

Saint Paul School of Theology

Style Guide



THE IMPORTANCE OF INSTITUTIONAL IDENTITY

An institution's consistent communication style and use of its visual symbols convey a sense of solid identity and a strength of purpose. The symbols, themselves, can carry profound messages about the nature and vision of a particular institution. The standards outlined below are intended to guide anyone in how to apply Saint Paul School of Theology's institutional image in a uniform, consistent, and professional manner.

INSTITUTIONAL NAME

The institution's name is **Saint Paul School of Theology**. "Saint" is *not* abbreviated, and "Paul" is *not* possessive. Other versions are:

- **Saint Paul**, acceptable for most communications, including letters. It should *not* be abbreviated as "St. Paul."
- **SPST**, acceptable abbreviation where the institutional name is understood.

Campus Names: Formal/Standard Use

The campus in Kansas City is **Saint Paul School of Theology at Kansas City**. Spell out the name of the seminary the first time it is used in a document.

Abbreviation afterwards: **Saint Paul at KC**

The campus in Oklahoma City is **Saint Paul School of Theology at Oklahoma City University**. Spell out both Saint Paul School of Theology and Oklahoma City University the first time they are used in a document. *University* must be included in the Oklahoma City name.

Abbreviation afterwards: **Saint Paul at OKC**

Do not use the @ sign in place of the word "at" to avoid confusion with email addresses.

Campus Names: Informal/Casual Communication

For informal abbreviations in minutes, campus communications or other *internal* uses, designations such as the KC or OKC campus may be used to distinguish between the Kansas City campus and the Oklahoma City University campus.

<p>Note: The campus at Oklahoma City University is not to be referred to as an "extension." Use the word "campus."</p>

INSTITUTIONAL ADDRESS

The seminary's official address is:

Saint Paul School of Theology
5123 East Truman Road
Kansas City, MO 64127-2440

The address of the Oklahoma City University Campus is:

Saint Paul School of Theology
Oklahoma City University
2501 North Blackwelder
Oklahoma City, OK 73106-1493

United States Postal Service Address Format – The US Postal Service’s preferred format for the mailing addresses is in all capital letters without punctuation:

- SAINT PAUL SCHOOL OF THEOLOGY
5123 E TRUMAN RD
KANSAS CITY MO 64127-2440
- SAINT PAUL SCHOOL OF THEOLOGY
OKLAHOMA CITY UNIVERSITY
2501 N BLACKWELDER
OKLAHOMA CITY OK 73106-1493

INSTITUTIONAL LOGO

Electronic versions of the logo are available from the Communications Department (ext. 109) or by email from heatherc@spst.edu.

The accepted logo for all communications is:



The typeface is original art. The logo is to be used as is and not altered. You may consult Communications, ext 109, whenever you have a question concerning logo usage. The logo is often combined with the theme-line, “A seminary of the United Methodist Church” as shown:



Variations on the logo can be achieved by adjusting the size, choosing to add the theme-line and/or address or selecting from the following color choices: all black, all blue, or blue (PMS #294) and gray (PMS #429).

To adjust the size of the logo without changing the proportions, place your mouse cursor on a corner until the diagonal arrow shows and hold down the **SHIFT** key while dragging the corner of the box with your mouse.

Do not use the Saint Paul Seal (pictured below) as a logo; it is only used for official documents and items coming from the President's office.



COLORS

For Print Applications

The institution's colors are blue, Pantone 294, and gray Pantone 429. Other colors may be used as accents to these colors.

For Web Applications

Color	Hex Number
Dark Orange	c7792e
Light Orange	e2973c
Dark Green	77a131
Light Green	c8d8a9
Dark Blue	0062a9
Light Blue	648fc4
Dark Red	8a0d17

RECOMMENDED FONTS

Serif typefaces, such as Times New Roman, are easier to read on paper, but sans-serif fonts, such as Arial, are easier to read on a computer screen.

Serif Fonts	Sans-serif Fonts	Script Fonts
Cambria	Calibri	<i>Elegant</i>
Times New Roman	Arial	
	Franklin Gothic Medium	

DEGREE NAMES AND ABBREVIATIONS

Degree Abbreviations - The 16th edition of the *Chicago Manual of Style* recommends writing degree abbreviations without periods. This is a changing style and is done both ways by different United Methodist seminaries. We are moving to the new style. In addition, ATS has made some requests regarding the naming of our MA degrees. These changes are reflected below. Please make a conscious effort to use the following abbreviations when referring to our degree programs.

Note: there are no spaces within any of the degree abbreviations.

MDiv	Master of Divinity (Note that Divinity is “Div”, only capitalize the first letter of each word.)
MA(TS)	Master of Arts (Theological Studies)
MACM	Master of Arts in Christian Ministry
DMin	Doctor of Ministry (Note that Ministry is “Min”, only capitalize the first letter of each word.)

Exception: Course numbers ex: DMIN 541 and PowerCAMPUS entries are all capital letters. (MDIV, MATS, MACM, DMIN)

Indefinite Article Before a Degree - The reasoning behind this comes from spelling out letters. If you spell out the letter "m" it is em. Therefore, it begins with a vowel and we use the "an" before it. If you spell out the letter "d" it is dee. Since this letter's spelling begins with a consonant then we use the "a" before it.

an MDiv degree
 an MA(TS) degree
 an MACM degree
 a DMin degree
 a degree

Degrees and Graduation Years with Graduate Names – When the degree and graduate year are listed following the style is:

Mary Smith MDiv '03
 Jim Jones MA(TS) '06

Abbreviations - Some General Guidelines:

- When using abbreviations, use the full name of the persons or organization on first reference; use the abbreviation in succeeding references, or, you may put the abbreviation followed by the full name in parentheses on your first reference and then use only the abbreviation in subsequent references.

Example 1: District Committee on Ordained Ministry (first reference), DCOM (subsequent references)

Example 2: DCOM (District Committee on Ordained Ministry)

- If there are periods in an abbreviated title or geographical direction, M.D. or S.W., for example, there are no spaces after the periods in between letters. There are spaces following initials in a person's name. *Example: J. L. Smith, M.D.*

- Use lower case and periods for a.m. and p.m., and most often are written this way. Use noon rather than 12:00 p.m.

Building Abbreviations - Room Designations:

HC	Holter Center	RH	Rogers Hall
HH	Hendrix Hall	KC	Kresge Chapel
K	Kansas-Winger Building	W	West Building
L	Library	CH	Chapel at OKC

When citing a room assignment you do not need a hyphen (-) or a space between the building abbreviation and the room number. You also will not need to write the word “room” when talking about a specific room assignment. *Example: The student council will meet in K203.*

Names and Titles

Forms of Address - Some sample occupational roles with the form of address and letter salutation are listed here. For a more exhaustive list for handling titles, consult “A Concise Guide to Style,” page 1501 in the Appendix section of *Webster’s II New College Dictionary*, New York: Houghton Mifflin Company, 1995.

“Spell out *Reverend*, *Honorable*, and *Colonel* if preceded by *the*; otherwise abbreviate to *Rev.*, *Hon.*, or *Col.* **Never use these titles, either spelled out or abbreviated, with family names alone.** Use them only when the title is followed by the person’s full name or by *Mr.*, *Mrs.*, *Ms.*, or *Dr.* with the family name alone. . . “ (Kate T. Turabian, *A Manual for Writers of Term Papers, Theses, and Dissertations*, 6th ed., The University of Chicago Press, Chicago, 1996, 17, bold type added.)

Do: the Reverend Joe Smith or Rev. Joe Smith

Don’t: Reverend Smith

Sample Occupations and the Form of Address		
Academics	Form of Address	Salutation
assistant professor	Professor Joe Smith	Dear Professor Smith: (Mr., Ms., and Dr. also)
dean	Dean Jane Smith	Dear Dean Smith: (Mr., Ms., and Dr. also)
president	President Joe Smith	Dear President Smith: (Mr., Ms., and Dr. also)
PhD and other degrees follow a comma after name	Jane Smith, PhD	Dear Dr. Smith:
Clerical and Religious	Form of Address	Salutation
Bishop	the Reverend Joe Smith	Dear Bishop Smith:
Ordained Clergy	the Reverend Jane Smith	Dear Ms. Smith, Pastor Smith or Dr. Smith: (with doctorate degree)

Use of Commas in Names – “The abbreviations *Sr.*, *Jr.*, *III*, and *IV* (for *Senior*, *Junior*, *Third*, and *Fourth*) follow a full name and are not used with the family name alone. The terms are never spelled out when part of a name.

“Although a comma has traditionally preceded *Jr.* and *Sr.* (but not *III* or *IV*), *The Chicago Manual of Style* now recommends omitting commas in all such cases.” (Kate T. Turabian, *A Manual for Writers of Term Papers, Theses, and Dissertations*, 6th ed., The University of Chicago Press, Chicago, 1996, 16.)

Example: John H. Smith Jr. (It is our practice to include the comma if the person uses it.)

Inclusive Language

Saint Paul School of Theology is committed to creating a hospitable and welcoming community for all people. This commitment is reflected in our use of inclusive language. The seminary policy on inclusive language is in the *Community Handbook and Catalog* in the Policies section and suggested ways to make our language inclusive is in Appendix B.

Punctuation and Justification

This is the style we use for all publications.

At the End of a Sentence – One space is to follow any punctuation at the end of a sentence. From the *Chicago Manual of Style*:

In typeset matter, one space, not two (in other words, a regular word space), follows any mark of punctuation that ends a sentence, whether a period, a colon, a question mark, an exclamation point, or closing quotation marks. (Section 6.11)

Hyphenation in Publications – Do not hyphenate words in text for use in publications except for words with hard hyphens such as co-edit, co-authored, etc.

Justification – Use left justification with a ragged right margin for text, not full-justification as full-justification distorts the spacing in text.

Editorial Assistance

Editorial assistance and proofreading are available through the Communications Department. Contact Heather Chamberlin, heatherc@spst.edu, 816 245-4809 or Maggi Mueller, maggim@spst.edu, 816 245-4827 or 816 245-4810.