

The University Image

A GUIDE TO PUBLICATIONS AND ADVERTISING

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The Top 10 Things You Should Know about Publications and Advertising at East Carolina University

1. **The Office of University Marketing and the Department of University Publications provide expert marketing, writing, editing, graphic design, and support services free of charge to units on campus.** University Publications has primary responsibility for admissions, student recruitment, and fund-raising materials.
2. **Only approved marks may be used.** No unit on campus (with the exception of student groups) is permitted to create or use a logo other than approved marks. See pages 12, 21, and 25 for more information. Requests for approved marks must be submitted via e-mail to logoreview@ecu.edu. Please describe the intended use of the mark and note the preferred file format in your e-mail.
3. **Think purple; it is one of the strongest elements of East Carolina's identity.** When you're planning a piece that uses color, try to incorporate purple into it. It is a strong visual cue to your audience that they are looking at something from East Carolina.
4. **All student recruitment pieces must be created or approved by the Department of University Publications.** All publications listing courses and degree requirements must go through the publications office for submission to academic review by Academic Affairs and the Graduate School.
5. **All off-campus advertising (with the exception of classified ads) must be approved in advance by the assistant vice chancellor for University Marketing.**
6. **Certain statements are required on the university's printed pieces.** All publications must carry a recycling statement if printed on recycled paper, and all publications, whether printed with state or nonstate funds, must carry a statement about funding (see pages 38 and 39). All recruitment pieces must carry a nondiscrimination statement (see page 33). All pieces promoting an event must carry an ADA statement (see page 33).
7. **All promotional and marketing university publications (printed and electronic) must adhere to the editorial style guidelines described in this manual, *The Chicago Manual of Style*, and *Merriam-Webster's Collegiate Dictionary*.** All university publications, whether paid for with state or nonstate funds, must adhere to the graphic standards described in this document.
8. **University Printing and Graphics is a unit of Business Services that offers printing, copying, and graphic design services for a fee.** They are located on 10th Street in the Harris Building.
9. **Copies of certain printed items must be deposited with the North Carolina State Publications Clearinghouse,** including course catalogs, exhibition catalogs, journals, certain newsletters, proceedings of symposia, and student literary magazines regardless of the source of the funds covering the printing costs. See page 39 for information.
10. **All promotional items must be submitted to the Office of University Marketing for approval before being produced.** Use the online form at www.ecu.edu/mktg/logo_review.cfm or see page 9 for details.

University Image Regulation

The image regulation is a set of graphic, editorial, and procedural standards for the university's marketing and advertising efforts. Authorized by the East Carolina Board of Trustees, the regulation was developed to ensure the quality and consistency of the university's efforts to market its programs.

The Rationale Behind the Image Regulation

Every organization is perceived in some manner by its constituents. In the absence of an image cultivated by the organization, the general public will create its own.

East Carolina University has grown quickly from its days as a teacher training school. Unfortunately, that rapid growth has not always been matched by a careful cultivation of the university's image. As a result, the university has faced challenges related to perception and awareness.

The success of each part of the university contributes to the reputation of the whole institution, and the reputation of the university affects the success and reputation of each unit. **It is in the university's best interest that its promotional efforts across campus present a consistent, high-quality image.** The ECU Board of Trustees has directed that image standards be established to address this need. These standards will help to create an accurate perception of the exciting realities that exist here.

The Directive of the Trustees

The East Carolina University Board of Trustees has determined that the name "East Carolina University," the words "East Carolina" used in the context of the university, the abbreviation "ECU," the university seal and logos, the university athletics emblems, and other authorized university symbols shall not be used for any official or quasi-official promotional purpose by any group or organization for any activity on or off campus without the approval of the Board of Trustees. The trustees delegate to the assistant vice chancellor for University Marketing the authority to make these approvals and to establish the appropriate guidelines and procedures to support this regulation.

In Plain English

The image regulation ensures that all the university's printed and electronic publications and advertising share a common look. This means that all pieces use a common typeface, treat the university word mark and supporting logos similarly, and use text and design elements in a similar manner. This does NOT mean that all pieces are identical, only that they share visual elements that identify them as coming from East Carolina. The section explaining this graphic identity begins on page 10.

The image regulation also requires a common editorial style. As an institution of higher learning, we have a responsibility to use language correctly and consistently and to use it well. All university marketing and promotional publications and advertising will adhere to the standards of *The Chicago Manual of Style* (15th edition) and the university style guide that begins on page 48 of this publication.

This image regulation applies to everyone; adherence is expected and required of all university units. One of the easiest ways to ensure that you are in compliance with the image regulation is to work with University Marketing in developing your promotional and communication materials.

Advertising Regulation

University groups are encouraged to consider advertising as a way to promote their programs. However, the university requires that the assistant vice chancellor for University Marketing or the director's designee approve any space or time reservations for nonclassified, off-campus advertising. This includes newspaper and magazine display ads, billboards, and radio and television spots.

Research and Planning

Once you decide to advertise, you must set a budget, define the purpose of the advertising, identify the types of media and specific outlets to be used, determine specifications for the materials, and develop a production plan for the materials. All of these issues should be resolved before reserving space or airtime. Do not underestimate the amount of time this phase can require. University Marketing can help your department in this important phase.

Reservations: Space and Time

Reserving space in a printed publication or on a Web site or a broadcast time on TV or radio is an agreement to use and pay for the space or time. Typically once a placement is reserved, the advertiser cannot withdraw without paying some sort of penalty.

A signed contract is required to process payment for advertising, and only certain individuals are authorized to sign contracts on behalf of the university. The assistant vice chancellor for University Marketing is authorized to sign advertising contracts.

Advertising is usually most effective when it is repeated. Media outlets recognize this and often provide discounts to advertisers based on the volume of advertising they do. The university can save money by maintaining one overall account with an advertiser. Although a particular ad might be paid for by a particular department, the account should typically be listed under the name of East Carolina University.

Creating Ads

Reserving space is fairly simple; creating materials to run in that space is not. An ad's effect is determined not only by its placement but also by its quality. Consider carefully the time and resources required to develop the appropriate materials before space or time is reserved. Remember, once the space or time is reserved, the media outlet will expect payment whether or not the ad runs. Also, be sure to confirm all delivery specifications upon reserving space or time.

Advertising materials must also reflect the quality of the university. All nonclassified advertising materials require the approval of the assistant vice chancellor for University Marketing or his designee. The best way to assure that these approvals are received is to begin the process with University Marketing and use the resources that are available within that department.

Billing

Billing usually occurs at the time the media runs. Tear sheets are required for payment of print ads.

Publications, Promotional Items, and Advertising Standards and Practices

Every communication, print or electronic, sent out by university units reflects on the quality of this institution. To maintain a consistent, high-quality image, the Department of University Publications has produced this manual to ensure adherence to specific publications guidelines.

Whether you bring a publication to University Publications, take it to University Printing and Graphics, hire a freelancer, or do it yourself, you have a responsibility to follow the guidelines in this publication.

All questions concerning these guidelines should be directed to University Publications, Building 198, 1206 Charles Boulevard, 252-328-6037.

CREATING PUBLICATIONS

Number One

Contact University Publications first. When you decide you need a publication, schedule a meeting with us as soon as possible. We can help you plan out a timetable, determine a budget, and create specifications. We can also plan it, write it, shoot photos, design it, assure that it meets all the standards set by University Marketing, handle the marketing review, and shepherd it through the academic review process and the bid process. And it won't cost you anything; you just pay the printing bill. What's the catch? See rule number two.

Number Two

Give yourself plenty of time. Think on the order of months, not weeks. If you come to University Publications, allow two to three months for production of a typical brochure.

The Publications Process

Schedule a time to meet with our staff (call 252-328-6037) to discuss your publication needs. Remember, the earlier the better. Gather the following information for the initial meeting:

- The purpose of the piece
- The audience for the piece
- A delivery date
- A budget
- The quantity you need
- How you plan to distribute the piece
- Prepared text even if it is just a guideline
- Ideas for photographs (and provide what artwork you have)
- Any collateral pieces (envelopes, reply cards, etc.) you may need

Prepare text in Microsoft Word without formatting except for paragraphs and headings and send as an e-mail attachment. Bring or send a hard copy (a printout) of the file to Building 198. *Note: Do not send Microsoft Publisher files. It is software designed for department printing, but cannot be output at University Publications, University Printing and Graphics, or any outside printer.*

Assist in setting up photo shoots or obtaining photo subjects, if necessary.

You will be asked to approve a mockup of your piece. Remember that academic approval for student recruitment pieces is usually required. Approval by the assistant vice chancellor for University Marketing is required for all pieces.

For printing at University Printing and Graphics, bring a University Printing and Graphics requisition completed with signatures, FOAP, quantity, and delivery location to Building 198. University Publications will complete the rest of the form. An online option also is available.

For off-campus printing costing less than \$5,000, submit a completed purchase requisition online along with PDFs of the printing estimates supplied by our office to the Department of Materials Management. For off-campus printing costing more than \$5,000, we will send you the printing specifications as an e-mail attachment. Submit this e-mail attachment along with a completed purchase requisition online through PORT to the Department of Materials Management, which will post the specifications on the state's bid site.

Some of these guidelines are state requirements established for state-funded publications. Others are internal guidelines set out by University Marketing to create a unified appearance and to maintain editorial consistency in all publications, whether print or electronic, published and distributed by East Carolina University.

All questions concerning these guidelines should be directed to University Publications, Building 198, 1206 Charles Boulevard, 252-328-6037.

Fax or send a PDF of a copy of your purchase order to us to confirm the purchase order number, the quantity, and the printer.

Review subsequent mockups as needed and approve a final mockup.

Approve the printer's proof.

Check the quantity and quality of the delivered product and inform our office immediately of any problems.

For other information about publications, go to www.ecu.edu/univpubs/.

USE OF FREELANCERS

University Marketing and Publications, as well as other offices on campus, provide the services required for most marketing/promotional productions undertaken by the university. The Marketing and Publications offices do not charge for the services they provide directly, and they serve the entire campus community. In addition, University Printing and Graphics (UP&G) on campus also provides design and production services for a fee. Many campus units also have staff members tasked with producing marketing and promotional projects for their individual offices.

Occasions may arise when the services of external freelancers or agencies could be utilized. However, to better manage the costs associated in the production of printed and digital publications—including print and Web design, photography, editorial services, and videography—campus units should make every effort to use the university's internal publications resources whenever possible.

Please remember that all promotional materials, regardless of where they are produced, must follow the identity standards detailed in this manual. See below for further information on publication review and approval.

PUBLICATION REVIEW AND APPROVAL

Student Recruitment Publications

All publications designed for recruiting students (e.g., brochures, flyers, posters) must be submitted to and reviewed and approved by the Department of University Publications and the assistant vice chancellor for University Marketing before they can be printed and distributed.

Each publication will be reviewed for editorial consistency, accuracy of information, graphic style, appropriate use of the university word mark and logo, and use of photographs. All recruitment publications containing course listings and degree program information will be reviewed by Academic Affairs and/or by the Graduate School.

In planning a production schedule, the department should allow at least two weeks for the academic review process.

All university marks, including the university name, are federally registered trademarks.

Please submit all logo requests to the online form at www.ecu.edu/mktg/logo_review.cfm.

PROMOTIONAL ITEMS

All university marks, including the university name, are federally registered trademarks. In order to protect the university's licensing agreements and graphic identity standards, promotional items must be designed and reviewed for compliance with these agreements and standards. In addition, these items can only be purchased from vendors who are licensed by the university to produce ECU-trademarked items. A list of these vendors/licensees is available at www.ecu.edu/licensing and/or through the Department of Materials Management. Failure to comply with these guidelines may result in the Department of Materials Management rejecting payment for these items, in which case the individual placing the order will be responsible for payment.

The university community is encouraged to use official marks in their promotional activities. However, any use of university marks must be consistent with the regulations and guidelines established for their use by University Marketing and University Licensing. When using marks/designs to represent the university, only official ECU trademarks should be used. In support of these regulations and guidelines, designs for promotional items incorporating university marks must be submitted to logoreview@ecu.edu for review and receive approval prior to production. Publications will review designs for compliance and route them as needed for all appropriate approvals. If revisions are required, design assistance can be provided.

Submitting Your Designs

Designs must be submitted by using the online form at www.ecu.edu/mktg/logo_review.cfm. Please allow at least two working days for review of the designs. Please allow additional time if design assistance is needed. Contact University Publications at 252-328-6037 for more information.

This process applies every time an order for a promotional item is placed, whether the item is a new production or a reorder that had been approved previously.

Unified Visual Identity

The elements of the visual identity outlined on the following pages represent an effort to create a unified “family” look for the university’s communication materials.

THE RATIONALE BEHIND THE UNIFIED VISUAL IDENTITY

Every organization is perceived in some manner by its constituents. In the absence of an image cultivated by the organization, the general public will create its own. East Carolina University has grown quickly from its days as a teacher training school. Unfortunately, that rapid growth has not always been matched by a careful cultivation of the university’s image. As a result, the university has faced challenges related to perception and awareness.

The elements of the visual identity outlined on the following pages represent an effort to create a unified “family” look for the university’s marketing and promotional materials. By defining the framework upon which designs are created, we do limit design options. But we also eliminate much of the ill-conceived design that proliferates in the absence of standards for applying design. By implementing a unified identity, the university projects a more professional and consistent image. The result is a strengthening of the ECU brand.

The success of each part of the university contributes to the reputation of the whole institution, and the reputation of the university affects the success and reputation of each unit. It is in the university’s best interest that its promotional efforts across campus present a consistent, high-quality image.

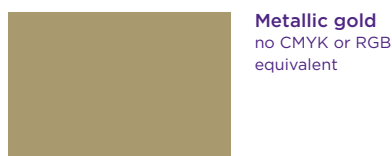
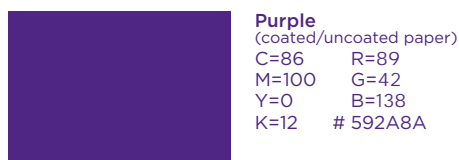
This image regulation applies to everyone; adherence is expected and required of all university units. One of the easiest ways to ensure that you are in compliance with the image regulation is to work with University Marketing in developing your promotional and marketing materials.

General Guidelines

The East Carolina logotypes, word marks, arches emblem, and seal; the ECU Physicians word mark; the East Carolina Alumni Association mark; the Pirate Club mark; and the athletics spirit marks are the only marks approved for use by the university community. These marks supersede and replace all other logos or marks used by individual units, departments, or programs. No other marks or logos may be used to represent the university and its programs without receiving prior written approval from the assistant vice chancellor for University Marketing or the assistant athletics director for licensing, respectively. Use of the university seal is limited. See pages 12 and 21–26 for examples.

OFFICIAL ECU COLORS

In establishing the identity of East Carolina University, color is paramount. By creating and using the official colors in a consistent manner, our identity is only strengthened. Generally speaking, the official colors for ECU are purple and gold. Please refer to the color formulas to the left for all printed and Web-related applications. The Pantone Matching System® can be used for color specification. Purple matches Pantone 268 for both coated and uncoated papers. Gold matches Pantone 123 for coated papers and Pantone 109 for uncoated papers. Metallic gold matches Pantone 873 Metallic.



East Carolina can be thought of as the university brand, and each school, college, division, and office is a product marketed under the umbrella of that brand. What we are striving to do with the visual identity program is strengthen the perception of the ECU brand and, by association, all of the products that make up that brand.

THE ECU IDENTIFIERS

East Carolina can be thought of as our brand, and each school, college, division, and office is a product marketed under the umbrella of that brand. What we are striving to do with the visual identity program is strengthen the perception of the ECU brand and, by association, all of the products that make up that brand. A key element in implementing the visual identity program is the placement and treatment of the name “East Carolina University.” Poor recognition of the university name among our various audiences suggests that a strong and consistent treatment of our name be applied to all publications produced for the university. Use one of the following treatments of the name on the cover or main face of your publication.

The university word mark is the stylized type treatment of the university name. The logotype is the combination of the new university arches emblem and the word mark. These marks must be used as primary identifiers on marketing and promotional items.

The university name and the various versions of the logotype and word mark are registered trademarks. Official versions of the artwork with the appropriate registration symbol are available from University Publications. The registration symbol must accompany these marks.

See page 25 for guidelines concerning the use of other university marks.

The East Carolina name is to be treated as shown in the examples on the following page. The typeface always prints in one color, preferably purple, gold, or black or as a reverse white. The name, as shown in these examples, is used to introduce and identify the university on the cover of any printed piece.

Consider this question first when designing any publication: where will the name go? In most cases, the East Carolina name will be the first thing read on a piece. The name “East Carolina University” appears prominently, clearly, and consistently in ads, on postcards and other single-page pieces, and on the covers of multipage documents and printed pieces.

The primary logotype is the preferred mark. In most cases, one of the two logotypes should be used. The word marks can be used without the arches emblem. In select cases, the arches emblem can appear apart from the word mark, but in those cases, BOTH elements must appear on the same face of an item. An exception is allowed for use of the arches emblem in combination with return addresses in mailing panels (in which the university name is included).

TERMINOLOGY

PRIMARY LOGOTYPE



ONE-LINE LOGOTYPE



PRIMARY WORD MARK



ONE-LINE WORD MARK



**“Tomorrow starts here.”
should appear on all
university publications.**

The typeface used is
Gotham Bold.

TOMORROW STARTS HERE

“Tomorrow starts here” is the unified marketing message for the entire university community. The concepts and content of all marketing materials should incorporate this message in a manner appropriate to the specific piece. The wording and punctuation of the message should not be altered in any way. Distinctive message points for a particular program can be used as headlines or in body copy, but they should not be used as a tagline or slogan.

“Tomorrow starts here” is written as a sentence, followed by a period. The message can appear with the East Carolina word mark when appropriate. Typically, it is most appropriate in recruiting materials, in ads that promote the university’s image, and in development pieces.



Tomorrow Starts Here Placement

“Tomorrow starts here” is a message that helps to define the university in its recruitment and image-building publications. On covers that use a photograph prominently, the message can appear imposed on or knocked out of the photo, provided

- there is ample clear area in the photograph to make the message both visible and easily read;
- the message and photo are mutually reinforcing.

The typeface is Gotham Bold; at full scale, the size is 10 point.



When not possible to overlay on a cover photo, “Tomorrow starts here” can be tucked under the East Carolina University word mark or one-line logotype. University Publications can provide the logotype and “Tomorrow starts here” message as a unified piece of art. Please e-mail logoreview@ecu.edu to request this file.

Centaur and Gotham are the primary fonts used in marketing and promotional projects at East Carolina. They must be used consistently in all of those projects.

TYPEFACES

The consistent use of a small family of typefaces is the most important constant in helping to establish a unified look among our many publications. Two font families have been chosen as the university's typographic workhorses. Centaur, in four variations, is a classic serif face; it is the font you are reading right now. Most lengthy body text should be set in Centaur. Gotham, in eight variations, is a strong and geometric sans serif face. It can be used for captions, bold headings, or in any application where a more modern or "logical" look is desired. Centaur and Gotham can be obtained from University Publications. Other typefaces may be used as accents, headlines, or in limited applications as appropriate. There should be a justifiable reason for using other typefaces, beyond the designer's personal preferences.

Centaur

Centaur Italic

Centaur Bold

Centaur Bold Italic

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

SAMPLES OF THE FONT Centaur

The university is fortunate that so many of its alumni and friends recognize the need for private support. Their gifts enhance the campus experience for students and faculty and directly benefit the people of North Carolina.

Through their outstanding generosity, members of the Order of the Cupola contribute to a lasting heritage of academic enrichment for generations of students and a future of continuing excellence and achievement for East Carolina University. The Order of the Cupola, our most prestigious benefactor-recognition program, was established to honor the donors of major gifts to East Carolina.

Its name is taken from the campus's most historic landmark, the Old Austin cupola. In 1996, a replica of the cupola was installed in the Mall to symbolize the university's commitment to the traditions of the past and to the promise of tomorrow.

Individuals, businesses, and foundations that have made cumulative gifts of \$100,000 or more to East Carolina are recognized in the Order of the Cupola. Membership is based on combined gift totals of cash, securities, and real property to the ECU Educational Foundation.

Platinum.....\$1,000,000 or more
Gold.....\$750,000 to \$999,999
Silver.....\$500,000 to \$749,999
Bronze.....\$100,000 to \$499,999

PLATINUM LEVEL

Harold H. Bate*
Mrs. J. Sammy Brody
Brody Brothers' Foundation
David and Laura Brody
Hyman and Stacy Brody
Leo Brody
Morris and Lorraine Brody
Ronald E. and Mary Ellen Dowdy
Charles A. and Hazel N. Freeze
GlaxoSmithKline
C. Felix and Margaret B. Harvey
Verona Lee Joyner Langford*
Harry D. "Pete" and Lynn C. Murphy
Packer Engineering Inc.
Thomas W. Rivers*
Trade Oil Company
Wachovia Bank NA
Nell and Fred Webb

Bramante
Renaissance
Cutting Method
Humanist Desire
Wright Auditorium

Regola Imparare Scrivere varii caratteri

La operina di Ludovico Vincentino Stampata

ADOBE CENTAUR

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SAMPLES OF THE FONT Gotham

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PLATINUM..... \$1,000,000 OR MORE
GOLD.....\$750,000 TO \$999,999
SILVER.....\$500,000 TO \$749,999
BRONZE.....\$100,000 TO \$499,999

PLATINUM LEVEL

Harold H. Bate*
Mrs. J. Sammy Brody
Brody Brothers' Foundation
David and Laura Brody
Hyman and Stacy Brody
Leo Brody
Morris and Lorraine Brody
Ronald E. and Mary Ellen Dowdy
Charles A. and Hazel N. Freeze
GlaxoSmithKline
C. Felix and Margaret B. Harvey
Verona Lee Joyner Langford*
Harry D. "Pete" and Lynn C. Murphy
Packer Engineering Inc.
Thomas W. Rivers*
Trade Oil Company
Wachovia Bank NA
Nell and Fred Webb

Bramante
Renaissance

Cutting Method

Humanist Desire

Wright Auditorium

Regola Imparare Scrivere varii caratteri

La operina di Ludovico Vincentino Stampata

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Quality photographs are critical to first impressions, whether they grace a Web site, a brochure, or a book. Fuzzy, poorly cropped snapshots have no place in East Carolina's publications; they do not reflect well on the quality of our programs. Photo subjects should usually not be shown standing stiffly in what is commonly called a "group and grin."

Think always of your audience and what images are most appealing to it. Is a group photo of your faculty really relevant to a high school student? Will a potential donor be moved by a distant shot of a speaker at a podium? Will alumni be favorably impressed by bored-looking attendees at a luncheon? **Remember, it is better to use no photo at all than to use a bad photo that leaves a negative impression.**

PHOTOGRAPHY

Sources of Photography

The Department of University Publications has on staff a professional photographer who shoots photos exclusively for publications produced by the department, including *East* magazine. First priority for photos that have been shot by University Publications will be reserved for projects produced by the University Publications and Marketing offices.

If you do have a need for a photo outside of a Publications-produced project, you can submit your request to Jimmy Rostar, publications director, at rostarj@ecu.edu specifying the photo's content and intended use. The request will be trafficked as a standard University Publications job and will be handled by a designer who will identify possible photos. If the photo request can be met, based on that photo's availability, the image will be provided at no charge.

University Publications no longer can accommodate requests for hiring its photographer for projects produced by departments other than the University Publications and Marketing offices.

The University Publications and Marketing offices have set up an online photo archive at www.ecu.edu/cs-admin/mktg/photo_archive.cfm. It contains a collection of photos available to the entire campus community for use in university projects.

Photo subjects should usually not be shown standing stiffly in what could be referred to as "group and grin."



Diversity

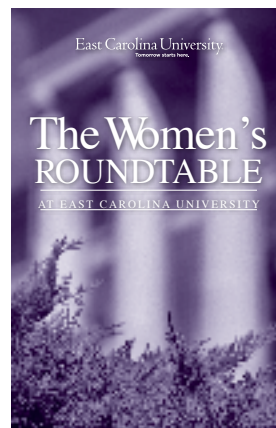
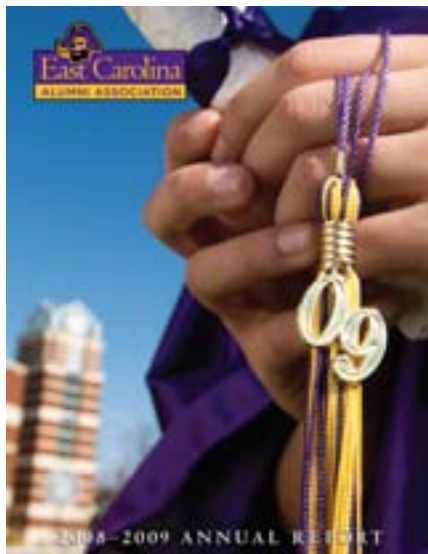
Photographs used in student recruitment publications should reflect the multiracial, multiethnic character of East Carolina University and the mix of male and female students.

However, that does not mean that you should gather a bunch of men and women of different races, line them up, and take a picture. A photograph taken for the express purpose of showing diversity is easily recognized by today's media-savvy audiences for what it is. People should instead be depicted in plausible settings, engaged in some pursuit, or be posed naturally. Diversity need not be reflected in every shot in a publication, but the piece as a whole must reflect the variety of backgrounds found on campus.

The preference is to use **one strong image in a cover design**. Another preference is for that one image to bleed (extend beyond the edge of the page) on all four sides, provided the image fits the space and allows all type to work on top of the image.

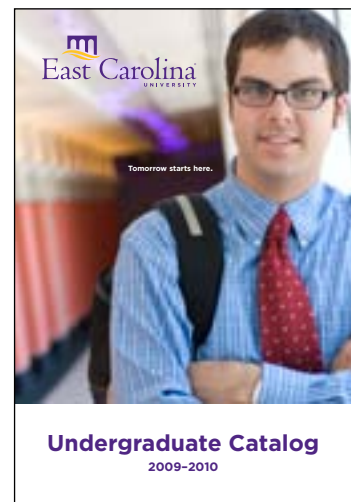
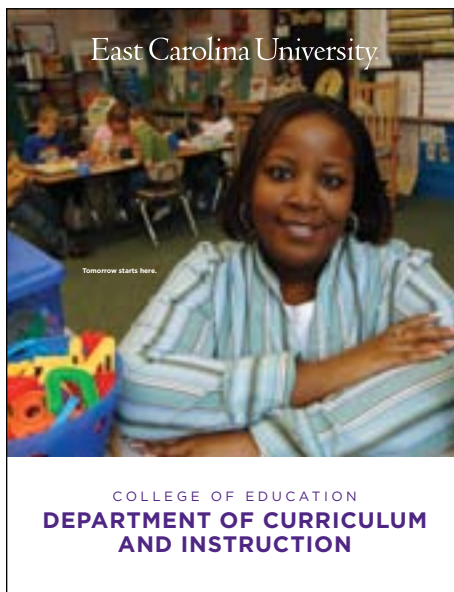
Photo Treatment

Photography is a vital part of publication design. Publications use fewer images; those used are featured more prominently and are of higher quality. The preference is to use one strong image in a cover design. Another preference is for that one image to bleed (extend beyond the edge of the page) on all four sides, provided the image fits the space and allows all type to work on top of the image.



When an image will not work as a full-bleed cover, the preferred treatment of the photo is a three-sided bleed (left, right, and top) with generous white space at the bottom of the page.

When an image will not work as a full-bleed cover, the preferred treatment of the photo is a three-sided bleed (left, right, and top) with generous white space at the bottom of the page. The white space allows for comfortable and flexible placement of type. Using white space creates an open feeling and is an element that should be used whenever possible. White space simplifies design and makes a piece appear less cluttered and more focused.



Avoid the use of many images on the cover of a publication. Feature one strong photograph to create a cleaner, more professional, and more focused image.

Avoid the use of many images on the cover of a publication. Choose the best one and feature it. Use the image as large as resolution allows.



In most cases, featuring one strong photograph creates a cleaner, more professional, and more focused image.





SPECIFICATIONS OF THE MARKS

General Guidelines

When East Carolina introduced the centennial mark in 2007, the plan adopted then directed that it be modified for permanent use at the conclusion of the celebration in 2009. The new mark combines a version of the existing university word mark with a modified university arches emblem to create what is officially referred to as the primary logotype.

Do not attempt to amend the centennial mark for this use, as the new mark does include modified design elements.

The preferred identifier for use in marketing and promotional items is the primary logotype. However, the one-line logotype, the primary word mark, and the one-line word mark are acceptable alternatives as dictated by design needs.

The university arches emblem must not stand alone (without a word mark) as a primary identifier. In select cases, the arches emblem can appear apart from the word mark, but in those cases, BOTH elements must appear on the same face of an item. An exception is allowed for use of the arches emblem in combination with return addresses in mailing panels (in which the university name is included). In all cases, an approved logotype or word mark must appear in a place of prominence.

When a university mark is applied to promotional items (e.g., decals, desk items, signs, T-shirts, etc.), the assistant vice chancellor for University Marketing must be consulted before proceeding. See standards on promotional items on page 9.

If you have specific questions or need more information about the university marks, please call Clint Bailey, assistant vice chancellor for University Marketing, at 252-328-2606 or Brent Burch, art director in the Department of University Publications, at 252-328-1274.

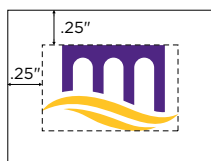
The Design

The East Carolina University primary and one-line logotypes consist of the arches emblem and the words East Carolina University. The university word marks consist of the words East Carolina University. All of those marks include the registration symbol. The elements in all of the marks are in specified relationships to one another. Do not attempt to create your own version or alter the arrangement of existing elements.

The area around the mark must be free of type or graphics. When placing text or graphics next to a mark, a minimum space of one-quarter of an inch around the entire mark must be maintained. For the primary logotype, a minimum space of one-half of an inch must be maintained. The spacing and the relationship of the elements in the mark may not be altered in any way.

Size

The configuration of the marks must be used as a whole. They may be reduced or enlarged proportionally, but the relationship of the elements may not be altered or modified in any way. Do not distort the mark when resizing it.



.25" minimum clear space



.5" minimum clear space for primary logotype

Color

The university marks can print in one or two colors. Purple, gold, black, and white are the preferred colors for printing the mark. See approved color specifications below.

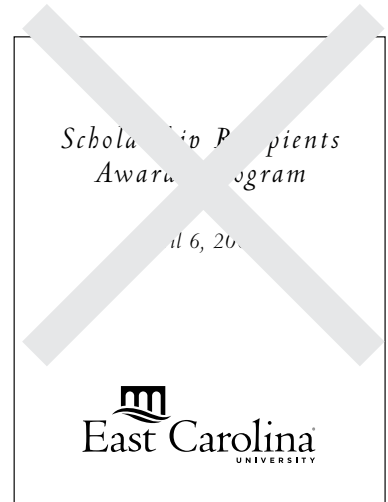
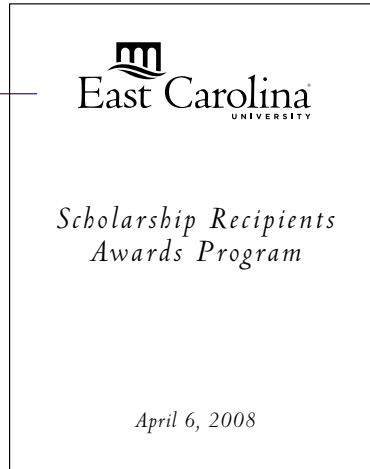
The mark should print on a solid area of color or on a white background, but not on a competitive or boldly textured background.



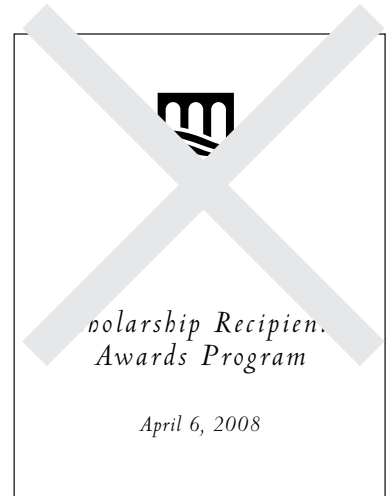
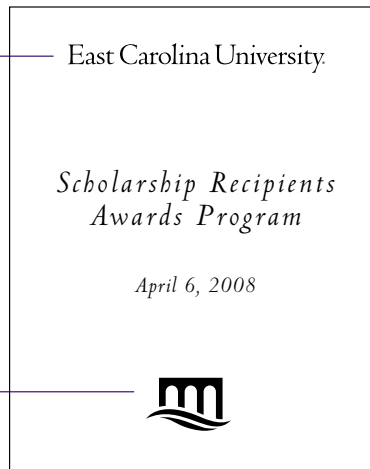
Usage and Placement

For questions or clarification on the usage the ECU marks, please contact Clint Bailey, assistant vice chancellor for University Marketing, at 252-328-2606 or Brent Burch, art director in the Department of University Publications, at 252-328-1274. Some examples of acceptable and unacceptable layouts are shown below.

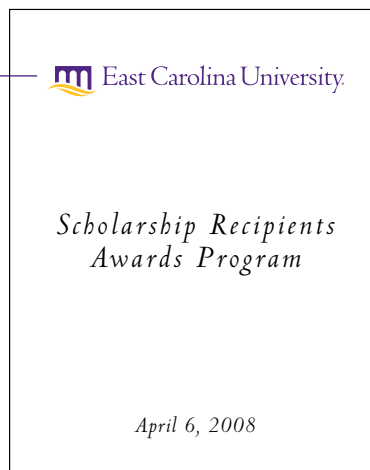
Primary logotype remains prominent.



Word mark is prominent and can stand alone.



Arches emblem, in some cases, can be used as a footnote on single sheets with the word mark at the top.



Parts of the emblem cannot be used as design elements.

Improper Treatments

Maintaining proper treatment of the ECU marks is essential to our overall image. Please do NOT attempt to re-create or alter any university marks. University Publications and Marketing or the Athletics Department can provide you with the files you require.



Do not apply a drop shadow.



Do not distort aspect ratio in any way.



Do not separate or rearrange elements.



Do not change or substitute colors.



Do not place on a competing background.



OTHER LOGOS AND WORD MARKS

Spirit Marks

There are primary and secondary athletics marks that can be used on giveaway items when proper licensing guidelines have been met. Athletics marks should not be used as primary marks on student recruitment pieces. Please contact Lee Workman (252-737-4531) for further information on using these marks.



ECU Physicians

A word mark has been developed for ECU Physicians that both leverages and supports the brand identity of the larger university. This is the only approved mark for use by the practice, and it is intended for use only in the context of the medical practice. The research, academic, and other functions of the medical school use the primary marks. In all cases, guidelines in this document apply.



East Carolina Alumni Association

The base mark for the East Carolina Alumni Association is shown at left. There are other variations available including contact information and color variations. Please contact Doug Smith at the Alumni Association (252-328-1959) for permission or questions about this mark.



Pirate Club

The mark for the Pirate Club must be used only in materials promoting the ECU Educational Foundation. Please contact Lee Workman (252-737-4531) for further information on using this mark.



University Seal

Use of the university seal should be limited to official documents such as diplomas and certificates.

DISCONTINUED LOGOS AND MARKS

Use of these marks has been discontinued. These marks are not approved for use in any new projects. Please use only the authorized marks described elsewhere in this manual.



centennial mark



arches logo



Pee Dee (old version)

A NOTE ON USING PIRATE IMAGERY

In order to preserve the distinctiveness of East Carolina Pirates and to protect our related marks, the university community is reminded that only approved marks should be used to represent ECU Pirates. Use of generic pirate imagery, especially that which approximates existing marks, should not be used. Also, official marks of the university may not be modified.

East Carolina University owns the exclusive intellectual property rights to its name, logos, slogans, colors, mascot, trademarks, service marks, and other indicia related to the university, its programs and services, and its athletic teams (collectively, the “marks”).

UNIVERSITY-REGISTERED TERMS

East Carolina University owns the exclusive intellectual property rights to its name, logos, slogans, colors, mascot, trademarks, service marks, and other indicia related to the university, its programs and services, and its athletic teams (collectively, the “marks”). The university owns all rights in the marks, and they may not be used for any purpose without the advance written permission of East Carolina University. Such uses include, but are not limited to, commercial use, advertising and promotion, marketing, product manufacture and sales, fund-raising, sponsorship, and services. The university will actively enforce its intellectual property rights against unauthorized uses of the marks that infringe upon its legal rights and/or interfere with the business of authorized licensees and/or sponsors. The university will also act to prevent unauthorized uses of the marks that misappropriate or leverage the university’s goodwill and reputation, including in any manner that is likely to cause confusion as to university’s affiliation, endorsement, sponsorship, approval, or otherwise.

For questions regarding the use of East Carolina University’s marks, please refer to the following Web sites:

www.ecu.edu/licensing/
www.ecu.edu/cs-admin/univpubs/the_university_image.cfm

Registered Terms

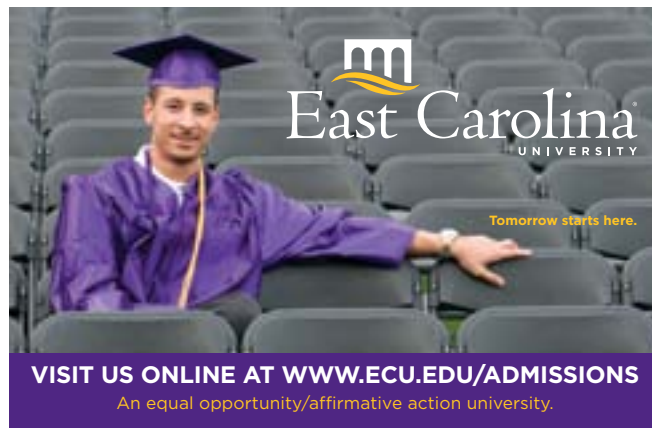
The following words are officially registered federally in association with the university and its athletic teams:

East Carolina University®
East Carolina University Pirates™
East Carolina Pirates™
East Carolina®
ECU®
ECU Pirates™
Pirates™
Pirate™
Lady Pirates™
EC™
Purple and Gold™
PeeDee The Pirate™
Arrrgh™
First Down...Pirates™
Where it is a First Down...Pirates™
Paint It Purple™
Murphy Center™
Williams Arena at Minges Coliseum™
Dowdy-Ficklen Stadium™
Clark-Le Clair Stadium™
Wright Circle™
Pirate Nation™

All ads, with the exception of classified advertising, must be approved by the assistant vice chancellor for University Marketing. Refer to page 4 for more details.

ADVERTISING

Display advertisements placed in newspapers, magazines, or other publications require the East Carolina University word mark or logotype.



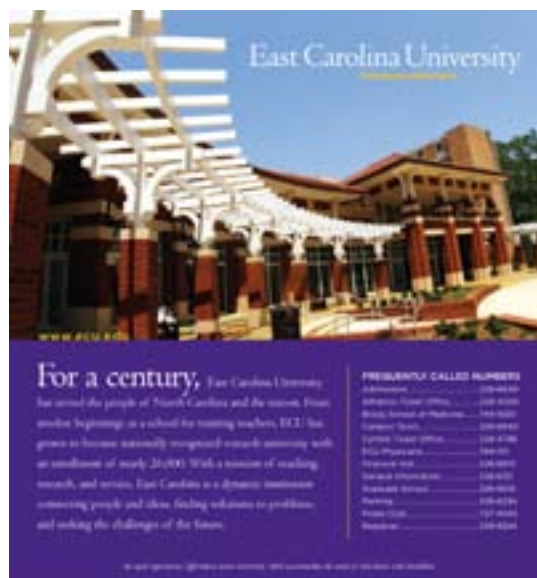
When space is tight on a small ad, the East Carolina name must remain prominent.



Proper treatment of ECU word mark and college name

Event name is still prominent

Proper treatment and placement of third-party logos



Proper treatment and placement of university name and "Tomorrow starts here."

Name treatment is missing.

Children's Theatre Series



Tweedle-Dum

Sunday, July 3
2:00 p.m., Wright Auditorium

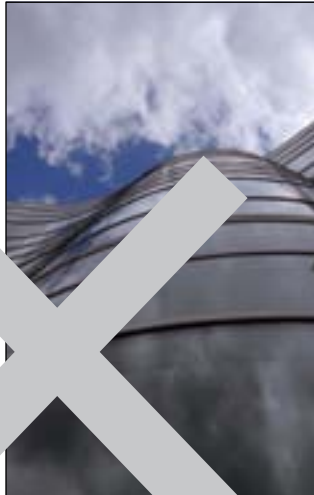
All patrons, including children of any age, must have a ticket for admission. Children twelve and under must be accompanied by an adult. Standing or sitting in the aisles is not permitted. All sales are final; there are no ticket refunds. Patrons who cannot use their tickets for an event may donate their ticket to the Playhouse twenty-four hours in advance of the performance. Dates and titles subject to change without notice.

www.ecu.edu/theatredance

Monday—Friday 10:00 a.m.—4:00 p.m. / Saturday and Sunday, 1:00—5:00 p.m.



East Carolina University



At East Carolina, there's a lot of power, hope, and promise in that word. Tomorrow may be the day that sees a breakthrough in diabetes treatment at the Brody School of Medicine. It could be the day a drama professor inspires Broadway's next star.

Tomorrow could be the day that a new discovery is made in a chemistry lab. Or at the bottom of the Pamlico Sound. Or in the papers of a famous jazz musician.

You have an opportunity to shape the future of East Carolina. We ask you to help make tomorrow's miracles a reality by making your gift today. Call the Office of Giving at 328-1222.

Tomorrow starts here.



Improper treatment of word mark.



Use only authorized marks, not arches logo.

Official university stationery is only available through University Printing and Graphics and is recommended for use by all members of the university community.

STATIONERY

Official stationery (letterhead, business cards, envelopes, office forms, and more) is available through University Printing and Graphics. Several color combinations are available for some items, including letterhead.

Regarding stationery, please remember that all departments must follow the standard formats established for university letterhead, business cards, office forms, and other items. Stationery including the old arches logo and the centennial mark is now being phased out across the university. If you still have a supply of these items, continue to use them until your supply is gone. When it is time to order new stationery items, please order using the new formats.

Call University Printing and Graphics at 252-737-1301 to order stationery. Its staff members have the approved formats for all ECU stationery items and business forms, and every effort must be made to print these items on campus.

If you require an electronic version of the letterhead, UP&G can create a customized Word template—for a nominal fee—for you to attach to your e-mails.

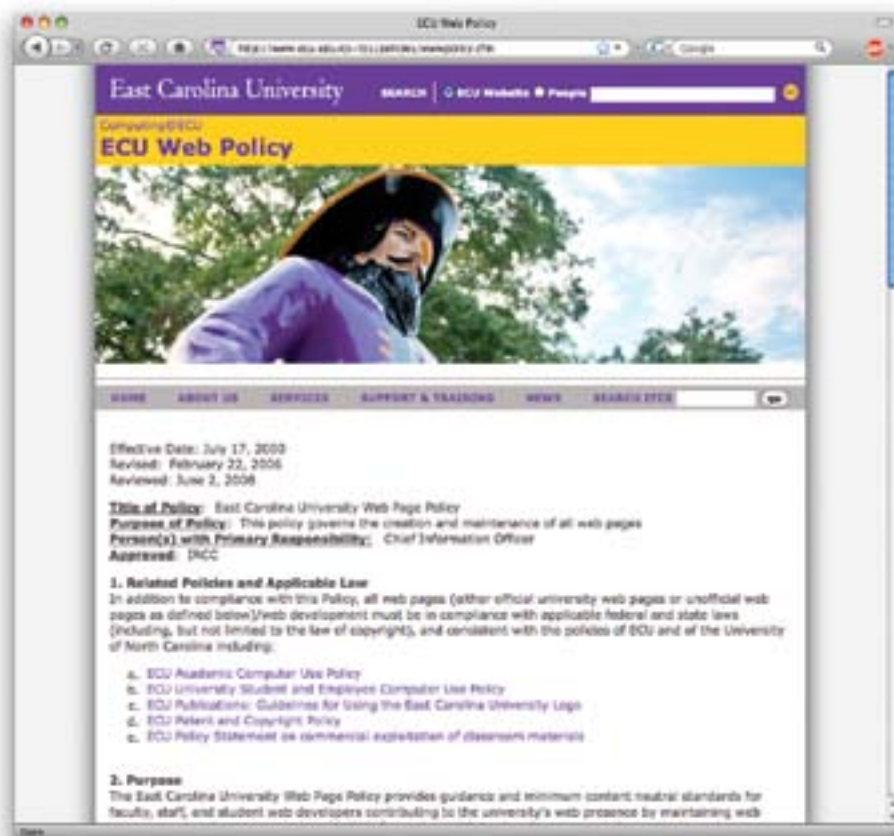
Various stationery options are available through University Printing and Graphics.



The relevant standards and practices detailed in this guidebook apply to all official East Carolina University Web pages.

INTERNET/WEB STANDARDS

The relevant standards and practices detailed in this guidebook apply to all official East Carolina University Web pages located on university servers, and to all content existing externally on public servers in support of any academic department or program; office, administrative, or support unit; or university-recognized student organization. In an effort to maintain consistency across the Web and to strengthen the university's profile online, special consideration should be given to the image standards beginning on page 10 of this guide. Additionally, the minimum requirements for both official and unofficial university Web pages can be found, along with the complete ECU Web Policy, at www.ecu.edu/cs-itcs/policies/wwwpolicy.cfm.



VIDEOGRAPHY

The university image standards apply to promotional videography. In particular, the use of color, typography, and rules governing use of marks must also be applied to promotional videos. University Marketing offers video production services for promotional videos.

ECU Publications Standards

An equal opportunity/affirmative action university that accommodates the needs of individuals with disabilities.

AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY STATEMENT

All student recruitment publications (booklets, brochures, flyers, etc.) must contain the following statement:

East Carolina University is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, gender, age, creed, sexual orientation, or disability. An equal opportunity/affirmative action employer that accommodates the needs of individuals with disabilities.

Employment and student recruitment advertisements and posters use the abbreviated statement:

An equal opportunity/affirmative action employer that accommodates the needs of individuals with disabilities.

All catalogs and viewbooks must contain a lengthier notice of nondiscrimination. Contact University Publications at 252-328-6037 for that statement.

All questions concerning this standard should be directed to the Office of Equity, Diversity and Community Relations at 252-328-6804.

Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact the Department for Disability Support Services at least 48 hours prior to the event at 252-737-1016 (voice/TTY).

AMERICANS WITH DISABILITIES ACT (ADA) STATEMENT

Any flyers, brochures, posters, or advertisements concerning an activity or event that is open to the public must include the following statement:

Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact the Department for Disability Support Services at least 48 hours prior to the event at 252-737-1016 (voice/TTY).

Note that plays require two-weeks' notice to the Department for Disability Support Services.

USE OF NONPROFIT MAIL PERMITS

Departments that want to use the university's nonprofit first-class or third-class bulk mail permit (Permit No. 110) to mail publications must adhere to standards established by the United States Postal Service, including verifying yearly all mailing lists. Call the manager of University Mail Services, 252-737-1322, for more information.

Also consult with University Mail Services if a postal indicia, reply postcard, or business reply envelope will be included in a publication to ensure that all postal requirements are met.

Printing at ECU

University procedures require that requisitions for all printing and duplicating services that are paid with university-administered funds be submitted to East Carolina University Printing and Graphics.

UNIVERSITY PRINTING AND GRAPHICS

University procedures require that requisitions for all printing and duplicating services that are paid with university-administered funds be submitted to East Carolina University Printing and Graphics. A complete description of these procedures, including type of work handled by University Printing and Graphics and lead times for printing various publications, is in the Printing Section of the *East Carolina University Business Manual*, www.ecu.edu/cs-admin/univpubs/printing_at_ecu.cfm.

The Requisition for Printing/Duplicating Services form must be used when requesting services from University Printing and Graphics. Questions regarding the use of this form should be directed to University Printing and Graphics staff at 252-737-1301.

For publications that cannot be handled by University Printing and Graphics, see the section on obtaining off-campus printing.

USING OTHER STATE-OWNED PRINTING FACILITIES

Metal signs and some multiple-part forms can be obtained through state-owned printing facilities. For more information, contact the Department of Materials Management, 200 East First Street, 252-328-6434.

PRINTING BY COMMERCIAL VENDORS

Off-campus printing can be obtained by the Department of Materials Management through a competitive bid process.

Printing jobs costing up to \$249,999.99 are bid through the Department of Materials Management. Delivery lead times will vary, depending on the type of job, printing quantity, and deadlines. Time between the printing request and delivery of the job from an off-campus printer averages 45 days. Bids are obtained as follows:

Competitive quotes are not required for jobs up to \$2,499.99. Departments can obtain one written estimate, which should be attached to the online purchase requisition.

Departments must obtain at least three written estimates for jobs from \$2,500.00 up to \$4,999.99. The estimates should be attached to the online purchase requisition.

Materials Management must obtain bids for print jobs from \$5,000.00 up to \$249,999.99. The requesting department must issue an online purchase requisition, attach printing specifications, and send to Materials Management to post on the North Carolina State Division of Purchase and Contracts Web site for bidding. Three to four weeks are required to obtain bids and issue a purchase order.

Printing jobs that equal or exceed \$250,000.00 that are not being handled on campus by University Printing and Graphics or the State Department of Correction must be sent to the North Carolina State Division of Purchase and Contracts for bidding. The requesting department must issue an online purchase requisition and attach printing specifications and send to Department of Materials Management to send to Purchase and Contracts to post on the Web site for bidding. Lead time from the request for formal bidding until the bid is awarded and a purchase order issued varies from 60 to 90 days.

Work provided by University Printing and Graphics does not require competitive bidding or Department of Materials Management approval. If University Printing and Graphics cannot meet printing requirements, the state encourages the university to use the State Department of Correction if it can satisfy the requirements of the job and the price is competitive. Bid procedures do not apply to the Department of Correction.

All off-campus printing and duplicating requests must be submitted on an online purchase requisition accompanied by specifications and mockups or samples, if available.

A copy of the Office of State Printing Guidelines is available in the Department of Materials Management, 200 East First Street. All questions concerning the procurement of printing services can be directed to that office at 252-328-6434.

State Publications Guidelines

Public document means “any annual, biennial, regular, or special report or publication of which at least 200 copies are printed with state-appropriated funds, but not including communications within an agency nor agency correspondence.”

Example: 500 copies of this public document were printed at a cost of \$278.89, or \$.56 per copy.

Example: Printed with nonstate funds.

WHAT IS A PUBLICATION?

Public document means “any annual, biennial, regular, or special report or publication of which at least 200 copies are printed with state-appropriated funds, but not including communications within an agency nor agency correspondence” (G.S. 143-169.2a).

Specifically excluded from this definition are journals and journal articles, nonprint materials, press releases, student publications, and teaching materials (e.g., lab manuals, course outlines, training guides).

The state guidelines outlined in this manual apply to all publications that fit within the above definition. The exception is the North Carolina Documents Depository System, which covers all state documents produced by state agencies regardless of the source of funding (see North Carolina State Publications Clearinghouse).

Publications that are produced with nonstate funds (e.g., paid for with student fees, advertising revenues, grants, subscriptions, etc.) are required to follow all internal guidelines. These publications are also required to follow the bid procedure outlined under Procedures for Obtaining Off-Campus Printing, but are exempt from the other state guidelines. The departments responsible for these publications are strongly urged to produce them in the most cost-effective manner.

PRINTING COST STATEMENT

All public documents printed with state-appropriated funds, excluding forms, letterhead, envelopes, and those published primarily for resale, must carry the following statement:

(Total number) of copies of this public document were printed at a cost of (total printing cost), or (unit cost) per copy.

Example: 500 copies of this public document were printed at a cost of \$278.89, or \$.56 per copy.

Cost, according to G.S. 143-170.1, includes printing costs (labor and materials) and other identifiable costs, such as design, typesetting, and binding.

This statement usually appears on the inside front or back cover in a type size smaller than the text type. State law prohibits the mailing or distribution of any public document at public expense without this statement. Further, according to G.S. 143-170.1, Sec. 6.10, (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%).”

University documents printed with nonstate funds must carry the following statement:

Printed with nonstate funds.

The State of North Carolina encourages the use of recycled paper for publications printed with state funds.

The North Carolina State Publications Clearinghouse was established by the North Carolina legislature to provide a system of distribution for certain state documents to designated depository libraries.

USING RECYCLED PAPER

The State of North Carolina encourages the use of recycled paper for publications printed with state funds. North Carolina law (G.S. 143-58.2(a)) and Executive Order No. 156 proclaim that state agencies “shall maximize their efforts to purchase and use products made wholly or in part from recycled material.” According to G.S. 136-28.8 (a2), “whenever a public document that is published by an agency of this State is printed on recycled paper, the document shall contain a printed statement or symbol indicating that the document was printed on recycled paper.”

NORTH CAROLINA STATE PUBLICATIONS CLEARINGHOUSE

The North Carolina State Publications Clearinghouse was established by the North Carolina legislature to provide a system of distribution for certain state documents to designated depository libraries (G.S. 125-11). Joyner Library is one of the depository libraries.

Deposit of Items

Items that must be deposited with the clearinghouse include course catalogs, exhibition catalogs, journals, newsletters (but not ones sent to alumni or for fund-raising), proceedings of symposia, and student literary magazines regardless of the source of the funds covering the production costs. These items also are listed on the Semiannual Publications List, which must be submitted to the clearinghouse each year in January and July. The Department of University Publications distributes the request for completion of the Semiannual Publications List annually in May and November.

Items that must be listed on the Semiannual Publications List but not deposited with the clearinghouse include alumni newsletters, program brochures, student recruitment publications, fund-raising publications, and schedules of classes.

Items that are exempt from both deposit with the clearinghouse and listing on the Semiannual Publications List include internal administrative documents, such as interoffice memos, contracts, job announcements, minutes of meetings, calendars of events, concert/drama/dance programs, news releases, radio and TV spots, student newspapers, and student yearbooks. Also, instructional manuals that are for internal use only and not for sale do not have to be deposited or listed.

Definitions

A document is defined as “any printed document including any report, directory, statistical compendium, bibliography, map, regulation, newsletter, pamphlet, brochure, periodical, bulletin, compilation, or register, regardless of whether the printed document is in paper, film, tape, disk, or any other format.” (G.S. 125-11.6)

A state publication means “any document prepared by a State agency or private organization, consultant, or research firm, under contract with or under the

supervision of a State agency: Provided, however, the term 'State Publication' does not include administrative documents used only within the issuing agency, documents produced for instructional purposes that are not intended for sale or publication . . ." (G.S. 125-11.6).

Procedures for Deposit

Items that must be deposited with the clearinghouse are required to be sent to the clearinghouse within 10 days of publication in the following quantities: sale publications, 5 copies; nonsale publications, 10 copies. Transmittal forms can be obtained from the Department of University Publications. Return the completed form with the appropriate number of copies to that office for transmittal to the clearinghouse.

A special form is required for items produced on film, tape, or disk. These items must be listed but not deposited with the clearinghouse. Contact the Department of University Publications for the appropriate form. Also contact that office for the copyright release form, which must accompany copyrighted publications.

Internal Distribution of Clearinghouse Items

Internal distribution of the undergraduate and graduate catalogs is handled by the Division of Academic Affairs, Whichard Building, 252-328-6242. Catalogs are handled by the Division of Academic Affairs, Whichard Building, 252-328-6242, and the Graduate School, 131 Ragsdale Building, 252-328-6012.

Internal distribution of the medical school catalog is handled by the Brody School of Medicine Office of Admissions, AD-52 Brody, 252-744-2202.

Internal distribution of other items deposited with the clearinghouse is handled by the producing unit.

Procedures for Title Change Notification

The clearinghouse must be notified when serial publications that are deposited with the clearinghouse are discontinued or if the title has been changed. These changes must be noted on the Publications Transmittal Form under item 8 and sent to the Department of University Publications for transmittal to the clearinghouse within 10 days after the title is changed.

Questions Concerning the Clearinghouse

All questions concerning the clearinghouse should be directed to the Department of University Publications, 252-328-6037. A copy of the handbook for the North Carolina State Documents Depository System is located in that office in Building 198, 1206 Charles Boulevard.

PRICING OF DOCUMENTS FOR RESALE

If a unit produces a publication for resale, the document should be priced on a cost-recovery basis. In consultation with the appropriate vice chancellor, the department producing publications for resale should develop a cost-recovery formula that considers the following costs:

1. Fixed costs that do not vary based on the number of copies produced:
 - a. Costs associated with a specific publication, e.g., writing, editing, design, etc.
 - b. Advertising costs, if any
 - c. Printing costs, e.g., plates, negatives, artwork, etc.

2. Variable costs that change based on the number of copies to be printed:
 - a. Labor costs associated with printing
 - b. Paper
 - c. Ink
 - d. Binding
 - e. Postage
 - f. Mailing supplies

Both the variable and fixed costs are divided by the number of publications to be sold. Some allowance should be made for file or nonrevenue copies that will incur printing costs but will not be sold.

UPDATING MAILING LISTS FOR PUBLIC DOCUMENTS

Public document mailing lists must be revised, corrected, and updated annually (G.S. 143-169.1). Each agency head must certify this to the director of the budget. Agency shall mean any “. . . State department, institution, university, commission, committee, board, licensing board, division, bureau, officer or official. . . .” (G.S. 143-169.2).

Public document “. . . shall mean any annual, biennial, regular or special report or publication of which at least 200 copies are printed, but shall not include intra-agency communications nor agency correspondence.” (G.S. 143-169.2) The documents must be printed with state-appropriated funds and distributed by mail.

Each June, the university attorney’s office requests each vice chancellor’s office and other campus units maintaining mailing lists to verify that the lists have been updated. The university attorney’s office sends certification of the updating to the state director of the budget by July 1. Questions concerning this policy may be directed to the university attorney’s office at 252-328-6940.

SUMMARY OF STATE REGULATIONS GOVERNING PUBLICATIONS AND PRINTING

- G.S.121-4 (2) and (3)..... Cultural Resources—Authority to Maintain Public Documents
 - G.S.121-5 & 6..... Public Records, Archives, Historic Documents
- G.S.125-11.6 to GS 125-11.9..... State Depository System, Clearinghouse, etc.
 - G.S.143-49 (3)..... DOA to Contract for Services
 - G.S.143-49 (5)..... DOA to Contract for Printing
 - G.S.143-52..... Competitive Bidding Requirements
 - G.S.143-53..... Rules
 - G.S.143-55..... Requisitioning
 - G.S.143-58..... Void Contracts
 - G.S.143-59..... N.C. Preference
- G.S.143-64.20 to G.S. 143-64.24..... Use of Consultant Services
 - G.S.143-169..... Publications Limitations
 - G.S.143-169.1..... Updating Mailing Lists
 - G.S.143-169.2..... Definitions
 - G.S.143-170.1..... Statement of Cost of Publications
 - G.S.143-170.2..... State Publications Procedures Manual
 - G.S.143-170.3..... Reports and Audits if Noncompliant With G.S. 143
 - G.S.143-170.5..... Use of Alkaline Paper
- G.S.143-341 (2)..... Purchase and Contract Responsibilities
 - G.S.147-45..... Distribution of State Publications (Secretary of State)
 - G.S.147-46.1..... Replacement Copies (Secretary of State)
 - G.S.147-48..... Sale of Laws and Journals (Secretary of State)
 - G.S.147-49..... Disposition of Damaged Publications (Secretary of State)
 - G.S.147-50..... Publications Furnished to Certain Institution, Agencies
 - G.S.147-54..... Printing, Distribution of N.C. Manual (Secretary of State)
 - G.S.148-70..... Preference for Prison Industries Products (e.g., printing)

Publications Resources on Campus

**Department of
University Publications**
Building 198
1206 Charles Boulevard
252-328-6037

DEPARTMENT OF UNIVERSITY PUBLICATIONS

Services: Assistance in planning, writing, editing, designing, and producing publications primarily for the Office of the Chancellor and departments initiating student recruitment and fund-raising pieces, plus display advertising and promotional items for all university offices. Services are provided at no charge, but clients must pay for printing and extraneous expenses (e.g., Federal Express charges). Publications for other offices may be handled depending on the workload of the office. This office also provides information on publication regulations and use of the university marks. The director is Jimmy Rostar.

University Marketing
Building 198
1206 Charles Boulevard
252-328-6037

UNIVERSITY MARKETING

A coordinated and consistent message is necessary to develop and maintain the proper perception of the university and support its strategic objectives. University Marketing assists East Carolina University in this regard through research, planning, and production. University Marketing comprises University Publications, *East* magazine, and Marketing Video Production. In addition to providing support for the overall university, University Marketing can provide your school, department, or program with marketing, print, Web, and video production services that support your needs and are coordinated with the overall university program. The assistant vice chancellor for University Marketing is Clint Bailey.

University Printing and Graphics
Harris Building
2612 East 10th Street
252-737-1301
252-737-1327 (fax)

UNIVERSITY PRINTING AND GRAPHICS

Services: Technical advice and assistance; estimates and job specifications; design/layout services; Macintosh- and PC-based desktop publishing file conversion; black-and-white scanning; color scanning; color correction/separations; capable of output from Zip or CD-ROM; digital color proofs; digital color output; one color to four-color process printing; complete binding/finishing, labeling, and mailing; photography services; free pickup and delivery; fee based. The director is Ann Weingartz.

ECU Rapid Copy
Harris Building
2612 East 10th Street
252-737-1301
252-328-1327 (fax)
B-300 Joyner Library
252-328-0458
252-328-2325 (fax)

ECU RAPID COPY

Services: High- and low-volume photocopying, color copying; black-and-white and color transparencies; design/layout services; binding/finishing, laminating, labeling, and mailing; incoming and outgoing fax; fast turnaround with free pickup and delivery; fee based. The manager is Doug Hill.

**Department of
Materials Management**
200 East First Street
252-328-6434

DEPARTMENT OF MATERIALS MANAGEMENT

Services: Provides assistance with obtaining off-campus printing vendors; also processes printing specifications that must be bid through the North Carolina State Division of Purchase and Contracts. The printing buyer is Harrison Metcalf.

**Academic and Student Affairs
Marketing and Communication**
112 Spilman Building
252-328-6541

ACADEMIC AND STUDENT AFFAIRS MARKETING AND COMMUNICATION

The Office of Marketing and Communication assists the departments and units within the Division of Academic and Student Affairs by developing effective marketing plans for a wide variety of events and programs held on ECU's campus. In addition, the office strives to deliver clients' messages across multiple mediums, such as brochures, flyers, postcards/posters, Web site development, video and photography projects, LCD/plasma TVs, newspaper advertisements, and press releases. Chris Stansbury is the director.

News and Communications Services
Howard House
252-328-6481

NEWS AND COMMUNICATIONS SERVICES

Services: This office provides public/media relations advice and training, as well as photographs for university and media use. This office also publishes *Pieces of Eight*, the faculty/staff newspaper, and *edge*, the university's magazine of research and creative activity. The director is John Durham.

Student Publications
Self-Help Center
252-328-6009

STUDENT PUBLICATIONS

Student publications (*The East Carolinian*, *Expressions*, and *The Rebel*) are governed by the University Media Board. The director of Student Media is Paul Isom.

USING FREELANCERS

Departments that want to use freelance designers, editors, and writers should consult with the office of the appropriate vice chancellor, and the assistant vice chancellor for University Marketing. See page 8 for more information.

Writing Style

This is not a guide for writing academic papers; that we leave to our faculty and students. This is a guide for writing promotional materials intended for a larger audience, whether they are current students, potential students, parents, donors, alumni, or other groups.

When writing recruiting and fund-raising materials, it is important to remember your audience. Adopt a familiar and engaging style. Use first and second person (we and ours, you and yours) to create a personal connection. Language and grammar should be correct and clear but not necessarily formal. Avoid using jargon and passive voice. Avoid overly verbose terms and long-winded sentences. Have someone look over your work when you're finished.

Focus on the Benefits

People naturally want to know what's in it for them; make sure you answer that question. You may have one of the best departments in the country in a particular field, but what does that mean to the student who enrolls in your major? What benefit will accrue to the donor who contributes a big gift? What will a professional get out of your seminar or symposium?

Couch your offering in terms of what your audience wants. Don't just list the features; explain the benefits. For example, a car may come with antilock brakes, air-conditioning, leather seats, and a powerful V8 engine, but you sell safety, comfort, luxury, and power. Similarly, small classes, professors with PhDs, and a variety of degrees are all features. How do those features translate into benefits? That is the question you must answer.

Jargon

Jargon is the use of terminology that is understood only by certain groups. Academia is rife with jargon, and it has a purpose within its own circle. However, when used outside that circle, jargon serves only to cloud meaning. Write simply and clearly. Have someone else read your work (always a good idea) to identify confusing terms and phrases.

Editorial Style

As an institution of higher learning, we have a responsibility to use language correctly and consistently and to use it well. To ensure editorial consistency, we use three references (listed in order of authority): this style guide, the 15th edition of *The Chicago Manual of Style*, and the 11th edition of *Merriam-Webster's Collegiate Dictionary*. In all publications produced by the Department of University Publications, the university's editorial style supersedes all other editorial styles.

Press releases or publications that are mainly directed toward publication in the media should follow the guidelines of the Associated Press and should go through News and Communications Services.

The points that follow (see "East Carolina University Style Guide"), including exceptions and additions to *Chicago* style, are the ones most frequently encountered when preparing a publication. For a more thorough treatment, please refer directly to the *Chicago* manual. For a succinct guide to writing well, pick up a copy of *Elements of Style* by William Strunk Jr. and E. B. White.

Contact the editors of University Publications at 252-328-6037 if you have any questions regarding editorial style for your publications. The FAQ at the Chicago University Press Web site is also a good resource (www.chicagomanualofstyle.org/CMS_FAQ/new/new_questions01.html).

East Carolina University Style Guide

I Card Not One Card

abbreviations The current trend is moving away from the use of periods with abbreviations, but there are numerous exceptions, including initials and titles. Most acronyms (NC, CASE, ECU, SRC) do not take periods. Consult *The Chicago Manual of Style* or the dictionary when in doubt. The plural of an abbreviation or acronym is formed by adding s if it contains one or no periods (CDs, MDs, PhDs) and by adding 's if it has two or more periods (U.S.'s). Note: Words should typically be spelled out in running text, not abbreviated, although there are, again, many exceptions. See **addresses, degrees, names, time**.

academic review All publications containing curriculum information and/or course or degree listings must be submitted for academic review. Diane Coltraine reviews undergraduate materials. Belinda Patterson reviews graduate materials. Publications containing both undergraduate and graduate course listings must be approved by both. See page 8 for more information.

academic year Use four-digit years separated by an en dash (e.g. 2010–2011).

actor Use for men and women.

actress Use “actor” instead.

ADA statement Required placement on all documents promoting events open to the public, “Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact the Department for Disability Support Services at least 48 hours prior to the event at 252-737-1016 (voice/TTY).”

Lead time for contacting the office may vary. See page 33 for more information.

addresses Follow these formats. (Note that room numbers always come before building names as street numbers precede street names). Do not use abbreviations for directions or streets.

2 Rawl Annex (not Room 2 Rawl Annex or Rawl Annex 2)

1002A Bate Building (not 1002-A Bate Building)

A-215 Brewster Building (for buildings with wings)

4N-80 Brody Medical Sciences Building (not 4N80 Brody Medical Sciences Building)

609 East 10th Street (generally, no abbreviations except in lists and tables)

Always place East Carolina University on the penultimate line of the mailing address. Use the nine-digit zip code.

The preferred form for mailing addresses is to omit physical addresses if they differ from the mailing address, as they are not needed by University Mail Services to determine destination. (To clarify: While the Department of University Publications is physically located at 1206 Charles Boulevard, all the mailing address needs to include is Building 198. Precede building name with room number if appropriate.)

Be sure to include the university mail stop in the address, placed above “East Carolina University” (See the following examples.)

If you would like to include a physical/shipping address in your publication to help your audience find your location, specify as such in your text.

Examples:

Department of University Publications
Building 198
Mail Stop 108
East Carolina University
Greenville, NC 27858-4353

Building 198 is located at 1206 Charles Boulevard.

Dr. John Doe
Department of Anthropology
231 Flanagan Building
Mail Stop xxx
East Carolina University
Greenville, NC 27858-4353

Center for Health Sciences Communications
IS-10 Brody Medical Sciences Building
Brody School of Medicine
Mail Stop xxx
East Carolina University
Greenville, NC 27834-4354

advisor This spelling supersedes “adviser” as the preferred spelling in university publications.

**affirmative action/
equal opportunity statement** All student recruitment publications must have the following statement:
“East Carolina University is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, gender, age, creed, sexual orientation, or disability. An equal opportunity/affirmative action employer that accommodates the needs of individuals with disabilities.”

Employment and student recruitment advertisements and posters use the abbreviated statement: “An equal opportunity/affirmative action university that accommodates the needs of individuals with disabilities.” See page 33 for more information.

African American

alumnus Alumnus (masculine singular), alumna (feminine singular), alumni (masculine plural), alumnae (feminine plural). Use “alumni” when referring to a mixed group.

Alumni Association Capitalize when referring to East Carolina’s. The full name is East Carolina Alumni Association.

ampersand (&) Always spell out “and” instead of using the ampersand unless it is part of a proper name of an outside entity (e.g., BB&T).

apostrophe Use ’ not ‘ for abbreviated numbers (class of ’08).

Appalachian State University ASU on second reference. The Mountaineers. Located in Boone. www.appstate.edu

Asian American

associate's degree Names of degrees are not capitalized.

bachelor's degree Names of degrees are not capitalized.

barbecue Not barbeque or bar-b-q

Board of Trustees Use ECU Board of Trustees on first reference.

Board of Governors Use UNC Board of Governors on first reference.

The Brody School of Medicine at East Carolina University Use the full name on first reference. Use the Brody School of Medicine or the School of Medicine on subsequent reference. Lowercase “The” when the name appears in running text (the middle of a sentence); alphabetize using M when listing with other schools.

café

Campus Living The Campus Living name includes housing and dining services; do not capitalize when used to mean “living on campus.”

Campus 31 The campus television channel, which includes news on events, educational information, and original ECU productions. The programming also includes entertainment from the Zilo and National Lampoons networks, music videos, and newly released feature films from Residence Life Cinema.

capitalization Capitalize the proper names of colleges, schools, divisions, and departments (College of Education, Department of Maritime Studies). Capitalize titles when they are used as part of a person's name (Chancellor Ballard, Professor Smith, Officer Doe).

Capitalize named professorships and fellowships.

Do not capitalize the names of academic programs, majors, minors, or concentrations.

Do not capitalize degrees (bachelor of arts, master of science).

Do not capitalize subject names unless they are proper names (history, biology, French).

Do not capitalize titles that come after a name or that stand alone (the chancellor, a history professor, the director).

Do not capitalize the informal names (often used on second reference) of schools, divisions, departments, and other units (the university, the health sciences division, the anthropology department, the admissions office, the library). Exception: you may capitalize on second reference if the informal form could cause confusion. For example, “university publications” could refer to printed materials or to the department, so it should be capitalized.

Do not capitalize the compass directions north, south, east, or west (including northern, southern, eastern, and western) if not part of a proper name. See Section 8.50 in *The Chicago Manual of Style* for patterns and variations.

Do not capitalize fall semester, spring semester, or summer session.

Do not capitalize freshman, sophomore, junior, or senior.

See also **titles, university, degrees.**

catalognot catalogue

Central neighborhood Cotten, Fleming, Jarvis, Slay, and Umstead residence halls

The Chicago Manual of Style The 15th edition is the official university style guide. In areas where this section conflicts with *Chicago*, this section wins.

Chancellors' Society A university giving honor society (Note plural possessive form.)

Chick-fil-A® Express

classworknot class work

clock tower The Langford-Joyner Clock Tower stands at the south end of the Sonic Plaza.

co The prefix “co” is not hyphenated (cochair, coauthor, coeditor) unless it would create a compound word that might be misleading or difficult to read (co-edition). See Section 7.90 in *The Chicago Manual of Style* for a list of prefixes and suffixes, or check your dictionary.

coliseum

College Hill neighborhood Aycock, Belk, Jones, Scott, and Tyler residence halls

comprise Literally, it means “embrace” and is not used with “of.” Correct: The college comprises the Schools of Art and Design, Music, Communication, and Theatre and Dance. Incorrect: The Schools of Art and Design, Music, Communication, and Theatre and Dance comprise the college. (The larger unit comprises the smaller one.)

Conference USA The conference in which the university’s intercollegiate athletic teams compete.

cost statement All publications must identify the source of the funds used to print them. Those printed using funds from the state must carry the statement “x copies of this public document were printed at a cost of \$n, or \$n/x per copy.” Pieces printed using private funds carry the statement “Printed with nonstate funds.” Exceptions: Forms and invitations do not usually carry it as we do not need to justify their cost; they are a part of doing business. Display ads also do not need it. See page 38 for more information.

courses Course numbers, titles, descriptions, and prerequisites must appear exactly as they do in the current university catalogs.

course work

courtesy titles Don’t use them (Mr., Miss, Mrs., Ms.) in most text. Include the titles of doctors and clergy with their name on first reference. Use only the last name on second reference. Examples: Dr. Jane Doe taught the class. Doe is an expert in her field. Rev. John Doe conducted the service. Doe is the church’s second minister.

Cupola, the This is the architectural feature similar to a steeple that sits in the Mall. It is a replica of the cupola (pronounced KOO-po-la) that topped the old Austin Building before it was demolished. Avoid using the Cupola alone as a symbol of the university; it is a relatively recent addition, coming on the scene in 1996, and is not widely recognized.

curriculum vitae “Curricula vitae” is the plural. Save “vita” for informal use.

data Takes a plural verb (The data show significant variations.) The singular form is datum.

database Not data base. But data file.

dates See punctuation.

The Daily Reflector Greenville’s local newspaper

degrees Academic degrees are lowercase when spelled out (baccalaureate degree, bachelor’s degree, bachelor of art, master’s degree, master of science, doctoral degree, doctorate, doctor of philosophy). Note the plural form: bachelor’s degrees, master’s degrees, doctoral degrees. Abbreviated without periods (BA, BS, MA, MS, PhD, MD, CAS), the plural form is formed with “s” (BAs, BSs, MAs, MSs, CASs, PhDs).

dining areas The following campus eateries are written as follows:

C3 Express

Center Court Juice Bar

Croatan, The

Destination 360

Gallery, The

Java City (located inside EastPointe Plaza, Joyner Library, and the Wright Place)

Marie’s Café

Pirate Market

Reade Street Market

Student Recreation Center (on second reference, “rec center” is acceptable)

Todd Dining Hall

West End Dining Hall

distance education Without a hyphen in all uses

distance learning Without a hyphen in all uses

doctoral An adjective (doctoral degree)

doctorate A noun (She is pursuing a doctorate.)

dorms Call them residence halls.

East Carolina Heart Institute, the On second reference, “heart institute” is acceptable. Do not capitalize “the” when it comes before the entry.

East Carolina University East Carolina is preferred to ECU on second reference; however, both are completely acceptable. Do not use the acronym ECU on a cover or title page; use the full name.

East Carolina University Medical &
Health Sciences Foundation

The East Carolinian ECU student newspaper, printed Tuesday and Thursday during fall and spring semesters and on Wednesday during summer sessions

eastern North Carolina

ECU Acceptable on second reference to the university

ECU Foundation Inc.

ECU Educational Foundation The athletics-supporting Pirate Club (Save Pirate Club for sports-related material.)

ECU/Loessin Playhouse Produces student productions during fall and spring semesters

ECU/Loessin Summer Theatre Summer productions including student and professional actors

Educators Hall of Fame Located in the College of Education

e.g. Means “for example”; i.e. means “in other words.” Follow with a comma.

Elizabeth City State University ECSU on second reference. The Vikings. www.ecsu.edu

e-mail Use the hyphen.

emerita The feminine form. The plural is “emeritae.”

emeritus The masculine form. The plural is “emeriti” (appropriate for a group of men and women).

ex-officio

facilitate Weak jargon; use “help,” “make possible,” “aid,” or “assist,” or get more specific about the activity in question.

facilities The following campus buildings are written as follows:

Clark-LeClair Stadium

Dowdy-Ficklen Stadium

Dowdy Student Stores

EastPointe Plaza

Hendrix Theatre

Joyner Library

Ledonia Wright Cultural Center

Mendenhall Student Center

Minges Coliseum

Murphy Center

Student Recreation Center (“rec center” is acceptable on second reference)

Trustees Fountain at Wright Circle, the

Wright Auditorium

Wright Place, the

faculty Can mean one teaching staff (singular: “The faculty is one of the best in the country.”) or staff members (plural: “The faculty are all very concerned.”). Use it consistently within a document.

fall Lowercase the season.

Fayetteville State University FSU or Fayetteville State on second reference. The Broncos. www.uncfsu.edu.

fiscal year ECU's runs from July to June. Use an FY 2008–2009 to denote the fiscal year starting July 1, 2008 (although FY 2009 is technically correct). This mirrors the academic year format.

freshman In common usage, this has become a gender-neutral term despite the masculine form, making it appropriate to describe both men and women. As an adjective it is always “freshman” (singular).

foundations curriculum Refers to the general courses students have to complete to graduate. Always lowercase.

Founders Day March 8 commemorates the day ECU was chartered by the North Carolina General Assembly on March 8, 1907, as the East Carolina Teachers Training School.

Founders Week A celebration of the founding of the university. Founders Day often coincides with spring break, so Founders Week was created in 2003 to celebrate when more people are here. Its dates vary.

fractions Fractions are spelled out in running text (one-half, two-third, three-quarters, five-eighths). Note that hyphens are used when spelling out fractions.

full-time Always hyphenated

fund-raiser

fund-raising As an adjective and as a noun

grades Letter grades are capitalized in roman type. (She got a B in ENGL 1100.)

grade point average Write as a whole number to the first decimal (3.4). Abbreviated “GPA” with no periods. If a listing of averages includes some to the second decimal, then all averages in that section should be listed that way: “The grade point averages in the group were 3.40, 3.25, 3.00, 2.75, and 2.50.”

Gray Gallery Wellington B. Gray Gallery, the campus art gallery located in Jenkins Fine Arts Center; Gray Gallery is also acceptable on first reference.

half-time Always hyphenated as an adverb or adjective (*Webster*); see next entry.

halftime When referring to the period between halves of a sporting event

health care Noun is not hyphenated.

health-care Adjective is hyphenated.

Health Sciences Campus Home to the Brody School of Medicine, Laupus Library, the College of Allied Health Sciences, the College of Nursing, the East Carolina Heart Institute, and the School of Dentistry.

home page

i.e. Means “in other words”; e.g. means “for example.” Follow with a comma.

Inc. Do not use a comma before “Inc.” (E.g., “ECU Foundation Inc.”)

initials Initials are abbreviated with periods and have space after each period (A. J. Fletcher, T. J. Jarvis).

Internet Capitalize in all uses.

Langford-Joyner Clock Tower

Laupus Library The health sciences library on the health sciences campus; formerly the William E. Laupus Library.

lists, vertical Vertical lists are best introduced by a grammatically complete sentence (i.e., a sentence that is still a sentence all by itself, without the help of the list) followed by a colon.

No periods are required at the end of entries unless at least one entry is a complete sentence, in which case a period is necessary at the end of each entry.

Items in a list should be similar in their syntax.

If items are numbered, a period follows each number, and each entry begins with a capital letter whether or not the entry forms a complete sentence.

Bulleted lists are considered appropriate mainly for instructional or promotional material and are treated the same as numbered lists in terms of capitalization and punctuation.

A group of unnumbered items each of which consists of an incomplete sentence should begin lowercase and requires no terminal punctuation.

If a list completes the sentence that introduces it, items begin with lowercase letters, commas or semicolons are used to separate each item, and the last item ends with a period; such lists are often better run into the text rather than presented vertically.

Main Campus Designation used to distinguish the Fifth Street campus from the Health Sciences Campus and the West Research Campus.

master class Not masterclass

master's degree

millennium

money Use numerals for any specified amount.

Delete the “.00” unless cents are a part of the dollar amount.

For amounts less than a dollar, spell out the word “cents” and lowercase (5 cents, 98 cents). Use the \$ sign and decimal system for larger amounts (\$1.01, \$3.50).

For dollar amounts, use the \$ sign and the numeral(s). (The fee was \$20.) For consistency, include the .00 in a series of amounts if cents are included. (The totals came to \$515.75, \$4,200.00, and \$18.50.)

For specified dollar amounts, the word takes a singular verb. (He said that \$1,000 is enough for the down payment.)

For amounts in millions, use the \$ sign with numeral(s) up to two decimal places followed by the word million, or use the \$ sign with all numerals for specific amounts. (The new building will cost \$12.24 million dollars. The new building will cost \$12,243,000.)

more than/less than Use to denote quantity (number of students, dollar amount, etc.). Do not use “over” or “under,” both of which denote a location. **See also over/under.**

motto The university motto, *Servire* (pronounced ser-WEER-ay), is capitalized and italicized (because it is a Latin word). The more commonly used translation, To Serve, is capitalized when used alone and in running text and is not set off in quotation marks.

multi Not hyphenated as a prefix (multicampus, multipurpose). See Section 7.90 in *The Chicago Manual of Style* for treatment of words formed with prefixes.

names Use a person’s professional title (if appropriate) and first and last name when that person is first identified in copy. On second reference, use only the last name. (Professor Jane Doe, Doe; Dean John Smith, Smith). Do not use a comma before Jr., Sr., II, III, IV, etc. See also courtesy titles, state names, titles.

Native American

neighborhoods East, West, and Central. Do not capitalize “neighborhood,” just the adjective. These are campus divisions used by Campus Living for residence hall groupings.

non The prefix “non” is not hyphenated (nonstudent, nonthesis, nondegree, nonnegotiable, nontraditional, nonprofit, noncredit). See Section 7.90 in *The Chicago Manual of Style* for treatment of words formed with prefixes.

North Carolina Agricultural and Technical State University NC A&T on second reference. Located in Greensboro. The Aggies. www.ncat.edu

North Carolina Central University NCCU on second reference. Located in Durham. The Eagles. www.nccu.edu

North Carolina School of the Arts NCSA on second reference. Located in Winston-Salem. www.ncarts.edu

North Carolina State University NCSU on second reference. Located in Raleigh. The Wolfpack. www.ncsu.edu

numbers Generally, spell out both cardinal and ordinal numbers up to nine/ninth. Use figures for 10/10th and above. (Note: University editorial style now generally follows the Associated Press style for numbers.)

Always use figures with percentages, ages, semester hours, and grade point averages (10 percent, 3 semester hours, 3.4 GPA, 3 years old). Try recasting rather than beginning a sentence with a number.

Do not use “over” and “under” when describing quantity; use “more than” and “less than” or “fewer than.” Correct: There were more than 20 people. Incorrect: Over 47,000.

Using the largest number as a guide, treat numbers alike in a series and in a sentence if they refer to the same thing. (We offer 104 bachelor’s degree programs, 74 master’s degree programs, and 4 specialist degree programs. The class of 20 students was separated into smaller groups of 5 students each.)

Do not use both a figure and a word (“three classes” not “three (3) classes”).

For numbers of four digits or larger, use a comma (1,500; 26,000). Very large numbers can be expressed with figure and word (345 billion). Exceptions are dates, temperatures, and SAT scores.

Spell out references to centuries from first through ninth; use figures for 10th and beyond.

Use figures for decades (the 1960s, the ’60s).

The plurals of numbers are formed by adding an “s.”

See also addresses, apostrophes, fractions, grade point average, money, percentages, telephone numbers.

online Adjective and adverb

OneStop www.onestop.ecu.edu

over/under Use to denote location (e.g., “under the bridge”), not quantity. See also “more than/less than” entry.

page numbers Use them on documents of more than four pages.

park-and-ride lot

part-time Always hyphenated

PeeDee The nickname of the university’s pirate mascot. While “Pee Dee” has been accepted in the past, the one-word version is the most commonly known.

percentages Use a numeral and spell out the word “percent” (25 percent). Use the percentage symbol (%) only in tables.

physician assistant Not “physician’s”

Pirate Bucks

Pirate Club ECU Educational Foundation is preferred in materials not related to athletics.

Pirates The East Carolina athletics mascot. Use the word Pirates primarily in the context of athletics and student spirit.

phone numbers See telephone numbers.

Playhouse ECU/Loessin Playhouse, “the Playhouse” on second reference. The Playhouse is a production group, not a building. It is separate from the ECU/Loessin Summer Theatre.

post The prefix “post” is not hyphenated (postgraduate, postdoctoral, postwar). See Section 7.90 in *The Chicago Manual of Style* for a list of prefixes and suffixes, or check your dictionary.

postal indicia Must say either First Class (it will go first class) or Nonprofit Org. (bulk rate). See page 33 for information on using the university mailing permit or contact University Mail Services.

postal permits Permit No. 110 is a general university permit. See page 33 for information on using the university mailing permit.

punctuation Use a comma before “and” and “or” in a series; this is the serial comma. (Students will take placement tests in English, math, and a foreign language.)

Do not use a comma before Jr., Sr., II, III, IV, etc. (William F. Smith III, John James Jr.)

Dates are punctuated month day, year (May 28, 2010). If using only the month and year, do not use a comma (May 2010).

Quotation marks are placed outside commas and periods and inside semicolons and colons. Question marks and exclamation points are placed inside quotation marks if they are part of the quoted material and outside if they are not.

All caps, no periods, closed up: GPA, ID cards, QPA, SGA

Use only one space after periods and colons.

Rebel The campus literary magazine

recycled paper North Carolina encourages the use of recycled paper for publications printed with state funds. These publications must carry the statement “Printed on recycled paper.” See page 39 for more information.

regions Capitalize regions (e.g., the Southeast). Uppercase compass points when part of a formal name but not when it’s used as an adjective (e.g., West Berlin, eastern North Carolina).

résumé

roommate

(s) Used with nouns when quantity is unknown instead of singular or plural noun; for example, “The composition(s) must be submitted by July 15.” It must be followed by a parenthetical verb if the plural form requires a different one. Economical but minimize its use unless it can be used simply.

School of Dental Medicine, the

schools and colleges Thomas Harriot College of Arts and Sciences
College of Allied Health Sciences
College of Business
College of Education
College of Fine Arts and Communication
School of Art and Design
School of Communication
School of Music
School of Theatre and Dance
College of Health and Human Performance
College of Human Ecology
The Brody School of Medicine at East Carolina University
College of Nursing
College of Technology and Computer Science

seal See university seal.

Second Century Campaign, the East Carolina University's far-reaching campaign to raise \$200 million by the end of 2012 to help fulfill the university's strategic initiatives. All monies contributed to the university during the campaign are used for the campaign.

semester hours In text, spell out the words. In tables or charts, abbreviate semester hours as "s.h." (lowercase with periods). A numeral is always used ("3 semester hours," not "three semester hours").

slogans Slogans are placed in quotation marks and follow the style, including punctuation and capitalization, used by the slogan's originator. ("Home of the Original Buc Burger")

Social Security number

Sonic Plaza Sonic Plaza comprises four separate elements: the Sonic Gates, the Water Wall, the Ground Cloud, and the Media Glockenspiel on the clock tower.

spring Lowercase the season.

state names Spell out names in text unless accompanied by a city. For proper abbreviations, check *The Chicago Manual of Style* (14.17, under "Geographical Terms").

Student Health Center The building that houses the Student Health Service

Student Health Service Located in the Student Health Center

Summer Theatre ECU/Loessin Summer Theatre, "the Summer Theatre" on second reference; separate from ECU/Loessin Playhouse

telephone numbers Use hyphens, not parentheses or periods (correct: 252-328-1234, incorrect: 252.328.1234, (252) 328-1234).

theatre The English spelling is always used in ECU publications. It is the spelling used in our academic departments and on our buildings, so we use it universally to maintain consistency.

time Use the following format: 8:00 a.m., noon, 3:45 p.m., midnight. A range of time is separated by an en dash (8:00–9:30 a.m., 11:45 a.m.–1:00 p.m., 2:00–3:00 p.m.).

titles of people Job titles are not capitalized when they come after a person's name or when they stand alone, not even the president or the pope. Professional titles only are capitalized when used in front of a name as part of the name. (Mary Doe, the chancellor; the chancellor; Chancellor Doe. John Doe, professor of hopscotch; the professor; Professor Doe, chair of the Department of Children's Games. Jane Doe, police officer; Lieutenant Doe.)

titles of works The names of books, plays, magazines, newspapers, movies, and television and radio series are italicized.

Chapter titles, articles, and the names of single episodes of television and radio programs are placed in quotes.

Titles of long musical compositions (operas, symphonies) are italicized (*The Marriage of Figaro*).

Titles of songs and other short compositions are enclosed in quotation marks ("The Entertainer"). Musical works with no distinct title identified by their musical form (sonata, canon) are set in roman type (Canon in D, Sonata in E-flat, Symphony in B Major).

Titles of blogs are placed in quotes.

To Serve This translation of the university motto is capitalized alone and in running text and is not set off in quotation marks. *Servire* (pronounced ser-WEER-ay) is the official form (note italics). English is preferred for general use. **See motto.**

Tomorrow starts here. This is not the university's motto or slogan; it is a message.

transition A noun, not a verb. You cannot transition to something; you must make a transition.

Trustees Fountain at Wright Circle, the

University Honors program

University, the Capitalized when referring to the University of North Carolina system of which ECU is a constituent institution

University of North Carolina, the "The" is not capitalized except at the beginning of a sentence. There are 16 member institutions.

University of North Carolina at Asheville UNCA on second reference. The Bulldogs. www.unca.edu

University of North Carolina at Chapel Hill UNC or UNC–Chapel Hill on second reference. The Tar Heels. www.unc.edu

University of North Carolina at Charlotte UNCC on second reference. The Forty-Niners. www.uncc.edu

University of North Carolina at Greensboro UNCG on second reference. The Spartans. www.uncg.edu

University of North Carolina at Pembroke UNCP on second reference. The Braves. www.uncp.edu

University of North Carolina at Wilmington UNCW on second reference. The Seahawks. www.uncw.edu

University of North Carolina system, the On second reference, “the UNC system” is acceptable.

university seal Use of the university seal is limited to certain official university documents such as diplomas and contracts.

university-wide But campuswide, statewide, citywide, nationwide

utilize Replace with “use,” which has the exact same meaning without using more space.

verbed nouns Do not use nouns as verbs no matter how trendy. Transition, dialogue, conference, outreach, obsolete, juror are all examples of repeat offenders.

Web site

Web addresses Printed in roman type (not bold or italics). You may leave off “http//:.” Sentences that end in a Web address should also end with a period. Microsoft Word and other programs often automatically identify Web addresses and format them as hyperlinks (underlined and in a different color). Be sure to delete this unnecessary formatting before printing.

well Compound adjectives using well (well known, well respected, well dressed) are usually not hyphenated when they follow a noun or when they stand alone.

West neighborhood Clement, Fletcher, Garrett, Greene, and White residence halls

West Research Campus Former Voice of America site where the physician assistant program and the coastal studies annex are located

Western Carolina University WCU on second reference. Located in Cullowhee. The Catamounts. www.wcu.edu

Winston-Salem State University WSSU on second reference. The Rams. www.wssu.edu

