

Editorial Services and Style Guidelines

The Marketing & Communications team provides proofreading and editorial services for all publications, including those that target prospective students, alumni, donors, current students, and friends of the University.

Staff members have the professional training and skills needed to implement standards while maintaining a consistent image and message for the University. The purpose of following a particular style when writing and producing publications is consistency. A consistent and grammatical style throughout the array of publications that are produced ensures the Mount presents itself as professional, consistent and of high quality. Please refer to the [Style Guide](#) for special grammatical/style circumstances that apply to Mount St. Joseph University.

The Marketing & Communications team follows the *Associated Press Stylebook* for institutional publications and news releases. Secondary references used are *The Chicago Manual of Style* by The University of Chicago Press, and *The Gregg Reference Manual* by William A. Sabin. The College's specific style guidelines are part of the brand standards, found in the Brand Standards information.