جامعــة خليفــة
Khalifa University

Khalifa University of Science and Technology Style Book

Communications Department

This style book is to serve as a guide and reference for writing and editing of all content that passes through Khalifa University of Science and Technology's Communications Department to achieve uniformity and professionalism in the university's messaging. The style it contains is derived mostly from the MIT Style Sheet, following general AP usage, with some customizations and localized amendments.

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Spelling and Punctuation

Use American spelling (follow Merriam-Webster's Collegiate Dictionary, Eleventh Edition).

For clarity and consistency across reports, use serial commas: Tom, Dick, and Harry.

There are three types of dashes: the hyphen (-), the en dash (–), and the em dash (—).

> The hyphen connects two things that are intimately related, usually words that function together as a single concept or work together as a joint modifier (e.g., tie-in, toll-free call, two-thirds).

> The en dash connects things that are related to each other by distance, as in a range of dates (the May–September issue of a magazine), cited page range (e.g., 147–48), and connecting a prefix to a proper open compound (for example, pre–World War II).

> The em dash has mainly informal uses but in Khalifa University's communication materials can be used in a manner similar to parentheses or a colon — as an additional thought—to be added to the end of a sentence or in the middle — in this manner. Em dashes also substitute for something missing, for example, in a bibliographic list, rather than repeating the same author over and over again, three consecutive em dashes (also known as a 3-em dash) stand in for the author's name.

Place commas and periods within quotation marks, not outside.   Example:

> The sign said, "Walk." Then it said, "Don't Walk," then, "Walk," all within thirty seconds. He yelled, "Hurry up."

Numbers

Spell out one to nine in running text, and use digits for 10 and higher but spell out all numbers that begin a sentence (or rewrite the sentence).

Use a comma in numbers of four or more digits – 1,413 – but remember to leave four-digit years unpunctuated – 1949, 2013 – and to convert the comma used by Europeans to indicate a decimal point.

Use digits in all measurements: 3 inches, 6 feet, 10 m.

Use digits to indicate percentages, and spell out percent (a 5 percent increase), except in tables or passages containing numerous percentages.

Use all digits in number ranges: 149-167; 2012-2013.

Use AED to indicate amounts in dirhams, USD to indicate dollars, and EUR to indicate Euros, with no space between the three letter currency abbreviation and the respective numeric amount: AED1,000, USD1 million, EUR5.6 billion.

To indicate large monetary sums, the unit can be spelled out (USD35 million) or abbreviated in passages containing numerous sums (EUR20k, AED35m, USD4.3b).

In phone numbers, use spaces rather than periods, parentheses, or dashes: 971 2 810 9363

Course subjects are rendered with the subject abbreviation first followed by the course number, with no punctuation or space between the subject number and title: CHE501 Chemical Engineering Thermodynamics

Time and Date

Use the standard 12 hour clock and format time accordingly: 8:30am, 7pm (not 7:00pm)

> academic year 2013 (or AY2013)
> fiscal year 2013 (or FY2013)
> fall 2012, fall term; spring 2012, spring term
> 11 September 2014 (not September 11th or September 11, in deference to the regional dating convention to reduce potential confusion and errors)
> the 21st century; 21st-century technology

Abbreviations

Khalifa University of Science and Technology is referred to as Khalifa University short form and KU in abbreviated form.

Omit periods in abbreviations of **academic degrees**: SB, SM, BSc, MBA, MEng, MFin, SMArchS, MCP, MSRED, PhD, ScD.

When referring to alumni degrees omit the course number as follows:

> Graduate: Martin Tang '04
> Graduate and Doctorate: Philip Greenspan '93, PhD '99

Omit periods in well-established two-letter acronyms (UK, UN, US) and in all acronyms of three or more letters (MIT).

Omit periods after metric-unit abbreviations (6 m, 100 cm, 32 km) and well-known units of measurement (12 sq ft).

To abbreviate the names of days and months, use the first three letters without a period: Mon, Sat, Feb, Jun, Oct, Dec.

Institutional acronyms should be introduced immediately after the first mention of the full name: OpenCourseWare (OCW) is a large-scale, web-based electronic publishing initiative. But note that parenthetical acronyms should be kept out of headings, and are unnecessary if the subsequent text fails to use them.

Capitalization

When referring to UAE citizens, use the term UAE National, with an upper case 'N' in national. The informal synonym 'Emirati' can also be used later in the text to avoid the appearance of redundancy, with the E capitalized in reference to ethnicity/nationality as is the case of American and English.

In running text, follow the *Chicago Manual* of Style **down style of capitalization**: President Laursen, the president; the provost; the chancellor; the dean; School of Engineering, the school; the Schools of Engineering and Science, the schools; Center for Microsystems Engineering, the center.

But note the following exceptions: the University, the Center (where the context clearly establishes the identity of the center), etc.

Names of **academic fields** are capitalized only when they appear as part of a department or program name: he majored in biology; he earned a PhD in physics; he was a student in the Department of Physics; he was a student in Physics (department implied).

Academic and **professional** titles are capitalized when they immediately precede a surname, are used as part of the name (often replacing the first name), and can be considered an honorific: President Laursen; Professor Ali; Dean Yousef; Professors Zeineldin and Omar; Drs. Crandall and Woo.

For **UAE royalty**, when referring to the UAE rulers and other members of the royal family, follow the following format: His/Her Highness Sheikh/Sheikha (Insert Full Name), (Insert Royal Title), and (Insert Government/Corporate Title If Any).

> For example: His Highness General Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces.

Following the initial use of the royal name and titles, refer to them in the body copy as His/Her Highness Sheikh/Sheikha (Insert First Name): i.e. His Highness Sheikh Mohammed.

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For high ranking **UAE government officials**, follow the same format except in place of His/Her Highness use His/Her Excellency. For example: His Excellency Sheikh Nahyan Bin Mubarak Al Nahyan, Minister of Culture, Youth and Community Development

Also, use of HH in place of His/Her Highness and HE in place of His/Her Excellency is also acceptable in documents where the long form appears cumbersome, like press releases or invitations.

For a list of the names and titles of the UAE Cabinet please visit:
http://uaecabinet.ae/en/TheCabinet/Pages/CabinetMembers.aspx#.U00MnFWSw8B

When **titles** are used to indicate position or occupation and are used in apposition to a name, they are lowercased (though note this is rarely required):

- Khalifa University Vice President Dr. Arif Al Hammadi

- Vice President Dr. Arif Al Hammadi

- Dean of College of Engineering Dr. Bayan Sharif

- Associate Professor of Chemistry Dr. Jerome Taylor (thereafter Dr. Taylor)

Capitalize names of **prizes**, **awards**, and **honors**:

- Infinite Mile Award

- Zayed Future Energy Prize

- Searle Scholar

- HHMI Investigator

- AAAS Fellow (but Professor Smith was elected as a fellow of the American

  Association for the Advancement of Science)

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Faculty Names

Upon first naming a faculty member, include his or her full rank and title and full name (include the middle name or initial only if regularly used by the faculty member). Thereafter, use the first and last name, last name only, or shortened title and last name.

> For example, "Associate Professor of Chemistry Dr. Jerome Taylor continued his research in the biochemistry program. Dr. Taylor also collaborated with colleagues in the Department of Computing and Information Science to develop joint subjects for the interdisciplinary minor."

When referring to any doctorate possessing faculty or staff, use the title Dr., both on first reference and all references after.

> For example: Khalifa University Vice President Dr. Arif Al Hammadi attended the event. Dr. Al Hammadi told the audience to be proud.

Typography and Style

For emphasis, use italics rather than underlining or boldface.

Write ordinal numbers on the line, reserving superscript and subscript for scientific and mathematical expressions: 1st, not 1st ; 14th ; the greenhouse gas CO_2.
Keep headings brief (never longer than one line).

Do not use bulleted lists to an excessive degree, but do use bullets in preference to numbers or letters (unless you want to indicate a hierarchy). You can also substitute em dashes for bullets when the list items are sentence fragments (frequently, beginning with a verb).

For internal documents, it is must to use font Calibri (Body) or Arial in size 11.

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Title Formats

Follow **headline-style capitalization for** titles.

Italicize (no quotes)	**"Roman and Quote"**	**Simply Capitalize (no quotes or italics)**
Books	articles	conferences*
Exhibits	blog entries	lecture series
video games	chapters	manuscripts (work in progress)
long poems	lectures	
Movies	manuscripts (not accepted for publication)	Newsletters
musical compositions	papers	Projects
named blogs	podcasts	Reports
Periodicals	single episodes of a continuing radio or TV show	Symposia
Plays	short stories	Websites
radio or TV programs	theses	web pages
	video blogs	workshops*
	workshop or panel presentations	

*A substantive or thematic name given to a conference, workshop, or panel may be quoted.

Khalifa University of Science and Technology Management Offices

Dr. Arif Sultan Al Hammadi
Executive Vice President

Dr. Ahmed Al Shoaibi
Senior Vice President, Academic and Student Services

Dr. Steven Wesley Griffiths
Senior Vice President, Research and Development

Dr. Bayan Sharif
Acting Provost and Dean of the College of Engineering

Dr. John Rock
Dean of the College of Medicine and Health Sciences

Dr. David Sheehan
Dean of the College of Arts and Sciences

Ebrahim Jafar Alahmed
Vice President, Finance and Business Development

Mosallam Suhail AL Kathiri
Vice President, Human Resources and Procurement

Fahem Salem Al Nuaimi
CEO Ankabut

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Consistency List

A

Admissions are (when referring to the term for submitting applications of admission)
ad hoc (roman)
and (not &, except in tables, acronyms, and company names)
AY2013, academic year 2013, the 2012–2013 academic year (not AY2012–2013)

B

Bachelor's degree, bachelor of science

C

catalog (when referring to the Course Catalog)
Class of 2012
Co-author, co-chair, co-director, cosponsor
Commencement
Communication Requirement

D

data is/are (follow author)
de facto (roman)
Doctoral degree, doctorate
Dr. (not Dr)

E

e-commerce
edX
e.g. (roman, not italics)
email
Emirate

F

Fabrication Facility
faculty is/are (follow author)
fall term, fall 2012
federal
full-time
FY2013, fiscal year 2013

H

half-time
headmaster
home page

I

i.e. (roman)
the Institute
internet
IT
in vitro (roman)

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J

K

L

M

Master's degree, master of science

microelectromechanical

Microscopy Facility

N

Nobel laureate, Nobel Prize in economics, physics, etc.

O

online

P

part-time

percent

postdoctoral

Professor (not Prof.)

Q

R

reacquaint, readmit, reorder (follow Webster's)

S

spring term, spring break

staff is/are (follow author)

T

the 21st century; 21st-century technology

U

UAE

UAE National

the University

URL (or url)

USA

V

Vice President

W

web, on the web (not World Wide Web, unless the reference is historical)

website

X–Z

Faculty Referencing

When referring to faculty in press releases, scientific journals, conference content and other reference documents, please follow the below aligned structure:

[Honorific], [Name], [Title], [Department], [Institution – for MI/PI/RISI Senior Directors only], [Center – for Directors only] Khalifa University of Science and Technology
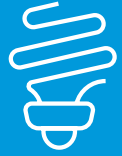
Examples:

- Dr. Shadi Balawi, Assistant Professor, Department of Aerospace Engineering, Khalifa University of Science and Technology
- Dr. Ernesto Damiani, Professor, Department of Electrical Engineering and Computer Science, Senior Director of the Robotics & Intelligent Systems Institute, & Director of the Center for Cyber Physical Systems (C2PS)

Research Institute Referencing

When referring to any of KU's research institutes (Masdar Institute, Petroleum Institute or Robotics and Intelligent Systems Institute,) please follow the below assigned structure:

- Masdar Institute (MI), a flagship research institute of Khalifa University focused on clean energies, sustainability, water and environmental research
- Petroleum Institute (PI), a flagship research institute of Khalifa University, focused on research for the oil and gas industry and with broader applications in energy and industry
- Robotics and Intelligent Systems Institute (RISI), a flagship research institute of Khalifa University focused on research for next generation digital technologies
- Each Institute has a Senior Director

Boilerplates

About Khalifa University of Science and Technology

Khalifa University of Science and Technology is a world-class, research-intensive institution that focuses on producing world leaders and critical thinkers in applied science and engineering. Khalifa University of Science and Technology endeavors to be a catalyst to the growth of Abu Dhabi and the UAE's rapidly developing knowledge economy as an education destination of choice and a global leader among research-intensive universities.

For more information, please visit **www.ku.ac.ae**

Longer Profile

In 2017, UAE President and Ruler of Abu Dhabi, His Highness Sheikh Khalifa bin Zayed Al Nahyan, issued a decree to merge the Khalifa University of Science, Technology and Research, the Masdar Institute of Science and Technology, and The Petroleum Institute under one university called the Khalifa University of Science and Technology (Khalifa University).

Khalifa University is now a comprehensive research-intensive university with three colleges, three research institutes, 18 research centers, and 36 departments covering a broad range of disciplines in science, engineering, and medicine. The internationally top-ranked university is the one university in the UAE with the research and academic programs that address the entire range of strategic, scientific and industrial challenges facing the UAE's knowledge economy transformation and our rapidly evolving world.

Khalifa University's world-class faculty and state-of-the-art research facilities provide an unparalleled learning experience to students from the UAE and around the world. The university brings together the best in science, engineering and medicine in the UAE, to offer specialized degrees that can take promising high school graduates all the way to top-rated doctorate degree holders.

It will continue to evolve with the UAE's rapidly developing national goals and needs and nurture the innovation ecosystem required for the country's targeted knowledge economy transformation.

Shorter Profile

Khalifa University of Science and Technology is an internationally top-ranked research-intensive university located in Abu Dhabi, UAE. It boasts three colleges, three research institutes, 18 research centers, and 36 departments covering a broad range of disciplines in science, engineering, and medicine. Khalifa University is the one university in the UAE with the research and academic programs that address the entire range of strategic, scientific and industrial challenges of the 21st century.

Khalifa University's world-class faculty and state-of-the-art research facilities provide an unparalleled learning experience to students around the world. The university brings together the best in science, engineering and medicine in the UAE, to offer specialized degrees that can take promising high school graduates all the way to top-rated doctorate degree holders.

Templates

Press Releases
Khalifa University of Science and Technology General Press Release

Press Release Title
Press Release Subhead

> Abu Dhabi-UAE: XX April 2017 – Khalifa University of Science and Technology, a research university dedicated to the advancement of learning through teaching and research and to the discovery and application of knowledge, today announced...

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Khalifa University of Science and Technology is a world-class, research-intensive institution that focuses on producing world leaders and critical thinkers in applied science and engineering. Khalifa University of Science and Technology endeavors to be a catalyst to the growth of Abu Dhabi and the UAE's rapidly developing knowledge economy as an education destination of choice and a global leader among research-intensive universities.

For more information, please visit **www.ku.ac.ae**

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