



Wayland Academy

Editorial Style Guide

Created January 2024

Wayland Academy – Use the full name on first reference. ‘Wayland’ and ‘the Academy’ are acceptable thereafter.

Website – wayland.org

- Italicize, don’t use https:// or www.
- Visit *wayland.org* to learn more.

Email Address –

- lowercase and italicize email addresses
- *info@wayland.org* goes to the Admissions team

Phone Numbers – 800-860-7725 (Admissions)

- Use hyphens (not periods) to separate digits
- “ext.” is OK to use as abbreviation for extension
- 920-356-2120 ext. xxx

Mailing Address – 101 N University Ave in Beaver Dam, Wisconsin

- Do not use periods after N or Ave
- Use a comma after city; not after state abbreviation

STUDENT MAILING ADDRESSES:

Wayland Academy

Attn: [student/faculty full name]

101 N University Ave

Beaver Dam, WI 53916

USA [if shipping internationally]

See more fun grammatics on page x.

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Class Years `xx – On first reference, the first and last name of a current or former Wayland student is followed by a backtick (“”) and the last two numbers of their graduating class.

The mark is different than an apostrophe or closing quotation mark; find it on the upper left corner of your keyboard. In news releases and other external publications, the use of a closing apostrophe (’) is grammatically correct.

Intro – This is a resource for all those who communicate on behalf of Wayland Academy.

Speaking in one voice allows us to all tell the Wayland story with confidence.

Effective communication feeds the success of our admissions program, development efforts, and our relations with the wider community, and, ultimately, our educational mission.

Questions about this guide?

Send them to marcomm@wayland.org.

NAMES

Names of Students – Introduce students by their full name and class year. Use the student’s first name only thereafter. (unless the print matter is intended for outside publications. In those cases, follow the AP style and use the student’s full name first, followed by last name only in subsequent references.)

- Will Bredlau `24

Nicknames – On first reference, nicknames are referenced in quotation marks between the first and last names.

- Matt “Smithie” Smith `18
- All initials should be followed by periods (A.J. Lang)
- A suffix to a name (Jr., Sr., III, IV, etc.) should not be preceded by a comma. (John Smith Jr.)

Class Years – lowercase, except when naming the “Class of”

- Ninth grade, tenth grade, junior senior - should all be lowercased
- I’m a senior. She’s a junior. Look at the sophomores and freshmen!
- The Senior Class of 2024 consists of 40(?) students.
- A warm welcome back to Wayland’s Class of 1956.

Class of... – when referring to classes as a group, capitalize *Class*.

- Welcome back, Class of 1956!
- The Class of 1969 will have a mini-reunion in February.
- Glen Richards, Wayland Class of 1984, became a faculty member in 2022.

About Wayland Academy:

Wayland Academy is an independent, coed college preparatory school for boarding and day students in grades nine through 12.

Founded in Beaver Dam in 1855, the school's rich, rigorous academic program features exceptionally small classes, capstone projects at every grade, an active STEAM (Science, Technology, Engineering, Art, and Math) program, and an array of Advanced Placement offerings.

In any given academic year, the global school community welcomes students from across the United States and more than 30 other countries in an intimate learning environment, with a student-faculty ratio of 7:1.

Wayland's historic campus is located in the city of Beaver Dam, Wisconsin—less than 40 miles from Madison, 60 miles from Milwaukee, and 65 miles from Appleton.

Mission – Wayland Academy prepares each student for college and beyond through a liberal arts curriculum and campus programs devoted to the pursuit of knowledge and the development of character.

Motto – Knowledge and Character

- Capitalize when referring to Wayland's mission?

Tagline – Discovering knowledge and building character. Together. (cap K & C?)

The Four Corinthian Pillars – always capitalized:

- The Four Pillars are Scholarship, Faith, Health, Service

Keywords – how we talk about Wayland

- boarding (and day!) school
- coed (co-educational)
- heartland vibes: It's the people!
- global (vs. diverse) community
- independent (vs. private)
- college preparatory (prep)
- liberal arts curriculum
- small class sizes
- since 1855 (nearly 170 years)

STAYING CONNECTED

Our Social Channels:

facebook.com/WaylandAcademy1855

instagram.com/wayland1855

linkedin.com/school/wayland-academy

flickr.com/photos/waylandacademy/albums

vimeo.com/waylandacademy

youtube.com/WaylandAcademy/videos

Athletics:

instagram.com/WABigRedSports/

twitter.com/WABigRedSports

Campus Offices – capitalize the full, formal names of all campus departments and offices.

Office / Department	Leader	Team
Academic Office	Director of Curriculum, Instruction, and Innovation (DCII)	Faculty, Student Success, College Counseling, Registrar
Admission(s) Office	Dean of Enrollment and Financial Aid	Admissions, Admin Assistant
Advancement Office	Director of Advancement	Advancement
Athletic(s) Office	Director of Athletics	Coaches
Business Office	Chief Financial Officer (CFO)	HR, Accounting
College Counseling Office	Director of College Counseling	N/A
Dean of Students Office	Dean of Students (DOS)	Admin Assistant (HOS/DOS), Mentors, Head Residents, Prefects
Head of School's Office	Head of School (HOS)	Admin Assistant (HOS/DOS)
Health Center	Director of Health Services	Nurse, Mental Health
Marketing and Communications	Director of Marketing and Communications	MarComm

PEOPLE

FACULTY & STAFF

Faculty and Staff Names – Use their first and last name on first reference. After that, use their formal prefix (Mr. Mrs. Ms. Dr. Rev.) thereafter.

- Jason Warnick, Mr. Warnick
- Meredith Harmon, Rev. Harmon
- Roxanne Sell, Mrs. Sell H`92

Titles – Always capitalized?

- I think our Dean of Students is great!
- The Head of School wants to see me today.
- Wayland's Dean of Students Kayla Slusher says the boarding school environment is perfect for those who are ready for some independence.
- Athletic Director Cody Schultz says Big Red football is back and better than ever.
- OR? Cody Schultz, athletic director at Wayland Academy, says the football team is full of potential.

Academic Degrees –

bachelor's degree, master's degree

Bachelor of Arts, Master of Science, Master of Arts

Omit periods when abbreviating academic degrees.

- BA, MA, PhD

ALUMNI NAMES

Alumni Names – use a backtick/grave accent (`) following the last name of an alum on first reference.

- Scott Fitzgerald `08
- Do not confuse backtick with an apostrophe (' or ´)
- An apostrophe is OK to use in external writing (AP and grammatically correct: Scott Fitzgerald `08)
- The name of a spouse precedes the name of an alum, when they are mentioned together.
- Class affiliations directly follow the names of married alumni when they are mentioned together. (John `97 and Julia Smith `98)

Alum, Alums, Alumni – varies on usage

Alumni – Default usage for a group of former students.

Plural and gender neutral (formal)

Alum – single and gender neutral

Alums – Plural and gender neutral (informal)

Alumni Faculty & Staff – If a faculty or staff member is an alum, include their class year on first reference:

- Mrs. Michaletz `13
- Mr. Heimerl `13
- Mr. Richards `84
- Mr. Bredlau `8x

Honorary Degrees (H`xx) – granted to employees of the Adacemy after 10 years of consecutive service. On first reference, include the suffix H`xx, where xx indicates their year of their honorary year:

- Ms. Bell H`14
- Mr. Cleary H`20
- Mrs. Hankes H`18
- Mrs. Kesler H`08
- Mr. Luebke H`89
- Mrs. Lutes H`15
- Ms. Neuert H`17
- Mrs. Sell H`92
- Mrs. Throndsen H`14
- Mr. Walters H`11
- Mrs. Wolfgram H`18

Parent Years (P`xx) – indicates someone is a parent of a Wayland student or alum. As soon as their student is enrolled, parents can use P`xx following their name (where xx indicates their student's graduation year) to distinguish themselves in the Wayland community.

Some faculty and staff are Wayland parents:

- Mrs. Johnson P`27

If someone is a parent **and** honorary alum, use the sequential order and separate them with a comma.

- Ms. Neuert P`15, H`17
- Mr. Cleary H`20, P`26

If someone has two children who've attended Wayland, use the sequential order. No need to repeat the 'P'.

- Mrs. Kroschel P`25, `27

Grandparent Years (GP`xx) – as soon as their student is enrolled at Wayland, grandparents can use GP`xx (where xx indicates their student's graduation year) in their communications with Wayland.

- xxx

Academics

Academic Calendar – Capitalize when referring to the official document.

- The 2023-2024 Academic Calendar is now available online.
- Did you look at the academic calendar to see when the fall musical will be?

Academic Departments

- English
- Fine and Performing Arts
- Mathematics
- Media Studies
- Modern Languages
- Science
- Social Studies/History
- STEAM

Academic Years – 2023-2024 (not 2023-24)

- The 2024-2025 school year will begin in August.

A-Week, B-Week – Capitalize and hyphenate.

- Is it A-Week or B-Week?

ACT – No need to spell out the initials of the previously designated American College Testing

- All juniors at Wayland take the ACT.

ASSIST Program – Spell out on first reference

- xxx

Advanced Placement – Spell out on first reference. Use AP thereafter.

- xxx

Athletic (vs. Athletics) – Spe

- xxx

Baccalaureate – Capitalize the name of a spiritual service celebrating the graduating class.

- Baccalaureate is held in the spring during Commencement weekend.

Block – Capitalize when referring to the set time frame or class period.

- What Block is it?
- We're canceling Block 6 today.

Capstone Program, Senior Capstone – always capitalized

- Wayland's Capstone Program brings together research, writing, and presentation skills as students explore their interests and passions.
- What are you doing for your Capstone project?

Capstone Fair – always capitalized

- Wayland's Capstone Fair is held during Spring Family Weekend.

Cordial – lowercase. At Wayland, this means required.

- All students are cordially invited to Assembly every Monday.
- This is a cordial event.

Course Titles – Capitalized the names of specific courses (no italics or quotation marks). The names of the subjects should be lowercased on general reference, unless it is a proper noun.

- All students at Wayland take Environmental Biology their freshman year.
- Did you do your biology homework?
- What about your English homework?

Classmate – implies members of the same grade?

- Course?

College Board – always capitalized

- The name of the organization that sponsors/plans/hosts AP exams.

Commencement – always capitalized

- The special ceremony where seniors become graduates is called Commencement.
- Were you at Commencement last year?

Cum Laude – always capitalized.

- He graduated Cum Laude in 1971.
- She was inducted into the Cum Laude Society.

Departments – lowercase when general reference.

Capitalize when naming the subject

- What's going on in the Math Department?
- Wayland's math department is top notch.
- The Student Success department is helpful.

Department Chair – always capitalized when referring to someone's title. Lowercase on general reference.

Do not use chairman or chairperson.

- The Math Department Chair is Mrs. Johnson.
- The chair of the Math Department asked for help.
- Who is the chair of that department?
- Co-chair (do not capitalize the C in Chair)

Environmental Science – not studies

- xxx

Faculty/Staff – not studies

- Faculty are teachers and instructors
- Staff are non-teaching employees
- The title of teacher should never be capitalized.

Finals (vs. Assessments) – lowercase?

- Finals week is upon us.

- Final Assessments take place the last week of the semester

Grades – As and Bs (not A's and B's)

- xxx

Grade Point Average – Spell out on first reference. Use GPA thereafter.

- What's your GPA after the past semester?

Honors – Capitalized when part of course title

- Honors Gov
- I had the honor of attending Mr. Walters's class.

Honors Convocation – Capitalize the name of the event

- At Honors Convocation, awards are presented to seniors, underclassmen, and employees.

Ice Block – one word and no space for the period of time during each school day where students are in the same space. Does not rotate, unlike other Blocks.

- What's your Ice Block?

Independent Study Course – always capitalized

- Are you doing an Independent Study this year?

Individualized Education Program – always capitalized. OK to use IEP after first reference.

- She has an IEP to help her succeed.

Media Studies – xx

- xxx

MyWayland – one word, capitalizing the M and W.

- MyWayland is where parents, students, and teachers can review grades, school resources, and more.
- See MyWayland: wayland.myschoolapp.com/app.
- Log in to MyWayland. (Log into MyWayland?)

MyBlock – one word and no space for the “free” period in a student's schedule

- xxx

Personal Learning Plan – always capitalized

- All students help create their own Personal Learning Plan with assistance from the Student Success department.

Postgraduate –

- A postgraduate (PG) year at Wayland might be the right fit for you.
- PGs get one more year high school before they go to college.
- Postgraduate Sofia Solano `23 is here.

SAT – ?

- xxx

Semester – capitalize when referring to a specific time of the year

- Spring Semester has the best sports, in my opinion.
- Last semester was a whirlwind.

Signature Academic Program – always capitalized

- Wayland's Signature Academic Programs are STEAM, Media Studies, and Environmental Science.

STEAM – always capitalized, no periods in between the acronym for Science, Technology, Engineering, Art, and Math. Spell out in parenthesis on first reference.

- The purpose of Wayland's STEAM (science, technology, engineering, art, and math) program is to introduce students to design and engineering concepts.
- (Do not use STEM; the added A recognizes Wayland's emphasis on a collaborative curriculum, and that expression is an essential piece to successful innovation.

Student Success Program – always capitalized

- Wayland's new Student Success Program is already seeing great results.
- Do you know what they do in (the?) SSP?

Summer Experience at Wayland Academy – always capitalized. Spell out on first reference. Summer Experience and SEWA are acceptable thereafter.

- The Summer Experience at Wayland Academy is the perfect two-week summer program for students entering grades 8-11.
- Are you doing Summer Experience this summer?
- Are you doing SEWA(?) this summer?

Teacher– never capitalized. See entry for faculty/staff.

- The parents enjoyed meeting math teacher Olga Johnson P`27.

Valedictorian, Salutatorian – always capitalized

- Last year's Valedictorian, Lam “Albert” Ho `23, encouraged his peers to try something new.
- Co-Salutatorians Jeb Blossom `23 and Alanna Schuett `23 tied for the second-highest academic honor for the Class of 2023.

Student Life

Assembly – capitalized (not “the” assembly)

- Students and faculty attend Assembly every Monday
- Did I see you at Assembly?

Big Red Athletics –

- Go Big Red!
- The Big Red won against Horicon
- Thank you for your interest in Big Red Athletics!
- Being a Big Red athlete is more than putting on a uniform.
- The full athletics schedule is available on our website.
- You can livestream Big Red Sports online.

Big Red (Mascot) –

- Wayland’s mascot is Big Red!
- What or who exactly is Big Red? No one knows.
- Big Red uses the pronouns he/him/his
- A Big Red “thank you” to you all.

Breaks – capitalized, when naming a specific stretch of time. Lowercase in general reference.

- Fall Break
- Thanksgiving Break
- Winter Break
- Spring Break
- Summer Break
- - When will she be back from Winter Break?
- - When does break end?

Chapel – capitalized

- Students attend Chapel every Friday

Commencement – always capitalized

- xxx

Cordial – at Wayland this means attendance is required

- Students and Faculty Mentors are cordially invited to Assembly and Chapel each week.

Culture Convention – always capitalized, as the name of an event. Not “a” or “the” Culture Convention.

- xxx

Day Student, Boarding Student – always capitalized

- xxx

DEI – Abbreviation for Diversity, Equity, and Inclusion. Spell out on first reference.

- xxx

Dormed – always capitalized

- Failure to turn in your Capstone paperwork on time could result in being Dormed (or “dormed”).

Dorm Head – always capitalized

- xxx

Dress Code – always capitalized?

- Wayland Academy has a dress code.
- Is this (in) Dress Code?
- School Day Dress, Formal Dress, Casual Dress?

Family Weekend – always capitalized

- Fall Family Weekend is part of Homecoming every year.
- Spring Family Weekend falls on the same weekend as the Spring Gala and Auction

Faculty and staff – lowercase, unless referring to a Faculty Mentor. Do not use faculty/staff nor faculty & staff.

- Faculty = teachers/instructors
- Staff = non-teaching employees

Final Exams/Assessments – lowercase

- Final exams take place at the end of the semester.
- When is finals week?

Financial Aid/Assistance – lowercase when general reference.

- xxx

Homecoming Weekend – capitalize both as a proper noun

- What Homecoming Weekend events are you attending?
- Family Weekend is part of Homecoming.
- Are you going to Homecoming this weekend?
- The Athletic Hall of Fame (Induction) (C)ceremony is held during Homecoming Weekend.
- The Alumni Reunion Dinner is a special part of Homecoming Weekend
-

Jeans Day – always capitalized

- We’re having a Jeans Day on Friday!

Inter-Quest – always capitalized and hyphenated

- Wayland contracts with local tech company Inter-Quest to provide computer and networking assistance for all students, staff, and faculty.

Lunch at a Table – always capitalized

- xxx

Magnus – always capitalized. the software, available through MyWayland, that parents must complete before their student arrives on campus.

- xxx

Major, Minor Infractions – always capitalized

- I don't want to get an Infraction!
- Violence is one way a student could get a Major Infraction.

Mentor, Mentor Program, Faculty Mentor, Mentor Group – always capitalized

- My Mentor is awesome!
- So is my Mentee!
- Not as great as my entire Mentor Group.

Mentor Lunch – always capitalized

- xxx

Move-In, Check-In – Move-in Day is an event?

- - Today is Check-In!?
- - We move in on Saturday.
- - Where is the check-in table?
- - Where do we check in?

Open House –

- xxx

Orah – always capitalized

- xxx log in to vs. log into

Orientation –

- xxx

PEACE – An acronym for Wayland's club, People Existing And Communicating Effectively(?)

- xxx

Pep rally – lowercase

- The winners of Spirit Week are announced the Friday of Homecoming weekend.

Per – always capitalized. Shorthand for permission

- Did you get Per to go out for dinner this weekend?

Prefect – always capitalized

- The role of Prefect is the highest leadership position on campus.

Proctor – always capitalized

- Similar to Prefects, Proctors are students responsible for helping keep order during study hall and campus activities.

Resource Board – always capitalized

- - the Resource Board is on MyWayland

Scholarships – lowercase on general reference. Capitalize when naming a specific fund.

- The Swan Scholarship is offered each year to a

Beaver Dam student.

- I earned a scholarship to attend Wayland Academy.

Senior Night Out, Senior Power Hour – always capitalized

- xxx

Senior Flag – always capitalized

- The senior flag is signed by each member of the graduating class and raised at Commencement.

Senior Chapel

During the week prior to Commencement, senior class members host the Wayland community for a special Chapel service.

- xxx

Senior Privilege – The Academy offers extra privileges for members of the senior class, who are in good academic and social standing.

- xxx

Spirit Week – always caps

- The winners of Spirit Week are announced the Friday of Homecoming weekend.

Sodexo – always capitalize the name of the company Wayland contracts with to provide dining and facilities services.

- She works for Sodexo.
- Although not employees of the Academy, Sodexo workers are an important part of the Wayland community.

Student Activities Planning Board – always capitalized

- xxx

Student Council – always capitalized

- The Student Council at Wayland is made up of representatives of every class.

Student Planner – always capitalized. OK to use "Planner" after first reference.

- The Student Planner is given out at Orientation each fall.
- The Planner includes special events.

Student Handbook – always capitalized

- The Student Handbook outlines everything you need to know about life at Wayland.

Theater – Wayland uses the American spelling

- The Wayland Theater Department is putting on a show.

Victory Bell – always capitalized

- Purchased by the Class of 1963 as their senior gift to future students, the bright red Victory Bell on front campus rings out to signify a Wayland victory in an academic or athletic competition.

Visa – always capitalized

- xxx

Weekend permission slip – lowercase

- Weekend permission slips must be submitted by 1 p.m. on Wednesdays (if the student is taking Wayland transportation), or 1 p.m. on Thursday if the student does not need transportation to or from the train station/airport/bus stop.

Wayland transportation – lowercase

- Wayland transportation can help get students to and from the train station, bus stop, and airport.
- Additional fees and deadlines apply when taking Wayland transportation.

Way to Go (WTG) – a public recognition from the Wayland community, usually given during Assembly

- Let’s give her a Way to Go on Monday.
- WTG to the girls tennis team!
- When do we do Way to Gos?

Wellness Wednesday – capitalize the name of the all-student enrichment time

- Wellness Wednesday is every other week.
- What are we doing for Wellness Wednesday today?

CLUBS AND ORGANIZATIONS

Club names are capitalized. Below are some examples of Wayland’s student organizations. Offerings are subject to change based on student interest and advisor availability.

- Admissions Ambassadors
- Art Club
- Athletic Leadership Council
- Baking Club
- Dance Club
- Diversity, Equity, and Inclusion Committee
- Ecology Club
- Financial Literacy Club
- Forensics
- Kaleidoscope Literary Magazine
- Math Club
- Model UN
- Ping Pong Club
- Robotics and Tech Club
- Library Swans
- Student Council (Activities Committee?)
- Thespian Society
- UNICEF

ATHLETICS & ACTIVITIES

Athletics

- As a proper noun: Wayland Athletics (“athletics” is a singular unaccountable--it has no plural)
- The Athletics Office is in Lindsay Complex, while most games are held in Janik Field House.

Athletic Code

- The Wayland Athletic Code can be found in the Student Handbook.

Ring the Bell –

- Ring the Bell recognizes outstanding student-athletes of the week.

Trailways Conference –

- We compete in the Trailways Conference (and as an associate in the Flyway Conference)

Wisconsin Interscholastic Athletic Association (WIAA) –

- xxx

Champion of Character – always capitalized

- At Wayland, we believe in the core values of Champion of Character: Integrity, Respect, Caring, Gratitude, and Passion.

Coach – this title should be lowercased, unless it precedes an individual’s name.

- Coach Schultz is also our Athletic Director
- Cody Schultz is the football coach.

Contests – express athletic contests as Wayland vs. (school)

Livestream – one word

Sports Awards Ceremony – Held at the end of each athletic season.

- xxx

Team Names – are lowercased, and do not use possessive apostrophes

- boys varsity swim team
- girls junior varsity lacrosse team

Sports Teams at Wayland (subject to change)

FALL

- Cross Country
- Football
- Rowing
- Boys Soccer
- Girls Swimming (co-op)
- Girls Tennis
- Volleyball

WINTER

- Girls Basketball
- Boys Basketball
- Cheerleading
- Fencing
- Forensics
- Powerlifting
- Boys Swimming
- Wrestling (co-op)

SPRING

- Baseball
- Lacrosse
- Rowing
- Girls Soccer
- Softball
- Boys Tennis
- Track and Field

Places on Campus

Many buildings on campus have specific nomenclature, often associated with donor requests.

Academic Buildings

Academic Center	the academic building
Discovery Hall	Discovery
Kimberly Chapel	the chapel
Swan Library	the library / Swan

Other Campus Buildings & Grounds

Pickard Dining Hall	Pickard
Frame Lounge (lower level of Pickard)	Frame
Day Student Lounge (lower level of Pickard)	the DSL
Roundy Hall	Roundy
Schoen Health Center	the health center

Athletics

Janik Field House	the field house
Brown Field	the football field
George Cobb H`80 Soccer Field	the soccer field
Lindsay Complex Gymnasium	Lindsay Gym
Lindsay Complex Auditorium	Lindsay Auditorium
Lindsay Complex: Athletic Offices	Athletic(s) office(s)
Lindsay Complex: Heaton's Union	the union the student union
Softball Diamond	the (Laura McDonald??) softball diamond
Baseball Diamond	baseball courts
Tennis Courts	the tennis courts
Practice Field	the practice field
Sol Wolfe `34 Memorial Pool	the (swimming) pool

Residence Halls

Use the term "residence hall." Avoid "dorm" and "dormitory"

Ella Dye Dormitory	Ella	Girls grades 9-10
Glen Dye Dormitory	Glen	Boys grades 9-10
Burnham Hall	Burnham	Girls grades 11-12
Wayland Hall	Wayland Hall	Boys grades 11-12
Warren Cottage	Warren	Faculty & visitors

Other Named Spaces:

- Janik Terrace
- Pickard Courtyard
- Swan Patio
- Sesquicentennial Terrace
- Parker Science Education Center
- the art studio?

Temporarily-named Spaces –

Some buildings and spaces on campus are given a temporary name for an academic year. (These nomenclature are often bid on at the Spring Gala and Auction, and take effect the following year.)

For example, the naming rights for Sensenbrenner Hall (the Academic Building), Heimerl Court? (the name of Circle Drive), and x (?) will likely change in the 2024-2025 school year.

Spots on Campus – always capitalized?

- Circle Drive (always capitalized)
- Front Campus
- Campus Mall
- School/Spirit Store (Lindsay Complex)
- Day Student Lounge – Spell out on first reference. DSL is OK thereafter.

Other Named Residences

Patterson House	Patterson
Abrahamson House	113 Franklin St
Brefeld House	115 Franklin St
Meyer House	121 Franklin St
Mueller House	131 Franklin St
Proctor House	135 Franklin St

Use "Patterson House." Not "The Patterson House" or "the Patterson House".

EVENTS

All full, proper event names should be capitalized.

Alumni Coffee Chat – Spell out on first reference. OK to use Coffee Chat thereafter.

- The Alumni Coffee Chat series is brought to you by the Wayland Alumni Board.
- Coffee Chats last about 60 minutes.

Athletic Hall of Fame (Induction Ceremony)

- Addie Joss, Class of 18xx, was recently inducted into the Wayland Academy Athletic Hall of Fame.
- Being in the Athletic Hall of Fame is a big deal!
- Welcome to the 2024 Wayland Academy Athletic Hall of Fame Induction Ceremony
- The Athletic Hall of Fame Induction Ceremony is held during Homecoming Weekend.

Alumni Reunion Dinner – all caps

- The Alumni Reunion Dinner is a special part of Homecoming Weekend.
- Are you attending the Reunion Dinner?

Axe Hunt – A Wayland tradition since 19xx, the Axe Hunt is a city-wide scavenger hunt for the junior class, organized by the senior Prefects.

Big Red Classic – Spell out each time.

- The Big Red Classic is held in June every year.
- Formerly known as the Big Red Tourney, the Big Red Classic was first held in 2021.

(A Festival of) Lessons and Carols – Spell out on first reference. OK to use Lessons and Carols thereafter.

- Spell out the word ‘and’ (not Lessons & Carols)

Flag Ceremony – a Wayland tradition that takes place every year during Orientation.

- When is the Flag Ceremony?

Giving Tuesday – The day of online giving, held the Tuesday after Thanksgiving.

Homecoming Weekend – both caps

- The Athletic Hall of Fame (Induction) (C)eremony is held during Homecoming Weekend.
- The Alumni Reunion Dinner is a special part of Homecoming Weekend
- Are you going to Homecoming this weekend?

Holiday Online Auction – always capitalize the name of this event, held the first weekend in December.

Spring Gala & Auction – Always use full name of event. On first reference, precede with the ‘xxth Annual’. Always use the ampersand when naming the event.

- The xx Annual Spring Gala & Auction will be the most successful one yet.
- Parents are encouraged to attend the Gala & Auction–Wayland’s biggest event of the year!
- Tickets for the Gala are available in January.

Waylandtines – capitalized both. OK to use Waylandtines thereafter. Not Waylandtine’s.

- Waylandtines Day is formerly known as Founders Day.
- Let’s come together this Waylandtines to make the biggest class donation ever!
- Waylandtines happens on February 14 (Valentine’s Day) every year.

WAYLAND HISTORY

Centennial Celebration – always capitalized as the name of the event 1955.

- The Centennial Celebration included a dedication and naming of Pickard Dining Hall.
- The 1954-1955 school year was the Centennial year.

Sesquicentennial Celebration – always capitalized as the name of an event. OK to use Sesquicentennial on subsequent references.

- The Sesquicentennial Celebration was in 2005.
- Part of the Sesquicentennial was a grand opening of the Wayland Archives / History Room, as well as the publishing of *The Sesquicentennial Story*.

Wayland Archives – always capitalize the name of the room within the Advancement Department that houses Wayland Academy artifacts, historical texts, and other items that hold significant value as part of Wayland’s history.

Wayland Museum/History Room – always capitalized.

- The Wayland Museum is open on special occasions.
- The grand opening of the Wayland Museum was in 2005, during the Sesquicentennial Celebration.

ALUMNI ENGAGEMENT

LEADERSHIP COMMITTEES

Alumni Board – aka Alumni Association, aka Alumni Association Board

Board of Trustees – (not directors). Capitalize Trustees when referring to the entire body of Wayland Academy’s Trustees, whether using the term Board of Trustees or simply Trustees. Board should be capitalized under the same guidelines.

- OK to use “Board” and “Trustees” thereafter.
- Refer to members as Trustees (not board members)
- The Board of Trustees has a meeting this weekend.
- How many Trustees will we have on campus?
- Who from the Board will be here?
- Past/Former Board Chair Dave Larson ’71 received the Distinguished Service Citation in 2023.

Leadership Team – capitalized? Can leave off ‘team’ in subsequent references.

- There’s a Leadership (Team) meeting on Monday.
- Who’s on Leadership?

Wayland Parents Council – always capitalized. OK to use Parents Council after first reference.

- The Wayland Parents Council meets every few months.
- The Parents Council includes three committees: Advancement, Admissions, and Communications.

Parent Town Halls – always capitalized. OK to use Town Halls thereafter.

- Parent Town Halls are hosted by Wayland Academy and the Parents Council.
- Recordings of Town Hall meetings are available online.
- What time is the Town Hall?

AWARDS

Alumni Achievement Award – This award honors alumni for outstanding achievement in their field or endeavor and living by Wayland’s Four Pillars.

Young Alumni Award – This award recognizes an outstanding alum who is 30 years of age or younger who displays high levels of enthusiasm and extraordinary commitment or contributions to a profession, society, and/or Wayland Academy.

Alumni Volunteer Award – In 2002 the Alumni Association created an award to recognize an alum whose “. . . loyal and steadfast volunteer efforts on behalf of Wayland enhance the mission of the Academy and the Alumni Association.”

Distinguished Service Citation/Award – Established in 1961, the Distinguished Service Citation is the highest honor that can be bestowed upon an individual by the Academy.

GIVING SOCIETIES

Greetings Society: \$1–\$299 (*per fiscal year*)

Junior Level: \$100–\$299

Sophomore Level: \$50–\$99

Freshman Level: \$1–\$49

Lennertz Society: \$300–\$999

Cordial Level: \$500–\$999

Faculty Level: \$400–\$499

Senior Level: \$300–\$399

1855 Society: \$1,000–\$9,999

President’s Level: \$5,000–\$9,999

Francis Wayland Level: \$2,500–\$4,999

1855 Level: \$1,000–\$2,499

Newell Society: \$10,000–\$24,000

Patterson Society: \$25,000+

Heritage Society: Legacy/Planned Giving

FUNDING

501(c)(3) – the most common type of nonprofit, this tax code defines “social welfare”, generally seen as a charity, education, or religious group. A 501(c)(3) has a tax-exempt status from the IRS, with a stated mission of providing a public benefit, and often can receive tax-deductible donations.

Academy Fund – always capitalized the name of Wayland’s annual fund.

Campaign – a specific fundraising initiative

- Did you give to the *Wayland Made* campaign?
- When is the C/campaign meeting?
- Capital campaign

Crowdfunding – fundraising for individuals and organizations done generally by raising small amounts of money from large numbers of people through online platforms.

Endowment – a fund used by nonprofits to generate ongoing revenue. Generally it refers to a base of assets that are invested so that the proceeds can be spent by the organization on expenses.

Foundation– a nonprofit organization that makes grants to other nonprofits with charitable purposes. (Generally, it comes from a single person, family, or corporation.)

Fundraising/fundraiser/fundraise – an event or campaign designed to generate money for a nonprofit or cause. No hyphen, no space.

Giving circle – a group of people who pool their funds and collectively decide where to donate them. No hyphen. Define on first reference.

Nonprofit – no hyphen; not interchangeable with not-for-profit. There are 29 types of nonprofits, designated by their IRS tax code.

- Wayland is a 501(c)(3) nonprofit

Philanthropy – charitable acts or gifts that help others or society at a whole. In the U.S., philanthropic organizations are generally defined by their tax status.

- Like all independent schools and boarding schools, Wayland relies on philanthropic support from alumni, parents, and friends to continue to thrive and fulfill its mission.

Scholarships – xx (Swan Scholarship)

Wayland Made – use italics when referring to the name of the capital campaign.

- Did you give to the *Wayland Made* campaign?
- When is the C/campaign meeting?

PUBLICATIONS

Greetings Magazine – use italics when referring to Wayland’s alumni publication.

- The *Greetings* is the oldest alumni magazine in America. The first edition of *Greetings* was published in June 1882.
- *Greetings* magazine?

Wayland Pillars – the name of our yearbook since (when?)

- The *Wayland Pillars*
- The *Wayland Pillars*?
- The *Pillars* yearbooks from as far back as 1931 have been digitized and are available on our website.

The Sesquicentennial Story – published in 2005, this book details the 150-year history of Wayland Academy.

- *The Sesquicentennial Story* was written by members of the Sesquicentennial Committee.

The Wayland Story, 1955

Kaleidoscope – use italics. Not Kaleidescope.

- Wayland’s literary magazine, *Kaleidoscope*, is published each spring.
- The *Kaleidoscope* literary magazine comes out before each spring.

Email Newsletters

- the *Wayland Weekly*
- the *Wayland Wire* – Parents (or, the Parent Wire)
- the *Wayland Wire* – Alums (or, the Alumni Wire)

Photo Captions – Photos in publications will list subjects from left to right, and by row, from the front row moving backwards when possible. If they are staggered in no real order, default as best you can to a simple left to right description of the photo’s subjects.

SOURCES

The Sesquicentennial Story, 2005

The Wayland Story, 1955

Wayland Academy Brand Guide, 2021 by Kelsh Wilson Design

The Associated Press Stylebook, 20xx

EDITORIAL GUIDELINES

TIME AND PLACE

Beaver Dam – spell out in material intended for prospective students. Wisconsin should be added on first reference. In written material for alumni and current members, it is not necessary to say Wisconsin.

Dates – Write out the month and day, especially in communications with students. (Many of our international students would read 7/11/2022 as November 7 - not July 11.). Do not use *th* or *rd* after the date.

Day of the Week – Write out, unless part of an official date. In that case, the month should also be abbreviated.)

- The test is on Monday
- The final exam will be Mon., Dec. 6.

Months – Write out, unless used with specific dates

- The test is in December.
- The test is Dec. 6.
- Do not abbreviate the months with less than six letters. They're short enough already.

States – Spell out the full name of when used alone. Abbreviate when preceded by the name of a city. (Beaver Dam, Wis.)

Do not use postal abbreviations to identify states.

Instead, use the following:

Ala.	Kan.	N.C.	Tenn.
Ariz.	Ky.	N.H.	Vt.
Ark.	La.	N.J.	Va.
Calif.	Md.	N.M.	Wash.
Colo.	Mass.	N.Y.	W. Va.
Conn.	Mich.	N.D.	Wyo.
Del.	Minn.	Okla.	Wis.
D.C.	Miss.	Ore.	
Fla.	Mo.	Pa.	
Ga.	Mont.	R.I.	
Ill.	Neb.	S.C.	
Ind.	Nev.	S.D.	

Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, or Utah. (They're already short enough.)

No state is needed with the following cities: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York City, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, Washington.

U.S. – always capitalized the abbreviation for United States of America (when used as a noun or adjective). No periods, except when the text is in all capital letters; then use U.S. for clarity. If using USA, no periods are needed.

Seasons – Not capitalized, unless referring to an event, school term, or to *Greetings* magazine.

- Are you going to Spring Family Weekend?
- My favorite season at Wayland is spring!
- Classes during Spring Semester will go quick!
- Who's going to the Fall Studio Recital?
- Will you be going home for Winter Break?
- The Winter 2023 issue of *Greetings* is now available.

Time – AM/a.m./am are all acceptable in design

- Do not use :00 (when referring to a time “on the hour”): The game is at 7 p.m.
- Spell “p.m.” and “a.m.” in lower case with periods after each letter
- Use a space after the last numeral and the first letter of a.m. or p.m.
- When writing a range of time, use a hyphen:
- If the range runs from a.m. to p.m. or vice versa, use both for clarity. “Lunch is from 11:45 a.m. to 12:30 p.m. today.”
- It is not necessary to repeat a.m./p.m. if both times in the range are the same (a.m./p.m.). Ex: I went home from 4-6 p.m. because of a headache.

PUNCTUATION

& [ampersand] – only use when referring to an event name or professional title.

Commas – Serial/Oxford commas precede the last item in a list: “*I only eat apples, kiwis, bananas, and bread. That’s all I eat.*”

Italics – Titles of newspapers, magazines, books, and movies are italicized.

- We watched *Toy Story* in creative writing today.
- Did you get the last edition of *Greetings*?

Numbers – 1-10 are spelled out one through ten. Numbers 11+ are represented in Arabic numerals.

- Wayland welcomes students in grades nine through 12.
- Avoid starting a sentence with a number. If unavoidable, spell out the numeral at the beginning of a sentence.

Parenthesis – xx

Periods – Periods at the end of sentences are followed by one space on internal documents as well as in-house magazines and newsletters.

Quotation Marks – End-of-sentence punctuation (period/question mark, exclamation point) go inside the closing quotation mark.

ABBREVIATIONS

i.e., – that is

e.g., – for example

etc., – and the like

ex: – example

ext. – phone extension

INCLUSIVE LANGUAGE

Freshmen? – The use of ninth-graders is preferred.

Disabilities – Many prefer the term “people with disabilities”. Others prefer “disabled people”.

- Be mindful that the question of “identity-first” vs. “person-first” language is vital for many. Some view their disability as central to their identity, and use “identity-first language”, such as autistic woman or deaf students.
- People with diasabilities are experts in as many fields as nondisabled people (or, people without disabilities) are.

Pronouns –

- Ask if unsure.
- Not “preferred” or “chosen” pronouns.
- Use they/them as a gender-neutral singular personal pronoun.
- Forms that ask for gender should offer the option to check male, female, or self-identify with a space to do so.

LGBTQ+ – acceptable in all references for lesbian, gay, bisexual, transgender, and queer/questioning, plus other sexual and gender minorities

- Avoid using LGBTQ+ to describe individuals

Transgender – an adjective describing a person whose gender identity does not match their sex assigned at birth. This includes nonbinary, agender, or gender-fluid people. Ask for pronouns.

- Do not use “transgendered”
- Do not use “transgender/s” as a noun.
- Do not use “transgenderism”
- Use the term “sex assigned at birth” instead of “biological sex”, “birth gender”, “born a girl”, etc.

COMMONLY MISSPELLED WORDS

Lay/Laid/Laying

Lie/Lied/Lying

Affect vs. Effect

- Affect: (v) to influence
- Effect: (n) result or outcome; (v) to bring about or happen

Historical vs. Historic

- Historic (adj) momentous in history
- Historical (adj) anything that pertains to or occurred in history

Livestream – one word

Log in vs. Login – Log-in is an adjective/noun. Log in is a verb. Do not use login.

Principal vs. Principle

- Principal: (n) a person of high authority or prominence; (adj) main or primary
- Principle: (n) natural, moral, or legal rule

FONTS

Schoolbook available in Microsoft and Adobe

Schoolbook Regular
Schoolbook Condensed
Schoolbook Italic
Schoolbook Bold
Schoolbook Bold Italic

(do not use Century or Century Schoolbook)

Proxima Nova

Proxima Nova Thin
Proxima Nova Light
Proxima Nova Light Italic
Proxima Nova Regular
Proxima Nova Italic
Proxima Nova Medium
Proxima Nova Medium Italic

Proxima Nova Semibold
Proxima Nova Semibold Italic
Proxima Nova Bold
Proxima Nova Bold Italic
Proxima Nova Extrabold
Proxima Nova Extrabold Italic
Proxima Nova Black

(do not use Gill Sans)

LOGOS

Can be red, black, or white - or a combination.
Words (Wayland Academy) must be same color.



Seal Only

Center circle available in white or transparent.

Wayland
Academy

Words Only – Stacked 2-hi

Wayland Academy

Words Only – Horizontal

Default/Preferred Logo:



Wayland
Academy

Seal & Words – Stacked 2-Hi



Wayland Academy

Seal & Words – Horizontal



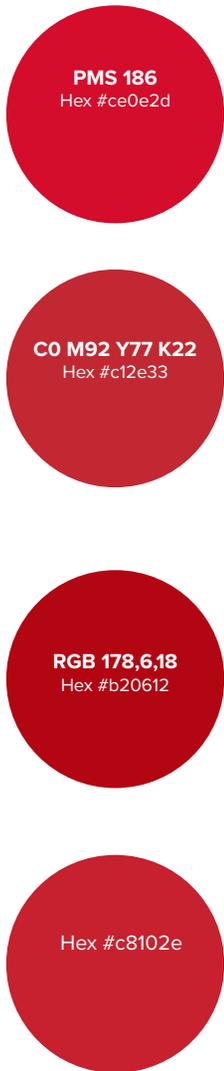
Wayland
Academy

Seal & Words – Stacked 3-Hi

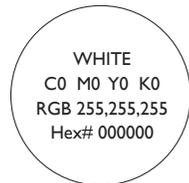


Wayland Athletic W

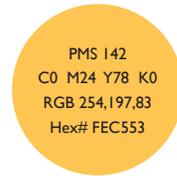
COLORS



Primary Wayland Colors



Secondary Wayland Color Palette



KELSH WILSON DESIGN / WAYLAND ACADEMY BRAND GUIDE 2021 / PAGE 15

What the codes are and when to use:

PMS: Pantone Matching System – used for professional printing (usually a spot color), and sometimes for merchandise or apparel

CMYK: Cyan, Magenta, Yellow, Black – used for 4-color process printing

RGB: Red, Green, Blue – used for projected color

Hex#: Hexadecimal – used for digital presentation on screens

IMAGE FORMATS & FILE EXTENSION:

JPG images (or JPEG images) are ideal for posting photos and images online, as they keep file size down without much overall loss in image quality. They're also nice for emailing preview images to clients and for printing artwork and photographs at high resolution. While they have some loss of image quality, they still look very nice at lower compression ratios.

PNG images are ideal for web graphics, especially logos, illustrations, and graphs. They can shrink to small file sizes when colors and elements are limited, which is another plus. The greatest advantage of a PNG is that the image can be fully transparent, allowing you to place illustrations and designs on top of backgrounds effortlessly. PNG is also a top choice if images will be edited and saved multiple times.

PDF images are ideal for printing, especially for graphic design, posters, and flyers. PDF images are also an ideal choice for storing images online when you intend to download them. PDFs keep your images in one packet so viewers can print and save designs and booklets easily.

TIFF images are ideal for printing, especially photography, magazines, booklets, and other multi-page designs. Due to their ability to retain high-quality image information, they can be a powerful file extension in specific situations. TIFFs offer a quality image format with a large file size.