

### **Academic Degrees**

Use the possessive ('s) for *bachelor's degree* and *master's degree* but not with *associate degree*. There is no possessive in *Bachelor of Arts* or *Master of Science* (note the use of upper case). When abbreviating degrees, do not use periods, e.g. BA, JD, PhD, LLM, but set multiples off by commas. Do not capitalize majors, programs, specializations or concentrations of study when they are not part of an official department name or title. (NOTE: the exception is for English and foreign languages). When referring to the conferral of a degree, do not include "doctoral" or the word "recipients" for multiple awards.

**Examples:** She received a bachelor's degree in history; She majored in economics; He is a French major; Governor Cuomo received an honorary degree from Yeshiva University; Honorary degrees were awarded to Governor Cuomo and Elliot Gibber.

### **Academic Departments**

Use lowercase except for words that are proper nouns or adjectives (as in part of an official or formal name).

**Examples:** the Department of History; the history department; the Department of English; the English department; Yeshiva University's Department of Finance.

### **Addresses**

Use abbreviations for *numbered* street addresses and compass points when used with a *number* address. Spell out in other uses. Lower case *streets* or *avenues*, etc., with more than one street name and spell out *First* through *Ninth* when used as street names; use figures for 10<sup>th</sup> and above:

**Examples:** Deliver to 1301 College Ave.; Parking is difficult on College Avenue.; The store is located at 310 N.W. Main St.; He is traveling northwest on Main Street.; The dinner will be at 222 E. 42<sup>nd</sup> St.; The restaurant is somewhere on East 42<sup>nd</sup> Street; It is between Massachusetts and Pennsylvanind

**Adviser**

**Fewer vs. Less**

In general use *fewer* for individual items (number) and *less* for indefinite amounts (volume).

**Examples:** Less money, fewer dollars

More machines, fewer workers, less effort

Fewer donuts, less sugar

**Hebrew Transliterations**

See Addendum

**Italics**

Use italics for Hebrew words and other foreign words if they are likely to be unfamiliar to readers. See more under **Translations**.

**Numbers and Percentages**

Spell out numbers one to nine and use figures for 10 and up. Ages always use figures

### **Em and En Dashes**

The em or “m” dash (—) often demarcates a parenthetical thought. There are no spaces between the em dash and the previous and consecutive words. The en or “n” dash (–) can be used to contrast values or illustrate a relationship between two things:

**Examples:** We will fly to Paris in June—if I get a raise; Smith offered a plan—it was unprecedented—to raise revenues; He listed the qualities—intelligence, humor, kindness, independence—that he liked in a woman; Mother–daughter relationship; Notre Dame beat Miami 31–30; The Supreme Court voted 5–4 to uphold the decision; The McCain–Feingold bill.

### **Hyphens**

Use a hyphen whenever ambiguity would result if it were omitted or when a compound modifier—two or more words that express a single concept—precedes a noun. Use hyphens to link all the words in the compound except the adverb *very*, all adverbs that end in *–ly* and when suspending a point:

**Examples:** *He re-covered the leaky roof; a first-quarter touchdown; a bluish-green dress; a full-time job; a know-it-all attitude; a very good time; an easily remembered rule;*

The possessive ('s) should be used with all names other than those identified in the [Branding Guidelines](#) that already have "Yeshiva University" as part of their name. In a logo or lockup, the name should be stacked according to the secondary and tertiary [Branding Guidelines](#).

**Examples:** Yeshiva University's Center for Jewish Law; Yeshiva University's Department of Finance



**Titles**

Capitalize and spell out all titles when they precede a name; lowercase in other uses. President is always upper case when used before or after the name of the Yeshiva University President (SEE "REFERENCING RABBI DR. BERMAN, BELOW").

Examples: Rabbi Dr. Ari Berman, President of Yeshiva University; Joseph Sherman, executive vice president and chief financial officer; Senior Vice President for University Development Tom Smith.

NOTE: On second/subsequent reference use Dr. or Rabbi, accordingly.

sisters, use the first and last name without a courtesy title. Do not use a title on the first reference for anyone. Exceptions to this are members of the clergy and government.

**Examples:** James and Jane Jones attended the alumni event. “Mrs. Jones and I had a lovely time,” said James Jones;

### **Named Chairs**

The name of the chair can precede or succeed a faculty name, but all named deanships start with “The.” A named chair or professor should never

## **ADDENDUM**

**Transliteration of H**

**Seasons** (Lowercase. Do *not* italicize.)

stav (fall), horef (winter), aviv (spring), kayitz (summer)

**Months** (Do *not* italicize.)

Tishrei	Nisan
Cheshvan	Iyyar
Kislev	Sivan
Tevet	Tammuz
Shvat	Av
Adar	Elul

**Holidays** (Do *not* italicize.)

Shabbat (Shabbatot)	Fast of Tevet (or Asarah be'Tevet)
Rosh Codesh	Tu BeShevat
Rosh Hashanah	Fast of Esther (or Taanit Esther)
Fast of Gedaliah	Purim
Yom Kippur	Passover (or Pesach)
Sukkot	Chol Hamoed
Hoshannah Rabbah	Lag Baomer
Shemini Atseret	Shavuot
Fast of Tammuz	Torah Fast of Av (or Tisha B'Av)
Simchat	Yom Haatzmaut
Hanukkah	Yom Hashoah

**Talmudic**

Mishnah	Hullin
Mishnayot	Gittin
mishnaic	Kiddushin
Gemara	Ketuvot
Brachot	Nedarim
Erubin	Yevamot
Yoma	Shavuot
Sukkah	Makkot
Baba Kamma	Pesachim
Baba Mezia	Avodah Zarah
Baba Batra	Betsah



mashgiah ruhani  
masora  
mazal tov\*  
Megillah\* (Megillot\*)  
melave malkah  
menorah\* (menorot\*)  
mezuzah\* (mezuzot\*)  
Midrash\* (Midrashim)  
midrashic\*  
Minchah  
minyan  
Musaf  
musar (capitalize when used as a proper noun)  
musmakh (musmakhim)  
nusach hatefillah  
Pirkei Avot  
ram (ramim)  
rebbe\* (rebbeim\*)  
rebbezin\* (rebbezins\*)  
refuah shleima  
rosh kollel\*  
rosh yeshiva\*  
Seder Moed  
sefer Torah  
semikhah  
seudah  
Shabbaton\* (Shabbatonim\*)  
Shacharit  
shaytl  
Shema  
shiur\*  
shofar (shofrot)  
shtetl  
Shulhan Aruch  
siddur  
sukkah (capitalize when used as title of the Talmudic tractate)  
Taharat Hamishpahah

tallit (tallitot)

talmid (talmidim, talmidot)

Talmud\*, Talmudic\*

Tanakh

Targum\* (Targumim\*)

tefillah tefillin

teshuvah

Torah\*

Torah Lishmah

Torah Umadda\*

Tosafot

Tosefta

tzitzit

yahrzeit

yarmulke\*

yeshiva ketana

(yeshivot ketanot)

yishuv

Yom Iyun

Yoreh Deah