



NGU EDITORIAL STYLE GUIDE

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NGU'S MISSION

Our mission at North Greenville University drives every decision we make. We see what can be and will be as we pursue what the Lord wants for our university, and we take intentional steps to make this mission a reality:

North Greenville University exists to glorify God by cultivating graduates who are equipped to serve as transformational leaders for church and society.

So how does our mission translate to our communication plan? As a university, we work together to do the following:

- keep the same goals in mind
- cater our content to our different audiences
- highlight themes that put NGU in a positive light
- maintain a consistent brand personality
- ensure technical consistency in all university communications

COMMUNICATION GOALS

1. SUPPORT our mission and vision
2. ENSURE our content reaches and resonates with our audience
3. PROMOTE a unified, consistent message across all communication channels
4. DIFFERENTIATE and STRENGTHEN our brand
5. BUILD brand trust and loyalty

AUDIENCE

While we share the same goals for all communications at NGU, our audience for different communications naturally varies. As you decide on the content for any communication, you may find it helpful to consider, “Who is my audience?” In other words, who will/should read the content you are creating?

NGU Family

- Current students
- Parents of current students
- Faculty
- Staff
- Alumni
- Individual donors
- Corporate donors

Friends of NGU

- Prospective students
- Parents of prospective students
- Greater Christian community and churches
- Potential individual donors
- Potential corporate donors
- Media
- General public

CHANNEL TYPES

Depending on the audience you want to reach with your content, you can select an appropriate communication channel for sending your message to the audience. Even for a particular audience, you may need to narrow down to the appropriate communication channel, as each channel serves a different purpose.

To make it even easier for you, we have created the following chart to help explain which audience we target for each of the following communication channels and the purpose of those channels:

Channel	Target Audience	Purpose
Admissions marketing	Prospective students	Gain new customers
Departmental brochures	Prospective students	Gain new customers
Mass emails	Faculty, staff, current students	Update
“1892”	Alumni, current donors	Share success stories
		Encourage to give back
ngu.edu news feed	NGU family and friends	Share news and stories
ngu.edu website	NGU family and friends	Provide information
Press releases	Media	Share big news
Social media channels		
Facebook	Alumni, parents	Strengthen connections
Instagram	Current, prospective students	Build community
LinkedIn	Alumni, current students	Share news, stories, events
X	Alumni, current students	Share news, stories, events
“The Insider”	NGU community	Share news, stories, events

THEMES TO HIGHLIGHT

Within each communication channel, you will still find a certain freedom to focus on a specific theme (or topic) for your message. Below, you will find a list of some of the top recommended categories for NGU communications, as well as recommended themes for each one:

Catagory	Themes
Alumni Focus	Accomplishment, career success, human interest, service
Athletics	Facilities, records, service, game recap
Campus Updates	New building, annual event, changes in aesthetics
Faculty Focus	Accomplishment, promotion, field-related project
History and Tradition	Campus traditions, university history, trivia
Outreach and Missions	Trip recap, upcoming project, NGU partnership
Rankings for NGU	Inclusion on best-of list, awards
Recognition for NGU	Media visibility
Student Focus	Human interest, field-related project, personal NGU story

BRAND PERSONALITY

Every brand has its own personality. As part of the NGU family, we all need to communicate in a way that demonstrates our excitement, confidence, and support of the university's vision. In other words, we need to promote a consistent brand personality.

We have compiled a short list of words to help describe the personality that we as a university can adopt together in our communications, regardless of the audience, communication channel, or theme of a particular piece:

Yes, our personality is . . .	No, it is not . . .
Familiar Friendly, inviting, excited	Unprofessional, standoffish, half-hearted
Exceptional Excellent, inspiring, positive	Mediocre, condescending, negative
Authentic Genuine, truthful, relevant	Stuffy, pretentious, outdated
Servant-Minded Selfless, Christlike, useful	Boastful, arrogant, impractical

PREFERRED STYLE MANUAL

The preferred style manual for content published by NGU is the most recent edition of “The Associated Press Stylebook.” The Office of University Marketing uses Associated Press (AP) style and strongly recommends that the university rely on it as an essential tool.

However, while we use AP style as a starting point, we, as a university, additionally embrace a handful of stylistic guidelines that are specific to communications at NGU. These rules apply to communications of any kind published by NGU’s writers and editors, regardless of the communication channel.

Any style rule mentioned in the following list overrules those of “The Associated Press Stylebook.” The entries below also supersede those in other reference books, such as “The Chicago Manual of Style” or the “MLA Handbook.”

NGU will periodically revise its style guide to better represent our brand. To ensure you have the latest version, download our most current style guide at go.ngu.edu/brand.

STYLEBOOK

ABBREVIATIONS

Abbreviate formal titles when they appear before a full name, such as doctor, governor, senator, and reverend. These titles should only be used on first reference.
(See also **doctor** and **names**.)

Dr. Michael Monroe
Gov. Karen Ward

For times, use the abbreviations a.m. and p.m. (See also **time**.)

3 p.m.
9 a.m.

With dates, abbreviate certain months when they precede a specific day of the month.
(See also **dates, months, years, and days of the week**.)

Dec. 25
Feb. 7

ACADEMIC DEGREES

See **degrees**.

ACADEMIC YEAR

See **school year**.

ACRONYMS

For clarity, always put an acronym in parentheses after the first full reference to the formal name. Afterwards, the acronym may stand alone.

More than 15 private institutions participate in the organization South Carolina Independent Colleges and Universities (SCICU). North Greenville University is a member of SCICU.

Follow this rule even for acronyms commonly used on NGU's campus.

Baptist Collegiate Ministries (BCM) meets every Thursday at 7 p.m.

The exception to this rule is after the first full reference to the formal name of the university, where no parenthetical acronym is necessary. (See also **North Greenville University**.)

ADDRESSES

Abbreviate the words avenue, boulevard, road, street, and other similar address terms when used as part of a numbered address. Do not abbreviate these words when they do not accompany a street number.

The pastors' conference will be held at 154 Bellevue Ave.
All floats for the homecoming parade should line up on Washington Street.

For mailing addresses, follow the standard state abbreviations used in the U.S. for postal codes. (See also **state names**.) Also, use periods in the abbreviation for post office in post office box numbers.

North Greenville University
P.O. Box 1892
Tigerville, SC 29688

ALMA MATER

Lowercase. It also requires an article, such as *our*.

ALUMNI

Everyone who attends North Greenville University, whether a graduate or not, becomes an alumna or alumnus of the university.

alum = gender neutral, singular
alumna = feminine, singular
alumnae = feminine, plural
alumnus = masculine, singular
alumni = masculine or mixed gender, plural

ATTRIBUTIVE TAG

See **verb tense**.

BIBLE

Always capitalize, but do not put in quotation marks.

BIBLICAL

Lowercase.

BUSINESS NAMES

Abbreviate corporation and company when used as part of a firm's name.

The Frazier Corp. recently donated funds towards NGU's new building project.

Inc., LLC, and Ltd. are usually unnecessary. When they are used, do not include a comma before them.

Teddy's Inc. has announced plans to sponsor NGU's baseball team in 2017.

CAMPUSES

You may distinguish between the multiple NGU campuses by referring to each as follows:

Tigerville Campus = 7801 N. Tigerville Rd., Tigerville, SC 29688

Tim Brashier Campus in Greer = 405 Lancaster Ave., Greer, SC 29650

COLLEGE AND SCHOOL NAMES

For named colleges and schools at North Greenville University, first mentions on signage, website pages, press releases, and other highly visible locations should include the entire name. Approved shortened versions are allowed for special or informal use.

First Mention: T. Walter and Christine M. Brashier College of Health Sciences

Short: Brashier College of Health Sciences

Never: College of Health Sciences

First Mention: M.C. Donnan College of Humanities and Sciences

Short: Donnan College of Humanities and Sciences

Never: College of Humanities and Sciences

First Mention: George E. Bomar School of Communication

Short: Bomar School of Communication

Never: Bomar School, School of Communication

First Mention: Nesbitt Q. and Martha M. Cline School of Music.

Short: Cline School of Music

Never: Cline School, School of Music

COMMA

Use the serial comma in all instances to ensure clarity.

The NGU bookstore sells textbooks about botany, anatomy, and astronomy.

Also, use a comma before a conjunction that joins two independent clauses.

The exhibit will open on Friday, and curators will be available to answer questions.

COMPOSITION TITLES

For all composition titles, capitalize the first and last words, as well as the principal words in the title, including prepositions and conjunctions that contain more than three letters.

Students in American Literature I may read Anne Bradstreet's poem "To My Dear and Loving Husband."

Titles that are capitalized and set apart in quotation marks include the following: book titles, journal titles and journal articles, pamphlets, newspapers, poems, plays, movies, television and radio programs or episodes, operas, music albums, paintings, drawings, statues, sculptures, essays, theses, dissertations, unpublished book manuscripts, YouTube videos, songs, photographs, lectures, symposia, seminars, exhibitions, conferences, and other similar publications or works of art/entertainment.

The Theatre Department will hold open auditions for "Hamlet" on Thursday, Oct. 10.

Songs on the program include "Amazing Grace" and "How Great Is Our God."

CONCENTRATIONS

See **disciplines**.

CORE VALUES

List NGU's core values in the following order and style:

Christ-Centered
Biblically Faithful
Academically Excellent
Mission-Focused

When these phrases are incorporated into a sentence, however, they should be lowercase.

COURTESY TITLES

Do not use courtesy titles such as *Mr.*, *Mrs.*, and *Miss*.

DATES, MONTHS, YEARS, AND DAYS OF THE WEEK

Capitalize the names of months. When a month is used with a specific date, abbreviate only January, February, August, September, October, November, and December.

Jan. 13
Feb. 2
Aug. 10
Sept. 25
Nov. 1
Dec. 31

Spell out months when used alone or with a year but no specific day.

Students should submit scholarship paperwork before April 2015.

Do not add a comma after the spelled-out month or add -th, -nd, -rd, or -st after a date.

The orientation event is scheduled for Monday, June 10.

Capitalize and spell out days of the week.

On Wednesday, the women's soccer team announced its 2015-16 season schedule.

DEGREES

When writing out a specific degree in full, use capitalization for the principal words of the degree.

Bachelor of Arts
Bachelor of Science
Doctor of Philosophy

master's degree in biomedical science

Master of Arts in Biomedical Sciences

Master of Arts degree in the Biomedical Sciences (need to check)

For the shortened, more general form of a degree, do not capitalize any words in the degree. (See also **disciplines**.)

associate degree
bachelor's degree
broadcast media degree
doctoral degree
master's degree
sport management degree

Abbreviate academic degrees using the appropriate abbreviations. Periods are optional.

Bachelor of Arts = BA
Bachelor of Science = BS
Doctor of Education = EdD
Doctor of Ministry = DMin
Master of Arts = MA
Master of Arts in Christian Ministry = MACM
Master of Arts in Teaching = MAT
Master of Business Administration = MBA
Master of Divinity = MDiv
Master of Education = MEd
Master of Medical Science = MMS
Master of Music Education = MMed

For those who have graduated from NGU, list the year of graduation immediately after the name, within parentheses.

Brandy Camp ('16) has been named Teacher of the Year in Greenville County.

For those who have earned only graduate-level degrees at NGU, list the degree abbreviation and year immediately after the name, within parentheses.

Angela Simmons (MA '83) now serves as vice president for The Wright Company.

For alumni who have earned multiple degrees at NGU, include years for all degrees and abbreviations for only graduate-level degrees, within parentheses.

Jeffrey Smith ('67, MA '70, PhD '75) received three degrees from NGU.

DEPARTMENTS, OFFICES, AND PROGRAMS

In most instances, capitalize the full, proper names of departments, offices, colleges, divisions, programs, institutions, units, clubs, groups, and associations.

College of Christian Studies
Disc Golf Club
Intercultural Studies Department
NGU Alumni Association
Office of Advancement and University Engagement

In general, do not capitalize shortened names. Lowercase generic terms that refer to a properly named entity.

admissions
the board
the university

DISCIPLINES

Lowercase academic disciplines and fields of study, including majors, minors, and concentrations.

Casey Thomas is a biology major.
Sheila Chambers graduated with a bachelor's in music and a concentration in psychology.

The exception to this rule is when the study or discipline includes words that are always capitalized because they are proper nouns or proper adjectives.

David Gonzalez graduated with a degree in Christian studies in 2011.

DOCTOR

On first reference of an individual who holds any doctoral degree, use the formal title Dr. before the first and last name of the individual. In subsequent references, use only the individual's last name.

Dr. Tony Reynolds teaches mathematics at NGU. Reynolds also serves as advisor to the Accounting Club.

ELLIPSIS

In general, treat an ellipsis as three separate words, constructed with spaces before and after each period. Place a comma before the ellipsis if the sentence needs one there. Do not use ellipses at the beginning or end of a direct quote, even if it is an excerpt from a fuller quote.

EMAIL ADDRESSES

Lowercase all letters in an email address. (See also **URLs**.)

Please contact Jane Doe at jane.doe@ngu.edu.

EMERITA / EMERITUS

This is a special designation approved by the university.

emerita = feminine
emeritus = masculine

EX OFFICIO

Do not capitalize or hyphenate.

FACULTY

Faculty is a collective noun that includes a group of individuals; however, we recommend using *faculty members*, instead, to avoid confusion.

FAX NUMBERS

See **phone numbers**.

FIELDS OF STUDY

See **disciplines**.

FIRST-EVER

Drop *-ever* to avoid redundancy.

GOD

Always capitalize God and Lord when referring to the God of the Bible.
Also, capitalize personal pronouns that refer back to God.

"I am thankful for the Lord and His goodness to me," says John Doe.

GRADE POINT AVERAGE

Do not hyphenate. *GPA* is also acceptable.

HEADLINES

See **composition titles**.

INITIALS

Do not put spaces between names that include multiple initials instead of a first name.

J.M. Scott
R.B. Johnson

In general, do not use middle initials. (See also **names**.)

INTERNET

Capitalize the word *Internet*.

JOB TITLES

See **titles**.

JUNIOR, SENIOR

Abbreviate as Jr. and Sr. only when used as part of a full name. In accordance with the president's preference, use commas around these abbreviations. The same goes for II, III, IV, etc.

Dr. Gene C. Fant, Jr., spoke at chapel on Monday.

LIST FORMAT

The preferred sorting method for all lists is alphabetical order.

Doctor of Ministry
Master of Arts in Christian Ministry
Master of Divinity

Names should also be listed in alphabetical order, but by last name rather than first name.

Tanner Brown
Jenny Lane
Wesley Stokes

When listing items that would not normally be capitalized, it is still acceptable to capitalize all major words when used in list format, especially when the list is used for marketing purposes.

25 Degree Options
Five Electives
Three Start Dates

MAILING ADDRESSES

See **addresses**.

MAJORS

See **disciplines**.

NAMES

On first reference, refer to an individual by both first and last name. After the first reference, refer to the individual by last name only.

Julie Paris will speak on the topic of Christian parenting on Tuesday. Paris earned her doctorate from Southeastern Baptist Theological Seminary in biblical counseling.

If two individuals with the same last name feature prominently in one work, then on subsequent references, you may refer to each by his or her first name only.

Joseph and Mary Reid ministered at Calvary Church for 15 years. Joseph recently accepted a position with NGU's College of Education.

When a name appears printed below a signature to clarify the name in the signature, then match the content of the signature letter for letter in the transcription, even if the signature did not follow AP style for names.

NGU FAMILY

This is the preferred title to use when referencing NGU faculty, staff, alumni, etc. as a single entity.

NORTH GREENVILLE UNIVERSITY

Always use the full, formal name of the university on first reference. On subsequent references, you may use *NGU* or *North Greenville* as nicknames.

On Thursday, Dec. 10, North Greenville University will hold its December graduation ceremony, featuring guest speaker John Doe, vice president of Campus Ministries at NGU.

Do not capitalize the word university when it stands alone and refers back to NGU. If writing about an event that took place prior to the school becoming a university (i.e. during North Greenville Academy, Junior College, or College), use *North Greenville*.

Classes at North Greenville began in 1893.

NUMBERS

Spell out numbers one through nine, but use numerals for numbers 10 and above. Always spell out any number that begins a sentence, and use numerals for all numbers in ages within sentences. Use a combination of numerals and words to express very large numbers.

Mary Paul teaches three of the 12 Spanish courses offered this semester.

The Southeast has a population of more than 85 million.

ON-SITE

Hyphenate as an adjective and adverb.

OFFICIAL TITLES OR POSITIONS

See **titles** and **professor**.

OVER

Use only to describe location. Use more than when talking about amounts.

More than 50 people attended the banquet.

PERCENT

Spell out the word rather than using the percentage sign.

PH.D.

Write out doctorate if the degree is used in a sentence.

John Smith earned his doctorate in psychology.

PHONE NUMBERS

For fax and phone numbers, use periods or hyphens to set apart the different number sets. Parentheses are not preferred.

Contact Alice Gresham for more information at 864.977.7000.

PROFESSOR

Refer to professors with their full, official titles

Jane Doe is the chair of the Department of Modern Languages and Linguistics and also an assistant professor of French at NGU.

Capitalize titles when used before the person's full name.

The speaker will be Assistant Professor Kimberly Martin.

PROGRAMS

See **departments, offices, and programs**.

PROPERLY NAMED ENTITIES

In most cases, capitalize only the full, proper names of buildings, halls, and rooms.

Carolyn T. Hamlin Recital Hall vs. Hamlin recital hall
Foster Education Center vs. the Foster building

RESIDENCE HALL

The preferred term for a dormitory building.

RETIRED MILITARY

Use the word *retired* before the rank, not *ret.* afterward.

SCHOOL YEAR

The preferred format for a school year includes a hyphen and eliminates extraneous numbers.

2024–25 school year

You may also refer to the school year as the academic year. (See also **terms of study**.)

SEMESTER

See **terms of study**.

SERIAL COMMA

See **comma**.

STATE NAMES

Spell out state names when they stand alone. However, when a city and state are given together, the state should be abbreviated and set apart with commas.

Tigerville, SC, is the home of the Trailblazers.

Follow the standard postal two-letter state abbreviations, as listed below:

Alabama = AL	Montana = MT
Alaska = AK	Nebraska = NE
Arizona = AZ	Nevada = NV
Arkansas = AR	New Hampshire = NH
California = CA	New Jersey = NJ
Colorado = CO	New Mexico = NM
Connecticut = CT	New York = NY
Delaware = DE	North Carolina = NC
District of Columbia = DC	North Dakota = ND
Florida = FL	Ohio = OH
Georgia = GA	Oklahoma = OK
Hawaii = HI	Oregon = OR
Idaho = ID	Pennsylvania = PA
Illinois = IL	Puerto Rico = PR
Indiana = IN	Rhode Island = RI
Iowa = IA	South Carolina = SC
Kansas = KS	South Dakota = SD
Kentucky = KY	Tennessee = TN
Louisiana = LA	Texas = TX
Maine = ME	Utah = UT
Maryland = MD	Vermont = VT
Massachusetts = MA	Virginia = VA
Michigan = MI	Washington = WA
Minnesota = MN	West Virginia = WV
Mississippi = MS	Wisconsin = WI
Missouri = MO	Wyoming = WY

STATE OF SOUTH CAROLINA

Do not capitalize the word *state*.

TERMS OF STUDY

Capitalize a specific semester. However, seasons should remain lowercase in other scenarios, since winter, spring, summer, and fall refer to general times of the year. They are not proper nouns. (See also **school year**.)

Joyful Sound has scheduled seven concerts for Spring 2015.

The fall play begins on Oct. 15.

TIME

When writing out times, do not use capital letters or extraneous zeroes

2 p.m.
5:30 a.m.

TITLES

In general, capitalize formal job titles only when they immediately precede an individual's name.

Director of Development Jane Doe joined NGU in 2011.

Lowercase a formal title when it follows a name or stands in place of a name.

John Doe, director of alumni affairs, said that NGU alumni are excited about the changes the school is making.

(Note: For information about other kinds of titles, see **composition titles**.)

TRAILBLAZERS

Capitalize Trailblazers when referring to the mascot of the university. Do not capitalize using it as a descriptor.

Correct: The Trailblazers are taking on the Bulldogs tonight at Younts Stadium.

Incorrect: John Doe is a true Trailblazer in his field.

UNIVERSITY

Lowercase when referring to North Greenville University or any institution. (See also **North Greenville University**.)

URLS

As with email addresses, lowercase all letters in a website address. Drop the http:// section of the address, as well as www. If the URL is used at the end of a sentence, do not add a period after it.

Learn more about North Greenville University at ngu.edu

VERB TENSE

Choose the best verb tense for the project at hand. Past tense is the preference for news features, such as for attributive tags.

“North Greenville’s rural setting makes me slow down, stop, and breathe,” said Jane Doe.

Meanwhile, present tense tends to work better for magazine features and ad copy.

WEBSITE

One word.

WEBSITE ADDRESSES

See **URLs**.

ZIP CODE

An acronym for *zoning improvement plan*, ZIP should be written in all capital letters.