

**North Georgia  
College & State University**

**Visual Identity Program**

**Publications &  
Public Relations  
Style Manual**

A document of University Relations  
2006-2007

# Table Of Contents

<b>I.</b>	<b>North Georgia College &amp; State University Visual Identity Program</b>	
	Purpose	1-1
	The University Symbols	1-2
	The NGCSU Logo	1-3
	Introduction	
	Background	
	General Guidelines	
	The Symbol and Wordmark	
	General Standards	1-4
	Reproduction Guidelines	1-5
	Exceptions to Standards	1-6
	Usage of Logo and University Name	1-7
	Common Usage Standards	1-8
	Recycled Paper Program	
	Stationery	
	Official NGCSU Letterhead	
	Other Stationery	
	Envelopes	
	Formatting Letters	
	Business Cards	
	Identification Name Tags	
<b>II.</b>	<b>University Publications</b>	
	General	2-1
	Printing Requests	2-2
	Procedures	2-3
	Photography for Publications	2-4
<b>III.</b>	<b>Public Relations</b>	
	Public Relations	3-1
	General	
	Objectives	
	Media Relations	3-2
	General	
	Policy	
	Marketing	3-3
	General	
	Advertising	
	Publicity	
	Calendar Items, PSAs	
	Photographic Services	
<b>IV.</b>	<b>Style Guide</b>	
	General Academic Terms	4-1
	Style Guidelines for NGCSU and	
	University Systems of Georgia entities	4-2
	NGCSU Buildings/Entities/Facilities	4-3

# **Section I**

## Visual Identity Program

# NGCSU Visual Identity Program

## 1-1 Purpose

Organizations strive to develop, promote and protect visual symbols and slogans that represent them. When the images and words are seen or heard, the goal is for them to evoke a positive mental picture of the organization they were made to represent. The policies and procedures developed to foster the proper use of those symbols are referred to as a “Visual Identity Program.”

A strong visual identity program offers numerous advantages to organizations including North Georgia College & State University. Student recruitment, fundraising, community support and numerous other functions are necessary for the successful administration of this institution and are directly impacted by the university’s image. The standards outlined in this publication are designed to help build maximum recognition and awareness of North Georgia.

These guidelines are established to facilitate, not limit, the design and production process. Since the program is always ongoing and flexibility is important, this manual will not answer all of the questions that may arise. However, it does provide a basis for making basic decisions regarding the use of the NGCSU logo and other related material. This document also provides information about the steps to follow when out-of-the ordinary circumstances arise.

To ensure correct usage of the NGCSU logos and the name of the institution, all printed materials intended for the public must be approved by the director of University Relations. If an employee representing a university office or department chooses to use a printing company off campus, the Office of Materials Management will authorize the choice of printer, and the director of University Relations must approve the copy and design before the item can be printed. If Print Services is used on campus, the Office of University Relations must approve the print job for publications intended for the public. (Note: posters and flyers intended for on-campus use only do not need University Relations approval.)

Additional information, based on further decisions related to the university’s visual identity program, will be published as needed, and will become a part of the program and this manual.

If you have any questions, please contact University Relations, 706-864-1949.

## 1-2 The University Symbols

North Georgia College & State University is visually represented by four symbols – the university logo, the university seal, the military crest and the athletic logo. The university holds the copyright to each of these symbols, and retains the exclusive rights to their use. In addition, the university maintains the copyright of the historical “North Georgia College” seal. The leadership logo (Legacy of Leadership) is designed to be used with publications and items related to the university’s Leadership Initiative. Other organizations and groups on campus have developed symbols of their own, but the university holds no rights or interests in those symbols. If those symbols, however, are to be utilized in publications intended for the public, not just the campus community, they must be secondary to an official university symbol.



### University Logo

Refer to Section II for information regarding the usage of the university logo.



### University Logo with The Military College of Georgia

Refer to Section II for information regarding the usage of the university logo.





### University Seal

The university seal is primarily used for documents or items that have a legal status, such as contracts, checks and diplomas. The seal also is used in formal situations, such as dedications or convocations. The seal and logo should never be used together.



### Military Crest

The military crest incorporates the Boar's Head Emblem of the Corps of Cadets. Its use is limited to the Corps of Cadets and to special applications, such as memorabilia, and should not be used to identify the university in general applications.



### Athletics Logos

The Saints emblem, designed by Fine Arts professor Win Crannell, is used in conjunction with NGCSU's athletic programs. This emblem may be used on any printed material representing the intercollegiate athletic program and, when appropriate, on other printed materials. The other option for representing athletics is the NG logo, which is copyrighted. This logo was designed to allow the abbreviation of the university to be used, yet by using only two letters, the logo remains simple and compact.



### Leadership Logo

The "Legacy of Leadership" logo represents North Georgia as the premiere leadership education institution in the state of Georgia, affirming its commitment to maintaining and developing strong leadership traditions. The leadership logo should be used in publications that relate specifically to the Leadership Initiative Program. It may be used in other university publications as well. All external publications, however, should include the regular university logo prominently in the document.

# 1-3 North Georgia College & State University Logo

## Introduction

The logo of North Georgia College & State University serves as its signature and the physical embodiment of that personality. The NGCSU logo, when used consistently, serves as a strong, visual identifier of the institution. With consistent use, the various groups and individuals with whom the university communicates should immediately recognize the logo.



The official logo of North Georgia College & State University, as it appears here, replaces all previous logos, which are not to be used, except in historical context. The logo should be used to identify any printed material representing the university and other applications as appropriate.

## Background

The logo was designed to position NGCSU as a quality institution grounded in academic excellence and military tradition. North Georgia's most recognizable feature, the gold steeple of Price Memorial Hall rising majestically from the Blue Ridge Mountains, was the inspiration for the logo. Three five-pointed stars were incorporated to reflect the university's military heritage.

## General Guidelines

Use of the logo by all departments and activities within the university is encouraged, and is required on official publications and correspondence with an external audience.

Use of the logo by outside companies or organizations without written permission of the appropriate university representatives is forbidden. The NGCSU vice president for Business and Finance and the NGCSU President have authority over the use of copyrighted logos and seals for commercial entities.

The logo may not be used on promotional items offered for sale by any university or non-university group or individual without prior approval by the vice president for Business and Finance and the director of University Relations or the director of Auxiliary Services.

Questions about the standards or requests for use of the logo should be addressed to the Office of University Relations at (706) 864-1949.

## NGCSU Logo – Symbol and Wordmark

The NGCSU logo consists of two parts – the wordmark and the symbol. A symbol is a picture used to communicate an idea. A wordmark is a word or words used as a logo. When used on a regular basis with the wordmark, the symbol can help to identify the institution at a glance.



### The Symbol

The symbol is made up of the steeple, the tower and the mountains. The symbol should never be used alone to identify the university. It may stand alone as a graphic element only when preceded by the preferred form of the logo.

**NORTH GEORGIA**  
\*\*\*  
COLLEGE & STATE UNIVERSITY

### The Wordmark

The wordmark is made up of the words “North Georgia College & State University” combined with a rule and three five-pointed stars centered between the two lines of type. All of the letters in the wordmark should be in capital letters with the “N” and the “A” slightly larger. *The wordmark should never be used alone to identify the university.* The typeface is Goudy, a classic typeface chosen for the wordmark to convey a sense of history, yet strong enough to stand the test of time and move the university through the 21st century.

Goudy should be used for body copy in all print publications. While Goudy is the official typeface, the sans-serif Clearface Gothic font is acceptable for many applications. (Note: These are not fonts available in many word-process programs.) If the Goudy font is not available, it is permissible to use either Times New Roman or Times as the font.

## 1-4 General Standards – the NGCSU logo



Several basic standards apply to the use of the NGCSU logo in all applications:

- 1.) **Always reproduce the logo at 3/4 of an inch in height or larger.** This measurement is from the top of the steeple to the bottom of the wording “College & State University.”
- 2.) **The relationship between symbol and wordmark should not be altered.** Horizontal and vertical proportions may not be altered. The logo should never be stretched or distorted.
- 3.) **The logo cannot be combined with other logos or symbols.** The logo may be used on printed materials containing other university organizational logos, as long as the NGCSU logo retains its size and visual precedence or equality, and there is unmistakable distinction between the two. When in doubt, ask the director of University Relations.
- 4.) **The wordmark cannot be separated from the logo and be used as a stand-alone element to represent the university.** The stylized type that forms the wording “North Georgia College & State University” on the logo cannot be altered or set in any other typeface and used in conjunction with the steeple.
- 5.) **The symbol may be used independently in special applications only** – such as designs printed on t-shirts, coffee mugs, notebooks, brochures signs and vehicles. The steeple should not be removed and used as a stand-alone element (except on some promotional/franchise items produced with prior approval by the director of Auxiliary Services and the director of University Relations or in publications produced with University Relations approval).
- 6.) **A scanned image of the logo may not be used for any printed items.** A print quality digital version or camera-ready slick of the logo must be used. The digital version may be obtained from University Relations or Print Services.
- 7.) **The logo must appear horizontally in all uses.** It should never be used vertically or at a slant (rotated) in any application where a particular top-and-bottom orientation exists (for example, signs and brochures). An exception is for admission tickets to a campus event, or some promotional items, which might have no such orientation.
- 8.) **The wordmark should always be reproduced exactly as shown on this page.** The words “North Georgia” must always appear with the words “College & State University.” Never print copy or graphics over the logo. This will limit recognition and readability.
- 9.) **No department, program, school or organization may design its own NGCSU logo.** Any logo designed to represent a North Georgia department, program, school or organization must be approved by University Relations and will have limited use on campus and in publications intended for the public. The official NGCSU logo must appear prominently in all publications produced for a public readership. Other approved divisional logos must appear as secondary to the university’s logo on those publications.

## 1-5 Reproduction Guidelines – the NGCSU logo

The following guidelines are established for the reproduction of the North Georgia College & State University logo to maximize standardization and thus identification.



- 1.) The lines that define the steeple and mountains should always be white (or the paper color).
- 2.) The logo may be used in several color combinations as follows:

### **For single color versions, the preferences are:**

The entire logo (symbol and wordmark) may be 100% (solid) PMS (Pantone Matching System) 540 blue, or solid black, or solid white on a dark color background. It also may be printed as a white and gold logo on a PMS 540 blue background: tower and wordmark in solid white; with steeple, rule and stars in PMS 131 or 872 gold. The logo may be reproduced in a solid dark color (red, brown, etc.) only when approved by the director of University Relations.

### **For two color versions, the preferences are:**

The symbol and wordmark: tower and wordmark text in 100% PMS 540; with steeple, rule and stars in Gold Foil U.S. Foil 815. When not using gold foil, the gold ink that should be used is 100% PMS 131 or PMS 872. The process version of PMS 4495 is very close in hue to the 872, but without the metallic sheen. This is an acceptable alternative to the PMS 131 yellow gold. Any other gold-colored ink must be approved by the director of University Relations.

### **For four-color versions, the preference is:**

The symbol and wordmark: tower and wordmark text in 100% PROCESS 540 blue; with steeple, rule and stars in 100% PROCESS 131 or 872. The process version of PMS 4495 is very close in hue to the 872, but without the metallic sheen. This is an acceptable alternative to the PMS 131 yellow gold.

## 1-6 Exceptions to Standard

Although the standards outlined in this publication are to be followed closely, occasionally exceptions may be made for valid reasons and granted by the director of University Relations and the director of Auxiliary Services when specified. Individual preference is NOT a valid reason. Please contact the director of University Relations before proceeding with any use of the logo not meeting the established standards.

## **1-7 A Quick Glance:**

### ***General information regarding the logo and use of the university name***

Please refer to following page for a visual guide as to the use of the logo and the name.

#### **LOGO:**

- 1.) The logo cannot be scanned from a computer image or previously printed publication.
- 2.) The proportions of the logo cannot be distorted or altered in anyway.
- 3.) Always reproduce the logo at 3/4 of an inch in height or larger.
- 4.) The logo cannot be printed with just the words "North Georgia."
- 5.) The logo cannot be shadowed or printed using a script font.
- 6.) The gold foil should only be used in special external communications or formal invitations, programs or other special publications.
- 7.) The color logo or solid blue logo should be used on all external communications or in formal situations.
- 8.) Items such as graduation programs, note pads, brochures, etc. may use either the solid black or solid blue color.

#### **NAME:**

- 1.) When the name is used without the complete logo one of these fonts maybe used: Goudy (this is the font used in the logo), Times New Roman or Times.
- 2.) The ampersand (&) should ALWAYS be used when printing North Georgia College & State University. Never spell out the &.
- 3.) The abbreviation for North Georgia College & State University is NGCSU, not NGC&SU or N.G.C.S.U.
- 4.) When printing NORTH GEORGIA COLLEGE & STATE UNIVERSITY as stand-alone design copy without the complete logo, please use all capital letters. When writing North Georgia College & State University in text, such as in a paragraph, you should use upper and lower case letters.
- 5.) When writing something that is lengthy, as a first reference, write out North Georgia College & State University. All other references may be written as North Georgia or NGCSU.

## **1-8 Common Usage Standards**

### **Recycled Paper Program**

The state of Georgia requires that agencies use recycled content paper for 50 percent of its total use. North Georgia College & State University works to meet or exceed that requirement. In addition to all copier paper, NGCSU stationery is at least 50 percent recycled content. The director of Materials Management is responsible for ensuring that the university meets this goal.

### **Stationery**

North Georgia College & State University will often make its first impression, and sometimes its only impression, via its stationery. Few methods of communication present the university's image more strongly than the written word and the letterhead that bears the message. It is essential that all faculty, staff and other members of the campus community use the stationery program as consistently as possible.

### **Official NGCSU Letterhead**

The letterhead for all external communications is printed on a bright white stock that has a Seal of the State of Georgia watermark (50 percent recycled content). The North Georgia College & State University logo is printed in blue (PMS 540) and gold foil. This stationery, without a department name, is available through Print Services, or can be printed with a department's name by Print Services. No personal names should be added, since state funding is used to purchase stationery. Second and successive pages should be on the same paper stock without the printed logo. The mailing of Xerox copies of this stationery to multiple addresses is not permitted.

When working on a personal computer, use the Goudy type font for all correspondence. Times New Roman, Times or New Century Schoolbook are acceptable substitutes when Goudy is not available. Courier is not an acceptable substitute. Publications may also utilize the sans-serif Clearface Gothic font for many applications, but word-processing programs do not usually include all of these font choices.

### **Other Stationery**

White stationery with a solid blue logo (50 percent recycled content) is available. This stationery is acceptable for use in communicating with internal audiences, including students and alumni. It also is acceptable for facsimile communication with external publics. However, if a facsimile letter is to be followed by a mailed copy, the mailed copy must be on the official stationery of the college, as specified earlier.



## **7. Spacing (in short)**

- a. Press enter five times after date and type inside address.
- b. Press enter twice after the inside address and type salutation.
- c. Press enter twice after the salutation and begin paragraphs.
- d. Press enter twice between paragraphs.
- e. Press enter twice after last paragraph and type complimentary closing.
- f. Press enter five times after complimentary closing, type name of author.
- g. Press enter twice after author and type reference initials.

Adapted from the Gregg Reference Manual: A Manual of Style, Grammar, Usage, and Formatting by William A. Sabin, published by McGraw-Hill. Campus secretaries and other employees should refer to this publication for more information about business correspondence.

## **Business Cards**

All faculty, staff and personnel of North Georgia College & State University designated by the president and senior management may have university business cards with their names and titles. The design of the business card is based on the official NGCSU stationery. Together, the cards and stationery will help to promote a positive first impression of the university.

Business cards are the property of North Georgia College & State University. They may not contain personal information other than name, terminal degrees obtained and position held at NGCSU. They will contain official NGCSU telephone numbers and NGCSU e-mail addresses and may contain a campus building address. Business cards will usually not contain home addresses, home phone numbers or professional accreditations. To request exceptions to these guidelines contact University Relations.

## **Identification Name Tags**

All faculty, staff and personnel of North Georgia College & State University designated by the president and senior management may wear an identification nametag with his or her name and title to events with an external audience and to appropriate internal activities. The design of the nametags promotes recognition of the NGCSU logo and quickly identifies the wearer as a member of the NGCSU family.

The nametag will contain only the name of the individual, position and department within the university. No reference to degree level or professional association will be used on the nametags. Nametags are available through the Bookstore for a fee. Three types of fasteners are available – alligator clip, pocket clip and magnets.

These permanent nametags also are appropriate for individuals who have a continuing association with NGCSU, such as commencement or dedications. Approval to use permanent nametags for visitors should be requested from the director of University Relations.

## **Section II**

University  
Publications

## 2-1 General

The quality of any organization should be reflected in its publications. Because of the large number of publications produced bearing the institution's name, it is important that consistency and quality be maintained. The director of University Relations is responsible for the quality of North Georgia College & State University's printed materials directed to all external audiences.

The use of the university logo in publications is not required except on publications that represent the university to the general public. These publications include admissions brochures, the catalog, academic program brochures, continuing education brochures, the campus map and the myriad of similar publications produced by departments and offices of the university.

Conversely, none of the other university symbols are for general use on university publications. Publications with a strictly internal or very limited audience may incorporate other college symbols alone or in conjunction with the logo or with the logo replaced by words "North Georgia College & State University," set in any typeface. However, the type may not be configured in such a way as to suggest a logo design.

*Special Note:* The Chicago Manual of Style (2.12) specifies that **a single character space, not two spaces, should be left after periods at the ends of sentences.** (6.11) In typeset matter, one space, not two, follows any mark of punctuation that ends a sentence. The New York Public Library Writer's Guide to Style and Usage, Chapter 29, "Computers in the Editorial and Production Process," includes a section, "Submitting a Manuscript on Disk: the Do's and Don'ts." It states: "Do not put two spaces after periods. Only one space should be used when the final copy will be printed in a proportionally spaced typeface or will be converted to desktop publishing (which always uses proportional spacing)." University Relations subscribes to this one-space style since today's "proportionally spaced fonts" cure the need for two spaces after periods or other punctuation ending a sentence.

## 2-2 Printing Requests

To ensure that a consistent image and quality is maintained in external publications, all requests for non-routine printing (excludes stationery, business cards, etc.) must be approved by University Relations and submitted to Materials Management (for off-campus printers) and Print Services, if that agency is capable of producing the publication. The Print Services office can handle many of the campus' printing requirements. It is in the best interests of the institution to maintain this service. Print Services will have first option on all printing requests from campus departments. If the printing requirements exceed the office's capabilities or workload, the printing order will be processed by Materials Management for printing by a commercial vendor.

## 2-3 Procedures

The following is a step-by-step process for getting publications printed in the least amount of time and with the fewest problems. These steps apply to all publications for external audiences, and those for which you wish assistance from University Relations.

*Step 1-* For a new publication, identify your audience and the message you want to convey. For reprinting or updating of existing publications, review the last issue for content and accuracy. (If advice is needed, contact the director of University Relations.)

*Step 2-* Determine the number of copies of the publication you will need. Check your budget to determine funds available to commit to the publication.

*Step 3-* If appropriate, develop a very basic concept of the publication you wish to produce. For example, is it going to be a tri-fold pamphlet, an 8.5 x 11 brochure? Will it include photographs? Do you want to use spot color?

*Step 4-* Get the department head's or director's approval of the concept and the budget expenditure. Later this person will have to approve the draft.

*Step 5-* Submit the printing proposal in writing to the director of University Relations. If you haven't discussed the project with the University Relations director, now is the time to do so, to discuss needs and to determine what assistance is available.

*Step 6-* Submit the draft of the publication to the director of University Relations for editing. A hard copy of the publication text is needed, along with an e-mailed Word document. Do not put the copy in a column or "designed" format.

*Step 7-* (If necessary)-If off-campus printing is required, prepare a purchase request, get it signed by the appropriate individual, and submit it to Materials Management, with a copy to University Relations. Vendor selection will be made by Materials Management, through consultation with University Relations, or through a bid process, if costs exceed the ceiling established by DOAS. Increasingly, departmental credit cards may be used for publication purposes, if the printing vendor has been approved by Materials Management and University Relations.

*Step 8-* A draft of the publication will be forwarded for approval by the appropriate individual in the office or department funding the publication. Printing will not proceed until the draft has been approved.

## **2-4 Photography for Publications**

The Office of University Relations maintains a limited collection of color photographs in digital format and some hard-copy pictures. Increasingly, campus photographs are filed in digital formats for use by the university community. If you need photographs for publications or other university use, please consult with the staff of University Relations to determine if suitable photographs are available.

*Note:* The University Relations' photographic files cannot be used to support student academic projects.

Guidelines for requesting photographic services is addressed under Marketing – Photographic Services. Please be aware that no professional photographers are on the University Relations staff. Pictures of major campus events are often photographed for University Relations publications. These digital images are available for viewing by employees of other offices and departments producing campus publications.

## **Section III**

### University Relations

## **3-1 Public Relations**

### **General**

Although the director of University Relations manages the university's public relations program, each and every member of the NGCSU family is a public relations representative. When individuals call or visit the campus, the impression they receive from university employees they encounter will serve as the basis of their impression of the university. A single contact can enhance or destroy all other public relations efforts. It is important that all employees understand the strong impact they have on the university with individuals and groups.

### **Objectives**

The Public Relations program of North Georgia College & State University has four principal objectives:

- 1.) To keep the public informed of significant events at North Georgia College & State University.
- 2.) To keep the name and image of North Georgia College & State University before the public as an academically superior, liberal arts, senior military college.
- 3.) To portray the North Georgia College & State University student experience as a positive life-enriching opportunity, guided by dedicated, highly qualified faculty, who are focused on each student's academic and career success.
- 4.) To portray membership in the Corps of Cadets as an exciting, leadership-building experience that develops skills students need, regardless of whether they choose a military or a civilian career.

### **Functions**

To accomplish the program's objectives, the three principal functions that the director of University Relations manages are media relations, marketing and community relations.

## **3-2 Media Relations**

### **General**

To be most effective, the University Relations staff must have the full confidence of members of the news media. To obtain that working relationship, the staff needs the full cooperation of the administration, faculty, and staff in an open and cooperative atmosphere. This means that the university responds to all media inquiries, both positive and negative, in an honest and direct manner. Attempts to suppress bad news almost invariably lead to unhappy consequences.

### **Media Relations Policy**

In the event that North Georgia College & State University becomes involved in a situation that may reflect negatively on the institution or an event expected to generate widespread media attention, the policy is to deal honestly and directly with the news media and the public.

The director of University Relations is authorized to release information pertaining to emergencies, crimes, controversies and other events to which the media have a reasonable claim. Faculty and staff are asked to keep the Office of University Relations fully informed, both promptly and factually, of such activities in their areas of responsibility.

In such instances, the director of University Relations will serve as the official spokesperson for the university. In her absence, the vice president for Institutional Advancement, in consultation with the university president, will appoint an appropriate spokesperson.

## **3-3 Marketing**

### **General**

Because university employees are involved in public service, the term “marketing” might correctly include the efforts of almost every employee of the university, from Plant Operations personnel making repairs in the residence hall, to a member of the faculty teaching a class. However, this manual addresses only two aspects of the university’s marketing program: advertising (direct appeal and general) and publicity.

### **Advertising**

Direct appeal advertising is associated most closely with printed materials mailed to specified, targeted addresses. General advertising refers to advertising such as radio and television commercials and display ads in newspaper and on billboards.

To ensure that the image of North Georgia College & State University is properly used to meet the objectives of the university’s public relations program, the following procedures are to be followed in producing direct appeal materials or in placing print or electronic advertising.

- 1.) Obtain approval of the concept, wording and budget allocation from the department head, director or appropriate vice president.
- 2.) Contact the director of University Relations for assistance with writing, design, selection of media market and preparation of display advertisements, insertion orders for ads, or selection of mailing lists for direct appeal flyers, etc.
- 3.) Prepare a requisition and have it signed by appropriate individuals. It then goes to University Relations. Increasingly, departmental credit cards may be used for advertising in publications.

Approval by the director of University Relations is required for all advertisements and promotional pieces targeting the public.

## **Publicity**

Publicity is the use of information about an organization, group or individual by the media (print and electronic) without compensation. Other publicity that is not paid for might be participation in public events that attracts attention to the university.

North Georgia College & State University receives publicity one of several ways:

- 1.) The University and/or its students, faculty, administration, staff attracts media attention by doing something out of the ordinary, either favorable or unfavorable; or,
- 2.) Someone alerts the media to an occurrence, event or person at the college that might be newsworthy. This action can be official or unofficial, positive or negative; or,
- 3.) University Relations provides the media with news releases, news “tips” and/or photographs.
- 4.) The Corps of Cadets or other student groups might garner favorable publicity by participating in parades, competitions or public service that attracts attention by the public.

While news releases might seem to be the most desirable – since they are somewhat controlled – even this method has its shortcomings. In publicity via the news media, North Georgia College & State University must compete with many other institutions and agencies for limited editorial space and airtime. Secondly, the university has no control over how the material is used.

If you have an event, an idea for a feature story or a possible photo opportunity that seems newsworthy, please remember to give University Relations as much advance notice as possible.

## **Calendar Items, Public Service Announcements**

If you would like help publicizing a lecture, concept, performance, exhibit or other program or event that is open to the public, please notify University Relations as least one month in advance, to maximize publicity possibilities. Some publications have deadlines for events calendars months in advance. As soon as you have scheduled an event, please University Relations know that it's on the calendar.

You should provide a short description of the program, including date, time, location, cost and a telephone number to call for more information.

The University Relations staff will then prepare announcements for local and area newspapers, radio and TV stations, and specialty publications. Also, those events appropriate to campus audiences will be included in the faculty and staff newsletter, the Digest.

Although University Relations provides “The Voice,” the student newspaper, with all calendar releases, and most other releases, it is best to notify that publication of your event personally by sending an e-mail to [voice@ngcsu.edu](mailto:voice@ngcsu.edu) or by calling 706-864-1468.

## **Photographic Services**

The Office of University Relations provides photography of North Georgia College & State University people, events and activities for use in newspapers, magazines, university advertisements, admissions recruiting, development materials, university brochures, bulletins and handbooks, and for archival purposes.

Due to very limited resources, neither photography of routine events nor photos for bulletin boards, scrapbooks, personal use or routine campus events can be provided. The University Relations Office will be happy to share unused prints or digital pictures or loan negatives so that prints can be made.

Requests for photographic coverage of potential newsworthy events should be directed to the University Relations office at least one week in advance of an event. Photographic services are generally available only during normal office hours. Early evening coverage of significant events occasionally may be arranged, but adequate advanced notice is necessary.

If your event does not meet the requirements for coverage by the Office of University Relations, or other commitments have precedence, University Relations can provide a high quality, easy-to-use camera with film for use by other university personnel who can photograph the event. Again, early contact is important to discuss what types of film should be used, as well as availability of equipment and supplies.

# **Section IV**

## **Style Guide**

## 4-1 Style Guide

The University's printed materials should conform to a consistent style to present its message in a manner that communicates clearly and precisely.

University Relations' style conforms in general to the Associated Press Stylebook and Libel Manual, a respected and widely used guide for news writing. The AP style is used in publications, including news releases, the NGCSU Digest, brochures and advertisements. University Relations staff members also consult the Chicago Manual of Style for some publications and special projects.

The remainder of this manual highlights style usages common in an academic setting, along with NGCSU's unique style references. If you have a question about style for a North Georgia publication that is not answered in these guidelines, please consult the AP Stylebook, The Chicago Manual of Style, or call University Relations at 706-864-1949.

### 4-1 General Academic Terms

**Academic calendar** – Seasonal references in the academic calendar are always lowercase (Example: fall semester 2004).

**Academic degrees** – Use academic degrees only when necessary to establish credentials. Use phrases instead of initials, if possible. (Example: John Jones, who holds a master's degree in early childhood development, will speak...). The same is true for a Ph.D. degree (example: Mary Smith, who has a doctorate in history,...). Note: See the entry "doctor" for correct usage of the title. The Digest newsletter for faculty and staff has established its own style to indicate academic degrees for this readership.

Use abbreviations for degrees only when necessary, such as in long listing of individuals or in columnar format. When use of academic initials is necessary, do not use a courtesy title with the name. (Dr. Jim Smith, PH.D.) is incorrect. (Jim Smith, PH.D.) is correct.

Consult Webster's New Collegiate Dictionary for abbreviations of degrees.

**Academic titles** – Capitalize and spell out formal titles (such as professor, dean, president, chancellor and chair), only when they precede a name. Lowercase elsewhere. Examples: President David Potter; Vice President Judith Bryant; but, David Potter, president of North Georgia College & State University; Judith Bryant, vice president for Student Affairs). Lowercase modifiers of titles when they are not proper words (history Professor Jim Smith).

**ACT** – American College Test on first reference; ACT on subsequent references.

**Alumnus, alumni, alumna, alumnae** – Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar references for a woman. Use alumni when referring to a group consisting of both men and women.

Bachelor of arts, bachelor of science – A “bachelor’s degree” or “bachelor’s” is acceptable in any reference. See academic degrees for use of degree abbreviations.

**CLEP** – College-Level Examination Program on first reference. CLEP on subsequent references.

**College** – Capitalize only when part of a single proper noun: North Georgia College & State University. Lowercase when used without proper name (Example: The college will be closed this week), or in plural form (Example: Gainesville State and Shorter colleges vied...).

**Courtesy titles** (Dr., Mr., Ms.) – No courtesy titles are used on first reference. The faculty-staff newsletter, The Digest, incorporates a style recognizing academic degrees.

**Course grades** – Use capital letters and omit quotation marks around course grades. A, B, etc. The correct plural use is: A’s, B’s.

**Course work** – Not coursework

**cum laude** – Not italicized.

**departments/offices** – Use capital letters (example: Department of Biology, Admissions Center, Business Office, etc.), unless you are making an informal reference (Example: the physics department faculty...). On university campuses, “departments” usually refer to academic areas and “offices” are administrative offices.

**Doctor** – Use Dr. on first reference only for a person with a medical degree (Dr. Wallace Kinkaid performed the surgery) in all but specific campus publications. Do not use Dr. as a courtesy title on second reference.

**fundraising, fundraiser** – One word in all cases (a recent change by AP).

**grade point average** – GPA on subsequent references.

**Graduate Record Examination** – GRE on subsequent references.

**graduate** (v) – Active voice is correct (He graduated from NGCSU). Passive voice is also correct, but not necessary (He was graduated from the university).

**Homecoming** – Capitalize only when referring to NGCSU’s annual event.

**rooms** – Lower case and use numerals when used with full building title (Example: Dunlap Hall room 177). Capitalize and use numerals when used alone or without full building name (Example: Room 143 or Library Room 170).

**ROTC** – Acceptable on all references for Reserve Officers’ Training Corps. If service is specified, use with service name (Army ROTC).

**SAT** – Scholastic Aptitude Test on first reference; SAT on subsequent references.

**Student Government Association** – SGA on subsequent references.

## **4-2 Style Guidelines for NGCSU and University System of Georgia entities**

**Alumni association – North Georgia College & State University Alumni Association** – North Georgia College & State University (or NGCSU) Alumni Association on first reference, alumni association on subsequent references.

**Board of Regents** – Use Board of Regents of the University System of Georgia on first reference. Use Regents or BOR on subsequent references.

**Board of trustees** – Use North Georgia College & State University (or NGCSU) Foundation Board of Trustees on first reference. Use board of trustees or trustees on subsequent references.

**Departments** – Departments within the university are capitalized with their full title (Example: Department of Business Administration), but not in informal reference (Example: the biology department).

**North Georgia College & State University** – Okay to use NGCSU or North Georgia on subsequent references. Never use North Georgia College or NGC&SU to refer to the university.

**North Georgia College & State University Foundation** – Or NGCSU Foundation. On subsequent references, lowercase foundation when standing alone. (Example: The members of the foundation met yesterday.)

**Offices** – When referring to titled offices at North Georgia College & State University, the titles are capitalized (Example: Registrar’s Office; but, office of the director).

**Regents** – Preferred second reference for University System of Georgia Board of Regents. Each individual is a Regent (Example: Regent Anthony Green...).

**Regent’s Examination, Regent’s Testing Program** – Either is correct on first reference. If subsequent references are to “exam” or “examination,” those terms should be lowercase, but not Regents (...yesterday’s Regent’s exam).

## **4-3 NGCSU Buildings/Entities/Facilities**

Academic Advisement Center

Admissions – or, officially – Office of Undergraduate Admissions

Alumni Center

Auxiliary Services Building

Barnes Hall

Brooks Pennington Military & Wellness Center

Center for Science and Technology

Center for Science, Mathematics and Environmental Education

Departments of...

Biology

Business Administration

Chemistry

Developmental Studies

Education

Fine Arts

Health & Physical Education

History

Language and Literature

Mathematics and Computer Science

Military Science

Nursing

Physical Therapy

Physics

Political Science and Criminal Justice

Psychology and Sociology

Dining Hall

Donovan Hall

Dunlap Hall

Education Building

Gaillard Hall

Gloria Shott Performance Hall

Graduate Studies & External Programs

Health & Natural Sciences Building – HNS Building on subsequent reference

H.M. Stewart Continuing Education Center – Stewart Center or Continuing Education Center on subsequent reference

John L. Nix Mountain Cultural Center

L. Clifford Adams Jr. Room – Student Center Great Room – Adams Great Room

Lewis Annex

Lewis Hall

Materials Management

Memorial Hall Gymnasium (or Memorial Hall Gym)

Merritt E. Hoag Student Center – Student Center or Hoag Student Center on subsequent reference

Owen Hall – John H. Owen Hall on first reference

Pattillo Chapel

Pennington Military Leadership Center – Military Leadership Center on second reference

Physical Plant

Price Memorial Hall

Public Safety Building

Rogers Hall

Sanford Hall

Sirmons Hall

Stewart Library

Student Health Center

The Campus Connection – or the Bookstore

Will D. Young Hall – Young Hall on subsequent reference

Welcome Center