



جامعة خليفة
Khalifa University

ku.ac.ae

Khalifa University of Science and Technology

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 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, 2025 – 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; 2025-2026

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 2 312 3333

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 2025 (or AY2025)

fiscal year 2025 (or FY2025)

fall 2025, fall term; spring 2025, spring term

2 December 2024 (not December 2nd or 2nd December, 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 in short 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 Al Hajri; Professor Ali; Dean Ehab; Professors Zeineldin and Omar; Drs. Ernesto and Yousof.

For [UAE royalty](#), when referring to the UAE rulers and other members of the royal family, use 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 Sheikh Mohamed bin Zayed Al Nahyan, President of the UAE.

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 Mohamed.

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 Nahayan bin Mubarak Al Nahayan, Minister of Tolerance and Coexistence.

Also, use of HH in place of His/Her Highness and H. E. 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:

<https://uaecabinet.ae/en/cabinet-members>

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):

- ⑤ Khalifa University President His Excellency Professor Ebrahim Al Hajri (external use);
- ⑤ President Prof. Ebrahim Al Hajri (internal use)
- ⑤ Provost Prof. Bayan Sharif
- ⑤ Associate Professor Dr. Abdulhadi Shoufan (thereafter Dr. Shoufan)

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

- ⑤ Infinite Mile Award
- ⑤ Zayed Future Energy Prize
- ⑤ Searle Scholar
- ⑤ HHMI Investigator
- ⑤ AAAS Fellow (but Professor Smith was elected as a fellow of the American Association for the Advancement of Science)



Faculty Names

Khalifa University
President

When referring to Khalifa University President, use the following format.

President His Excellency Professor Ebrahim Al Hajri (external use);
President Prof. Ebrahim Al Hajri (internal use)

Faculty Names...etc...

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 Computer Science Dr. Mohamed Jamal Zemerly continued his research in the biochemistry program. Dr. Zemerly 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 Associate Professor of Computer Science Dr. Mohamed Jamal Zemerly attended the event.

Dr. Zemerly told the audience to ...



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 CO₂.

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.



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	Newsletters
Movies	manuscripts (not accepted for publication)	Projects
musical compositions	papers	Reports
named blogs	podcasts	Symposia
Periodicals	single episodes of a continuing radio or TV show	Websites
Plays	short stories	web pages
radio or TV programs	theses	workshops*
	video blogs	
	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



His Excellency Professor
Ebrahim Al Hajri, President



Prof. Bayan Sharif
Provost



Ebrahim Jafar Alahmed
Vice-President, Finance and
Business Development



Dr. Ashraf Al Najdawi
Acting Vice-President, External
Relations Chief of Staff



H.E. Samar Almansoori
Senior Vice-President, Support
Services



Ahmed Saleh
Vice-President, Human Resources



Jalal El Jazzar
Senior Vice-President, Finance
and Investment



Esmael Abdul Karim AlAhmed
Vice-President Procurement and
Contracts



Prof. Habiba Al Safar
Dean of the College of Medicine
and Health Sciences



Abdulaziz Abdulla Alkhoori Vice
President, Audit



Rudolph Paul Waels
Vice-President, Investment



Rania Telfah
General Counsel - Legal and
Compliance



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)

AY2015, academic year 2015, the 2015–2016

academic year (not AY2025-2026)

B _____

Bachelor's degree, bachelor of science

C _____

catalog (when referring to the Course

Catalog)

Class of 2025

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 2015

federal

full-time

FY2015, fiscal year 2015

H _____

half-time

headmaster

home page

I _____

i.e. (roman)

the Institute

internet

IT

in vitro (roman)



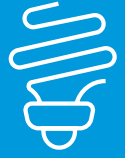
Faculty Referencing

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. Sanjeev Rao, Assistant Professor, Department of Aerospace Engineering, Khalifa University of Science and Technology
- Dr. Ernesto Damiani, Professor, Dean, College of Computing and Mathematical Sciences, & Director, Center for Cyber-Physical Systems (C2PS)



Boilerplates

About Khalifa University of Science and Technology

Khalifa University of Science and Technology, the UAE's top-ranked research-intensive institution, focuses on developing world leaders and critical thinkers in science, engineering and health science. The world-class University 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 widely acknowledged international universities.

For more information, please visit: <http://www.ku.ac.ae/>

Longer Profile

Khalifa University of Science and Technology, Abu Dhabi-UAE

Khalifa University of Science and Technology is a research-intensive academic institution dedicated to the advancement of learning through the discovery and application of knowledge. The university's research clusters, including its flagship research institute along with 13 core research centers, labs and facilities, aim to create the foundation to become a global leader in use-inspired research, addressing challenges of relevance to the region and world, while producing world leaders and critical thinkers in applied science, engineering and life sciences.

With a strong emphasis on innovation and entrepreneurship, Khalifa University aligns its academic offerings, research programs and mission objectives closely with the knowledge-economy transformation of the UAE and the neighboring regions. The University's research centers focus on Clean and Renewable Energy, Oil and Gas Exploration, Production and Supply, Water and Environment, Healthcare, Space sector, and Supply Chain and Logistics. Research in these areas is enhanced by research platforms of Robotics, AI and Data Science, Information and Communication Technologies, and Advanced Materials and Manufacturing. Moreover, the Khalifa Innovation Center (KIC), a science and technology-based incubator and accelerator, is working to transform scientific achievements into successful start-ups that have a direct impact on the economy. The Khalifa University Enterprises Company (KUEC) is the University's pioneering enterprise arm acting as a catalyst for knowledge-based economic development, fostering a culture of innovation and entrepreneurship in the UAE by building a robust ecosystem of innovators, investors and industry.

The University is modeled around the American system of higher education and most of the academic programs are internationally accredited by Accreditation Board for Engineering and Technology (ABET). Khalifa University has highly diverse faculty and student bodies, as well as national and international partnerships with industry and research leaders that actively advance regionally-relevant research and innovation in the UAE and the region.

Shorter Profile

Khalifa University of Science and Technology, Abu Dhabi-UAE

Khalifa University of Science and Technology is a research-intensive academic institution dedicated to the advancement of learning through the discovery and application of knowledge. The University's research clusters, including its flagship research institute along with 13 core research centers, labs and facilities, aim to create the foundation to become a global leader in use-inspired research, addressing challenges of relevance to the region and world, while producing world leaders and critical thinkers in applied science, engineering and life sciences.

With a strong emphasis on innovation and entrepreneurship, Khalifa University aligns its academic offerings, research programs and mission objectives closely with the knowledge-economy transformation of the UAE and the neighboring regions. The university's research centers focus on Energy including Clean and Renewable Energy sector, Water and Environment, Healthcare, Space sector, and Supply Chain and Logistics. Research in these areas is enhanced by research platforms of Robotics, AI and Data Science, Information and Communication Technologies, and Advanced Materials and Manufacturing. Moreover, the Khalifa Innovation Center (KIC), a science and technology-based incubator and accelerator, is working to transform scientific achievements into successful start-ups that have a direct impact on the economy. The Khalifa University Enterprises Company (KUEC) is the University's pioneering enterprise arm acting as a catalyst for knowledge-based economic development, fostering a culture of innovation and entrepreneurship in the UAE by building a robust ecosystem of innovators, investors and industry.

Templates



Press Releases

Khalifa University of Science and Technology General Press Release

Press Release Title

Press Release Subhead

Abu Dhabi-UAE: XX April 2025 – Khalifa University of Science and Technology today announced...

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