



University of North Carolina Wilmington Visual Identity Guidelines

Updated Spring 2007

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Spring 2007

Dear campus community,

We are all very proud of the accomplishments of our university. We have done exceedingly well in raising our standards and expectations for excellence. Our strategic goals clearly define who we are to our state, nation and the world. These goals contribute to our university's "brand." Our brand is our identity - who we are as the University of North Carolina Wilmington and how we are perceived by the outside world.

In our world of instant communications, brands have become increasingly more complex and are vital to an institutional identity. Our brand is far more than our name, logo or school colors. Our brand is the promise we make to those who look to UNCW for leadership and excellence in higher education. Our ability to communicate the value and substance of our leadership and excellence rests in how we consistently communicate with our audiences.

One aspect of the university brand is our visual identity. Our communications solidify our constituents' opinions about us - who we are, what we stand for and where we are going. Our relevancy and credibility are greatly enhanced through consistent use of our university-wide visual identity guidelines.

Communications guidelines are not new to our university. As our world changes, so does our need to modify our practices to help ensure the most positive image of the university. This document reflects updated policies following to the formation of the Office of Marketing and Communications. It serves as a guide for all academic, athletic and administrative units to present themselves to our various constituents and target audiences with a unified look, yet allows for program uniquenesses representative of each area.

We look forward to an enhanced graphic portrayal of our great university as of these guidelines become widespread.

A handwritten signature in black ink that reads "Rosemary DePaolo". The signature is written in a cursive, flowing style with a large initial 'R'.

Rosemary DePaolo
Chancellor

Introduction

To ensure that our image is consistent throughout our publications, these guidelines apply to all printed and electronic materials developed for the University of North Carolina Wilmington that represent the university to its constituents. The elements outlined in the following pages represent the university's commitment to a family of graphic identities that serve as a visual representation of the excellence of our growing university.

The Office of Marketing and Communications can assist you in developing an effective marketing strategy, conducting market research, creating the right message and designing your promotional materials. Although marketing and communications' services are available to the university at no charge, you are welcome to design your own marketing materials or use an off-campus designer (at your expense).

Nevertheless, in an effort to maximize the effectiveness of UNCW's communication with its constituents and to ensure consistency and quality in its marketing efforts, the Office of Marketing and Communications is responsible for final review and sign-off of all marketing materials produced for all academic, administrative and athletic divisions within the university. All promotions must be approved by marketing and communications before they can be printed/produced. (This includes materials produced by an internal university department, outsourced graphic designer and materials produced for internal audiences.)

Communications materials from faculty, staff, students and student organizations requiring marketing and communications approval include:

- Advertisements (newspapers, magazines, academic publications, television, radio and Web)
- Brochures
- Clothing and T-shirts
- Flyers
- Newsletters
- Posters
- Promotional and specialty items
- Signage
- University-wide publications
- Videos

All materials are reviewed for editorial consistency, accuracy of information, graphic style, appropriate use of the university name and logo, and use of photographs.

There are certain statements that printed materials must carry. All publications targeting off-campus audiences must carry a cost statement and a non-

discrimination statement. If you are unsure if promotional materials might be placed off-campus, include a cost statement. All materials promoting an event must carry an ADA statement. These statements are available on page 27 of this publication.

The color teal is one of the strongest elements of UNCW's visual identity. When planning any communications materials that use color, it is strongly recommended to incorporate teal into the design. It is a strong cue that external audiences come to expect when identifying any brand, especially a university identity.

For marketing materials previously approved by marketing and communications or University Relations (prior to July 2006) and which only require a change in logistical information (dates, location, time, etc.), no additional approval is required.

Our goal is to ensure that all UNCW departments, programs or events receive the due representation they have earned. Adhering to the consistent use of the university identity standards will only enhance the reputation that you have worked so hard to attain.

Initiating Contact with the Office of Marketing and Communications

The Office of Marketing and Communications takes a team approach to every project, bringing together the right mix of marketing and communications professionals skilled in design, writing, photography, research and media relations to make every project as successful as possible.

When initiating a project with marketing and communications, please contact the following staff. Or, if you would like to initiate a project with someone on the marketing and communications staff with whom you've had a previous working relationship, please feel free to do so. He or she will help direct you to the appropriate staff.

Community Relations

- If you have community/civic needs related to the Greater Wilmington area and the Southeast North Carolina region, contact Mimi Cunningham (910.962.3171).

Marketing/Graphic design

- If you need assistance in marketing/communications strategy development, contact Cindy Lawson (910.962.2059) or Mark Hurt (910.962.2091).
- If you have market research needs or want to test the effectiveness of a current marketing promotion, contact Mark Hurt (910.962.2091).
- If you need promotional materials (brochures, posters, etc.), contact Mark Hurt (910.962.2091) or Betty Moore (910.962.2092).
- If you have needs concerning your Web site, contact Molly Castagno (910.962.2050).
- If you want to create or place advertisements, contact Brenda Riegel (910.962.7252).

Media Relations

- If you have a story for the regional/national media, contact Dana Fischetti (910.962.7259) or Caroline Cropp (910.962.7109).
- If you have an announcement or story for @UNCW, contact Caroline Cropp (910.962.7109).

Photography

- If you have photographic needs, contact Jamie Moncrief (910.962.3601).

University Magazines/Institutional Publications

- If you have information to be placed in a university magazine, contact Marybeth Bianchi (910.962.4164).

Working with other marketing-related UNCW services

Marketing and communications maintains strong working relationships with other campus units that you may need in your marketing and communications projects. Whatever the scope of your project, marketing and communications works together with all university departments to serve your needs.

- **Printing Services**
Don Harty, manager, Printing Services (910.962.3563) (Ditto's 910.962.3083)

University policy requires that all requests for printing and duplicating, which fall within the capabilities of on-campus printing be submitted to UNCW Printing Services. Contact UNCW Printing Services customer service (910.962.3289) to determine if a publication can be printed on campus or must be sent off campus through competitive bidding. Orders sent off campus for printing require a requisition through Purchasing Services.

- **Postal Services**
Michael Lloyd, manager, Postal Services (910.962.3182)

Implementation of automated mail processing by the United States Postal Service has necessitated careful adherence to postal regulations for mail piece design. Regulations are updated frequently, are complex and specific for each mail class, and greatly affect mailing rates. To assist in designing effective and economic mail pieces (including business or courtesy reply), send proposed designs to UNCW Postal Services for approval.

The university holds a standard third-class U.S. postal mailing permit that allows posting of university standard mail at non-profit rates. The permit also allows posting standard mail from organizations and associations affiliated with the university at regular standard mail rates (not non-profit).

- **Purchasing Services**
Mary Forsythe, director of Purchasing Services (910.962.3158)

Purchasing Services must receive notice of approval from marketing and communications before a purchase order can be issued to the vendor for items such as advertisements, T-shirts, novelties, etc.

Section I: Graphic Guidelines

Design elements that form the basis of our visual identity include:

- Word mark
- Logos and seals
- Colors
- Typefaces

The University of North Carolina Wilmington's name, logos (academic and athletic) and seal are the property of the state of North Carolina. These features cannot be used in conjunction or partnership with a business, social, political, religious or any other organization, nor can they be used to imply or otherwise suggest the university's endorsement with any organization, product or service without permission of the university.

UNCW Naming

The consistent use of the name *University of North Carolina Wilmington* plays a critical part in the university's identity. It enhances UNCW's identity and reputation throughout the state, nation and world, and when used in conjunction with a college, school or department, results in a positive identification for all units within the university. The name, *University of North Carolina Wilmington*, must be on the front cover of university publications. For marketing materials whose size may preclude the use of the full name (i.e., pens, small advertisements, etc.), contact marketing and communications.

On formal documentation such as diplomas, transcripts and contracts, the *legal* name of the university, *University of North Carolina at Wilmington*, is required. Please note that this designation is used in limited situations. Please contact marketing and communications for further clarification.

When first mentioned in any text, the complete name, *University of North Carolina Wilmington*, must be used to clearly identify the university, program or event. Thereafter, "the university" or "UNC Wilmington" may be used to reference the university when communicating to external audiences.

- **Formal reference to the university or its first reference in a publication with internal and/or external audiences:**
University of North Carolina Wilmington
- **Second reference to the university in a publication for external audiences:**
UNC Wilmington or "the university"

(External audiences include prospective students and their parents, legislators, donors, media, higher education faculty and staff at other institutions, and vendors)

The initials UNCW can be used as a second reference when communicating with internal audiences. Those outside the university may not know what the initials UNCW represent; and therefore, can lead to confusion and to a missed opportunity to fully communicate the value of the university through the use of its name.

- **Second reference to the university in a publication for internal audiences:**
UNCW or “the university”

(Internal audiences include current students, faculty, staff, alumni and university-related boards)

The name of the university does not contain hyphens, and periods are not used with the initials *UNCW*. It also is not acceptable to reference the university as “UNC at Wilmington.”

UNCW Logos

In an effort to more effectively protect the university, the Office of General Counsel is in the process of federally-registering all UNCW logos and selected marks with the United States Patent and Trademark Office (USPTO). This registration provides greater protection against those who unlawfully use the university name or word mark for commercial gain.

Currently, three UNCW logos are federally registered— house logo, Seahawk Spirit logo and the letters “UNCW” (for use in graphic design). The “W” and Sammy Seahawk are awaiting confirmation of federal registration. When confirmation of federal registration has been received for the remaining logos— baseball “W” and Sammy Seahawk, appropriate updates will be made and the campus community will be notified of the changes.

In addition, the UNCW logos have undergone postscript changes. The postscripts - TM, SM and ©, have been removed for all UNCW logos. Please update any logos that you may have downloaded.

House logo

UNCW's house logo is critical to the university's visual identity and is the university's official identifying mark. The logo can be used for academic and administrative purposes and must be used in its specified dimensions. It cannot be redrawn, reconfigured, modified or altered in any way. It is not appropriate to stretch the logo to fit in a space, to add outlines or shadows to the image, to change colors, or to remove any of the letters *UNCW* and replace them with another image, letter or word.

The house logo is a federally-registered trademark. The registered trademark postscript "®" must be present in all uses of the house logo. House logos with the copyright postscript "©" are out of compliance. Please make sure that all current and future marketing materials contain the postscript "®."

When reproduced in color, the house logo should always appear in the university's signature color, teal (PMS 329). Acceptable secondary colors are blue (PMS 281) and black, though the use of teal is encouraged, where appropriate.

No other colors are acceptable, with the exception of university letterhead and business cards, and white for reverse outs on dark backgrounds.



Seahawk Spirit logo

The Seahawk logo is the official and only insignia of UNCW athletic teams; it is a federally-registered trademark. The registered trademark postscript “®” must be present on all usages of the Seahawk logo. Usages with the service mark postscript “SM” are out of compliance. Please make sure that all current and future marketing materials contain the appropriate registration postscript. This logo can be used by other departments across campus for student-related, spirit-oriented programs and other student activities. It cannot be distorted, redrawn, repositioned or modified.



Sammy Seahawk insignia

The Seahawk caricature of the mascot was designed to provide flexibility for casual usages. Though it can have some variation, it represents the university and is considered an official university mark. The mascot can be used in a variety of ways, yet must retain the distinctive design features – eyebrows, beak, athletic build and appropriate school colors. All design renditions of Sammy Seahawk must be approved by marketing and communications.



Baseball “W”

The UNCW Athletic department holds the rights to the baseball “W” logo and restricted to their use only.

UNCW

The use of the letters, UNCW, in a graphic design, is also protected by the USPTO. Since the registration is designed to protect the use of the letters as university identification, a designer has artistic license in using the letters in a design. With that license, the university expects a tasteful design to positively reflect on the university. All design usages of the UNCW letters in a graphic design require the approval of marketing and communications. When used as text in a document, the postscript “®” is not required.

University Seal

The seal of the University of North Carolina Wilmington is used to authenticate official university documents and to communicate the significance of special occasions and events. It is reserved for more formal uses such as graduation programs, transcripts, diplomas, annual reports and certificates. It may be watermarked into official letterhead. The seal is not a university logo and is not interchangeable with the UNCW house logo. Although the seal is a federally registered trademark, due to the restrictive nature of its use, it does not require the postscript “®” on materials produced by UNCW.

The seal can be used on selected merchandise, specialty items, formal bookstore applications and recognition items. Vendors must include the postscript ® on all items produced by an outside manufacturer. For further clarification on the use of the university seal, contact marketing and communications.

UNCW Colors

The official colors of UNCW are the teal of the ocean, the gold of the sand and the navy of the deep ocean. The exact colors are specified using the Pantone Matching System (PMS).

Seahawk green= PMS 329

Seahawk gold= PMS 120

Navy accent= PMS 281

In Web design, the following values provide the closest match to the university's colors and must be used without deviation in all cases in .GIF files or for background and color types associated with official university logos:

PMS 329= #006666

PMS 120= #FFFF66

PMS 281= #000066

For those working in programs which support RGB color values, the following values should be used:

PMS 329= R - 000, G - 102, B - 102

PMS 120= R - 255, G - 255, B - 102

PMS 281= R - 000, G - 000, B - 102

For textiles, the closest suggested matches are:

PMS 329= #18-4728

PMS 120= #12-0736

PMS 281= #19-3864

Fabric swatches can be obtained from Binders' Art in Atlanta, Ga. by calling 888.472.6866.

UNCW Typefaces

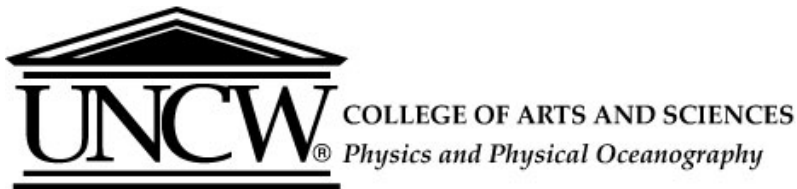
There are no restrictions on the use of typefaces for headlines and text in university publications. However, the following fonts are recommended as complementary fonts to the house logo – Lucida Bright, Palomar or Palatino. The font used in the Seahawk logo is Utopia. Times Roman is a universal font that complements both logos.

Section II: Print Guidelines

UNCW House Logo Usage

The house logo and the words “University of North Carolina Wilmington” **must** appear prominently on the front cover of all university publications. Logos must be reproduced in the university’s official PMS colors in established combinations. However, when the ink color in a one-color publication is to be something other than one of the official colors, the logo may be reproduced in that color. This allowance does not apply to stationery items.

Official naming scheme – For best brand identification, UNCW divisions/schools/ departments/ programs are encouraged to use the house logo with the name of the unit centered either below the base or to the right side. Any deviations to these schemes must be approved by marketing and communications.



Programmatic differentiation may be achieved through illustrations accompanied by an official university mark. Programs funded by grants are considered university programs and these programs must always be identified with the full name of the university.

UNCW Mission Statement

UNCW's [mission statement](#) is used primarily in catalogues and official planning documents. Consult with marketing and communications if there are questions about its use.

Stationery

All academic and administrative units of the university are required to use the standardized letterhead styles (ink, paper and layout) on all stationery used for university correspondence. Envelopes, business cards, mailing labels, fax cover sheets and other stationery items must conform to these guidelines. Letterhead, envelopes and business cards may be ordered online from the [printing services Web page](#).

Two formats available for letterhead and envelopes include:

- navy blue and metallic gold on natural linen paper
- navy blue and metallic gold on white paper

There are two formats available for business cards:

- navy and metallic gold ink on natural linen card stock
- black raised printing on white card stock

Senior executive administrators can choose the following as well:

- navy raised printing on a natural linen card stock

Standard business card information must include:

- physical address
- e-mail address
- Web addresses
- phone and fax numbers

Student fee-based letterhead (Student Government Association, etc.) is exempt from the standard formats noted above. These groups, however, must comply with all other graphic identity standards and use the house logo.

Licensing and Merchandising

The Division of Business Affairs manages licensing, merchandise, sponsorships, product endorsements and other related issues that arise in conjunction with external use of various university marks, including the Seahawk logo, the house logo and seal. The university's licensing review authority is delegated to the director of campus services.

UNCW logo merchandise must be licensed. Any vendor or individual interested in being licensed to sell or manufacture UNCW merchandise must contact campus services at 910.962.7351 or Licensing Resource Group (LRG) at 616.395-0676. Online information can be obtained at http://www.uncw.edu/ba/campus_services/logos.htm and/or www.lrgusa.com. Vendors may obtain downloadable marks, name conventions and official colors from LRG's site at www.trademarxonline.com. Campus services or LRG will provide materials on how to become a licensed vendor to sell or manufacture UNCW merchandise.

UNCW logo merchandise intended for sale must be approved by campus services (910.962.7351) which addresses licensing, sponsorships, product endorsements and other related issues that arise in conjunction with the external use of UNCW logos. If UNCW logo merchandise is to be used internally by a group on campus and not sold, it may qualify to be royalty-exempt. Campus services (910.962.7351) can provide that determination.

Clothing

All licensing requests for materials that include university imagery should be directed to the director of campus services (910.962.7351). Licensed vendors may obtain naming conventions, color standards and downloadable logos online at www.trademarxonline.com. Official university shirts (for departments or major events), including golf shirts, are required to have the house or Seahawk logo embroidered in university colors and can include the name of the unit or program. Shirt colors should be in the neutral family (tan, khaki, black, gray, etc.) or one of the university's colors. Color combinations which are representative of other universities in the region (i.e. purple, red, pale blue) are not permitted. T-shirts for massive student giveaways (such as Move-In, orientation or welcome week) should accurately reflect the university's colors and marks. Other student T-shirts should be in good taste and reflect university colors and marks.

Vehicle Signage

The UNCW logo is presented in one color on the university's service vehicles: PMS 329 (Seahawk green). Order signage by completing the Physical Plant work order form located at <https://busaff.uncw.edu/ubusiness/login.cfm>.

Photography

A picture may be worth a thousand words, but a photograph that portrays just the right image to your target audience is priceless. Photography enhances publications, Web pages and other printed and digital presentations.

Photographic Services is responsible for documenting the people, places and events of UNCW that best reflect and support the university's seven strategic goals and provides campus-related photography for use in approved internal and external publications.

Using university photography

All photographs created by the marketing and communications staff are the property of UNCW and are available for non-commercial use by UNCW students, faculty and staff and, with prior approval, for off-campus media outlets and publications. Images should be credited as "UNCW/photographer's name" in all print and electronic publications.

Any other use of marketing and communications-produced photographs must be approved by the coordinator of photographic services.

UNCW photography may **not** be used for commercial gain, sold in part or in total or used as stock photography. Prior approval from UNCW Photographic Services is required before any photograph is digitally altered in a manner that changes its editorial representation. Digitally altered photos must also be clearly identified as "photo illustrations."

Photo release policy

As a public university, UNCW often uses photographic and electronic images of public campus life, events, ceremonies and other activities to advance the mission of the institution.

Students, faculty, staff members and guests of the university may be identified or photographed for publication, broadcast, transmission and/or electronic display by the university. The photographs also may be made available to state, regional, national and international news agencies and media outlets. The images are not published for commercial purposes and do not violate the privacy of any individual or group.

By registering at, visiting or being employed by UNCW and being present in public settings, individuals authorize the use and reproduction by the university, or anyone authorized by the university, to any photographs taken while at UNCW, without compensation. All negatives and positives, photographic prints and digital photo files shall constitute UNCW property, solely and completely.

It is recommended that a [photo release form](#) be signed by all individuals who will be photographed for university publications, videos and Web pages. If the subject is a minor under the age of 18, a [photo release form for minors](#) **must** be

completed and signed by the child's parent or guardian and secured **before** any photography of that individual can occur.

Purchasing photography services

If photography is to be purchased, a [contract](#) with the photographer must be secured through purchasing services prior to any work being started and includes the following statement signed and dated by the photographer:

By contracting to provide photographic services for UNCW, I hereby agree that UNCW may use any photographs created for any and all purposes it wishes. All fees negotiated with photographer(s) constitute the sole consideration for all such uses. Photographer shall retain copyright to photographs created and hereby transfers, in perpetuity, unlimited reproduction rights to the University of North Carolina at Wilmington.

As a contracted photographer, contractor shall secure photo release forms, whenever possible, of the individuals photographed if those photos are to appear in university publications, videos or Web sites. A form is required and must be signed by the child's parent or guardian if the subject is a minor (under age 18).

Section III: Writer's Publication Guidelines

Because consistency and continuity in publications and other marketing materials are extremely important in the overall communications efforts of UNCW, the following manual of style has been established for use in university publications. To bring consistency to publications requires a set of rules. UNCW style is based upon conformance with the widely embraced practices of today's academic, public relations and news authorities on style.

Editorial style has to do with a set of judgments about what is grammatically correct, consistency in punctuation, capitalization and what usage is acceptable. Is university capitalized when referring to UNCW? How are academic degrees abbreviated? Is fall semester capitalized?

Manual of Style

The UNCW editorial style does not apply to monographs, scholarly research, journal articles, faculty-written books or articles, dissertations or the like. The UNCW publication style is accepted for UNCW's communications such as brochures, catalogues, flyers, newsletters, posters and press releases. This guide is a very brief look at style most commonly related to university matters. Any element in question will fall by default to the rules and regulations of the Associated Press Stylebook and Libel Manual and your dictionary.

Abbreviations

The first mention of any organization, firm, agency or group should be spelled out. If the organization's name is not well known, indicate the abbreviation (with periods) or acronym (without periods) in parentheses immediately following the first reference and refer to the organization by its abbreviation thereafter.

Acronyms are appropriate if well known; they do not contain periods (except for U.S., U.N.). Avoid coining acronyms for organizations; instead, merely shorten the name after the first reference.

- *a.m. and p.m. (not pm, P.M., or PM; avoid o'clock)*
- *A.D. and B.C. (the former precedes a date, the latter follows it)*

Abbreviations with Names

Use the abbreviations Sr., Jr., II, III for Senior, Junior, Second, Third following a full name. Never use the spelled-out words or the abbreviations with the surname alone.

- Robert Smith Jr.
- Mrs. Robert L. *Smith Sr.*
- *Adlai E. Stevenson III*

Abbreviate civil, military, professional, or religious titles when used before a full name.

- *Sen. J. William Fulbright*
- *Gov. James R. Hunt, Rev. Robert Smith*

Academic Degrees

Capitalize when the complete name of the degree is given.

- *Bachelor of Arts in history*

Lowercase if no particular degree is mentioned.

- *She received the bachelor of arts degree.*

When using abbreviations for degrees, insert periods.

- *B.A., M.A., Ph.D.*

The word “doctorate” is a noun, and “doctoral” is an adjective. The terms “bachelor’s degree” and “master’s degree” require apostrophes.

Academic Disciplines

Lowercase the names of academic disciplines, with the exception of proper nouns.

- *accounting majors, a major in business with an emphasis in accounting*

Always capitalize languages.

- *English major, French major*

Alumni

Alumni are identified by listing the last two digits of their graduation years (with apostrophe) following their names.

- *Randall Stuckey '83. (Be careful when keyboarding – some word processing programs that have the so-called “smart quote” feature will turn the apostrophe around.)*

“Alumnus” is the singular, masculine form; for references to women, use “alumna” (singular) or “alumnae” (plural). “Alumni” may serve as the plural for a group that is composed of men only or of men and women together.

Apostrophes

Form the possessive singular of nouns by adding “ ’s.”

- *Steve’s pencil*
- *Marx’s theories*

One exception to this rule is singular proper nouns ending in “s” for which only an apostrophe is used.

- *Dickens’ novels*

Plural possessives are formed by adding “ s’ ” unless the word has a special plural construction that does not end in “s”.

- *Students’ rights*
- *Women’s studies*

Plurals of words should NOT contain apostrophes.

- *Keep up with the Joneses, not the Jones’s*
- *thousands of items, not thousand’s*

One exception is plurals of single letters, which may require an apostrophe to avoid misinterpretation.

- *She earned all A’s.*

“It’s” ALWAYS means “it is”; the pronoun possessive is “its” – with NO apostrophe.

- *The university celebrated its golden anniversary.*

Capitalization

The university style is basically “downstyle.” In general, avoid unnecessary use of capitals. Sentences read more smoothly if the eye isn’t stopped by frequent capitals.

Academic departments, administrative offices and facilities of UNCW are capitalized when the complete and official designation is used. They are lowercase on second reference.

- *Division of Student Affairs*
- *the division*
- *Warwick Center*
- *the center*

Lowercase fields of study except when a proper noun is part of the name.

- *biology*
- *English*

Formal titles (denoting scope of authority, professional activity and the like) are capitalized when they immediately precede a name.

- *Dean David Cordle*
- *Chancellor Rosemary DePaolo*

Occupational descriptions should be lowercase.

- *psychology professor Richard Martin*

Lowercase academic degrees.

- *bachelor's, master's, doctorate*

Capitalize official names of organizations and major historical events. (Some organizations have unusual capitalizations or typography; follow their individual usage, e.g., HarperCollins, U.S. News & World Report)

Capitalize the following when the complete title is used, lowercase on second reference:

- Agencies
- Committees
- Boards
- Programs
- Course titles
- Named or distinguished professorships
- Named scholarships, awards
- The word "room" when used to designate a location
- Titles of campus activities
- All words, except articles, conjunctions and prepositions, in the titles of books and plays
- Words designating specific geographical regions

Lowercase the words "division," "school," "department," "office," "committee," "board," "college," etc., on second and subsequent abbreviated reference.

Lowercase "city of Wilmington" and "state of North Carolina" except when referring to the city's or state's government or in legal contexts calling for a corporate name.

- *The governor of the state of North Carolina attended.*
- *UNCW received a grant from the State of North Carolina and the City of Fayetteville.*

Commas

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

- *The flag is red, white and blue.*
- *He would nominate Tom, Mary or Carol.*

Put a comma before the concluding conjunction in a series when there is more than one conjunction in that series.

- *I had orange juice, toast, and ham and eggs for breakfast.*

Computer Terms

Here is a list of commonly used computer and Internet terms, acronyms and software programs. For additional style information, consult the Associated Press Stylebook with Internet Guide and Glossary (2000).

- *ASCII, bit map (or bit-mapped), CD-ROM, computer-assisted instruction (CAI), database, disc (laserdisc), disk (floppy disk), download, dpi (dots per inch), e-mail, Ethernet, Eudora, FTP (file transfer protocol), GIF, home page, HTML, HTTP (lowercase as part of URL), Internet, Java, LAN (local area network), logon/logoff, multimedia, newsgroups, offline/online, PC, PDF, plug-in, pull down menu, RAM, real time (hyphenated as an adjective), reboot, RGB, screensaver, spam, URL (Uniform Resource Locator), voicemail, WWW, World Wide Web, the Web, Web site, Web page, webmaster*

Dates

Spell out the name of a month when it stands alone or with the year only. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Put a comma before and after the year when used with month and date, but do not use a comma when a time period is expressed with month and year.

- *The celebration will be held in February.*
- *The events of February 2007 are recorded in this paper.*
- *The events planned for Dec. 31, 2006, should be interesting.*
- *January 2007*

Always use Arabic figures. Don't use st, nd, rd or th.

- *Dec. 31 not Dec. 31st*

Use 2006-07, not 2006-2007.

Spell out references to centuries and decades.

- *eighteenth century, sixties*

In decades identified with their centuries, use figures and omit apostrophes.

- *1860s, 1930s*

E-mail

When transferring e-mail copy to publications, make sure quotation marks and apostrophes are converted from straight quotes – " and ' – (which are used to designate inches and feet) to smart quotes – “ and ’ – and make sure all hard returns are removed within paragraphs.

Freshman, Sophomore, Junior, Senior

Lowercase except at the beginning of a sentence.

Hyphenation

Use a hyphen to connect two or more words used as a modifier.

- *He teaches full time.*
- *He has a full-time job.*
- *She is teaching an off-campus course.*
- *She teaches off campus.*
- *Fundraising is difficult.*
- *They planned a fundraising campaign.*

Do not use a hyphen to connect “-ly” adverbs to the words they modify.

- *A heavily loaded truck*

Use a hyphen to designate dual heritage.

- *African-American, Italian-American, Mexican-American*

Suspend hyphens in a series.

- *Do you want first-, business- or economy-class tickets?*

Numbers

Spell numbers one through nine (and zero); use numerals for 10 and higher. Use either all numerals or all words when several numbers appear together in a passage, even if convention would require a mixture.

Ages should be noted with Arabic numerals.

- *12 years old, a 29-year-old man (note the hyphens)*

Arabic numerals are used with very large numbers (i.e., a million or larger).

- *7.5 billion*

Monetary figures and percentages are also indicated with Arabic numerals.

- *\$5, \$15.80, \$150 million, 8 percent (spell out percent).*

When a number is the first word of a sentence, it should be spelled out. However, the sentence usually can be reworked to avoid having to spell out a large or hyphenated number, a monetary figure or a percentage.

Spell out fractional amounts that are less than one in text copy, using hyphens between the words.

- *one-half, three-sixteenths*

Use figures for all fractions larger than one, employing split or “case” fractions (i.e., single units) wherever possible. Most type fonts include only a few common fractions as single units; other fractions need to be constructed with a slash (using a hyphen as well to clarify; note that the form is an exception to Associated Press style which was developed for newspaper typography.)

Convert to decimals whenever practical.

- 4-3/16

Percent

In general, use the word “percent.” The symbol % can be used in scientific, technical and statistical copy.

Quotation Marks with Other Punctuation

Place a comma or period inside the quotation marks. The semicolon and colon are placed outside the quotation marks. Place question marks or exclamation marks inside or outside quotation marks, depending on the quote.

- *Did the dean say, “The committee will meet this afternoon”?*
- *The dean asked, “Will the committee meet in Cameron Hall?”*

Titles

Capitalize a title before a person’s name. Lowercase a title following a person’s name. Lowercase a professional title when it stands without a name. The title vice chancellor is written without a hyphen.

- *Chancellor Rosemary DePaolo, Ph.D.*
- *or Dr. Rosemary DePaolo*
- *but not Dr. Rosemary DePaolo, Ph.D.*

Do not use titles in combination with any other title or with abbreviations indicating academic or professional degrees.

Avoid courtesy titles.

- *Mr., Mrs., Miss, Ms.*

“Professor” is never abbreviated. The title “doctor” is generally abbreviated; however, avoid it when its use is not critical to the subject of the text. Titles (and, in most cases, first names) should be dropped on second reference and thereafter. Exceptions are familiar and frequently used occupational titles such as coach or chancellor.

Use quotation marks to designate titles of short stories, short poems or articles; individual chapters in books; individual songs; conference presentations or

papers; and radio and television shows (or single episodes of a continuing series).

Italicize titles of books, films, long poems, magazines, plays, record albums, large musical works, newspapers, and continuing TV/radio series.

Seasons

Lowercase names of seasons except at the beginning of a sentence.

- *fall semester 2006*

Split Infinitives

It is better to inquire diligently, than to diligently inquire. There are exceptions:
The university hopes to more than double its enrollment by 2010.

States

Postal ZIP code abbreviations for states should not be used when abbreviating a state name in text copy. Use the abbreviations accepted by the Associated Press.

- *Minn., Wis., S.D.*

Eight state names are not abbreviated.

- *Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah*

The District of Columbia is treated like a state.

- *Washington, D.C., is the nation's capital.*

Subject/Verbs That Will Agree

The pronoun “none” can take either a singular or plural verb. When none means “not one” or “no one,” it takes a singular verb.

- *None of the apples is big enough.*

A plural verb is commonly used when “none” refers to more than one thing or person.

- *None are as fallible as those who are sure they're right.*

The collective noun “faculty” can be used in singular and plural senses and can take a singular or plural verb.

- Faculty as a singular group.
- Faculty meaning individual members.
- *The geology faculty meets regularly with other science faculties.*
- *The faculty sometimes disagree among themselves.*

Plurals of Latin and Greek words take plural verbs.

- *data are (can be singular or plural, but plural is preferred), media are, phenomena are, curricula are*

“A number of” takes a plural verb; “the number of” takes a singular verb. Do not try to extend this rule to other nouns; it works only for “number.” “Amount” refers to the quantity of something and is always singular.

A compound subject joined by “and” takes a plural verb. A compound subject joined by “or” takes a verb that agrees with the subject closest to the verb. Use a singular verb after “each,” “either,” “everyone,” “everybody,” “neither,” “nobody,” “someone.”

That, Which or Let's Go on a Which Hunt

“That” is the defining, or restrictive pronoun, “which” the nondefining, or nonrestrictive.

“Which” can introduce both restrictive or nonrestrictive clauses. Essential clauses require “that.” Nonessential clauses typically require “which.”

Another hint: if you could put the clause in parentheses or set it off with commas, use “which.”

The following two sentences do not have the same meaning:

- The lawn mower that is broken is in the garage. (Restricts the meaning to only one lawn mower.)
- The lawn mower, which is broken, is in the garage. (This sentence provides the nonessential information that the lawn mower is broken.)

The University

The University of North Carolina Wilmington is to referred to as UNC Wilmington with external audiences and UNCW with internal audiences on second and subsequent mentions.

- Do not use a hyphen between UNC and W.
- Do not use UNC at Wilmington.
- Do not use periods between UNCW.

Lowercase the word “university” when it stands alone.

Time of Day

Use noon and midnight, not 12 a.m. or 12 p.m. Use 8 a.m., not 8:00 a.m.

- *The demonstration will be at 8 p.m., Saturday, Nov. 4.*

Do not capitalize a.m. or p.m. and use periods after each letter.

DO NOT use a.m. or p.m. at the end of a sentence.

Use a comma after the time (a.m. or p.m.) when used in a sequence with day, date and location of event.

URLs

Break a url before or after the discrete units that begin the url or drop http:// if possible. Don't break the url with a hyphen, but before a punctuation mark. If a sentence ends with a url, add a period at the end.

Where Is That Event?

To aid in directing the public to campus events, publicize locations with the building listed first, then the room.

- *Wagoner Hall, Madeline Suite*
- *Alderman Hall, Room 10*

Legal Requirements

Printing Cost Statement

State of North Carolina regulations require a cost statement on print documents in quantities of 200 or more that utilize state funds and are intended for external distribution. Only documents printed for the sole purpose of sale to the public are excluded from use of the cost statement. The term “cost” includes printing costs in the form of labor and materials and other identifiable design, typesetting and bindery costs. If an agency fails to comply with this section, then the agency’s printing budget for the fiscal year following the violation shall be reduced by 10 percent. (G.S. 143-170.1 (a3)).

EEO/AA Statement

As a federal contractor, the university is required to post EEO/AA statements. University publications must display the statement of nondiscrimination. All documents for external audiences must contain one of the following:

- *The University of North Carolina Wilmington is committed to and will provide equal educational and employment opportunity for all persons regardless of race, sex, age, color, gender, national origin, ethnicity, creed, religion, disability, sexual orientation, political affiliation, marital status, veteran status or relationship to other university constituents – except where sex, age or ability represent bona fide educational or occupational qualifications or where marital status is a statutorily established eligibility criterion for state-funded employee benefit programs. Questions regarding program access may be directed to the Compliance Officer, UNCW Chancellor’s Office, 910.962.3000, Fax 910.962.3483.*
- *UNCW is committed to and will provide equal educational and employment opportunity. Questions regarding program access may be directed to the Compliance Officer, UNCW Chancellor’s Office, 910.962.3088, Fax 910.962.3483.*

For employment advertisements:

- *UNCW is an equal opportunity/affirmative action employer. Minorities and women are particularly encouraged to apply.*
- *UNCW is an equal opportunity/affirmative action employer.*
- *EEO/AA Employer*

For advertising campus events:

- *An EEO/AA Institution*

ADA Statement

The following statement about program accessibility should be used on advertisements, brochures and flyers publicizing events to which the general public is invited. Publications should include the TTY Relay number, 1.800.251.5325.

- *If you are a qualified individual with a disability and desire assistive devices, services or other reasonable accommodations to participate in this activity or program, please contact _____ (name, office) at _____ (phone number) during the business hours of 8 a.m. to 5 p.m. to discuss accommodations at least ____ days prior to the start of the program or activity.*
- *Accommodations for disabilities may be requested by contacting ____ (name, phone number) at _____ (phone number) at least ____ days prior to the event.*

For publications: *This publication is available in alternative format on request.*

Departments need only provide alternative format documents after a request is made. However, a plan to provide information in alternative format must be in place so that the requestor can receive the document within a reasonable period of time. Required university reports, such as Campus Crime report, must have alternative formats ready upon request.

Printing Copyright Registration

If a publication is to be sold, it should include the copyright notice, and it should be registered with the federal Copyright Office. Most publications – recruitment brochures, calendars of events, newsletters, marketing literature – do not need a copyright registration. Information on copyright law and registration is available in the [Administrative Procedures Manual](#).

Recycled Paper

If 200 or more copies of a publication are being printed for external distribution, the use of recycled paper is encouraged.

Whenever a publication is paid for with state funds and is printed on recycled paper, the publication must contain a printed statement or symbol indicating that recycled paper was used.

If an agency fails to comply with this section, then the agency's printing budget for the fiscal year following the violation shall be reduced by 10 percent. (G.S. 143-170.1 (a3)).

