



The University Image

Guidelines for ECU's
Promotional Projects



Contents

The Top 10 Things to Know About Creative Services	1
Initiating Your Project.....	2
The ECU Image Regulation	4
Visual Identity Standards	6
Color Palette.....	7
Typefaces	7
The University Logo.....	8
Photography	13
Capture Your Horizon.....	15
Registered Terms	16
A Note on Using Pirate Imagery.....	16
Stationery.....	17
Internet/Web.....	17
Videography	17
Advertising.....	17
Editorial Standards.....	18
Focus on the Benefits	19
Editorial Style	19
ECU Style Guide	20
Publications Standards	26
Publication Defined	27
Cost Statements.....	27
Affirmative Action and Equal Opportunity Statement	28
ADA Statement	28
Use of Nonprofit Mail Permits	28
Using Recycled Paper	28
North Carolina State Publications Clearinghouse	29

The Top 10 Things to Know About Creative Services

1. The Department of Creative Services provides expert branding, writing, editing, graphic design, web, video, print and production coordination, and support services free of charge to units on campus.
2. Requests for approved university marks must be submitted via email to logoreview@ecu.edu. Please describe the intended use of the mark and note the preferred file format in your email. 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.
3. Think purple. It is one of the strongest elements of ECU's identity and serves as a strong visual cue to your audience that they are looking at something from ECU.
4. All student-recruitment pieces must be created or approved by the Department of Creative Services. All publications listing courses and degree requirements must go through the academic review process.
5. 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 27–28). All recruitment pieces must carry a nondiscrimination statement (see page 28). All pieces promoting an event must carry an ADA statement (see page 28).
6. All promotional and marketing publications (printed and electronic) must adhere to the editorial style guidelines described in this manual, *The Associated Press Stylebook and Briefing on Media Law*, and *Webster's New World College Dictionary (Fifth Edition)*. All university publications, whether paid for with state or nonstate funds, must adhere to the graphic standards described in this document.
7. University Printing & Graphics (UP&G) is a unit of Business Services that offers printing, copying and graphic design services for a fee. UP&G is located on 10th Street in the Harris Building.
8. All job requests must be initiated via the Department of Creative Services' ticketing system at <https://ithelp.ecu.edu/creativeservices>.
9. All off-campus advertising (with the exception of classified ads) must be approved in advance by the university's director of marketing strategy, whose office is part of University Communications and can be reached at baileyrc@ecu.edu or 252-328-2606.
10. Creative Services is home to ECU's logo review process. Recognized university departments and registered student organizations who wish to use ECU marks on apparel (such as t-shirts, hats and golf shirts) and gift/promotional items (such as keychains, retractable banners, mugs and jewelry) must use licensed vendors and submit designs for approval prior to production. Visit www.ecu.edu/cs-admin/mktg/Review-Process.cfm for more information.



Initiating Your Project

Initiating Your Project

When planning your project, please consider the following:

- 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 (Will you hand it out? Mail it? Place it in literature racks?)
- 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

TICKETING SYSTEM

All job requests must be initiated via the Department of Creative Services' ticketing system at: <https://ithelp.ecu.edu/creativeservices>.

The following steps outline the system's use:

- Log in with your Pirate ID.
- Select the type of job you need completed from the list:
 - **Design Services Request:** This option is for when the final deliverable items you need are the art files. Creative Services does not coordinate having these jobs printed. Please include photography requests here.
 - **New Print/Promo Item:** This option for jobs that will have a final printed or promotional item as a deliverable with Creative Services coordinating the process.
 - **New Video Request:** This option is for edited video jobs and raw footage.
 - **New Web Request:** This option is for web ads, landing pages, etc. (Please include YouTube upload requests here. You can attach the file and fill in the information for Creative Services to upload.)
- Complete the online form. (Line items designated in red are required information.)
- Attach any reference pieces and/or text to the job ticket. (Please prepare text in Microsoft Word without formatting except for paragraphs and headings.) All content must be provided for your job to begin. If you would like to discuss your project before beginning, please select Schedule Consult, and we will be happy to meet with you.
- Click Submit button at bottom of the form.

You will receive a confirmation that your request has been delivered. You will receive mockups from creativeservices@ecu.edu, and we ask that all emails go through this point of contact. You can log in the system at any time to see the status of your project.



The ECU Image Regulation

The ECU Image Regulation

Creative Services directs the implementation of the university's image regulation—a set of graphic, editorial and procedural standards guiding the university's promotional efforts. The regulation was developed to ensure the quality and consistency of the university's efforts to market its programs.

The image regulation is part of the East Carolina University Policy Manual, the official repository of all approved policies, regulations and rules at ECU. It is detailed here: www.ecu.edu/prr/01/30/03.

ECU 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. Guided by the university's image regulation, the branding efforts aim to strengthen the perception of the ECU brand and, by association, all of the products that make up that brand.

The image regulation ensures that all pieces use common typefaces, treat the university marks appropriately, and use text and design elements in a uniform manner. It also requires a common editorial style that adheres to the standards of *The Associated Press Stylebook* and the university style guide in this publication.



Visual Identity Standards

Visual Identity Standards

The East Carolina University logo; unit logos; the university seal; 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. No other marks or logos may be used to represent the university and its programs without receiving prior written approval from the director of creative services or the assistant athletics director for licensing, respectively. Use of the university seal is limited.

COLOR PALETTE

In establishing the identity of ECU, color is paramount. By using the official colors in a consistent manner, our identity is only strengthened. Generally speaking, the official colors for ECU are purple and gold. Refer to the color formulas here for all printing and web-related 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.

Black, white and other colors are considered accent colors and may be used as appropriate in running copy, headlines and certain other uses.

Please send questions about ECU's color palette to logoreview@ecu.edu.

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.

The university typefaces are as follows.

For Body Copy

Serif: Adobe Garamond family

Sans serif: Avenir Next family

For Headline/Display Copy

Serif: Adobe Garamond family

Museo Slab family

Sans serif: Avenir Next family

Special Use (Infographics, Web, Video, etc.)

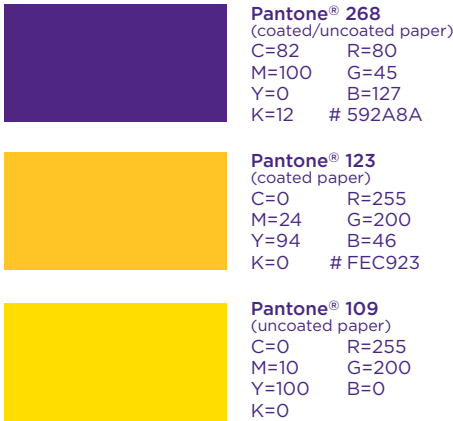
Avenir Next Condensed family

Accent (limited decorative use)

Celestia Antiqua

Ovidius Script

Please send questions about the ECU typefaces to logoreview@ecu.edu.



Adobe Garamond

Avenir Next

Museo Slab

Avenir Next Condensed

Celestia Antiqua

Ovidius Script

THE UNIVERSITY LOGO

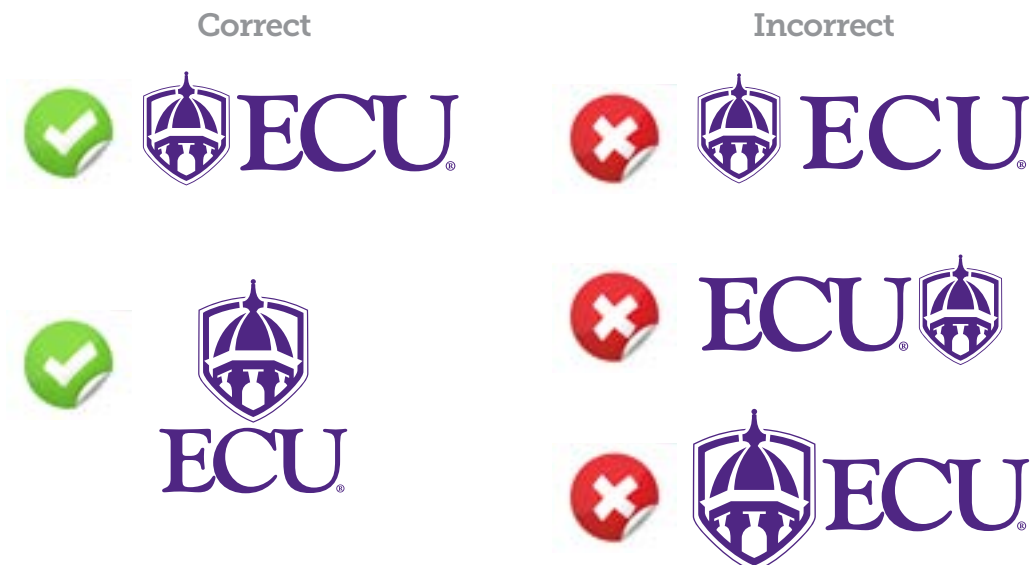
The East Carolina University logo consists of the stylized rendering of the university Cupola and the letters ECU. The letters ECU are a registered trademark and include the registration symbol. The elements in the logo are in specified relationships to one another. Do not attempt to create your own version or alter the arrangement of existing elements.

The logo is available in two orientations: horizontal and vertically stacked. The horizontal version is the preferred primary mark. The vertically stacked alternate should only be used if the logo is being presented in a space that is not conducive to the primary horizontal format.



The area around the mark must be free of type or graphics. The spacing and the relationship of the elements in the mark may not be altered in any way.

Send requests for logo files and questions about logo usage in your projects to logoreview@ecu.edu.



Size

The configuration of the logo must be used as a whole. It 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. Send questions about proper resizing of logo files to logoreview@ecu.edu.

Correct



Incorrect



Color Options

The university logo prints in one color. Purple, gold, black and white are the preferred colors for printing the mark. See approved color variations 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. To avoid brand confusion with other universities, the gold version of the logo should not be presented on a black background.



Usage and Placement

The university logo and the unit logos that derive from it are registered trademarks. Official versions of the artwork with the appropriate registration symbol are available from the Department of Creative Services. The registration symbol must accompany the letters ECU in these marks.

The logo is to be treated as shown in the following examples. The typeface always prints in one color, preferably purple, gold, or black or as a reverse white. The logo, 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 logo go? The logo should appear prominently, clearly and consistently in ads, on postcards, other single-page pieces, and on the covers of multipage documents and printed pieces. The preferred location for the logo is at the bottom of the piece, unless the item will sit in a rack with only the top showing; then the logo may be placed at the top.

For questions or clarification on the usage of the ECU marks, please contact the Department of Creative Services at 252-328-6037 or creativesservices@ecu.edu.



**Great Value.
Greater Good.**

North Carolinians who earn their medical degrees at East Carolina University's Brody School of Medicine graduate, on average, with far less debt than students at other U.S. medical schools. A recent report featured by USA Today College set a study from Student Loan Hero recognized Brody as the most affordable medical school in the United States.

This accolade is one of many examples of how ECU is committed to making high-quality medical education more accessible to future physicians.

The tremendous value we provide for our students comes an even greater good for our state—making high-quality health care more accessible to all of North Carolina.

ECU doctors are transforming health care in North Carolina.

90%+ of our students graduate with no debt.	No. 1 in the nation for the lowest average cost of medical education.	80%+ of our students graduate with no debt.	\$54,480 LESS in average tuition and fees.
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High-quality, nationally-ranked programs. Lower-than-average tuition. Opportunities that prepare professionals who have real connections to the people they serve. These are hallmarks of a great university. These are hallmarks of ECU.

 **ECU**
www.ecu.edu



Fall Open House
Saturday, October 14, 2017

East Carolina University invites you to attend the 2017 Fall Open House. Activities begin at 7:30 a.m. and include the following:

- Take a walking tour of campus.
- Visit residence halls.
- Learn about student life.
- Browse the Academic and Student Affairs Fair.
- Chat with East Carolina faculty members.

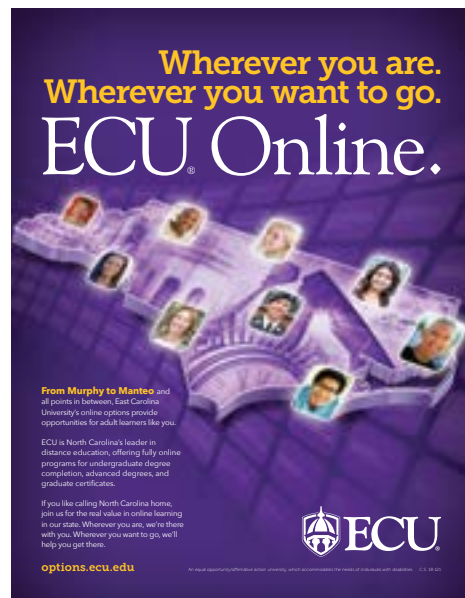
We also will offer special sessions on important topics such as admission requirements, financial aid, options for transfer students, and more.

To register and for more information, please visit:
www.ecu.edu/admissions/openhouse

Can't make it to Open House? We offer campus tours year-round. Schedule yours at www.ecu.edu/admissions.

 **ECU**

Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should call 252-328-6037 at least 48 hours prior to the event.



**Wherever you are.
Wherever you want to go.**


ECU Online.

From Murphy to Manteo and all points in between, East Carolina University's online options provide opportunities for e-learners like you.

ECU is North Carolina's leader in distance education, offering fully online programs for undergraduate degree completion, advanced degrees, and graduate certificates.

If you like calling North Carolina home, join us for the real value in online learning in our state. Wherever you are, we're there with you. Wherever you want to go, we'll help you get there.

options.ecu.edu

 **ECU**

Unit Logos

Colleges, schools and departments can have custom logos. The logo incorporates the university logo combined with a stylized type treatment of the unit name. The Department of Creative Services' Building 198 and Student Affairs offices and University Printing & Graphics, ECU's commercial print shop, are the units authorized to develop unit logos.



No acronyms are to be used in official unit logos. Since the letters ECU feature prominently in the university logo, other acronyms used would compete with that mark, as well as create a nonsensical “alphabet soup.”

Therefore, all entity names that generally are known on campus by their acronym are to use the full, spelled-out name in the logo. The acronym can be used elsewhere in the marketing and in the URLs.

For example, Ledonia Wright Cultural Center (popularly known as LWCC) would be set up in the logo as such:



The logo should not be set up like this:



Programs and other initiatives operated by university units are not to have their own logos. Instead, they have the option of using their departmental logo, the logo for their college, their school or the main ECU logo. They may use headline space to emphasis their program name.

For example, the Lifelong Learning Program is a program of the Office of Continuing Studies. Their marketing pieces could look like this:



The program's mark should not look like this:



The Division of Student Affairs may market programs to students using a graphic treatment for the program name. This artwork must, however, be accompanied each time it is used by the ECU or departmental logo on the piece, separated from the graphic program name. The program graphic is not to become a logo itself.

For example, Adventure Programs may use the following as a graphic for the program name at the top of a marketing piece, or as the main graphic on the piece. The ECU logo, with or without the Campus Recreation and Wellness type treatment, would need to appear at the bottom of the piece.



Other divisions will be asked to keep program names to headlines, subheads and copy.

To obtain a copy of your unit's logo, please enter a request via Creative Services' ticketing system at <https://ithelp.ecu.edu/creativeservices>.

Additional Guidelines on Logos

- As always, all uses of any ECU logo, if not designed by the Department of Creative Services or University Printing & Graphics, must go through logo review. This includes any in-house design that is created or external vendors hired to create a design.
- Taglines or marketing messages for individual groups cannot travel with the logo. The university only has one tagline, Capture Your Horizon. These types of marketing messages may be used as headlines/subheads or as copy warmers.
- The Cupola graphic is not to be used alone, except as an official university social media icon.
- The new logo is not to be used in email signatures, as that usage often ends up distorted and can cause damage to the brand.

Athletics Brand Guidelines

Primary and secondary athletics marks (also known as "spirit marks") 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.

A manual detailing athletics style guidelines can be found at www.ecu.edu/cs-admin/licensing/Style.cfm.

PHOTOGRAPHY

The Department of Creative Services has on staff a professional photographer who shoots photos exclusively for publications and projects produced by the department and for university-level initiatives. If your project requires new photography, please indicate so when initiating a job request via the department's ticketing system at <https://ithelp.ecu.edu/creativeservices>.

While photo direction will be up to the discretion of Creative Services staff, unit marketing and communications personnel will be needed to assist Creative Services staff in securing photo subjects, locations, photo releases and other details as they arise.

Photography Guidelines

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.

In the instance of multiple images being used, there should be one larger image that assumes primary focus of the piece.

When an image will not work as a full-bleed cover, the preferred treatment of the photo is a three-sided bleed with either a purple field of color or generous white space on the fourth side of the page that allows for comfortable and flexible placement of type. The inclusion of purple reinforces the ECU brand, while using white space creates an open feeling, simplifies design, and makes a piece appear less cluttered and more focused.



Focus on using photography in your promotional material that helps the university's reputation, establishes trust with your audience, and builds your audience's confidence in ECU. Give plenty of thought to the honesty of the photographs being used in the piece.

Here are some questions to ponder:

- Is that perfectly posed, flawlessly lit, impeccably tailored photograph on the university website an honest representation of ECU? Would visitors agree that it's truthful?
- If someone stops long enough to pay attention to that photo, is it because it's beautiful art or because they're seeing something real, honest and insightful?
- Would visitors say they know more about the "real" ECU because of the photo?
- Is it truthful to carefully select the most diverse and "perfect" student(s) or professors for that iconic exchange under that gorgeous oak? Is there not a "real" moment when the photo can be captured?
- Does the viewer believe that was a candid shot with one Asian, one African-American, one Caucasian and the appropriate gender representation? Does that well-crafted image work as hard as honest photojournalism in building trust?

Think more broadly and deeply about the job to be accomplished by this incredibly valuable communications channel. Reflect on some important contemporary issues:

- Trust in institutions has never been lower.
- The average attention span is shrinking dramatically.
- Imagery has become the preferred means of communication for young people.
- People are communicating with fewer words. Many people, particularly younger audiences, won't take the time to write or read more than a paragraph or two.
- Journalistic photography tells a story as powerfully as the proverbial thousand words—instantly—and it's usually accepted (assuming no retouching) as more credible than the written word.

In short, tell stories with photography, the kinds of stories worth a thousand words.

Regarding staged or manipulated photography, much has been written that suggests trust has been diminished by retouching celebrity photos with a heavy hand to "shed" 20 pounds or 20 years, and by varying skin students' tones via Photoshop to represent diversity.

Understanding that ECU's many constituencies choose to believe or to trust based on an evaluation of every behavior and every communication, whether word or photo, those who serve as communicators on behalf of ECU must be diligent in choosing words and images that not only tell the truth but also underline it. Remember to use photography that builds trust—not diminishes it.

A note on shooting campus scenes: Photos of campus and buildings should not be empty but should have people in them to give them energy and show ECU's campus as active and vibrant.

CAPTURE YOUR HORIZON

“Capture Your Horizon” is the unified marketing message for ECU. Distinctive message points for a particular program can be used as headlines or in body copy, but they should not be used as taglines or slogans.

When used as a graphic element, “Capture Your Horizon” is set in all capital letters, and no punctuation is used. The wording and punctuation of the message should not be altered in any way. The message can appear with the logo as a unified piece of art when appropriate.

CAPTURE YOUR HORIZON

On projects that use a photograph prominently, the message can appear imposed on or knocked out of the photo, provided that

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

Typically, use of the message is most appropriate in recruiting materials and in materials that promote the university’s image. Use of this tagline is not mandatory and is best used as theming dictates.



Strategic Plan 2017-2022
CAPTURE YOUR HORIZON

Our Mission
To be a national model for student success, public service, and regional transformation.

Our Commitments
East Carolina University is America's next great national university. For more than a century, we have transformed lives through our excellence in teaching, research, and service and today we renew our covenant with the people of North Carolina and beyond by sharpening our focus on three promises: student success, public service, and regional transformation.

MAXIMIZE STUDENT SUCCESS
The success of our students is the ultimate measure of our university. We will support excellence, expand opportunity, and celebrate achievement.

SERVE THE PUBLIC
As demonstrated by our motto, *Service*, service is at the heart of this university. We will inspire the next generation of leaders to carry this spirit of service into their professional lives. We will demonstrate this commitment to service to benefit communities in rural North Carolina and beyond.

LEAD REGIONAL TRANSFORMATION
We embrace the challenges and resources of eastern North Carolina. We recognize that transformative leadership requires us to engage globally. Through partnerships and discovery, we will be a force for rural progress and growth to achieve global impact.

We will keep these commitments while being good stewards of the resources entrusted to us.

www.ecu.edu/strategicplan

 **ECU**
CAPTURE YOUR HORIZON



For a copies of the artwork for “Capture Your Horizon”—with and without the ECU logo—please send a request to creativeservices@ecu.edu.

REGISTERED TERMS

ECU 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 ECU.

Such uses include, but are not limited to, commercial use, advertising and promotion, marketing, product manufacture and sales, fundraising, 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.

List of Terms

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

East Carolina University ®	Where it is a First Down...Pirates ™
East Carolina University Pirates ™	Paint It Purple ™
East Carolina Pirates ™	Murphy Center ™
East Carolina ®	Williams Arena at Minges Coliseum ™
ECU ®	Dowdy-Ficklen Stadium ™
ECU Pirates ™	Clark-LeClair Stadium ™
Pirates ™	Wright Circle ™
Pirate ™	Pirate Nation ™
Lady Pirates ™	We are the Pirates of ECU ™
EC ™	Undaunted ™
Purple and Gold ™	Loyal and Bold ™
PeeDee The Pirate ™	Pirate Club ™
Arrrgh ™	Student Pirate Club ™
First Down...Pirates ™	SPC ™

A NOTE ON USING PIRATE IMAGERY

Branded pirate marks must be used as approved and displayed in www.ecu.edu/cs-admin/licensing/Style.cfm. Any other pirate representation (skulls, crossbones, skeletons, clip-art pirates, etc.) must not be used to represent or associate with the university and/or its athletics department as this can damage our ability to promote our registered marks.

STATIONERY

Please remember that all departments must follow the standard formats established for university letterhead, business cards, office forms and other items.

Official stationery (letterhead, business cards, envelopes, office forms and more) is available through University Printing & Graphics. Call 252-737-1301 to order. UP&G's 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 emails.

WEB/INTERNET STANDARDS

The Department of Creative Services has on staff professional web developers and designers whose primary responsibilities are the university home page, second-level pages, and unit-level web services. Please initiate web-related project requests at Department of Creative Services' ticketing system at <https://ithelp.ecu.edu/creativeservices>.

The relevant standards and practices detailed in this guidebook apply to all official ECU 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.

The minimum requirements for both official and unofficial university web pages can be found, along with the complete ECU web policy, at <http://www.ecu.edu/prr/08/05/06/>.

VIDEOGRAPHY

The Department of Creative Services has on staff professional videography professionals whose responsibilities include university image projects and unit-level needs. Please initiate videography-related project requests via the Department of Creative Services' ticketing system at <https://ithelp.ecu.edu/creativeservices>.

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.

ADVERTISING

Collaborating with the university's director of marketing strategy, the Department of Creative Services produces nonclassified, off-campus advertising as a way to promote the university and its programs. The university image standards apply to advertising.

The university requires that the director of marketing strategy approve any space or time reservations for such advertising, including newspaper and magazine display ads, billboards, and radio and television spots.

To initiate an advertising project, please contact the director of marketing strategy at baileycrc@ecu.edu or 252-328-2606.



Editorial Standards

Editorial Standards

When writing promotional 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. It's always best to speak to your audience and their needs versus talking solely about your program. 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. Be bold, and be honest. 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. Build trust with your audience by explaining how and why ECU is the right choice. Incorporate what makes your program distinctive and how that distinction means good things for your audience.

EDITORIAL STYLE

To ensure editorial consistency in promotional projects, we use three references (listed in order of authority):

1. This style guide
2. The current edition of *The Associated Press Stylebook and Briefing on Media Law* (as of September 2017)
3. The fifth edition of *Webster's New World College Dictionary*

In all publications produced by the Department of Creative Services, the university's editorial style supersedes all other editorial styles. Contact the Creative Services editors at 252-328-6037 if you have any questions regarding editorial style for your publications.

ECU STYLE GUIDE

The points that follow are ones commonly encountered when preparing an ECU publication. For a more thorough treatment, please refer directly to *The Associated Press Stylebook*. The online version of the AP stylebook at www.apstylebook.com is an excellent resource. (Full access to the online stylebook is available by subscription.) When this section conflicts with AP style, this section supersedes.

1 Card: Not One Card

abbreviations and acronyms: Use capital letters and periods according to the listings in the AP manual. For words not addressed by AP, use the first-listed abbreviation in *Webster's New World College Dictionary*. Generally, omit periods in acronyms unless the result would spell an unrelated word. Use periods in most two-letter abbreviations (e.g., U.S., U.N., U.K., B.A., B.C.) In headlines, do not use periods in abbreviations, unless required for clarity. Consult the AP manual for a thorough treatment of abbreviations and acronyms.

academic degrees: Per AP style, names of undergraduate and graduate degrees (Bachelor of Arts, Master of Science, etc.) generally are treated as proper names and are capitalized, including in running copy. Fields of study, however, are not capitalized in running copy unless the fields themselves are proper nouns (e.g., Bachelor of Science in geography, Master of Arts in English).

- If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as "Jane Doe, who has a doctorate in psychology."

academic year: Use four-digit years separated by an en dash (e.g. 2015–2016).

actor: Use for men and women.

actress: Use "actor" instead.

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 Creative Services 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 Creative Services
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
1S-10 Brody Medical Sciences Building
Brody School of Medicine
Mail Stop xxx
East Carolina University
Greenville, NC 27834-4354

advisor: Not “adviser”

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

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

associate degree: Note that it does not take possessive form.

bachelor’s degree: Bachelor of Arts; Bachelor of Science; bachelor’s; B.A.; B.S.

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 Staton, Professor Smith, Officer Doe).

Capitalize named professorships and fellowships.

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

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

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, “creative services” could refer to a generic term or to the university department, so it should be capitalized if the reference is to the latter.

Do not capitalize the compass directions north, south, east or west (including northern, southern, eastern, and western) if not part of a proper name.

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

Do not capitalize freshman, sophomore, junior or senior.

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

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

College Hill neighborhood: College Hill Suites, Gateway East and West, Jones, Legacy, Scott and Tyler residence halls

compound nationalities: AP’s guidance is to use a hyphen to designate dual heritage (e.g., African-American, Asian-American, Italian-American, Mexican-American). However, individual preference is a key element in such descriptions, so there’s considerable latitude in wording (e.g., of Chinese or Taiwanese descent, Hispanic or black).

comprise: Comprise means “make up” or “constitute” 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.)

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

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, East Carolina’s original administrative building, before it was demolished.

doctoral: An adjective (doctoral degree)

doctorate: A noun (She is pursuing a doctorate.)

dorms: The preference is to use the term “residence halls” in university publications.

East Carolina University: Use the university’s full name on first reference in running copy.

East Carolina University Foundation: This foundation is an independent, nonprofit, tax-exempt, public charity incorporated in North Carolina. Its purpose is to support academics at ECU, and gifts to the foundation are charitable donations that may be claimed as tax deductions by the donors. Use “ECU Foundation” or “the foundation” on subsequent references.

East Carolina University Medical & Health Sciences Foundation: This foundation was chartered in 1969 as the designated repository for all private and corporate philanthropic support for the Brody School of Medicine, College of Allied Health Sciences, College of Nursing, School of Dental Medicine and Laupus Library. Note the use of the ampersand

as an official part of the name. Use “Medical & Health Sciences Foundation” or “the foundation” on subsequent references.

eastern North Carolina: Lowercase “e” for the region. (However, note the capitalization in “the East.”)

East Carolina University Educational Foundation: This foundation, better known as the Pirate Club, is the backbone of financial support for ECU athletics. (Save Pirate Club for sports-related material, or on second/subsequent references.)

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

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

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.

fiscal year: ECU’s runs from July 1 to June 30. Use four-digit years separated by an en dash (e.g. fiscal year 2015–2016).

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.

health care: Always two words.

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 at East Carolina University and the School of Dentistry.

hyphenation: Per AP, use hyphens to avoid ambiguity or to form a single idea from two or more words. Use of the hyphen is optional in most cases, a matter of taste, judgment and style sense. But the fewer hyphens the better; use them only when not using them causes confusion (e.g., small-business owner, but health care center).

Inc.: Do not use a comma before “Inc.”

initials: Initials for first and middle names are abbreviated with periods and do not have space after each period (A.J. Fletcher, T.J. Jarvis).

lists, vertical: Vertical lists are best introduced by a grammatically complete sentence, 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’s degree: Master of Arts; Master of Science; master’s; M.A.; M.S.

money: Use numerals for any specified amount.

- For amounts other than an even dollar amount, use the \$ sign and decimal system (\$.75, \$1.01, \$3.50).

- For dollar amounts, use the \$ sign and the numeral(s). (The fee was \$20.)

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.

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.

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

numbers: Generally, spell out both cardinal and ordinal numbers up to nine/ninth. Use figures for 10/10th and above.

- 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.
- 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.

- Use figures for decades (the 1960s, the '60s).
- The plurals of numbers are formed by adding an "s."

PeeDee: The nickname of the university's pirate mascot

percentages: Use a numeral and spell out the word "percent" (25 percent). Use the percentage symbol (%) only in tables, infographics and the like.

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

post: Follow *Webster's New World College Dictionary*. Hyphenate if not listed there.

punctuation: Refer to *The Associated Press Stylebook* for thorough guidelines on punctuation. Some highlights follow:

- Use commas to separate elements in a series, but do not put a comma before the conjunction in most simple series. Per AP, as with all punctuation, clarity is the biggest rule. If a comma does not help make clear what is being said, it should not be there. If omitting a comma could lead to confusion or misinterpretation, then use the comma.
- 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.
- Use only one space after periods and colons.

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).

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. 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 chemistry; the professor; Professor Doe, chair of the Department of Chemistry. Jane Doe, police officer; Lieutenant Doe.)

titles of works: Treatment deviates from AP style, which does not use italics. Some highlights follow:

- 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, albums) are italicized. Titles of songs and other short compositions are enclosed in quotation marks. 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**.

University of North Carolina (System): The University of North Carolina system comprises East Carolina University and the 16 institutions listed below. Lowercase “system” in running copy, as it is not part of the official name. For individual institutions, use the complete institution name as follows on first reference:

- Appalachian State University
- Elizabeth City State University
- Fayetteville State University
- North Carolina A&T State University
- North Carolina Central University
- North Carolina State University
- University of North Carolina at Asheville
- University of North Carolina at Chapel Hill
- University of North Carolina at Charlotte
- University of North Carolina at Greensboro
- University of North Carolina at Pembroke
- University of North Carolina at Wilmington
- UNC School of the Arts
- Western Carolina University
- Winston-Salem State University
- NC School of Science and Mathematics

West Research Campus: Former Voice of America site where a number of research initiatives are based.



Publications Standards

Publication Standards

Per university and/or state statutes, policies and regulations, promotional publications must follow guidelines and include certain elements as detailed below.

PUBLICATION DEFINED

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).

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 on the Materials Management website at www.ecu.edu/purchasing, 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.

COST STATEMENTS

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.

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 opportunity and prohibits unlawful discrimination based on the following protected classes: race/ethnicity, color, genetic information, national origin, religion, sex (including pregnancy and pregnancy-related conditions), sexual orientation, gender identity, age, disability, political affiliation and veteran status.

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

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).

All questions concerning this standard should be directed to the Department for Disability Support Services at 252-737-1016.

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.

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 Documents Depository System (G.S. 125-11) was created in 1987 by the North Carolina legislature (G.S. 125-11). The North Carolina State Documents Depository System established an orderly system for the collection and distribution of state agency publications, both print and digital, through the North Carolina State Publications Clearinghouse.

The clearinghouse collects and processes publications created by state agencies, including ECU and all other universities in the University of North Carolina system.

The services of the clearinghouse and those of the Government and Heritage Library (GHL) at the State Library of North Carolina ensure that all North Carolina citizens have access to both current and historic state agency publications.

Clearinghouse guidelines for state agencies are available at http://dncr-statelibrary.s3.amazonaws.com/s3fs-public/GHL/StateDocs/agency_handbook_2016_new.pdf.

