ,
- ! Use exclamation points rarely.
- ” Make sure apostrophes and quotation marks are curved.
- & Write out the word “and.”
- @ Reserve for email addresses.

Other tips

- Avoid pasting long URLs into body text. In emails, hyperlink using descriptive text. In print, use shortened URLs when possible, and omit http://www unless doing so would produce an error.
- Use Agenda font whenever possible.
- Limit font styling (size, color, centering, etc.).

Event Template

FORMAT

1. Event Title (use Agenda bold)
2. [day], [month] [date], [year]
[start time] to [end time]
[location]
3. Description
 - Explain the event in a few sentences.
 - Are attendees required to sign up? Is there a deadline?
 - Where is more information available? Link to a webpage or attach a document if appropriate.
4. Contact information
5. Accommodation statement

EXAMPLE

Writing Style Workshop

Monday, Oct. 24, 2022

11 a.m. to noon

Brockway Hall Jacobus Lounge

Join the Marketing Office for a discussion of the SUNY Cortland Writing Style Guide. Topics will include campus locations, dates and times, punctuation, professional titles, preferred terms and any questions from the group.

Registration is not required. Bring any piece of writing you would like to edit.

Learn more about writing style in the [Brand Identity Guide](#). For more information, contact the Marketing Office at 607-753-2519 or marketing@cortland.edu.

To ensure all campus community members can fully participate in this event, please contact the Marketing Office at 607-753-2519 for questions about accessibility or to request accommodations.

