

**General Rules**

- One space after a period.
- Do not use a serial comma unless necessary for clarity.
- Capitalize sparingly. Lowercase is preferred in body copy. **See below for headlines and sub-heads.**

**The School and University**

- UC Davis Graduate School of Management
- Graduate School of Management • the School
- University of California, Davis • UC Davis
- the university

**Note:** Use GSM sparingly, in less formal writing

**Programs**

- Full-Time MBA
- Bay Area MBA • Part-Time MBA
- Sacramento MBA
- Master of Professional Accountancy (MPAc)
- Master of Science in Business Analytics (MSBA)

**Note:** Do not write *degree* after the name of a degree or program.

**Degrees, Graduation Year and Alumni**

- Master of Business Administration (MBA)
- Bachelor of Arts (B.A.) • bachelor’s in English
- Master of Science (M.S.) • master’s in biology
- Ph.D. • J.D. • M.D. • Bill Vasquez MBA 00

**Academic and Job Titles**

- Dean H. Rao Unnava • Professor Kimberly Elsbach
- Andrew Hargadon, a professor at the School

**Notes:** Capitalize titles directly before name; otherwise, lowercase. Do not add Ph.D. after a name. Do not put Dr. before the name.

**Locations**

- Gallagher Hall • UC Davis Campus
- Education Building • Sacramento Campus
- Bishop Ranch • Bay Area Campus

**Date and Time**

- Monday, April 4, 2016
- We met on Monday, April 4, 2016, at Gallagher Hall.
- 9 to 11:45 a.m. • noon to 4:45 p.m.
- 11:30 a.m. to 3 p.m. • 1:30 to 5:45 p.m.

**Numbers**

Spell zero through nine. Use Arabic numerals for 10 and above.

- She had three cats and 11 dogs.

**Exception:** Use numerals for academic credits and percentages.

- a 3-credit course • 80 percent

**Exception:** Spell out numbers at the beginning of a sentence.

- Eighty percent of the class passed.

**Company Names**

- Intel Corp. • Hewlett-Packard Co.
- Google Inc. • Deloitte LLC

**Headlines, Subheads, Courses, Talk Titles**

- **Headline** (including main head on a webpage banner): Capitalize nouns, verbs, modifiers, first and last words; lowercase prepositions and articles
- Your Career Is the Most Important Thing

- **Subhead** (including subhead on a webpage banner): sentence style capitalization; no period
- Our career development team gets results

- **Courses and Talk Titles**
- Principles of Accounting
- Revolution Foods and the Women Building the Future

**Contact Information**

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**Common Words**

- board of directors • Silicon Valley (not “the”)
- Executive-in-Residence • spring, summer, fall, winter
- the federal government • startup
- internet; online; website • the state of California
- nonprofit • U.S. or United States (not America)
- San Francisco Bay Area

**UC Davis Style Guide**

- <http://bit.ly/291Samu>

