

# KGI Editorial Style Guide

Following the KGI Editorial Style guidelines ensures consistency in how we message about our brand and our institutional story. Our guide follows [The Associated Press Stylebook](#), with some exceptions noted below. These exceptions are made for clarity purposes. If you have questions, please reach out to Marketing and Communications at [marketing@kgi.edu](mailto:marketing@kgi.edu).

## AP Style Exceptions

### Alumni/Class Year Notation

When referencing an alumna/alumnus or a current student in text, the class year (the last two digits of the graduation year) of KGI degrees must be included immediately following their name. Use a reverse apostrophe (') prior to the year.

\*Note: The quickest way to type a reverse apostrophe is to select the apostrophe button twice and delete the first apostrophe. Always use the proper inverted/curly apostrophe (') for the class year, not a straight apostrophe (').

Do not include the program abbreviation in the alumni reference unless needed in the narrative context. The class year alone is sufficient after the name.

### Examples:

- Beaker Bee '06
- After completing a summer internship, Beaker Bee '24 returned to KGI for his final semester.

If someone has multiple degrees from KGI, separate with commas and list in ascending order.

### Example:

- Beaker Bee '13, '16

When writing a story, social media post, or other material referring to an alumna/alumnus, it is recommended the full degree program(s) are mentioned at some point, and acronyms can be utilized on subsequent mentions.

**Example:**

Beaker Bee '25 recently received the Best Mascot in the Nation award from We Rate Mascots.

Bee, who started as a mascot after graduating from the Master of Science in Applied Life Sciences (MS) program, will travel to Texas to receive the award.

While enrolled in the MS program, Bee was actively involved in various clubs.

## Dashes

KGI uses both em dashes (—) and en dashes (–) for different purposes. Because these marks serve distinct functions, they are formatted differently for clarity and readability.

### Em Dash (—)

Use an em dash to indicate a break in thought, emphasize a shift, or set off additional information in a sentence. At KGI, we put a space on both sides of the em dash to improve readability.

**Examples:**

- Our students are driven — and supported — in every stage of their academic journey.
- This initiative reflects our core values — innovation, collaboration, and impact.

### En Dash (–)

Use an en dash to signify a range (dates, numbers, time) or a connection between two equal elements. En dash can be used in place of “to” in ranges. At KGI, we do not use spaces between the en dash because tighter formatting signifies a connection within the range.

**Examples:**

- The 2024–2025 academic year
- PPA–MBS accelerated pathway
- 9–11 a.m.

## Quick Reference

- **Em dash:** space — space
- **En dash:** no space–no space

## Common Higher Education Style Notes

This section outlines common terms in higher education to ensure consistency for the Institute.

### Academic Degrees

For general reference of academic degrees, use an apostrophe in *bachelor's degree*, *master's degree* and *doctorate*. There is no apostrophe in *associate degree*. Lowercase the degree name when in a sentence.

#### Example:

- She earned a bachelor's degree in biology and is pursuing a master's degree.

For formal degree names, capitalize the full name of the degree.

#### Example:

- He holds a Master of Science in Engineering.

When using degree abbreviations, to keep consistency with program acronyms at KGI (MBS, MSPA, etc.), do not use periods in between letters — BA, MA, PhD.

### Academic Titles and Departments

Capitalize formal titles only when they are used immediately before a person's name. Lowercase all titles set off by commas, used alone, or following a name.

#### Example (Capitalize):

- President Mohamed Abousalem
- Dean of the School of Pharmacy Oscar Garza

**Example (Lowercase):**

- Jessica Smith, assistant professor of occupational therapy, announced the plan.
- The marketing professor was well-received.

**Use of Dr.**

In compliance with AP Style, the use of Dr. is reserved for individuals with a medical degree (MD). The only exception is for KGI's president. PhD and/or EdD can be added after an individual's name to signify their degree/degrees, as can hyperlinking to the individual's employee profile, which lists their degrees.

**Endowed Professorships**

Endowed professorships reflect philanthropic support and should always be presented with full accuracy and capitalization. If someone has been recognized with an endowed professorship, use that title first. For a list of endowed professorships, visit the [Endowed Professorships website](#).

**Example:**

- Weinberg Professor of Health Sciences and MSPA Program Director Christy Eskes
- Maxim Polonsky, the Henry E. Riggs Family Professor of Business and Ethics, was the faculty liaison for the TMP project.

**Departments/Offices:** Lowercase names of departments, programs, offices, and schools unless they are the official name.

**Example (Capitalize):**

- She works for the School of Health Sciences at KGI.
- The students are part of the Master of Engineering in Biopharmaceutical Processing program.

**Example (Lowercase):**

- She is a professor in the occupational therapy program.

- He visited the registrar's office.

## University References

On first reference, always use the full, formal name of the institution (Keck Graduate Institute). For subsequent references, you can use the shortened name (KGI).

## Campus Buildings/Spaces

Capitalize the formal names of buildings and designated campus areas. Lowercase general references.

**Example** (Capitalize):

- The event was held in the 535 Building.

**Example** (Lowercase):

They met outside the bioprocessing lab.