LEWIS KATZ SCHOOL OF MEDICINE AT TEMPLE UNIVERSITY
EDITORIAL STYLE GUIDE

OVERVIEW

Beginning Oct. 13, 2015, Temple’s School of Medicine will be officially named and dedicated as the “Lewis Katz School of Medicine at Temple University.” This naming will impact all references to the school in any materials produced after October 13, although historic items (signs or other “hard” assets like merchandise) and certain other materials may lag in their changeover as we deplete our existing stocks. Given the comprehensive nature of the endeavor, it may take several months before all references to our School of Medicine are comprehensively changed, but beginning October 13 any mention of the school under any name but the above will be incorrect.

What follows is a brief set of guidelines for the usage of the new name. Note: as with all Temple entities, the School of Medicine follows AP Style, and the governing document outlining Temple’s editorial guidelines can be found here: https://branding.temple.edu/sites/branding/files/documents/editorialstyleguidetempleuniv.pdf

SCHOOL NAME / REFERENCE GUIDELINES

▪ The full formal name is “Lewis Katz School of Medicine at Temple University.”

▪ Within copy, a lowercase “the” can proceed it (e.g. the Lewis Katz School of Medicine at Temple University), but should not in cases where the article is not needed (i.e. listings).

▪ In communications to external audiences, the full formal name should be used in all first references to the school within documents or copy.

  o In communications to primarily Temple audiences, it is acceptable to drop the “at Temple University” and simply refer to it as the “Lewis Katz School of Medicine.”

▪ In materials where space is limited, the name of the school may be first listed as the “Lewis Katz School of Medicine” (dropping the “at Temple University”). This should only be in cases where the full formal name would be problematic or awkward.

▪ Within copy, once the full formal name has been used on first references, subsequent references can use the shortened “Lewis Katz School of Medicine” or “Katz School of Medicine”.

  o At no time should it be listed simply as “Katz School” or “the Katz School” —“of Medicine” must be included in all cases where the school is named.
Using abbreviations that aren’t well-known outside the Temple community is discouraged and should be avoided if possible.

- If necessary, the preferred abbreviation is “LKSOM”

- The first use of the abbreviation must always include the full formal name, as in “at the Lewis Katz School of Medicine at Temple University (LKSOM), we achieve...” Each subsequent mention can then be the abbreviation alone.

**SCHOOL NAME STYLE CONVENTIONS, REMINDER**

- The name of the school must always be capitalized, as in “Lewis Katz School of Medicine at Temple University” or “Katz School of Medicine.”

- On second reference, the school can be referred to as “the school” or “the medical school”, and those references should not be capitalized.

  - Temple exception: breaking with AP style, when reference is made to the “School of Medicine” or the “Medical School”, that case would be capitalized. However, simply saying “our school” or “the school” would be lowercase.

**SCHOOL ALUMNI CODE AND CLASS YEAR**

- The school’s alumni code is unchanged—it remains “MED” as in “John Smith, MED ’61”.

**QUESTIONS?**

**TEMPLE UNIVERSITY EDITORIAL STYLE AND VOICE**

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