NORTH CAROLINA AGRICULTURAL
AND TECHNICAL STATE UNIVERSITY

GRAPHIC AND EDITORIAL STANDARDS AND GUIDELINES

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GRAPHIC AND EDITORIAL STANDARDS AND GUIDELINES

Vol. 3, No. 2 • Fall 2012

Dear N.C. A&T Community,

You and I share the tremendous responsibility of establishing the way North Carolina Agricultural and Technical State University is perceived and presented. With that in mind, the university's style guide has been updated to address some of our graphic and editorial challenges, and to help bring more consistency to the way we communicate the university's visual and written messages and efforts.

This guide is a valuable resource. Going forward, please comply with these guidelines as you develop materials to communicate about our university: its people, programs and initiatives.

As we continue to build our brand, the Office of University Relations will update this information to reflect our progression.

We must protect our brand. Thank you for your cooperation.

Respectfully,

Harold L. Martin Sr.
Chancellor

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INTRODUCTION

North Carolina Agricultural and Technical State University's graphic identity is one of the most visible representations of the university's mission and purpose. For this reason, it is the standard bearer for all university communications.

The Division of University Advancement, Office of University Relations, first developed the *North Carolina Agricultural and Technical State University Style Manual* in the year 2000, to provide a guide for maintaining a more consistent visual brand identity. The manual was revised in 2003, to include a new family of logos and word marks.

North Carolina A&T's entire campus community is responsible for presenting a consistent message about the university, and this manual provides guidelines for communications. These standards must be consistently applied in every form of communication representing the university. As matters of style and usage continue to evolve, this guide will be reviewed and updated.

GRAPHIC STANDARDS

By authorization of the chancellor, the Office of University Relations is responsible for all interpretation and control of institutional graphics and is charged with distinguishing North Carolina A&T State University from its competitors by maintaining a distinct brand image, strengthening the university's brand, and increasing brand awareness.

All of University Relation's communications and branding efforts support the university's mission of exemplary teaching and learning, scholarly and creative research, and effective engagement and public service.

GRAPHIC IDENTITY AND GUIDELINES

The graphic (visual) identity program plays an important role in influencing the institutional image of North Carolina Agricultural and Technical State University. The more consistently the graphic elements are used, the stronger the visual identity; and the stronger the visual identity and use of consistent names, the greater the awareness and recognition of the university.

Consistency, frequency and repetition are the most important principles in creating recognition. Because there is an assortment of preferences among users, it is crucial that the university adopts a stronger, more consistent use of its official logo, word marks and seal, while limiting the number and type of variations used by its units and constituencies.

These are the standards for all print and electronic media.

The official full name of the institution is:
North Carolina Agricultural and Technical State University.

first On **first reference**, it should always be spelled out with no abbreviations.

second On **second reference**, after the complete name has been used, use one of the following:

North Carolina A&T State University
   (This name may be used on first reference internally.)
North Carolina A&T
N.C. A&T

third On **third reference** and informally:

A&T
   (This may be used on second reference internally.)

other Other acceptable versions:

NCAT or ncat *(Email and Web references only)*

never **Unacceptable versions of the institution's name:**

North Carolina A & T State University
North Carolina A and T State University
North Carolina A and T
NC A&T SU
NCA&TSU
NCAT *(other than Email and Web references)*
A & T
A and T

UNIVERSITY NAME *

The official full name of the institution is "North Carolina Agricultural and Technical State University." On first reference, it should always be spelled out with no abbreviations. On second reference, after the complete name has been used, use one of the following: "North Carolina A&T State University," "North Carolina A&T" or "N.C. A&T." On third reference and informally, use "A&T."

It is acceptable but not necessary to capitalize the "u" in "university" if referring to this university when the word is not preceded by North Carolina A&T State or N.C. A&T State.

Some historical sources use North Carolina A. and T. However, this format is only acceptable when quoting/referencing a written source. There are no other acceptable variations of the university's name and its uses.

* *These are the standards for all print and electronic media.*

LETTER MARKS (INTERLOCKING A&T)

LETTER MARK A

LETTER MARK B (BLUE)

PRIMARY MARKS (NC A&T AGGIES WITH FULL MASCOT)

PRIMARY MARK A

PRIMARY MARK B (BLUE)

LOGOS AND WORD MARKS

The official university logos and word marks are trademarks of North Carolina Agricultural and Technical State University. Their purpose is to build visual identity in the minds of constituents through a uniform and recurrent presentation.

N.C. A&T faculty, staff, administrators and students are welcome to use the graphic symbols for official university applications, i.e., programs sponsored by the university and its associated entities and partners. The logos may be prominently displayed on promotional materials, including printed works.

The symbols give proprietary identification to the university; therefore, usage is restricted to recognized entities of the university. Personal use of the official university trademarks is prohibited, and permission for said usage will not be granted.

A&T's symbols include the official seal, logos and word marks that are covered in this section. Individual unit logos that are not part of the graphic identity system are not permitted.

The logos are available for campus users as digital files from the Office of University Relations. Each logo is indicated by its name and provided in an electronic file format that is usable in most software applications such as Microsoft Office, Adobe Creative Suite and Quark. Files for special applications may be provided upon request. Private vendors wishing to use the symbols on revenue producing merchandise must contact the Licensing Resource Group LLC for rights and terms of use.

SPIRIT SYMBOLS: SECONDARY MARKS - BREAK THROUGH (FULL MASCOT)

BREAK THROUGH MARK A
(N.C. A&T AGGIES, WHITE BANNER)

BREAK THROUGH MARK B
(N.C. A&T AGGIES, GOLD BANNER)

BREAK THROUGH MARK C
(N.C. A&T AGGIES, BLUE BANNER)

BREAK THROUGH MARK D
(AGGIE STADIUM, BLUE BANNER)

SPIRIT SYMBOLS: VISUAL MARKS (MASCOT)

VISUAL MARK HEAD
(MASCOT HEAD)

VISUAL MARK HEAD
(FULL MASCOT)

AGGIE ATHLETICS

AGGIE BASEBALL

AGGIE BASKETBALL

AGGIE BOWLING

AGGIE CHEERLEADING

AGGIE FOOTBALL

AGGIE INTRAMURALS

AGGIE MEN'S BASKETBALL

AGGIE SOFTBALL

AGGIE SWIMMING

AGGIE TENNIS

AGGIE TRACK

AGGIE VOLLEYBALL

AGGIE WOMEN'S BASKETBALL

WORD MARKS

A&T™

AGGIE PRIDE™

AGGIEBORN™

AGGIES™

AGGIEFEST™

AGGIEBRED™

AGGIELAND™

NORTH CAROLINA
AGRICULTURAL AND TECHNICAL
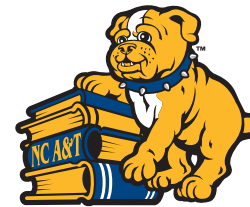STATE UNIVERSITY™

YOUTH MARKS

YOUTH MARK A

YOUTH MARK B (BLOCKS)

YOUTH MARK C (BALL)

YOUTH MARK D (BOOKS)

Do not rotate /angle

Do not print in any colors other than
PMS 288, PMS 123 or black/white/gray

Do not stretch or distort

Do not reproduce smaller than 1/2-inch (.50")

1/2-inch

Do not place any other elements closer
than 3/16-inch (.1875") of the logo

3/16-inch
clearance
all around

University Office of Standards

Do not use an official university symbol to create
another logo, nor should it be part of another logo

North Carolina   Summer Camp

Incorrect Logo Usage

The examples shown represent
incorrect usage of the interlocking
A&T logo.

Guidelines for Use

University symbols are available for faculty, staff, administrators and student organizations via the university's website on the News & Information/Publications page (see 'Request for University Symbols'). Only the symbols that appear on the form may be used by internal audiences. Users are required to provide their valid university Banner ID and university issued email address to access and download files. Vendors should request files via email to *univrel@ncat.edu*, and must be licensed for use through Licensing Resource Group LLC, *www.lrgusa.com*.

When using the university's symbols, users must adhere to the Terms of Agreement, which include the following and other guidelines.

- Do not alter or reproportion any part of a university symbol. A symbol may be enlarged or reduced in proportion to the original size.

- The interlocking A&T logo should not be used within the same publication as the university seal.

- The interlocking A&T logo must be used for all academic publications directly related to the literary, scholastic and technical aspects of the academy (e.g., brochures, view books, newsletters, magazines, e-publications, advertisements, CDs/DVDs) and events. This logo also may be used in publications and on paraphernalia whose purpose is to promote the university through athletics and other university approved extracurricular activities.

- The interlocking A&T logo must not be used as a substitute for the letters 'A&T' on paraphernalia or in sentences.

- The mascot and youth mark are school spirit symbols and should not be used for academic and research programs, or anything that is non-athletics or business related.

- University symbols may be printed in the official university colors (see UNIVERSITY COLORS) or black.

- Symbols should be printed on a single solid color or white background. Symbols also may be printed in reverse (white) on a dark solid background.

- Do not outline the symbols in part or in whole.

- Do not place type or illustrations inside/within the symbols. Type that is printed over a symbol must not obscure more than one-third of the symbol.

- Do not print the symbols on top of other symbols, and vice versa.

- An official university symbol should not be used to create another logo, nor should it be part of another logo.

- When printing a university symbol on a page or banner with other logos/logotypes, A&T's symbol must be the same size or larger than the other logos/logotypes.

- University symbols may not be reproduced smaller than one-half inch or three picas.

_____

Name

_____

Department/Company

_____

Position/Title

_____

Email

I use the following program(s) for editing art (choose all that apply):

❏ Illustrator   ❏ Photoshop   ❏ Freehand   ❏ Other _____

_____

I intend to use this logo art for this specific purpose/project

❏ *I have reviewed the guidelines related to the use of this art and request art files.*

❏ *By submitting this request, I state that I will follow the guidelines associated with the use of this art.*

UNIVERSITY SEAL

The university seal is intended for official documents and occasions such as diplomas, transcripts, legal documents, board of trustees reports, chancellor's reports, resolutions and proclamations, commencement and convocation documents, honor society documents, and official university stationery (i.e., letterhead, envelopes, note cards, business cards). It must not be used as a casual logo or identity, a design element in recruitment materials, or as a decorative element.

Use of the university seal is restricted and it may not be used in any other manner or context without the written permission of the Office of University Relations, by authorization of the chancellor.

Do not rotate/angle

Do not print in more than one color

Do not stretch or distort

Do not place type or illustrations inside/within the university seal.

Type that is printed over the university seal must not obscure more than one-third of the symbol.

JOIN US!

Do not reproduce smaller than 7/8-inch (.875")

7/8-inch

Do not screen less than 20 percent

Incorrect Usage
of the University Seal

The examples shown represent incorrect usage of the university seal.

Guidelines for Use

Users must adhere to the following guidelines when permission is granted for using the university seal.

- Do not alter or reproportion any part of the University seal.

- The university seal should be printed on a single solid color or white background. The seal may be printed in reverse (white) on a solid dark background.

- The university seal should be printed in black, white, A&T Blue (PMS 288), A&T Gold (PMS 123), or bronze (PMS 8581 or PMS 8640).

- The seal may also be embossed, foil-stamped or used as a watermark.

- Do not outline the university seal in part or in whole.

- Do not place type or illustrations inside/within the university seal. Type that is printed over the university seal must not obscure more than one-third of the symbol.

- Do not print the university seal on top of other symbols, and vice versa.

- The university seal should not be used to create another logo, nor should it be part of another logo.

- Legibility and distinction of the university seal is imperative. To ensure that the seal is highly visible, always separate it from its surroundings. The area of isolation (clear space) surrounding the seal should be, at a minimum, equal to the distance between the line of the inner circle and the border/outer perimeter.

- When printing the university seal on a page or banner with other logos/logotypes, the university seal must be the same proportional size or larger than the other logos/logotypes, and observe the area of isolation rule.

- The university seal should not be reproduced smaller than seven-eighths of an inch or five picas.

- The university seal must appear on the front or back of official documents as a solid, screened or watermarked image.

- The university seal must not be screened less than 20 percent.

Licensing approval is not required
for internal university use of trademarks
on stationery, brochures, reports, etc.

However, all users must adhere to the
guidelines of this style manual.

TRADEMARK LICENSING, APPROVAL AND USE

The university's name and symbols are trademarks of North Carolina Agricultural and Technical State University. Use of the university's name and symbol on products for resale requires approval by the licensing coordinator (Licensing Resource Group LLC, *www.lrgusa.com*). Anyone who desires to use the university's name or symbols for a commercial purpose must obtain permission from the Office of Legal Affairs prior to the use, manufacture and retail of any item. Royalties must be paid to the university for all items produced for public sale or any commercial purpose.

Licensing approval is not required for internal university use of trademarks on stationery, brochures, reports, etc. However, all users must adhere to the guidelines of this style manual.

University departments may, with permission of the Office of Legal Affairs, use the university's trademarks to raise funds for their organizations' charitable support. (The trademarks should not be altered or combined.) Items acquired for such purposes must be acquired from approved licensees and have the designed artwork approved by the university's licensing office. The licensee or organization will be required to pay royalties on the product.

COLOR SPECIFICATION CHART

COLOR:	BLUE	GOLD
PMS:	288	123
CMYK:	100, 65, 0, 31	0, 30, 94, 0
RGB:	0, 70, 132	253, 185, 39
HEX:	004684	FDB927

COLOR:	BLUE	GOLD
GRAY SCALE:	100% BLACK	30% BLACK or PMS 7536

UNIVERSITY COLORS

The official colors for North Carolina Agricultural and Technical State University are blue and gold. The Pantone Color Matching System (PMS) codes are PMS 288 (blue) and PMS 123 (gold).

The Color Specification Chart provides the basic specifications for the official colors for most recognized color systems. Always reproduce the official colors using the formulas specified in this guide. Do not use the standard software translation values when converting PMS colors to CMYK or RGB.

When converting the university symbols to black and white, use the specifications provided on this page.
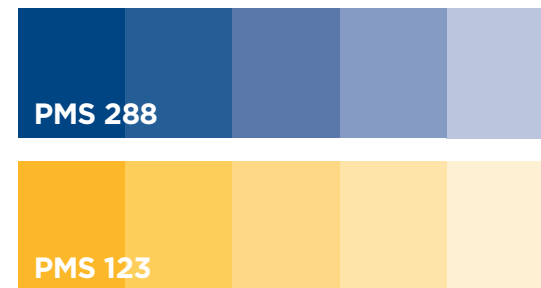
PMS 288

PMS 123

Primary Typefaces

PMN Caecilia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

PMN Caecilia Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&( ).,;:?*

PMN Caecilia Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

PMN Caecilia Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Gotham
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Gotham Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&( ).,;:?*

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Gotham Italic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

TYPEFACES

PMN Caecilia is the university's primary serif font for printed publications.

Gotham is the university's primary sans serif font for printed publications.

Goudy Old Style and Arial are the university's standard system fonts for printed publications, and they should only be used when the primary serif and sans serif fonts are not available.

Standard System Typefaces

Goudy Old Style
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Goudy Old Style Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$&( ).,;:?*

Goudy Old Style Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Goudy Old Style Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$&*( ).,;:?

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&( ).,;:?*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Arial Narrow
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Arial Narrow Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&( ).,;:?*

Arial Narrow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

Arial Narrow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%&*( ).,;:?

UNIVERSITY STATIONERY

All university academic and administrative units must conform to official university stationery guidelines. University letterhead, envelopes and business cards reflect the university's visual identity and should be printed in a quality manner. Orders for stationery items should be placed through Aggie Print to maintain consistency in design, color, paper stock and quality. University stationery should only be printed by the university's chosen vendor. For assistance, contact the Purchasing Office.

In no instance should additional logos, symbols or art be added to the university's standard stationery design. Special use stationery for cooperative programs and special projects may be created with the assistance or approval of the Office of University Relations.

Care should be taken when using the visual identity to create or duplicate university letterhead for electronic use. These electronic files must follow the traditional graphic standard guidelines and should be approved by the Office of University Relations prior to use. University Relations will assist with setting up Microsoft Word templates for electronic use.

Paper Stock

At North Carolina A&T State University, every effort is made to help sustain the environment by using recycled paper.

The paper stocks for university stationery are listed below.

ITEM	STOCK*, COLOR	WEIGHT	SIZE
Standard Letterhead	Via, Cool White	70# Text	8-1/2" x 11"
No. 10 Envelope (Standard)	Via, Cool White	70#	No. 10
Chancellor's Letterhead	Via, Cool White	70# Text	8-1/2" x 11"
No. 10 Envelope (Chancellor)	Via, Cool White	70#	No. 10
Note Card	Via, Cool White	80# Cover	-
Envelope (Note Card)	Via, Cool White	70#	A-2
Business Card	Via, Cool White	100# Cover	2" x 3-1/2"

* Via is FSC, Green-e, and Green Seal certified and 100% recycled

PRINTED MATERIALS
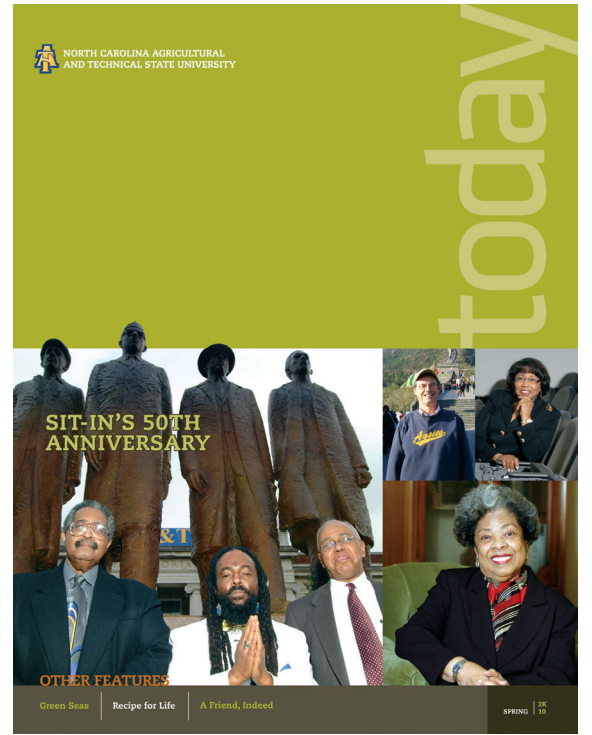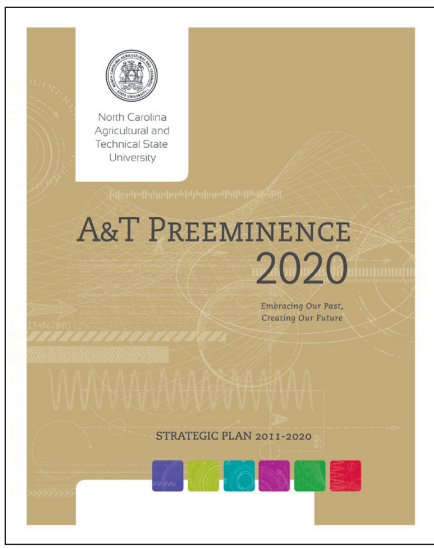
Disclaimers

PRINTING COST STATEMENT

According to State law, all publications printed by a state agency and intended for distribution without charge outside the university are required to include a statement noting the number of copies printed and the cost. The State Attorney General has interpreted that the law applies to public documents "printed at State expense," i.e., "published with State Appropriated funds." The university may be subject to penalty as outlined in North Carolina General Statute 143-170.1, which states, "(a3) 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 ten percent (10%)."

The statement should include the total cost of printing, that is, the actual or best available estimate of printing costs when the publication goes to press. Costs should include "labor, materials, and other identifiable design, typesetting, and binding costs." Exclude the costs of developing and editing the publication.

The required wording of this statement is:

> _____ copies of this public document were printed at a cost of $_____, or $_____ per copy.
>
> **EXAMPLE:** 10,000 copies of this public document were printed at a cost of $23,000, or $2.30 per copy.

Publications that are produced with non-state funds must include a disclaimer to that effect on the inside front or back cover.

> **EXAMPLE:** Printed with non-state funds.

One of the two cost disclaimers should appear on the inside front or back cover or on the last page of a publication.

OTHER STATEMENTS

Some departments are required to include statements that are in compliance with grant funding and the use of certain brand names. Those statements must be placed after the university's disclaimers.

STATEMENT ON AFFIRMATIVE ACTION, EQUAL EMPLOYMENT OPPORTUNITY AND AMERICANS WITH DISABILITIES ACT

The following statement must be included in all university publications that are printed with state appropriated funds, but not including communications within the university or university correspondence:

> North Carolina Agricultural and Technical State University is an AA/EEO and ADA compliant institution. Thus, the university does not discriminate against applicants, students, or employees on the basis of race, national or ethnic origin, color, creed, religion, sex, gender, age, physical or mental disability, veteran's status, political affiliation, sexual orientation, or sexual identity.

STATEMENT ON SPECIAL ACCOMMODATIONS

Materials printed to publicize campus activities that are open to the general public must include the following statement.

> Disabled persons requiring special accommodation under the Americans with Disabilities Act may call the director of veteran and disability support services at (336) 334-7765, at least 48 hours prior to the activity.
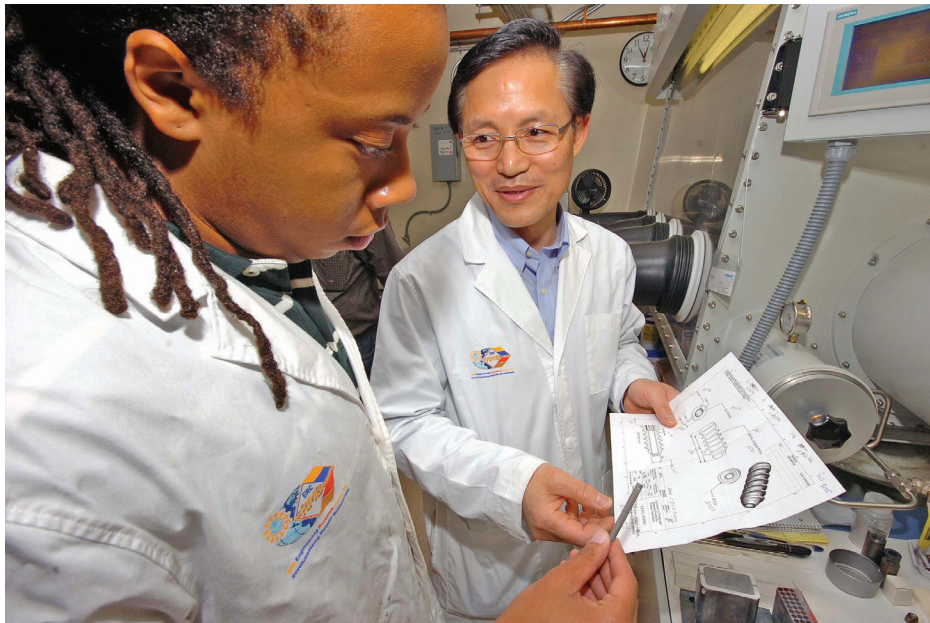
Recycled Paper

When recycled paper stock is used in a publication, include the universal symbol for 'recycled' and a statement about the percentage of the paper's recycled content. Also include whether the paper is FSC (Forest Stewardship Council) certified.

> **EXAMPLE:** Via is FSC, Green-e and Green Seal certified, and 100% recycled

The print vendor is able to provide or confirm this information.

Diversity

All visual representations of North Carolina Agricultural and Technical State University should show multicultural diversity in the genders, races, and ages that comprise the university. In addition, writers are encouraged not to use stereotyping in their prose, unless it is the topic being explored.

MAILINGS

Units that desire to mail publications using the university's nonprofit organization mail permit–Permit No. 47–must consult the Campus Mail Center prior to mailing the materials. In addition, units must adhere to all guidelines stipulated by the university and the United States Postal Service.

POWERPOINT SLIDES

The university's PowerPoint template should be used for all North Carolina A&T State University related slide presentations.* The template includes five slides: a cover slide and four standard slides that may be used as needed.

On the cover slide, the heading is gold Georgia Bold 32-point type. The subhead is white Georgia 24-point type. On the standard slides, the heading is blue Georgia 30-point type and the subhead is gold Georgia 22-point type. Body text on all standard slides is black Arial and should not be smaller than 20 points.

The university's PowerPoint template is available online at *www.ncat.edu/~univ*.

* The N.C. Cooperative Extension program is exempt from this guideline.

FPO Title Here

FPO Subtitle Here

North Carolina Agricultural and Technical State University

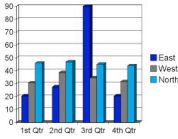**North Carolina Agricultural and Technical State University**

FPO General Admissions
Subhead copy goes here. Here. Here. Here.

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam congue luctus mi sit amet vulputate.
- Sed id nibh et magna placerat tempor et eu metus.
- Duis vulputate rutrum nibh, quis tempus elit luctus ut. Aliquam tincidunt commodo purus.
- Aliquam tincidunt commodo purus.
- Qi tempus elit luctus ut. Aliquam tincidunt commodo purus, nec tempus ante vestibulum ac. Nulla facilisi.

North Carolina Agricultural and Technical State University

Headline goes here. Here.

- Duis vulputate rutrum nibh, quis tempus elit.
- Aliquam tincidunt commodo purus, nec tempus ante vestibulum ac. Nulla facilisi.

North Carolina Agricultural and Technical State University

Other Pages
Subhead goes here again.

- Lorem ipsum dolor sit amet
- Aliquam congue luctus mi sit amet vulputate
- congue luctus mi sit amet vulputate
- Lorem ipsum dolor
- Lorem ipsum dolor

EMAIL

SIGNATURES

While the email signature is your business calling card, it is also an extension of the university. Keep it simple and as brief as possible, while providing all of the necessary information. Four to six lines is an acceptable standard. The system sans serif font (Arial) or the default sans serif font is the best practice, as all email clients do not recognize all fonts.

Email signatures used for university-related messages should include the following information:

> Name
> Title, Department
> College/School/Division Name | Location
> University Name
> University Address
> Phone | FAX | Email | Web

The standard color for text in the signature is black.

University email signatures should not include references/slogans/quotes/images.

BACKGROUND COLOR

University email backgrounds should be solid white. Patterns and colors are prohibited.

EXAMPLES:

Jane X Smith, PhD
Associate Professor, Department of Curriculum and Instruction
School of Education | Proctor Hall, Room 001
North Carolina Agricultural and Technical State University
1601 East Market Street, Greensboro, NC 27411
P: 123-456-7890 | F: 123-456-7891 | smithjx@ncat.edu | www.ncat.edu/soe

John J Jones
Web Manager, Office of Development
Division of University Advancement | Dowdy Building
North Carolina A&T State University
1601 East Market Street, Greensboro, NC 27411
P: 123-456-7890 | F: 123-456-7892 | jjjones9@ncat.edu | www.ncat.edu/adv

EDITORIAL GUIDELINES

The quality of information published by the university plays an important role in maintaining the strong reputation and image of North Carolina A&T State University. The Office of University Relations uses the *Associated Press Stylebook* as the official editorial guide for all university publications and news releases. For consistency in style and usage, all university news writers are expected to use "AP" journalistic style. Other references are the most current editions of *The Chicago Manual of Style (CMOS)*—for academic/research published documents— and *Merriam-Webster's Collegiate Dictionary*.

first: The official full name of the institution is **North Carolina Agricultural and Technical State University**. On first reference, it should always be spelled out with no abbreviations.

second: On second reference, after the complete name has been used, use one of the following:
North Carolina A&T State University *(This name may be used on first reference internally.)*
North Carolina A&T
N.C. A&T

third: On third reference and informally:
A&T *(This may be used on second reference internally.)*

athletics: Athletics:
N.C. A&T Aggies
A&T Aggies
Aggies

other: Other acceptable versions:
NCAT or ncat *(Email and Web references only)*

never: Unacceptable versions of the institution's name:
North Carolina A & T State University
North Carolina A and T State University
North Carolina A and T
NC A&T SU
NCA&TSU
NCAT (other than Email and Web references)
A & T
A and T

Some historical sources use North Carolina A. and T. However, this format is only acceptable when quoting/referencing a written source. There are no other acceptable variations of the university's name and its uses.

* *These are the standards for all print and electronic media.*

COLLEGES AND SCHOOLS

Formal and first references:
    College of Arts and Sciences
    College of Engineering
    School of Agriculture and Environmental Sciences
    School of Business and Economics
    School of Education
    School of Graduate Studies
    School of Nursing
    School of Technology
    Joint School of Nanoscience and Nanoengineering

Informal or other references and abbreviations:
    College of Arts and Sciences
        Arts & Sciences
        CAS
        A&S
    College of Engineering
        Engineering
        COE
    School of Agriculture and Environmental Sciences
        SAES
    School of Business and Economics
        Business & Economics
        SOBE
        B&E
    School of Graduate Studies
        Graduate School
        Graduate Studies
        Grad School
    School of Nursing
        Nursing
        SON
    School of Technology
        Technology
        SOT
    Joint School of Nanoscience and Nanoengineering
        JSNN

DIVISIONS

Formal and first references:
    Division of Academic Affairs
    Division of Business and Finance
    Division of Human Resources
    Division of Information Technology
    Division of Research and Economic
        Development
    Division of Student Affairs
    Division of University Advancement

Informal or second references and abbreviations:
    Division of Academic Affairs
        Academic Affairs
    Division of Business and Finance
        Business and Finance
        Business & Finance
    Division of Human Resources
        Human Resources
        HR
    Division of Information Technology
        Information Technology
        DoIT
        IT
    Division of Research and Economic
    Development
        Research
        DORED
    Division of Student Affairs
        Student Affairs
    Division of University Advancement
        University Advancement
        Advancement
        DUA

CAPITALIZATION

ALWAYS CAPITALIZE

- Always capitalize proper nouns, months and days of the week. Do not capitalize seasons unless they are part of a title, e.g., Fall Lyceum Series.

- When in doubt, do not capitalize; or refer to the *Associated Press Stylebook*.

- Capitalize all words except articles (the, a, an), conjunctions (and, but, or, for, nor, so, yet, if, as, since, when, because), and short prepositions (of, in, on) in headings and the title of books, plays, lectures, musical compositions, etc., unless they appear at the beginning of the title.

  Planet of Slums
  The Immortal Life of Henrietta Lacks

- Capitalize the official names of departments when used in text. However, do not capitalize the informal name.

  The professor lectures in the Department of Curriculum and Instruction.
  The professor lectures in the curriculum and instruction department.

- All conferred and traditional, educational, occupational and business titles when used specifically in front of the name; do not capitalize these titles when they follow the name or when they appear alone.

  Chancellor John Doe
  Jane Doe, provost and vice chancellor for academic affairs
  The brigadier general will preside at the banquet.

DO NOT CAPITALIZE

- Do not capitalize words such as college, school, department, office, division, association and conference when they stand alone, even if they refer to a specific, previously identified entity.

- Titles standing alone or in apposition

  The provost is second in command.
  Mary Brown, professor of nanoengineering, is on sabbatical until next semester.

- Names of school or college studies, fields of study, options, curricula, major areas, or major subjects, except languages, unless a specific course is being referred

  Dan is majoring in biology with a minor in American history.

- Unofficial or informal names of departments when used in text

  Dr. Jones is chairman of the multimedia department.

- The words or abbreviations a.m., p.m., baccalaureate, federal, state, government, honors, page and paragraph

- Names of seasons (winter, spring, summer, fall), including references to semesters

- Plural words that refer to multiple preceding terms that individually would be capitalized

  The Oaks Faculty House is located at the corner of Dudley and Bluford streets.

ABBREVIATIONS

Refer to the *Associated Press Stylebook* or the *Chicago Manual of Style* for specific usages.

ACADEMIC DEGREES

Spell out and use lowercase letters for names of degrees when referenced generically in running text:

> He has earned a bachelor's degree, a master's in history, a master of business administration, and a doctorate.

Capitalize degree abbreviations without periods and set off with commas when following a name:

> John Doe, PhD, was the guest speaker.

Capitalize the major when it appears as part of the degree:

> Bachelor of Science in Chemical Engineering

Use lowercase letters when the major follows the word degree:

> She holds a Bachelor of Science degree in chemical engineering.

ACADEMIC TITLES

Academic titles are capitalized when they immediately precede a personal name and lowercased when following a name:

> Associate Professor John Doe
> Jane Smith, assistant professor

When an academic title is used in apposition before a personal name as a descriptive tag, it is lowercased:

> The team was led by history professors William Green and Susan White.

The term "professor" should not be used simply to indicate "faculty member." (Use of "professors" in the example above indicates that Green and White are, indeed, full professors, not just members of the history faculty.)

The forms for A&T titles are vice chancellor "for"; dean "of"; chair or chairperson "of"; professor, associate professor, and assistant professor "of"; and instructor "in"—followed by the applicable field or unit.

ACRONYMS AND INITIALISMS

Acronyms (read as a single word, such as AIDS) and initialisms (read as a series of letters, such as HIV) are abbreviations that generally are less cumbersome to use than the complete name of the entity they represent. Avoid coining new ones to address isolated situations.

Generally, acronyms and initialisms are based on the initial letter of the words in the name of the entity they represent and are formed using capital letters without periods. Plurals are formed by adding "s" (e.g., SATs) or "'s" for terms ending in "S" (e.g., SOS's).

An acronym or initialism is enclosed in parentheses following the first text reference to the complete name for which it stands: The Division of Research and Economic Development (DORED) maintains a balanced and diverse portfolio of basic and applied research programs that are effectively integrated with undergraduate and graduate education.

An acronym or initialism should not be provided if there is no subsequent reference, unless it is better known than the term for which it stands or there is a desire to promote its use.

Acronyms and initialisms commonly understood by the intended audience (e.g., GPA, ACT, SAT with prospective students) can be used on first reference.

The first reference to North Carolina Agricultural and Technical State University in institutional pieces need not be followed by (A&T) even when A&T is used in subsequent references.

ADDRESSES

U.S. Postal Service standards specify the following order for campus addresses:

> Individual's name
> Unit name
> North Carolina A&T State University
> Street Address
> Greensboro, NC 27411

AFFIRMATIVE ACTION /EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

North Carolina A&T State University is an AA/EEO employer and ADA compliant institution.

ALUMNA, ALUMNUS, ALUMNAE AND ALUMNI

The plurals of alumna and alumnus are alumnae and alumni, respectively. While alumna and alumnae refer specifically to a woman or women and alumnus refers specifically to a man, alumni can be used to refer to both men and women and should be used for the general plural term. "Alums" should only be used as an informal substitute.

These terms can mean persons who have attended or those who have graduated from an institution. Clarification should be made if relevant to the context.

AMPERSAND

Do not use an ampersand (&) in place of "and" in running text, even in the names of units or organizations that use an ampersand. Use the ampersand only in titles of published works, corporate names, course abbreviations, and graphic treatments.

No: The College of Arts & Sciences is the largest academic unit on campus.
Yes: The College of Arts and Sciences is the largest academic unit on campus.

APOSTROPHE

The apostrophe replaces missing letters (e.g., doesn't) and missing numbers (e.g., class of '71).

The curved (or "smart") version is preferred unless it is representing feet in a measurement: 6' 8".

If use of straight apostrophes is the convention for a Web site, consistency is key.

NUMBERS

For numbers under 10, use number words (*one, two, etc.*).

Use numerals for all numbers 10 or over, including ordinals, e.g., *22nd*.

Days of the month should be written in numeric form, omitting *rd*, *th*, *st*, *nd*.

Use numerals for credit hours, ages, percentages, ratios, and degrees.

For consistency within a series, use numerals if more than half of the numbers are 10 or over; otherwise, use number words within a series.

20 hours, 11 minutes, 3 seconds
She purchased fifteen oranges, six bananas, five apples, seven plums, and twenty-four lemons last week.

Use hyphens when writing phone numbers.

800-555-1234
336-256-0863

Hours of the day should be written as 1 p.m. or 1:30 p.m.

Do not add a numeral in parentheses after use of a number word.

No: The clerk gave me eight (8) copies.
Yes: The clerk gave me eight copies.

Use hyphens to set off fractions when fractions are not available in a particular font: 5-1/2" x 7-3/4".

COMMUNICATION GUIDELINES

GOOD OP-EDS REQUIRE THE FOLLOWING:

- Strong opinions articulately stated.

- Timely topics. News gets stale quickly; so don't give opinions if they are simply a rehashing of what already has been said.

- Brevity. Publications that carry op-eds have standard word limits; know them, and keep them in mind when writing.

- Expertise. Write about a subject based on a particular expertise, either because of a scholarly background or personal experience.

- Focus. Choose a topic and stick to it, rather than diluting one's own argument by simultaneously tackling more than one subject.

- A call to action. This requires that the arguments outlined in the op-ed come to a logical conclusion – and that a solution is presented. Do not simply outline a problem.

GENERAL WRITING TIPS FOR OP-EDS:

- Summarize the thesis quickly. Most op-eds range from approximately 700 to 900 words. Enough space should be reserved to provide evidence or examples to back up the thesis.

- Connect the topic to the readership of the publication.

- Consider using a short list – "Here are three reasons the proposal should be defeated" or "Here are four possible solutions that won't cost the taxpayers a dime" – to help articulate the major points in a way that is accessible to the readers.

- Write with the readers in mind. Tailor the style to the publication's audience.

- Back up the arguments with facts – and be sure to confirm the facts before they are used. Don't use footnotes, but attribute figures to their sources when using them, e.g., "Data from the 2010 Census reveal that . . . ."

- Convictions should be firm. If the author is refuting arguments from an opposing side that are common knowledge, be sure to use more space arguing the point than articulating those held by others.

- Be precise in grammar, spelling, sentence construction, and other essentials of composition. Lack of attention to these aspects of the work reflects poorly on the author as a legitimate source of information.

OP-ED GUIDELINES

Op-eds are opinion pieces written by the public that typically are published on the page opposite the newspaper's editorial page. Newspapers, magazines, and other news publications regularly run op-eds to ensure that they present a diversity of opinions on topics of importance to their readers. They are longer than letters to the editor and offer an opportunity for a better-developed argument.

Share the op-ed with the media relations director (Office of University Relations) prior to releasing it to the media. Once an op-ed is published, remember to take advantage of its publication. Distribute copies of it, or email it to the media relations director and others who may find it useful.

GRAPHIC AND EDITORIAL
STANDARDS AND GUIDELINES

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