

Quick Reference: Salve Regina University Editorial Style Guide

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Salve Regina University's Office of Marketing and Communications has a [full editorial style guide](#) to ensure consistency across content written by and about the University. For the most part, our guide follows the [Associated Press \(AP\) Stylebook](#), as well as addressing topics specific to Salve.

This quick reference answers the most common questions. Our [brand guide](#) and [social media best practices guide](#) offer additional direction. If you have questions not covered by these guides, please reach out to julie.miller@salve.edu.

Salve-specific names and terms

Salve Regina University: The first reference should be *Salve Regina University*. Thereafter, *Salve* or *the University* (not *Salve Regina* and not *SRU*, which is used by other institutions like *Slippery Rock University*).

Seahawks/Seahawk: Salve's athletics teams are the Seahawks. The University's mascot is the Seahawk, officially named Sammy. Capitalize when referring to each:

The Seahawks hosted a doubleheader.

Sammy the Seahawk will be there to entertain fans.

Mercy, mercy: Capitalize 'mercy' only when referring to the Sisters of Mercy. Lowercase in all other uses.

We celebrate our mercy heritage each September.

Salve was founded by the Sisters of Mercy in 1947.

Salve's mercy mission is infused in coursework, experiential learning and service opportunities.

Salve's mercy mission: As a community that welcomes people of all beliefs, Salve Regina University, a Catholic institution founded by the Sisters of Mercy, seeks wisdom and promotes universal justice. We encourage students to work for a world that is harmonious, just and merciful.

Critical Concerns of the Sisters of Mercy: The Earth, immigration, anti-racism, nonviolence and women. At first usage, Critical Concerns of the Sisters of Mercy. Thereafter, *critical concerns*.

Salve Compass: The University's four-year experience that charts a personalized, values-based path, connecting college to a successful, fulfilling career and a well-lived life.

Reference it as *Salve Compass* or *the Salve Compass program*.

About Salve Regina University

Salve Regina University is a Catholic, coeducational institution of higher education founded by the Sisters of Mercy in 1947. It offers rigorous, innovative academic programming in the liberal arts tradition that prepares students to be global citizens and lifelong learners. More than 2,700 students from around the world are enrolled in Salve's 60+ academic programs, which include bachelor's, master's and doctoral degrees along with graduate certificates and combined bachelor's/master's programs. Every undergraduate student engages in [Salve Compass](#), a four-year experience that charts a personalized, values-based path connecting college to a successful, fulfilling career and life. The University is also home to the [Pell Center for International Relations and Public Policy](#), a multi-disciplinary research center focused on the intersection of politics, policy and ideas. For more information visit salve.edu.

Salve-specific style choices

We do not use the Oxford or series comma.

When referring to class years, use first-year students in place of freshman. Lowercase in all uses.

When writing headlines for the [Salve News Hub](#) stories, capitalize only the first word and keep headlines short – SEO best practices say to aim for 60-65 characters.

Setting the stage for a career in theatre

academic departments: At Salve we prefer to use the word Department first and capitalize the official name:

Dr. Stephanie Jones, assistant professor in the Department of Political Science, published a new book.

However, in informal uses it's ok to shorten and use lowercase:

Dr. Stephanie Jones, assistant professor of psychology (or 'in the psychology department'), published a book.

Faculty from the nursing department were on hand to congratulate the students.

While some of our department, programs and named chairs are long, it's important they're cited fully upon first reference. For each of these, if the department/program/chair is cited more than once in a single document, please shorten it every time after the first usage. See the full editorial style guide for specifics.

academic programs: The names of academic programs are lowercase except in instances that include a proper noun or adjective: *She majored in English and minored in music. He has a degree in American studies.*

Reminders

Use one space between sentences and after a colon. Lowercase the word after the colon in a sentence.

Avoid capitalizing words unless they're part of a formal name such as a department, office, program, institute, grant, award, scholarship or building. Avoid capitalizing titles that come *after* someone's name (i.e. *James Fowler, vice president for enrollment management*

dates: Spell out months when using alone or with a year alone. When a month is used with a specific date, abbreviate the month names that are more than six characters long. When a phrase lists only a month and a year, do not separate the year with a comma. However, when a phrase lists day, month and year, set off the year with a comma:

We got married in August 2003. Christmas is Dec. 25. Mother's Day is May 11.

She was born on Sept. 3, 2007.

His appointment is Friday, April 16, 2026.

numbers: Spell out numbers *zero* through *nine* except for ages, percentages, academic credits, phone numbers, heights and weights. At the start of a sentence, spell out all numbers except those that identify a year.

times: Use figures except for *noon* and *midnight*. Use a colon to separate hours from minutes. Lowercase *a.m.* and *p.m.* and use periods. Avoid the term *o'clock*: *Let's go to lunch at 1:30 p.m. after my meeting at noon.*

Do not include minutes when referring to the top of the hour: *9 a.m.*, not *9:00 a.m.*