



Integrating Faith in Learning, Leading and Serving

# **2011 Branding & Marketing Guide**

*Revised June 2011*

The Office of University Relations is responsible for the design and editorial content of all advertising, marketing, branding and public relations campaigns at Charleston Southern University. Our mission is to assist University departments with production and integration of creative and unique messages that are consistent with the University's vision and mission.

**SUBMIT YOUR REQUEST ONLINE:**  
[CharlestonSouthern.edu/news](http://CharlestonSouthern.edu/news)

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## Strategic Goals

Charleston Southern University's strategic goals are the key targets that the University has identified under each of the Strategic Themes. They are:

1. Faith Integration: Establish a culture where biblical faith permeates all aspects of University life.
2. Student Success: Prepare students to succeed intellectually, professionally, spiritually and personally.
3. Faculty/Staff Development: Develop a community of faculty and staff committed to integrating faith and work.
4. Distance Education: Enhance learning opportunities through online programs.
5. Institutional Identity: Build a distinctively Christian identity that highlights excellence.
6. Financial Stewardship: Generate sufficient resources to achieve institutional goals and financial stability.

## Key Messages

To ensure Charleston Southern University's unique Christian identity, we must be consistent with our message. The following distinctives should be used in part (or whole) in all University marketing messages:

- Vision: To be a Christian university nationally recognized for integrating faith in learning, leading and serving
- Mission: Promoting Academic Excellence in a Christian Environment
- 38 undergraduate degrees, 4 graduate degrees in business, criminal justice, education and nursing
- Charleston Southern University, founded in 1964, is a private Christian liberal arts college
- Accredited: Commission on Colleges of the Southern Association of Colleges and Schools to award bachelor's and master's degrees
- Charleston Southern University is ranked by national college guides among the nation's best universities for education and affordability. *America's Best Christian Colleges*; *America's 100 Best College Buys*; Military Friendly School; VA Yellow Ribbon school; The President's Higher Education Community Service Honor Roll
- Professors are committed Christians and focused

on student success

- Charleston Southern is affiliated with the South Carolina Baptist Convention
- A low student-to-faculty ratio means that students receive individual attention
- Rich and diverse student life: More than 40 student organizations, Christian ministries, mission teams, worship, music, intramurals and student government
- Member of the NCAA Division I Big South Conference, fielding teams in 14 intercollegiate sports

## Branding & Marketing Standards

The *Branding & Marketing Guide* includes University-approved guidelines for promotional, marketing and advertising intended for distribution publicly or on the Charleston Southern campus.

These policies apply to, but are not limited to:

- Marketing publications: Newsletters, brochures, posters, direct mail pieces, etc.
- Advertising: Print, outdoor, television, new media, radio
- Apparel and promotional materials: T-shirts, uniforms and giveaways
- Displays: Signage and banners
- Website, video profiles and social media sites (Facebook, Twitter, Blogs, CSU Magazine, Buc Online)
- Anything representing the image of Charleston Southern University

***All departments using University funds to complete a project must abide by these marketing standards.***

## Project Management

The office of university relations staff assists Charleston Southern departments and programs in an effort to clearly communicate the University brand including:

- Media relations (before any information is released to media concerning internal or external matters that affect the University)
- Advertising
- Marketing communications materials (newsletters, invitations, brochures, booklets, etc.)
- Editorial assistance (writing/copyediting)
- Strategic marketing and communication plans
- Event materials
- Electronic and Web-based marketing solutions, including social media
- Printing questions

**Approval process.** All printing and visual images will be approved by University Relations prior to production and delivery from University-approved vendors.

## Departmental Responsibilities

The originating department is responsible for providing the text for all projects and for securing funding from its departmental budget.

The originating department must ensure the accuracy of factual information, titles, phone numbers, web addresses and the spelling of names, etc.

The originating department must provide a mailing list in Microsoft Excel format to Charleston Mailing Service and make sure that funds are available for postage and mailing if the project is to be mailed.

**Printing Projects.** Supply the following information for printing projects:

- Quantity
- Size, colors, sample designs
- Date order is needed
- Completed copy in Microsoft Word format

- Photos you wish to include
- Name a designated person from the originating department who will approve the project for correctness of content, sizing, etc. and who will signify approval by signing the Proof Approval Form from the printer.

### SUBMIT YOUR REQUEST ONLINE:

[CharlestonSouthern.edu/news](http://CharlestonSouthern.edu/news)

**Submission Deadline.** All requests for printing/design assistance must be submitted to university relations at least four weeks before the completed project is needed.

**University Contact Information.** All printed materials should include contact information for the University, including mailing address, telephone number and website address: *PO Box 118087, Charleston, SC 29423-8087, 843-863-7000* (or the office phone number) *www.charlestonsouthern.edu*. You must use the full domain name. Do not use the old, abbreviated version, *www.csuniv.edu*.

**Vision Statement.** All printed materials should include the CSU vision statement: Integrating Faith in Learning, Leading and Serving. Quotation marks should not surround this statement. Its wording, capitalization and Garamond font should not be altered. Unless at the end of a sentence, it does not contain a period.

### Integrating Faith in Learning, Leading and Serving

**USPS.** All publications to be mailed must meet the regulations of the United States Postal Service.

### Image Resolution Requirements

Web - 72 dpi (dots per inch)

Print - 300 dpi or ppi (pixels per inch)

Save photos as high-res JPEG or TIF files.

## The Role of University Relations

Our efforts to bring recognition to Charleston Southern cannot be successful without faithful adherence to the branding and marketing standards by everyone at Charleston Southern University. We ask for your cooperation and assistance in following these guidelines so that Charleston Southern presents a clear, consistent message.

**Printing/Design Projects.** University relations provides in-house graphic design. If resources are not available for in-house design, the University contracts with vendors who can provide design for printing projects. This may require additional funding from the department making the request.

**Editing and Proofing.** Our team will edit and proof your project according to the *Associated Press Stylebook* and Charleston Southern editorial standards (see p. 12-19). Each project is evaluated to make sure the content and design adhere to University branding and marketing standards.

The designated person in the originating department will also edit and proof the piece.

**Approval of Final Proof.** University relations must approve each project for grammar, style and adherence to branding and marketing standards during the final proof stage.

The designated person from the originating department will approve the project for correctness of content, sizing, etc. and will signify approval by signing the Proof Approval Form from the printer.

**Media Relations.** University Relations reserves the right to determine the newsworthiness of each event/story and to manage the distribution and publication of each event/story. While we cannot guarantee that a full-time staff member will always be available to cover your event, we employ trained work-study students available for reporting and photography assignments. In the event that no one is available to cover your event, university relations has a limited number of

digital cameras which may be borrowed by on-campus departments and offices.

News and event coverage requests submitted with less than one week's notice are not guaranteed coverage by university relations.

**SUBMIT YOUR REQUEST ONLINE:**  
[CharlestonSouthern.edu/news](http://CharlestonSouthern.edu/news)

**Marketing.** University relations is responsible for annual strategic advertising and marketing plans. All University departments planning an advertising and/or marketing campaign must first receive approval from the office of university relations.

**Internal Marketing (campuswide communications).** University Relations distributes all campuswide email communication including our weekly eNewsletter, internal fundraising campaigns, human resource news and information, campus alerts and security notices and hosted news and event information being held at Charleston Southern University. These communications are written exclusively for employees. *Nonemployee distribution is prohibited.*

**Web Development.** University relations provides all site design and management of university pages on the University's website. University relations also monitors all official University social media and networking sites.

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[CharlestonSouthern.edu/news](http://CharlestonSouthern.edu/news)

## Visual Identity

One of the central goals of our branding initiative is to establish a clear image of Charleston Southern University. Key to this effort is a consistent visual identity.

The visual identity standards outlined here must be followed for all marketing and communication materials. If materials do not conform to the standards herein, the department or office producing the materials will be required to take corrective steps, including disposing of printed materials that do not follow the branding and visual identity standards.

If there is any doubt about compliance, please contact the university relations office for review prior to the production of your project.

### The University Name

The institution's full name is Charleston Southern University. In most cases, the full name should be used on first reference. Once the identity of the institution has been clearly established, or if it is self-explanatory, refer to the institution as Charleston Southern or the University. Capitalize University when it is being used as a proper noun — that is, referring to Charleston Southern itself and not just any university.

### The University Logo

Charleston Southern's logo has two elements: the graphic element and the logotype, which consists of the University's name. The University logo is artwork and is not to be manipulated.

The logo should not be altered in any way and must be produced from authorized electronic files, which are available from the university relations office upon request. Never reproduce the logo by hand or copy it from another document. Copying and pasting the logo from a Web page is prohibited.

**graphic element**



**CHARLESTON  
SOUTHERN  
UNIVERSITY**

### logotype

#### Explanation of graphic element:

- The bottom bar stands for the ocean and the Reflection Pond.
- The open book stands for the book of knowledge, the Bible, the foundation of the structure.
- The four columns represent Lightsey Chapel Auditorium.
- The window above the columns represents traditional Southern hospitality, the view and the light provided by a quality liberal arts education in a Christian environment.

## Color

The official Charleston Southern blue is PMS 295  
Charleston Southern gold is PMS 873 (metallic).

**PMS stands for Pantone Matching System, a color-matching system used by professional printers.**

Ink colors vary depending on the material upon which they are printed. Please work closely with printing representatives to match colors to the Charleston Southern colors. For more color information, see University Colors in this guide, page 9.

## Sizing

The logo is a complete element and must be resized proportionally. Do not resize the logo in only one direction. In Microsoft programs, click on the logo to resize it. Hold down the SHIFT key, and click on one of the corner handles (small black squares) surrounding the graphic and drag the mouse in either diagonal direction. This will ensure that the logo is resized proportionally. Do not print the logo smaller than 1" wide.

## Font

The logo font may not be changed in any way and is not used on anything except the Charleston Southern logo.

## Appropriate use of logo



**SUBMIT YOUR REQUEST ONLINE:**  
[CharlestonSouthern.edu/news](http://CharlestonSouthern.edu/news)

## Spacing

No other elements of a design or publication should visually compete with the logo. At least 1/4" white space should be allowed around the logo on all sides.

## Permission to Use the Logo

The logo is used on official Charleston Southern communications. The logo may not be used on personal stationery or personal Web pages. Any outside organization wishing to use CSU's logo must request the file and permission from the university relations office (e.g., a local chamber of commerce wishing to use the University logo). Logo requests may be made through [charlestonsouthern.edu/news](http://charlestonsouthern.edu/news)

## Departmental Sublogos

Departments, Schools, etc. may not create or use their own logos. Each department or office **may** use a sublogo, designed by the university relations office (see examples at right). No other individual logos are allowed.

All publications must adhere to the logo and identity standards. Any questions should be directed to the university relations office.

If a CSU club, organization, summer camp, etc., wishes to use the Charleston Southern University name or logo, the group must abide by University guidelines in regard to the CSU name and logo and submit the design to the university relations office for approval prior to printing.

**SUBMIT YOUR REQUEST ONLINE:**  
[CharlestonSouthern.edu/news](http://CharlestonSouthern.edu/news)

## Correct use of white space around logo



## Other University Images

**University seal.** The University seal, shown at right, is the legal seal of the University and is to be used only for diplomas, transcripts, certificates and other legal documents as designated by the registrar's office. The seal is not to be used on letterhead or as an alternative to the University logo. If you have questions about the appropriateness of using the seal, contact the university relations office or registrar's office.



**Athletic logo.** The school mascot is the Buccaneer. The official athletic logo is shown at right. This logo should only be used by the athletic department or in publications specifically referring to athletics (e.g., the enrollment services viewbook). The logo may be black or combinations of CSU blue, CSU gold and white. The same guidelines of proportional sizing, digital reproduction, etc., set forth regarding the University logo apply to the athletic logo.



As a member of the Big South Conference, Charleston Southern athletics also may use the Big South logo and NCAA logo on publications. The Big South Conference and NCAA logo guidelines apply to use of these graphics.

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## University Colors

The University's official colors are PMS 295 and PMS 873 (metallic), both shown at right. All professional printers should know how to use the Pantone Matching System.

Do not simply use navy or gold and assume that these colors will be correct; most colors called gold are too yellow to meet the standards for Charleston Southern's official colors. Charleston Southern's gold is metallic and is not yellow in color.

### PMS 295 (Blue)

C: 100%  
M: 56%  
Y: 0%  
K: 34%

R: 7  
G: 47  
B: 103

### PMS 873 (Gold)

C: 30.19%  
M: 30.19%  
Y: 60%  
K: 10.196%

R: 157  
G: 142  
B: 98

### PMS 295



### PMS 873



## Color Matching

In some instances, it is difficult to get the color match exact. Colors vary when printed as ink on paper, as ink on vinyl, as colored fabric, on plastic giveaways, etc. It is essential to work with your printing representative to match the colors as closely as possible to PMS 295 and PMS 873.

Colors are processed in several different ways.

**Four-Color Process:** CMYK (mixture of cyan, magenta, yellow and black) This process allows for color to be reproduced precisely. However, matching PMS colors in four-color process is approximate, so pay close attention to the color.

**Projected Color:** RGB (mixture of red, green and blue to create a screen image) Colors appear differently on the monitor than they will in printed form.

**Pantone Matching System (PMS):** Printing industry standard color system. Use the PMS number system to print colors accurately.

**Reminder:** color office printers will not reproduce PMS 295 and 873 accurately.

## Stationery System

**Business cards.** University employees may choose from several designs for their business cards. One is printed in black, another in CSU blue and a third in CSU blue and CSU gold.

Employees may choose whether to include the University vision statement on their business cards.

Employees may include credential initials after names, ex., John Smith, PhD; Jane Smith, CPA.

Athletic department employees may include the Big South logo on their business cards.

**Letterhead and envelopes.** Letterhead and envelopes are available in black or CSU blue. Only division or department names may be included on letterhead and envelopes, e.g., Registrar's office, School of Business or Dean of Students Office.

Envelopes, letterhead and business cards must follow the prescribed format and may not add information or lines of type without university relations' approval.

University letterhead and stationery items are only for official business conducted by employees in officially recognized areas, departments, offices or other units. Letterhead and envelopes are never to be used for correspondence of a personal nature.

**Name Badges.** Name badges are black ink on a matte gold background.

The following designations may be used before employee names on Charleston Southern name badges: Dr., Mr., Mrs., Ms. and Miss. Nothing is to be listed after employee names.

Right: Dr. John Smith  
John Smith

Wrong: John Smith, EdD

**Name badges may have up to 3 lines:**

Name  
Title  
Department or School

or Name  
Title

Examples:

Jane Doe  
Assistant Professor of Business  
School of Business

Jane Doe  
Assistant Professor of Business

### Email Signature

Use 12 point font size for your email signature.

Name  
Title  
Charleston Southern University - Integrating Faith in  
Learning, Leading and Serving  
P.O. Box 118087  
Charleston, South Carolina 29423  
Office: 843-xxx-xxxx  
Mobile: 843-xxx-xxxx  
email: name@csuniv.edu

Because your CSU email account is a business email, no third-party logos or quotes, etc. should be used. Use the University's current vision statement (Integrating Faith in Learning, Leading and Serving). No other statements are to be added.

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## Web Style Requirements

The experience of browsing content, accessing information and using Web-based services and tools on Charleston Southern Web pages affects a visitor's perception of our University. To ensure intuitive, useful and positive Web experiences for our audiences, it is important that CSU Web-based communications and interfaces reflect the University's overall brand identity consistently and effectively.

The Web Style Standard contains recommendations for the submission of content for Charleston Southern Web pages. The specifications within this document are intended to enable departments to submit content for Web pages according to these policies. The CSU Web developer constructs, maintains and oversees the core design and formatting used on all CSU Web pages. All CSU Web pages must comply with these guidelines.

### Style Standards

Charleston Southern Web pages must use a University template for placement and display.

### General Guidelines

All university pages must use the approved CSU logo, header and footer and comply with the University Branding and Marketing guidelines.

Copyrighted material is prohibited unless you have written permission from the copyright holder (images, text, logos, etc.).

Template-based navigation system must be used by all pages; a separate navigation system within the body is not permitted.

University colors will be utilized on pages; see University Colors in this guide, page 9.

CSU standard Web-safe fonts (Verdana) will be used.

The use of documents (Word, Excel, PDF, Power Point, etc.) for links should not be used. Documents will only be used when digital format is not available.

Logos – Please refer to the logo information in this guide. No third-party logos will be used.

Images submitted must be 72 dpi (maximum quality on the Web).

Images will be sized/scaled accordingly. Images submitted must be JPEG (pictures) or GIF (graphics) format.

### Content Submission & Design

Content should be current and support University functions or programs.

#### **SUBMIT YOUR WEB REQUEST ONLINE: [CharlestonSouthern.edu/news](http://CharlestonSouthern.edu/news)**

Documents submitted will be created within the page; document links are not acceptable language.

Page body will be designed to limit scrolling for effective user experience; additional pages will be designed if needed.

Content including images, documents, etc. should be submitted electronically; flash drives and CDs may be submitted for large image or video files; no written files will be accepted.

No more than 3 text colors will be used on a page; red will not be used.

All Web requests submitted via work order will follow the completion schedule:

- Major redesign of Web pages will have a four week turnaround time, from the time content is submitted.
- Simple requests may be completed sooner depending on the schedule of the Web developer.

## Style and Usage

Style consistency ensures that all of Charleston Southern's departments and divisions are conveying the same message in all printed materials. Consistency in style, as in graphic design, helps build an effective identity for the University.

Like most colleges and universities, Charleston Southern uses the *Associated Press Stylebook* as a reference guide. The news media follows AP style, and it is important that press releases and other such writing follow this style.

When you have a question this guide does not answer, please consult the *Associated Press Stylebook*. It is available for purchase in most bookstores, or you may stop by the university relations office to consult a copy.

Exemptions from AP style include scholarly papers or works produced by University employees for external organizations, classroom materials, grant applications and publications produced by approved student organizations.

The information provided in this guide is not comprehensive. Please refer to a reputable dictionary, grammar manual or the *Associated Press Stylebook* with questions.

## Abbreviations

Do not use abbreviations unfamiliar to most readers. On first reference, use the full name, e.g., *Fellowship of Christian Athletes*. On second reference, use only the abbreviation or acronym (*FCA*).

### 1.1 Academic degrees

The following abbreviations are commonly used at Charleston Southern:

- BA = bachelor of arts
- BMA = bachelor of management arts
- BS = bachelor of science
- BT = bachelor of technology
- BSN = bachelor of science in nursing

- MS = master of science
- MEd = master of education
- MBA = master of business administration
- MSCJ = master of science in criminal justice
- MSN = master of science in nursing
- PhD = doctor of philosophy

The word *degree* should not follow an abbreviation.

**Right:**

He has a BA in history.

**Wrong:**

He has a BA degree in history.

*Note:* When referring to a person's educational background, the preferred form is to avoid abbreviation and instead use a phrase such as: John Jones, who has a doctorate in psychology.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference:

**Right:**

Dr. Jane Smith

Jane Smith, PhD

**Wrong:**

Dr. Jane Smith, PhD

When used after a name, an academic abbreviation is set off by commas: *John Smith, PhD, spoke at the ceremony.*

### 1.2 Months

Abbreviate months if you include a date: *Oct. 10, 2004*. Do not abbreviate months when used alone or only with a year: *October 2004*. Never abbreviate March, April, May, June or July.

### 1.3 States

Spell out the names of states when they stand alone. Abbreviate according to standard abbreviations, not postal regulations, when listing a state with a city in text.

**Right:**

Ashley is from Charleston, S.C.

Allison lives in Knoxville, Tenn.

**Wrong:**

Karen is from Atlanta, GA.

When an address is written out in text, use postal rules for state abbreviations preceding the ZIP code: *9200 University Boulevard, Charleston, SC 29406.*

Standard abbreviations: Ala., Alaska, Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Hawaii, Idaho, Ill., Ind., Iowa, Kan., Ky., La., Maine, Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Ohio, Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Texas, Utah, Vt., Va., Wash., W.Va., Wis., Wyo., D.C., Guam, P.R., Samoa, V.I.

*Hint:* Never abbreviate the two states outside the continental U.S. or the states/territories with five letters or less in their names.

## Capitalization

### 2.1 Academic Degrees

When referring to degrees in general, lowercase the first letter of the degree and use the apostrophe + s ('s).

**Right:**

John Smith holds a bachelor's degree, a master's degree and a doctoral degree.

**Wrong:**

John Smith holds a Bachelor's Degree.

*Note:* A person holds either a doctorate or a doctoral degree. There is no such thing as a doctorate degree.

### 2.2 Academic Divisions, Departments, Programs and Administrative Offices and Departments

Use lowercase except for words that are proper nouns or adjectives: *the department of history, the history department, the department of English, the English*

*department.*

*Note:* An exception is formal usage, such as on an invitation or piece of stationery.

### 2.3 Buildings

Use the official name of campus facilities with capitals in formal communication. On second reference, if the name is partial, you may shorten the name with the appropriate designation. On second reference when you use no proper name, lowercase hall, center and building. Do not use building, hall and center interchangeably.

**Right:**

The Lightsey Chapel Auditorium houses many performances each year.

The chapel has excellent acoustics.

*Named buildings and areas:*

Hunter Reception Center  
 Derry Patterson Wingo School of Nursing  
 H. C. Wingo Hall  
 F. K. Norris Hall  
 C. S. Jones Hall  
 H. E. Ashby Hall  
 L. Mendel Rivers Library  
     South Carolina Room  
 Lightsey Chapel Auditorium  
     Lightsey Music Building  
     Margaret C. Hamrick Prayer Room  
 Strom Thurmond Center  
     BellSouth Student Success Center  
     Gold Room  
     Charleston Room  
 Whittington Hall  
 Brewer Center  
 Whitfield Stadium Center  
 Russell West Residence Hall  
 Russell East Residence Hall  
 Littlejohn Parlor  
 Patsy Morley Pool  
 Bagwell-Settle Track  
 Margaret Gilmore Garden  
 Gressette Patriotic Center (flagpole)  
 Legacy Lane Bricks

## 2.4 a.m. and p.m.

Do not capitalize *a.m.* or *p.m.* and do not space after the first period. *AM* is a designation for radio stations, not a time of day. Use *noon* or *midnight* rather than 12 p.m. or 12 a.m. Do not use *12* before *noon* or *midnight*.

## 2.5 Board of Trustees, Faculty, President

Lowercase board of trustees and trustee as a title before a name.

Do not capitalize faculty or president (except when referring to the President of the United States, or when used before a name, e.g.: President Smith).

Exceptions are formal uses, such as headlines, invitations or nametags.

### Right:

She has been a trustee since 1988.

The board sets policy for the University.

The president spoke at the meeting.

## 2.6 Classes and Courses

Use lowercase when you refer to courses and classes (a course lasts all semester; a class is an individual meeting of a course), unless you use the specific name of a class or the class uses a proper noun or numeral.

### Right:

I had a math class and a science class.

I am taking Calculus II and Introduction to Spanish.

## 2.7 The University

Capitalize University when referring to Charleston Southern as a proper noun.

### Right:

The University offers 38 majors.

## 2.8 Official and Courtesy Titles

Titles are capitalized only when written before a person's name. Do not put a courtesy title before a person's name if a degree title follows it. Use degree abbreviations only after a full name, never after just a last name.

Lowercase titles unless they precede a name: *Vice President for Business John Smith addressed the student*

*body.*

Vice president has no hyphen.

When used after a name, a title is set off by commas: *John Smith, vice president for athletics, spoke at the meeting.* Titles such as CPA should be preceded by a comma and should be written in full caps with no periods.

The title *Dr.* may be used when the person holds an earned doctoral degree, such as a PhD, EdD or MD. A juris doctorate (JD) is not considered a doctoral degree. *A title is never used for an honorary degree.*

Courtesy titles such as Mr., Mrs., Ms. and Miss are generally not used in official publications.

### Right:

John Smith, PhD

President John Smith

Dr. John Smith

John Smith, PhD, will address the students.

Jane Smith, vice president of administration

Dean of Students John Smith

Jane Smith, CPA

### Wrong:

Mr. Smith, PhD

Dr. John Smith, PhD

## 2.9 Student Titles

Student titles, such as president of the Student Government Association, are always lowercase.

## 2.10 Student Classifications

Do not capitalize *freshman*, *first-year student*, *sophomore*, *junior* or *senior*. When referring to a particular class year, capitalize class: *Class of '99*, *Class of '85*.

## 2.11 Honors

Always lowercase academic honors, *cum laude*, *magna cum laude* and *summa cum laude*.

## 2.12 Majors, Programs

Only capitalize majors, specializations or concentrations of study if they are proper names such as English or Spanish.

### 2.13 Regional Designations

Geographic regions are capitalized; compass points are not.

*Note:* Capitalize regions/compass points when part of a proper name: *North Dakota*; or when used in denoting widely known sections: *the Lower East Side of New York*, *the Upstate*, *the Lowcountry*.

**Right:**

The South has an interesting history.

**Wrong:**

The student came from South Georgia.  
She has a southern accent.

### 2.14 Seasons

The names of seasons and all derivative words (e.g., *springtime*) are only capitalized when part of a formal name: *Winter Olympics*.

### 2.15 State and Federal

Always lowercase *state* and *federal*, unless the words are used as part of the formal names or titles of organizations.

**Right:**

the federal loans  
the state grants  
the state of South Carolina  
Federal Stafford Loan

### 2.16 Web Words

*World Wide Web* is capitalized and written as three separate words.

The word *Web* is capitalized when it stands alone.

*website*, one word, not capitalized

*Web page* is two words; *page* is not capitalized.

*webcast*, one word, not capitalized

*Internet* is capitalized.

*HTML* is capitalized (HyperText Markup Language).

*URL* is capitalized (Uniform Resource Locator).

*online*, one word, not capitalized

*email*, has no hyphen, not capitalized

**Right:**

Charleston Southern has its own website.  
Students can pay bills online.

**Wrong:**

Students can pay bills on-line.  
Students can pay bills Online.

### 2.17 Bible and Scriptures

*Bible* is capitalized; *biblical* is not. Capitalize references to *the Scriptures*, *God*, *the Father*, *Jesus Christ*, *the Son*, *the Holy Spirit*, *the Word*, etc. AP style does not dictate the use of capitalized pronouns in reference to God (e.g., *He*, *His*, *Thy*, *Thou*), but in Charleston Southern's publications, this is considered a matter of personal preference and respect.

## Numerals

### 3.1 Days, Months, Years

Be consistent with use of hyphens and/or the word *to*. Don't use a hyphen with the word *from*.

**Right:**

Registration is May 7-9, 8-10 a.m.  
Registration is May 7-9, 8 a.m. - 4 p.m.

**Wrong:**

Registration is May 7 to 9, 8 a.m. to 10 a.m.

**Right:**

The exhibit runs from May 1 to May 31.

**Wrong:**

The exhibit runs from May 1-31.

Do not use *st*, *th*, etc., with dates except when the month is not written.

**Right:**

Submit applications by Oct. 14.  
Submit applications by the 14th.

**Wrong:**

Submit applications by Oct. 14th.

### 3.2 Measurements

Always spell out *inches*, *feet* and other measures. When writing out measurements, do not use smart quotes; always use straight quotes.

**Right:**

10"

**Wrong:**

6'2"

**Right:**

a 40-foot yacht

**Wrong:**

a 40-ft. yacht

### 3.3 Money

Use the dollar sign and numbers only: \$15. For dollar amounts beyond thousands, use the dollar sign, number and appropriate word: \$14 million.

### 3.4 Numbers

Spell out numerals *one* through *nine* and numerical designations *first* through *ninth*; use numerals for anything higher.

**Right:**

the first semester

the 10th sample

the University's 40th anniversary

*Exceptions:*

grade levels (always spell these out), ages (use figures).

**Right:**

nine students

15 students

eighth grade

She has a sister, Mary, 4.

### 3.5 Percentages

Spell out the word percent except in scientific, technical or statistical copy or in a table/graph.

### 3.6 Telephone Numbers

If a publication is for use on campus only, write *ext. 8044*, not *x8044*. If the publication will be sent off campus, print the entire phone number with area code. Do not use parentheses: *843-863-8044*.

### 3.7 Time

Simply write the hour with *a.m.*, *p.m.* or *o'clock*.

**Right:**

The class begins at 8 a.m.

The class begins at 8 o'clock.

The class begins at 10:30 a.m.

For 12 a.m. and 12 p.m. use *noon* and *midnight* without the numeral 12.

## Plurals and Possessives

### 4.1 Names

Form plurals of family names that end in *s* by adding *es*: *Joneses*.

### 4.2 Plurals

Form plurals of the following by adding only *s*:  
the early 1960s (the '60s)  
twos and threes

Form plurals of the single letters by adding *'s*:  
S's, A's, and I's  
the three R's  
x's and y's

Form plurals of multiple letters by adding *s*:  
ABCs  
PhDs

## Punctuation

### 5.1 Punctuation, Spaces

Use only a single space after periods, question marks, colons and other sentence-ending punctuation marks.

### 5.2 Introductory Phrases

Phrases like *Last year* and *In 1964* do not necessarily require commas when used at the beginning of a sentence.

### 5.3 Parentheses

Do not place a period or other punctuation inside parentheses *unless* the enclosed words form an independent sentence.

**Right:**

Most students are from South Carolina.  
(Of course, there are exceptions.)

**Wrong:**

Most professors have terminal degrees in their fields (often doctoral degrees.)

### 5.4 Punctuation with Quotations

Commas and periods always go inside quotation marks. Exclamation points and question marks go inside the quotation marks when they are a part of the quoted phrase or sentence — otherwise, they go outside the quotation marks.

**Right:**

The professor ordered, “Drop your pencils!”  
What did Martin Luther King Jr. mean when he said, “I have a dream?”

Semicolons and colons should be placed outside quotation marks. If the quoted matter ends in one of these marks, the semicolon or colon is dropped.

In running quotations, each new paragraph should begin with open quotation marks.

### 5.5 Punctuation with States, Countries and Dates

Commas should be used after a date or place.

**Right:**

On January 1, 2004, a new year began.  
The Summerville, S.C., native enrolled.

### 5.6 Series

Delete the comma before the conjunction in a series.

### 5.7 Titles: Italics and Quotes

All composition titles are in quotation marks. This includes songs, movies and literary works. Italics may be used in place of quotation marks.

### 5.8 Hyphens and Dashes

A hyphen (-) is a single short mark. It is used to join words or numbers.

**Right:**

A well-known author  
Family Weekend is March 26-28.

A dash (—) is a single long mark, not two hyphens (--). A dash should have a space on either side. Typing this way in Microsoft Word will usually cause the AutoFormat function to turn the character into a dash. In Microsoft Word, you may also go to the Insert menu and drag down to Symbol to find a dash.

**Right:**

Family Weekend — an event for students and their families — is March 26-28.

## Usage

### 6.1 Alumni

Identify past and current students by their class year with an apostrophe ( ' not ´ ) before the year.

**Right:**

Marie Jones '78 is the guest speaker.

If a person has more than one degree, place a comma between the class years.

**Right:**

John Smith '78, '84 is the graduation speaker.

When writing about married alumnae, include their maiden names for clarification.

**Right:**

John '78 and Carolyn Brown Smith '79 are active alumni.

Alumna — a female graduate  
Alumnae — female graduates

Alumnus — a graduate

Alumni — graduates

Alum, Alums — graduates, singular and plural

## 6.2 And

Spell out and. Don't use an ampersand (&) unless specified, e.g., in a company name: *Black & Decker*.

## 6.3 Collective Nouns

The collective nouns *faculty* and *staff* can be used in both singular and plural senses.

## 6.4 Jr. and Sr., II and III

*Jr.* and *Sr.* should not be preceded by a comma. When using *II*, *III*, *IV* and so on, the comma is optional but is generally not used.

### Right:

John Smith Jr.

John Smith III

## Commonly Misused/Misspelled Words

### On Campus, On-campus

Hyphenate *on-campus* when using it as a compound modifier. Do not hyphenate when using *on campus* as a noun (to show location).

### Right:

Students live in on-campus housing.

Students live on campus.

### Part Time, Part-time; Full Time, Full-time

Hyphenate each phrase when using it as a compound modifier.

### Right:

She attends Charleston Southern part time.

She is a full-time student.

### Affect, Effect

*Affect* means to influence. *Effect* means to bring about or execute. When using the word as a noun, it is spelled *effect*.

### Entitled, Titled

*Entitled* means having the right to something. Use *titled* to describe the name of a publication, musical composition, etc., e.g., The opera is titled *Don Giovanni*.

### Farther, Further

*Farther* is used only for physical distance, such as going farther down the road. *Further* is used in most other instances: *further in debt*, *further proof*.

### Fewer, Less, Less Than

*Few* and *fewer* are correctly used in writing only before a plural noun. *Less* is used before a mass noun: *less music*, *less salt*. *Less than* is used before a plural noun that denotes a measure of time, amount or distance: *less than three weeks*, *less than \$400*.

### Imply, Infer

To *imply* is to state indirectly; to *infer* means to draw a conclusion.

### Insure, Ensure, Assure

*Insure* means to establish a contract for insurance of some type.

*Ensure* means to guarantee.

*Assure* means to inform with the intention of removing doubt.

### Online

*Online* is one word and not capitalized unless it begins a sentence.

### Right:

I read his article online.

### Wrong:

I read his article on-line.

I read his article on line.

### Over, More Than

When referring to a quantity, use *more than*, not *over*.

### Right:

I have more than \$5 in my wallet.

**That, Which**

*That* is correct in restrictive or defining clauses: *The book that I picked up was not mine.*

*Which* is nonrestrictive. The rule of thumb is that when a comma can be inserted, the word following the comma is *which* and the words following it may be removed without damaging the primary meaning of the sentence: The students have been complaining about the textbook, which is hard to follow.

**Toward, Towards**

Use toward.

**Correlatives**

both...and

either...or

neither...nor

not only...but (also)

whether...(or)

though...yet

**Weak Words and Phrases — Avoid if Possible**

one of the (most, best, etc.)

first ever

along these lines

in the final analysis

nice

personally

utilize

interesting

literally

meaningful

ironically

great

awful

awesome

actually

sort of

hopefully

like

unique

in this day and age

thus

there is/there are

prioritize

**Special Usage for the Web****Web Addresses**

When writing Web addresses for print and on the Web, do not use *http://*. Start with *www* and the rest of the address. Try not to start or end a sentence with a Web address. If a Web address breaks to the next line, do not use a hyphen. Break the line before the “/” in the address, before the “.”, or between syllables.