



NORTH GREENVILLE
UNIVERSITY
Christ Makes the Difference

STYLE GUIDE
NGU BRAND

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INTRODUCTION

The story of North Greenville University began 125 years ago, when a small group of believers set out to start a high school for the mountain communities in northern Greenville County, SC. Against all odds, that school became one of the most notable Christian universities in the Southeast and even the nation.

Today, that story continues. NGU frequently sends out a variety of communications in order to highlight changes, accomplishments, and other types of essential information that are relevant to the NGU family and friends of the university. We rely on you — the writers and editors of NGU communications — to help us share our story with accuracy and excellence.

As a university, we value and desire consistency across all communication channels, whether online or in print. By using consistent style, along with clear and concise writing, we ensure that our communications are efficient, effective, and supportive of the university's mission.

With these goals in mind, we set forth this style guide to formalize everything from copy on our website and features published in our magazine, "1892," to promotional materials and even campus-wide email updates. We would like to request that you use this style guide as a reference designed to help you create content that fits in with our mission, brand, and style at NGU.

If you have any questions or concerns not addressed in this style guide, then please contact LaVerne Howell at laverne.howell@ngu.edu or Celeste Hawkins at celeste.hawkins@ngu.edu.



NGU'S VISION

Our vision at North Greenville University drives every decision we make. We see what can be and will be as we pursue what the Lord wants for our university, and we take intentional steps to make that vision a reality.

So how does our vision translate to our communication plan? As a university, we work together to do the following:

- keep the same goals in mind
- cater our content to our different audiences
- highlight themes that put NGU in a positive light
- maintain a consistent brand personality
- ensure technical consistency in all university communications



COMMUNICATION GOALS

1. SUPPORT our mission and vision
2. ENSURE our content reaches and resonates with our audience
3. PROMOTE a unified, consistent message across all communication channels
4. DIFFERENTIATE and STRENGTHEN our brand
5. BUILD brand trust and loyalty

AUDIENCE

While we share the same goals for all communications at NGU, our audience for different communications naturally varies. As you decide on the content for any communication, you may find it helpful to consider, “Who is my audience?” In other words, who will/should read the content you are creating?

NGU Family

Current students

Parents of current students

Faculty

Staff

Alumni

Individual donors

Corporate donors

Friends of NGU

Prospective students

Parents of prospective students

Greater Christian community and churches

Potential individual donors

Potential corporate donors

Media

General public

CHANNEL TYPES

Depending on the audience you want to reach with your content, you can select an appropriate communication channel for sending your message to the audience. Even for a particular audience, you may need to narrow down to the appropriate communication channel, as each channel serves a different purpose.

To make it even easier for you, we have created the following chart to help explain which audience we target for each of the following communication channels and the purpose of those channels:

Channel	Target Audience	Purpose
Admissions marketing	Prospective students	Gain new customers
Departmental brochures	Prospective students	Gain new customers
Mass emails	Faculty, staff, current students	Update
“1892”	Alumni, current donors	Share success stories Encourage to give back
Ngu.edu news feed	NGU family and friends	Share news and stories
Ngu.edu website	NGU family and friends	Provide information
Press releases	Media	Share big news
Social media channels		
- Facebook	Alumni, parents	Strengthen connections
- Instagram	Current, prospective students	Build community
- Twitter	Alumni, current students	Share news, stories, events
“The Insider”	NGU family	Share news, stories, events

THEMES TO HIGHLIGHT

Within each communication channel, you will still find a certain freedom to focus on a specific theme (or topic) for your message. Below, you will find a list of some of the top recommended categories for NGU communications, as well as recommended themes for each one:

<u>Category</u>	<u>Themes</u>
Alumni Focus	Accomplishment, career success, human interest, service
Athletics	Facilities, records, service, game recap
Campus Updates	New building, annual event, changes in aesthetics
Faculty Focus	Accomplishment, promotion, field-related project
History and Tradition	Campus traditions, university history, trivia
Outreach and Missions	Trip recap, upcoming project, NGU partnership
Rankings for NGU	Inclusion on best-of list, awards
Recognition for NGU	Media visibility
Student Focus	Human interest, field-related project, personal NGU story



BRAND PERSONALITY

Every brand has its own personality. As part of the NGU family, we all need to communicate in a way that demonstrates our excitement, confidence, and support of the university’s vision. In other words, we need to promote a consistent brand personality.

We have compiled a short list of words to help describe the personality that we as a university can adopt together in our communications, regardless of the audience, communication channel, or theme of a particular piece:

Yes, our personality is . . . **No, it is not . . .**

Familiar

Friendly, inviting, excited Unprofessional, standoffish, half-hearted

Exceptional

Excellent, inspiring, positive Mediocre, condescending, negative

Authentic

Genuine, truthful, relevant Stuffy, pretentious, outdated

Servant-Minded

Selfless, Christlike, useful Boastful, arrogant, impractical

EXAMPLES

As a university, we want to help differentiate and strengthen our brand and brand personality by remaining consistent throughout all communications we send to our various audiences.

To ensure your success in this endeavor, we've provided several examples of implementing the style elements outlined in this guide so far and to improve your own university communications.

Even though we've chosen to highlight one particular element of our brand personality for each of the following examples, all personality elements apply to all communication channels, not just one or another.

<u>Example</u>	<u>Emphasis</u>	<u>Possible Channel</u>
A	Familiar	Admissions marketing
B	Exceptional	Ngu.edu website
C	Authentic	“The Insider” news story
D	Servant-Minded	Mass email

Example A: Familiar

Original

North Greenville University believes that the truths found in Holy Scriptures permeate every aspect of reality. All truth is ultimately from God.

Therefore, a commitment to academic excellence can be an integral component in the maturation of one's faith.

Faculty members meet regularly to study ways in which matters of faith can be brought into our liberal arts courses and the classroom experience. University students are then encouraged to participate in the process of integrating faith and learning.

North Greenville University strives to be a place where graduates will leave with both an understanding of their chosen fields of endeavor and an appreciation for how the truths of Scripture apply to those areas.

Improved Version

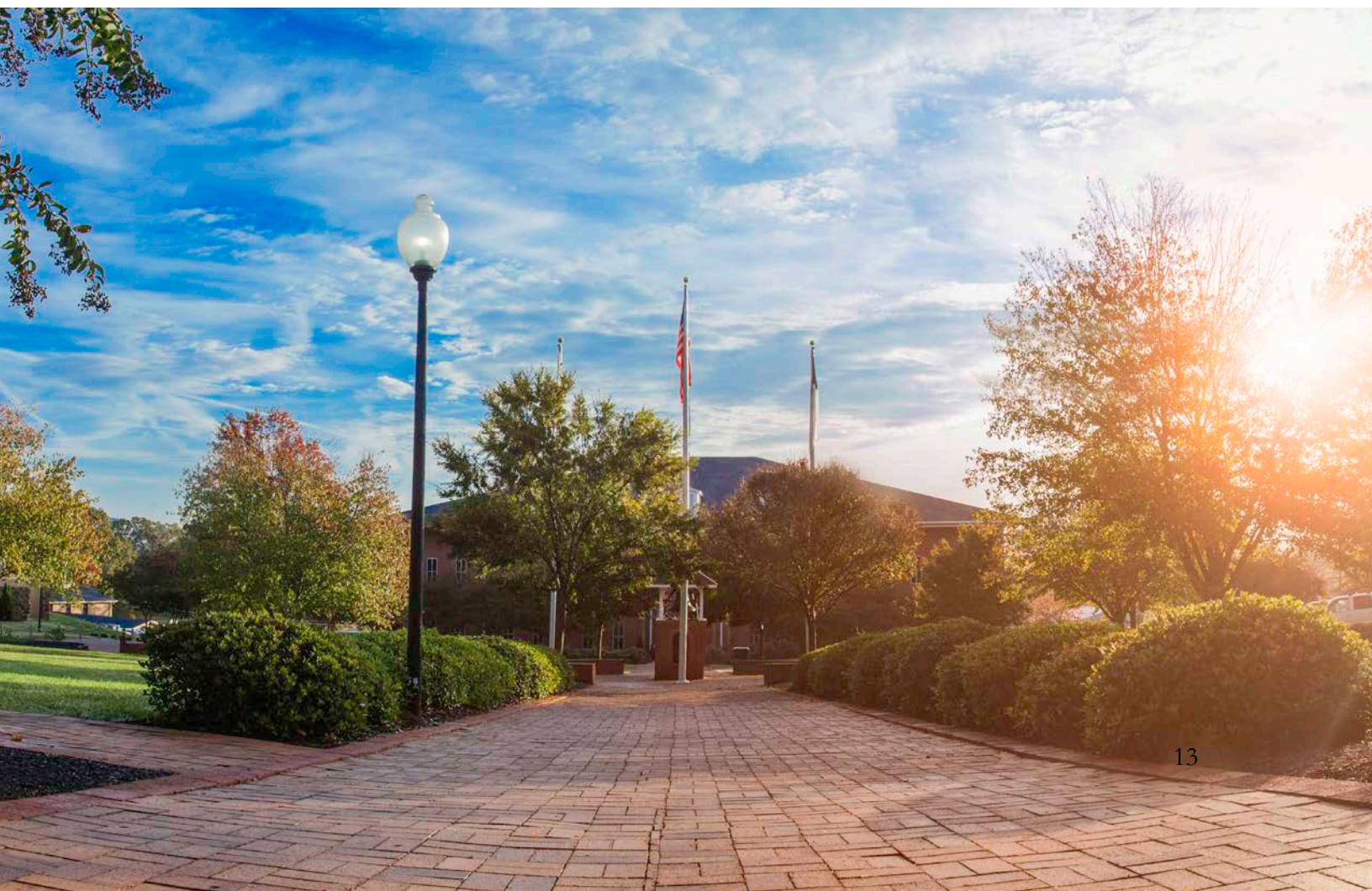
At North Greenville University, **we believe** that biblical principles cover and apply to every aspect of reality — not just “spiritual” reality. Because all truth ultimately comes from God. As **you commit yourself** to academic excellence and the quest for truth, **you’ll naturally grow in your faith**, as well.

In addition, faculty members at NGU are committed to integrating faith into the classroom and the general student experience. They also actively encourage **NGU students like you** to make connections between their faith and learning on a personal level.

When you graduate from NGU, you will leave not only with an understanding of **your chosen field** of study, but also an appreciation for how the teachings of the Bible apply in **your new profession**.

Notes on Example A

1. The slight rewording from “North Greenville University believes” to “at North Greenville University, we believe” helps to humanize our university. Who believes? We are not merely an institution, but a gathering of individual people.
2. “Therefore, a commitment to academic excellence can be an integral component in the maturation of one's faith” seems theoretical, impersonal, and needlessly formal. Whose faith? By personalizing the wording, on the other hand, the message becomes even stronger: “As you commit yourself to academic excellence and the quest for truth, you’ll naturally grow in your faith, as well.”
3. Phrases such as “NGU students like you” and “when you graduate from NGU” make the reader feel more involved. Although this communication may be intended for prospective students, it helps them envision themselves as a student here already, well on the path to graduation.



Example B: Exceptional

Original

An education at North Greenville University is regarded as preparation for effective Christian service and witness. The Bible, as the inspired and infallible Word of God, is the solid foundation of the curriculum and the basis of the philosophy of education and of life. We care about the spiritual well-being of our students as well as their academic achievements.

Attendance at North Greenville University is a privilege, and not a right, which may be forfeited by any student who does not conform to the standards and regulations of the institution. The University may request the withdrawal at any time of any student, who, in the opinion of the university, does not fit into the spirit of the institution, regardless of whether that student conforms to its specific rules and regulations.

Improved Version

We consider an education at North Greenville University as preparation not only for a career, but also for effective Christian living and service. For that reason, the Bible — the inspired and perfect Word of God — plays an important role at NGU. It serves as the basis of our educational philosophy and as the solid foundation of our entire curriculum.

We want every student at NGU to excel academically and grow spiritually. In order to make that possible and to preserve our authentic Christian environment, we may at times require certain students to give up the privilege of attending our university. NGU may request the withdrawal of students who either disregard the university's regulations or do not fit in with the overall spirit we are working so diligently to establish here.

Notes on Example B

1. In our language, we must be careful not to come across as snooty or pretentious with statements such as “An education at North Greenville University is regarded as preparation for effective Christian service and witness.” That may be our opinion of the university, but, in reality, we are constantly growing and learning and developing. A more accurate phrasing would be that “we consider” this to be so.
2. The sentence “Attendance at North Greenville University is a privilege, and not a right, which may be forfeited by any student who does not conform to the standards and regulations of the institution” sounds downright stringent and unwelcoming. Our communications are not written, primarily, for the few students who will not fit in with our university, but for the ones who will. Even when we need to describe a negative outcome — such as a student’s expulsion — we must provide the positive context for that outcome: a desire “to preserve our authentic Christian environment.”
3. As a university, we always want to consider the aftertaste or lasting impression of our individual communications. Is it positive? Inspiring? Ending on this note — “The University may request the withdrawal at any time of any student, who, in the opinion of the university, does not fit into the spirit of the institution, regardless of whether that student conforms to its specific rules and regulations” — makes the reader feel as if we might, for no apparent reason, kick a student out at any moment. However, “NGU may request the withdrawal of students who either disregard the university’s regulations or do not fit in with the overall spirit we are working so diligently to establish here” leaves an impression that we will do whatever it takes to ensure that we stay true to our core purpose.

Example C: Authentic

Original

Christian Universities Online has published a ranking of the Top 50 Christian Colleges and Universities with the Lowest Debt Burden 2016.

The methodology behind this ranking began with schools that are members or member eligible of the Council for Christian Colleges and Universities (CCCCU). CCCCCU then gathered publicly available data from U.S. News & World Report and used the “average total indebtedness of the 2014 graduating class” from this site as the single data point upon which this ranking was built.

North Greenville University was ranked #3 overall.

Improved Version

Christian Universities Online has [included North Greenville University](#) in its 2016 list of top Christian colleges and universities with the lowest debt burden.

The list highlights the most wallet-friendly Christian colleges and universities that are either members or eligible to be members of the Council for Christian Colleges and Universities (CCCCU).

[NGU placed third on the list](#), which ranks these colleges based solely on the average debt of the 2014 graduating class.

[“Our students leave college borrowing far less than our competitors,”](#) said Keli Sewell, NGU’s vice president for enrollment services.

Notes on Example C

1. The original example is a poorly disguised press release sent from Christian Universities Online. As such, it focuses more on that organization than how this news piece relates to NGU. The improved version, on the other hand, draws the connection to NGU — even in the opening sentence.
2. The revised version is more relevant in the sense that it skips over in-depth explanations of the methodology of the list, while still including the essentials and then magnifying NGU’s inclusion in the list more prominently: “NGU placed third on the list.”
3. Finally, comments from NGU family — such as further explanations or interpretations — can always help add credence to a story and also a sense of genuineness: “Our students leave college borrowing far less than our competitors,’ said Keli Sewell, NGU’s vice president for enrollment services.”



Example D: Servant-Minded

Original

Dear Students, Faculty, and Staff,
Due to the boil water advisory, Papa John's, Einstein's and the Grill will be closed until further notice. The dining hall will be closed from 2:00pm – 5:00pm today.

The University is currently working on a plan to make bottled water available. We will do this as quickly as possible and let you know when we have a distribution plan.

Thank you for your patience as we work through this situation that is beyond our control.

Improved Version

Dear NGU Family,
Our campus and the entire Tigerville community are currently under a boil water advisory, due to a water main break in our area.

This means that our on-campus dining options — Papa John's, Einstein's, and The Grill — will be closed until further notice. In addition, Todd Dining Hall will be closed today from 2 p.m. to 5 p.m.

We are currently working on a plan to make bottled water available for you. We will do this as quickly as possible and be sure to inform you when we have a distribution plan.

We apologize for any inconvenience these changes may cause. Thank you for your patience as we work through this challenging situation.

Notes on Example D

1. When possible, provide reminders and explanations of those reminders for decisions reached by university officials. This helps demonstrate that we, as a university, view our employees and students as not only adults, but also as our customers and constituents. Although an earlier email explained the water main break issue, the improved version of this communication reminds everyone that the campus is “currently under a boil water advisory.” This is also helpful in case anyone missed the earlier email.
2. Phrasing such as “This means that” also helps show the NGU family that, whatever decision we have made, we have already thoroughly considered the implications for everyone involved.
3. What’s more, even when circumstances are beyond our control, we can still take ownership of the implications of our decisions by sympathizing with those affected and offering to help. “We apologize for any inconvenience these changes may cause” acknowledges the frustration the recipients of the email may feel, and “We are currently working on a plan to make bottled water available for you” ensures them that we are making efforts to remedy the situation.



PREFERRED STYLE MANUAL

The preferred style manual for content published by NGU is the most recent edition of “The Associated Press Stylebook.” The Office of Marketing and Communications uses Associated Press (AP) style and strongly recommends that the university rely on it as an essential tool.

However, while we use AP style as a starting point, we, as a university, additionally embrace a handful of stylistic guidelines that are specific to communications at NGU. These rules apply to communications of any kind published by NGU’s writers and editors, regardless of the communication channel.

Any style rule mentioned in the following list overrules those of “The Associated Press Stylebook.” The entries below also supersede those in other reference books, such as “The Chicago Manual of Style” or the “MLA Handbook.”

NGU will periodically revise its style guide to better represent our brand. To ensure you have the latest version, download our most current style guide at ngu.edu/brand-style-guide.php.



STYLEBOOK

ABBREVIATIONS

Abbreviate formal titles when they appear before a full name, such as doctor, governor, senator, and reverend. These titles should only be used on first reference.

(See also **doctor** and **names**.)

Dr. Michael Monroe

Gov. Karen Ward

For times, use the abbreviations *a.m.* and *p.m.* (See also **time**.)

3 p.m.

9 a.m.

With dates, abbreviate certain months when they precede a specific day of the month.

(See also **dates, months, years, and days of the week**.)

Dec. 25

Feb. 7

ACADEMIC DEGREES

See **degrees**.

ACADEMIC YEAR

See **school year**.

ACRONYMS

For clarity, always put an acronym in parentheses after the first full reference to the formal name. Afterwards, the acronym may stand alone.

More than 15 private institutions participate in the organization South Carolina Independent Colleges and Universities (SCICU). North Greenville University is a member of SCICU.

Follow this rule even for acronyms commonly used on NGU's campus.

Baptist Collegiate Ministries (BCM) meets every Thursday at 7 p.m.

The exception to this rule is after the first full reference to the formal name of the university, where no parenthetical acronym is necessary. (See also **North Greenville University**.)

ADDRESSES

Abbreviate the words *avenue*, *boulevard*, *road*, *street*, and other similar address terms when used as part of a numbered address. Do not abbreviate these words when they do not accompany a street number.

The pastors' conference will be held at 154 Bellevue Ave.

All floats for the homecoming parade should line up on Washington Street.

For mailing addresses, follow the standard state abbreviations used in the U.S. for postal codes. (See also **state names**.) Also, use periods in the abbreviation for *post office* in post office box numbers.

North Greenville University

P.O. Box 1892

Tigerville, SC 29688

ALMA MATER

Lowercase. It also requires an article, such as *our*.

ALUMNI

Everyone who attends North Greenville University, whether a graduate or not, becomes an alumna or alumnus of the university.

alum = gender neutral, singular

alumna = feminine, singular

alumnae = feminine, plural

alumnus = masculine, singular

alumni = masculine or mixed gender, plural

ATTRIBUTIVE TAG

See **verb tense**.

BIBLE

Always capitalize, but do not put in quotation marks.

BIBLICAL

Lowercase.

BUSINESS NAMES

Abbreviate *corporation* and *company* when used as part of a firm's name.

The Frazier Corp. recently donated funds towards NGU's new building project.

Inc., *LLC*, and *Ltd.* are usually unnecessary. When they are used, do not include a comma before them.

Teddy's Inc. has announced plans to sponsor NGU's baseball team in 2017.

CAMPUSES

You may distinguish between the multiple NGU campuses by referring to each as follows:

Tigerville Campus = 7801 N. Tigerville Rd., Tigerville, SC 29688

Tim Brashier Campus / Greer Campus = 405 Lancaster Ave., Greer, SC 29650

COMMA

Use the serial comma in all instances to ensure clarity.

The NGU bookstore sells textbooks about botany, anatomy, and astronomy.

Also, use a comma before a conjunction that joins two independent clauses.

The exhibit will open on Friday, and curators will be available to answer questions.

COMPOSITION TITLES

For all composition titles, capitalize the first and last words, as well as the principal words in the title, including prepositions and conjunctions that contain more than three letters.

Students in American Literature I may read Anne Bradstreet's poem "To My Dear and Loving Husband."



Titles that are capitalized and set apart in quotation marks include the following: book titles, journal titles and journal articles, pamphlets, newspapers, poems, plays, movies, television and radio programs or episodes, operas, music albums, paintings, drawings, statues, sculptures, essays, theses, dissertations, unpublished book manuscripts, YouTube videos, songs, photographs, lectures, symposia, seminars, exhibitions, conferences, and other similar publications or works of art/entertainment.

The Theatre Department will hold open auditions for “Hamlet” on Thursday, Oct. 10.

Songs on the program include “Amazing Grace” and “How Great Is Our God.”

CONCENTRATIONS

See **disciplines**.

COURTESY TITLES

Do not use courtesy titles such as *Mr.*, *Mrs.*, and *Miss*.

CRUSADERS

Capitalize all references to the university’s mascot and/or athletic teams.

DATES, MONTHS, YEARS, AND DAYS OF THE WEEK

Capitalize the names of months. When a month is used with a specific date, abbreviate only January, February, August, September, October, November, and December.

Jan. 13

Feb. 2

Aug. 10

Sept. 25

Nov. 1

Dec. 31

Spell out months when used alone or with a year but no specific day.

Students should submit scholarship paperwork before April 2015.

Do not add a comma after the spelled-out month or add *-th*, *-nd*, *-rd*, or *-st* after a date.

The orientation event is scheduled for Monday, June 10.

Capitalize and spell out days of the week.

On Wednesday, the women's soccer team announced its 2015-16 season schedule.

DEGREES

When writing out a specific degree in full, use capitalization for the principal words of the degree.

Bachelor of Arts

Bachelor of Science

Doctor of Philosophy

For the shortened, more general form of a degree, do not capitalize any words in the degree. (See also **disciplines**.)

associate degree

bachelor's degree

broadcast media degree

doctoral degree

master's degree

sport management degree

Abbreviate academic degrees using the appropriate abbreviations. Periods are optional.

Bachelor of Arts = B.A.

Bachelor of Science = B.S.

Doctor of Education = Ed.D.

Doctor of Ministry = D.Min.

Master of Arts = M.A.

Master of Arts in Christian Ministry = M.A.C.M.

Master of Arts in Teaching = M.A.T.

Master of Business Administration = M.B.A.

Master of Divinity = M.Div.

Master of Education = M.Ed.

Master of Medical Science = M.M.S.

Master of Music Education = M.M.Ed.

For those who have graduated from NGU, list the year of graduation immediately after the name, within parentheses.

Brandy Camp ('16) has been named Teacher of the Year in Greenville County.

For those who have earned only graduate-level degrees at NGU, list the degree abbreviation and year immediately after the name, within parentheses.

Angela Simmons (M.A. '83) now serves as vice president for The Wright Company.

For alumni who have earned multiple degrees at NGU, include years for all degrees and abbreviations for only graduate-level degrees, within parentheses.

Jeffrey Smith ('67, M.A. '70, Ph.D. '75) received three degrees from NGU.

DEPARTMENTS, OFFICES, AND PROGRAMS

In most instances, capitalize the full, proper names of departments, offices, colleges, divisions, programs, institutions, units, clubs, groups, and associations.

College of Science and Mathematics

Disc Golf Club

Intercultural Studies Department

NGU Alumni Association

Office of University Advancement

In general, do not capitalize shortened names. Lowercase generic terms that refer to a properly named entity.

admissions

the board

the university

DISCIPLINES

Lowercase academic disciplines and fields of study, including majors, minors, and concentrations.

Casey Thomas is a biology major.

Sheila Chambers graduated with a bachelor's in music and a concentration in psychology.

The exception to this rule is when the study or discipline includes words that are always capitalized because they are proper nouns or proper adjectives.

David Gonzalez graduated with a degree in Christian studies in 2011.

DOCTOR

On first reference of an individual who holds any doctoral degree, use the formal title *Dr.* before the first and last name of the individual. In subsequent references, use only the individual's last name.

Dr. Tony Reynolds teaches mathematics at NGU. Reynolds also serves as advisor to the Accounting Club.

ELLIPSIS

In general, treat an ellipsis as three separate words, constructed with spaces before and after each period. Place a comma before the ellipsis if the sentence needs one there. Do not use ellipses at the beginning or end of a direct quote, even if it is an excerpt from a fuller quote.

EMAIL ADDRESSES

Lowercase all letters in an email address. (See also **URLs**.)

Please contact Macy Byers at macy.byers@ngu.edu.

EMERITA / EMERITUS

This is a special designation approved by the university.

emerita = feminine

emeritus = masculine

EX OFFICIO

Do not capitalize or hyphenate.

FACULTY

Faculty is a collective noun that includes a group of individuals; however, we recommend using *faculty members*, instead, to avoid confusion.

FAX NUMBERS

See **phone numbers**.

FIELDS OF STUDY

See **disciplines**.

FIRST-EVER

Drop *-ever* to avoid redundancy.

GOD

Always capitalize *God* and *Lord* when referring to the God of the Bible. Also, capitalize personal pronouns that refer back to God.

“I am thankful for the Lord and His goodness to me,” says Gabe Tandem.

GRADE POINT AVERAGE

Do not hyphenate. *GPA* is also acceptable.

HEADLINES

See **composition titles**.

INITIALS

Do not put spaces between names that include multiple initials instead of a first name.

J.M. Scott

R.B. Johnson

In general, do not use middle initials.

(See also **names**.)

INTERNET

Capitalize the word *Internet*.

JOB TITLES

See **titles**.

JUNIOR, SENIOR

Abbreviate as *Jr.* and *Sr.* only when used as part of a full name. In accordance with the president's preference, use commas around these abbreviations. The same goes for *II*, *III*, *IV*, etc.

Dr. Gene C. Fant, Jr., spoke at chapel on Monday.

LIST FORMAT

The preferred sorting method for all lists is alphabetical order.

Doctor of Ministry

Master of Arts in Christian Ministry

Master of Divinity

Names should also be listed in alphabetical order, but by last name rather than first name.

Tanner Brown

Jenny Lane

Wesley Stokes

When listing items that would not normally be capitalized, it is still acceptable to capitalize all major words when used in list format, especially when the list is used for marketing purposes.

- 25 Degree Options
- Five Electives
- Three Start Dates

MAILING ADDRESSES

See **addresses**.

MAJORS

See **disciplines**.

NAMES

On first reference, refer to an individual by both first and last name. After the first reference, refer to the individual by last name only.

Julie Paris will speak on the topic of Christian parenting on Tuesday. Paris earned her doctorate from Southeastern Baptist Theological Seminary in biblical counseling.

If two individuals with the same last name feature prominently in one work, then on subsequent references, you may refer to each by his or her first name only.

Joseph and Mary Reid ministered at Calvary Church for 15 years. Joseph recently accepted a position with NGU's College of Education.

When a name appears printed below a signature to clarify the name in the signature, then match the content of the signature letter for letter in the transcription, even if the signature did not follow AP style for names.

NGU FAMILY

This is the preferred title to use when referencing NGU faculty, staff, alumni, etc. as a single entity.

NORTH GREENVILLE UNIVERSITY

Always use the full, formal name of the university on first reference. On subsequent references, you may use *NGU* or *North Greenville* as nicknames.

On Thursday, Dec. 10, North Greenville University will hold its December graduation ceremony, featuring guest speaker Rev. Thomas Drake, vice president of Campus Ministries at NGU.

Do not capitalize the word *university* when it stands alone and refers back to NGU.

If writing about an event that took place prior to the school becoming a university (i.e. during North Greenville Academy, Junior College, or College), use *North Greenville*.

Classes at North Greenville began in 1893.

NUMBERS

Spell out numbers one through nine, but use numerals for numbers 10 and above. Always spell out any number that begins a sentence, and use numerals for all numbers in ages within sentences. Use a combination of numerals and words to express very large numbers.

Mary Paul teaches three of the 12 Spanish courses offered this semester.

The Southeast has a population of more than 85 million.

OFF-SITE

Hyphenate as an adjective and adverb.

OFFICIAL TITLES OR POSITIONS

See **titles** and **professor**.

OVER

Use only to describe location. Use *more than* when talking about amounts.

More than 50 people attended the banquet.

PERCENT

Spell out the word rather than using the percentage sign.

PH.D.

Write out *doctorate* if the degree is used in a sentence.

John Smith earned his doctorate in psychology.

PHONE NUMBERS

For fax and phone numbers, use periods or hyphens to set apart the different number sets. Parentheses are not preferred.

Contact Alice Gresham for more information at 864.977.7000.

PROFESSOR

Refer to professors with their full, official titles.

Kelly Furr is the chair of the Modern Languages and Linguistics Department
and also an assistant professor of French at NGU.

Capitalize titles when used before the person's full name.

The speaker will be Assistant Professor Kimberly Martin.

PROGRAMS

See **departments, offices, and programs**.

PROPERLY NAMED ENTITIES

In most cases, capitalize only the full, proper names of buildings, halls, and rooms.

Carolyn T. Hamlin Recital Hall vs. Hamlin recital hall

Foster Education Center vs. the Foster building

RESIDENCE HALL

The preferred term for a dormitory building.

RETIRED MILITARY

Use the word *retired* before the rank, not *ret.* afterward.

SCHOOL YEAR

The preferred format for a school year includes a hyphen and eliminates extraneous numbers.

2014-15 school year

You may also refer to the school year as the *academic year*.

(See also **terms of study**.)

SEMESTER

See **terms of study**.

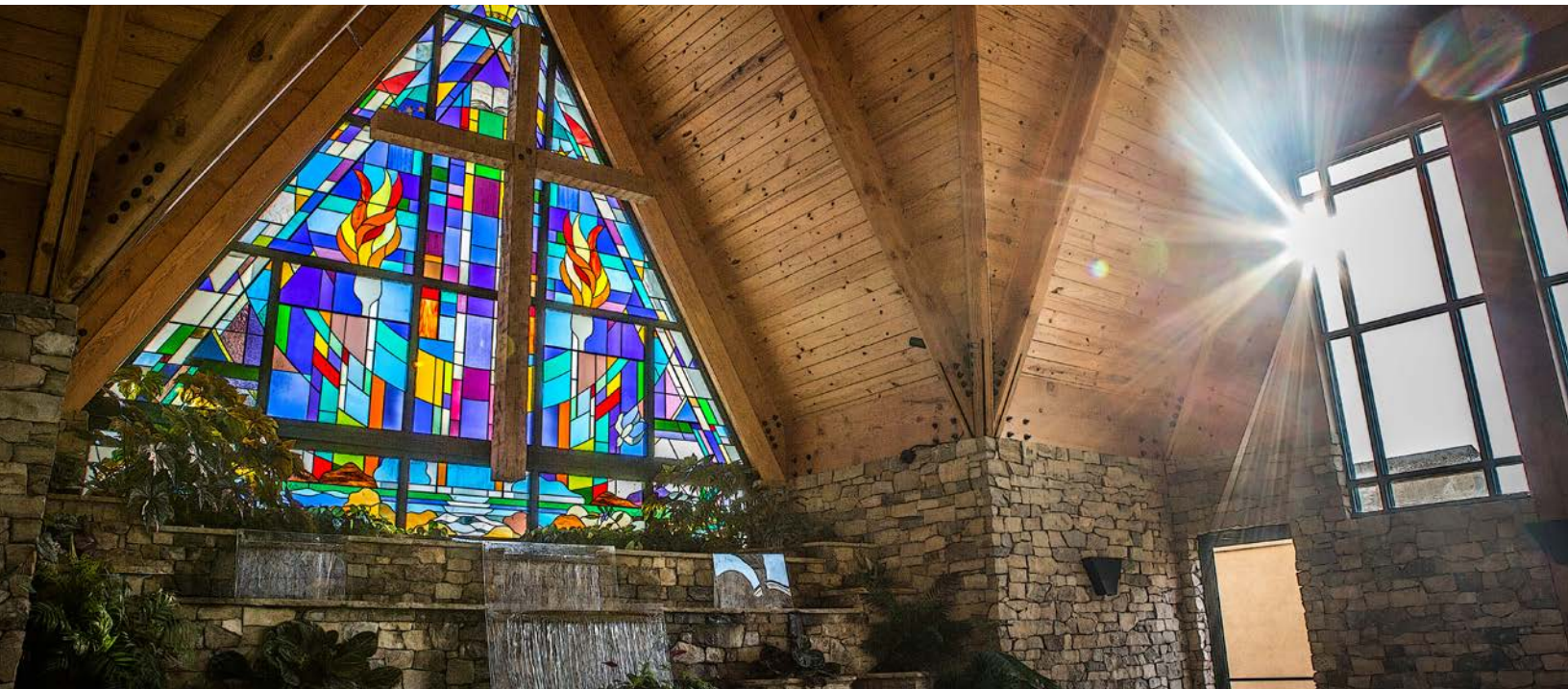
SERIAL COMMA

See **comma**.

STATE NAMES

Spell out state names when they stand alone. However, when a city and state are given together, the state should be abbreviated and set apart with commas.

Tigerville, SC, is the home of the Crusaders.



Follow the standard postal two-letter state abbreviations, as listed below:

Alabama = AL

Alaska = AK

Arizona = AZ

Arkansas = AR

California = CA

Colorado = CO

Connecticut = CT

Delaware = DE

District of Columbia = DC

Florida = FL

Georgia = GA

Hawaii = HI

Idaho = ID

Illinois = IL

Indiana = IN

Iowa = IA

Kansas = KS

Kentucky = KY

Louisiana = LA

Maine = ME

Maryland = MD

Massachusetts = MA

Michigan = MI

Minnesota = MN

Mississippi = MS

Missouri = MO

Montana = MT

Nebraska = NE

Nevada = NV

New Hampshire = NH

New Jersey = NJ

New Mexico = NM

New York = NY

North Carolina = NC

North Dakota = ND

Ohio = OH

Oklahoma = OK

Oregon = OR

Pennsylvania = PA

Puerto Rico = PR

Rhode Island = RI

South Carolina = SC

South Dakota = SD

Tennessee = TN

Texas = TX

Utah = UT

Vermont = VT

Virginia = VA

Washington = WA

West Virginia = WV

Wisconsin = WI

Wyoming = WY

STATE OF SOUTH CAROLINA

Do not capitalize the word *state*.

TERMS OF STUDY

Capitalize a specific semester. However, seasons should remain lowercase in other scenarios, since *winter*, *spring*, *summer*, and *fall* refer to general times of the year. They are not proper nouns. (See also **school year**.)

Joyful Sound has scheduled seven concerts for Spring 2015.

The fall play begins on Oct. 15.

TIME

When writing out times, do not use capital letters or extraneous zeroes.

2 p.m.

5:30 a.m.

In addition, refer to 12 a.m. as *midnight* and 12 p.m. as *noon* whenever possible to avoid confusion.

TITLES

In general, capitalize formal job titles only when they immediately precede an individual's name.

Director of Development Brenda Roe joined NGU in 2011.

Lowercase a formal title when it follows a name or stands in place of a name.

Eric Hammon, director of alumni affairs, said that NGU alumni are excited about the changes the school is making.

(Note: For information about other kinds of titles, see **composition titles**.)

UNIVERSITY

Lowercase when referring to North Greenville University or any institution. (See also **North Greenville University**.)

URLS

As with email addresses, lowercase all letters in a website address. Drop the *http://* section of the address, as well as *www*. If the URL comes at the end of a sentence, add a period after it.

Learn more about North Greenville University at ngu.edu.

VERB TENSE

Choose the best verb tense for the project at hand. Past tense is the preference for news features, such as for attributive tags.

“North Greenville’s rural setting makes me slow down, stop, and breathe,” [said Tammy Hector](#).

Meanwhile, present tense tends to work better for magazine features and ad copy.

WEBSITE

One word.

WEBSITE ADDRESSES

See **URLs**.

ZIP CODE

An acronym for *zoning improvement plan*, *ZIP* should be written in all capital letters.