



# STYLE GUIDE

This style guide was created to provide guidance on the use of consistent graphic standards for The University of North Carolina at Pembroke (UNCP).

The following pages illustrate how the institutional logos should be used in communication materials and documents including official letterheads, envelopes, business cards and emails. This manual also contains additional university graphics, acceptable type fonts and approved colors.

In addition, rules for written content are included.

This manual serves as a brand guide to help us create a more powerful, consistent presence for UNCP.

Thank you, in advance, for your support and cooperation in making UNCP stronger.



RELEASED MARCH 2015

## LOGOS & USAGE

### Primary Logo

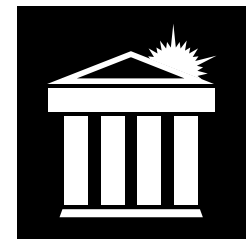
The Primary Logo, designed to depict Old Main, is used in all branding materials or communications from or about the university. This logo should be used in internal and external communications.

### This application may be used for:

- Print ads
- University collateral
- Admissions documents
- Direct mail
- Television commercials
- Videos
- Social media
- Apparel
- Merchandise

The university offers a vertical and horizontal version of the logo. The version should be selected based on design aspects.

The university also offers a version of the logo where the graphic of Old Main is not accompanied by the name of the university. To use the non-text version, please request assistance from University Communications and Marketing. This mark is only to be used in the university's primary service region.



## LOGOS & USAGE

### Formal Wordmark

The Formal Wordmark should be used in formal communications, both internally and externally.

This application may be used for:

- Business cards
- Letterhead
- Internal forms and documents

UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE

UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE

UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE

UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE

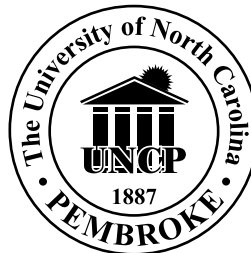
### University Seal

The University Seal is to be used at the discretion of the Office of the Chancellor.

This application may be used for:

- University-issued degrees
- Premium/boutique items sold in the campus bookstore such as clocks, ties, pens, and other high-level gifts
- Other items at the discretion of the Chancellor

All premium/boutique items must be approved by University Communications and Marketing before resale in the campus bookstore.



## LOGOS & USAGE

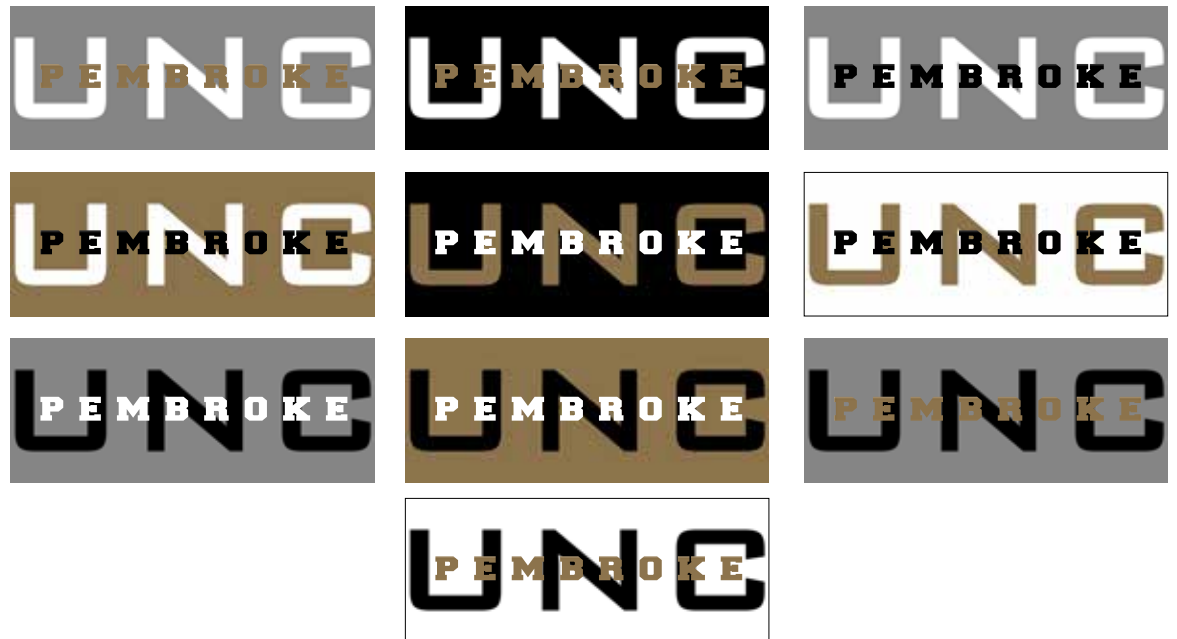
### Contemporary Wordmark

The Contemporary Wordmark can be utilized for communications pertaining to athletics, students, alumni and university spirit. This logo can also reinforce pride in the university through usage in physical signage on campus. The Contemporary Wordmark can be used on business cards in place of the Formal Wordmark.

Acceptable color variations are presented to the right.

This application may be used for:

- Shirts
- Athletic uniforms
- Promotional items
- Print materials



### Braves Head Logo

The Braves Head logo can be utilized for communications pertaining to athletics, students, alumni and university spirit. This logo can also reinforce pride in the university through usage in physical signage on campus.

Acceptable color variations are presented to the right.

This application may be used for:

- Shirts
- Athletic uniforms
- Promotional items
- Print materials

*Two versions of the Braves Head Logo exist. To use the non-text version, please request assistance from University Communications and Marketing. This mark is only to be used in the university's primary service region.*



## LOGOS & USAGE

### Braves Head Combined Mark

The Braves Head Combined Mark can be utilized for communications pertaining to athletics, students, alumni and university spirit. It is recommended that this mark be used for home events, on-campus distribution, and or accompanied by a primary mark when being received by external audiences.

Acceptable color variations are presented to the right.

This application may be used for:

- Shirts
- Home athletic uniforms
- Promotional items
- Print materials



## USAGE GUIDELINES

### Primary Logo

#### Clear Space Requirements

The x-height of the logo is based on the height of the U in UNC. The wordmark x-height is based on the height of the P in PEMBROKE. No design elements, type or photos should come any closer to the logo or wordmark than the x-height. The actual distance of x will change depending on how large the logo is scaled.

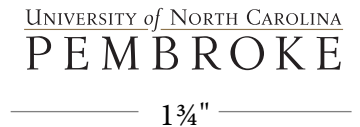
#### Proportions

The mark and type should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the logo, always hold down the shift key as you drag the corner to increase or decrease its size.

#### Size

The logo should not appear smaller than  $\frac{3}{4}$ " (vertical) and  $1\frac{3}{4}$ " (horizontal) in any printed material, or 72 pixels (vertical) and 168 pixels (horizontal) wide on screen.

The wordmark should not appear smaller than  $1\frac{3}{4}$ " in any printed material, or 168 pixels wide on screen.



## USAGE & GUIDELINES

### Color Application: Two-Color & One Color

While the two-color UNC Pembroke logo is preferred for use in most applications, a one-color version may be appropriate in certain instances. To the right, are the acceptable two-color and one-color applications in which the logo/wordmark may appear.

### TWO-COLOR APPLICATION

PMS 872 (CMYK- C0, M13, Y55, B25)

Black



UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE



### REVERSE APPLICATION: TWO-COLOR

White & PMS 872 (CMYK- C0, M13, Y55, B25)

Black Background



UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE



### ONE COLOR APPLICATIONS

PMS 872 (CMYK- C0, M13, Y55, B25) | Black



UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE

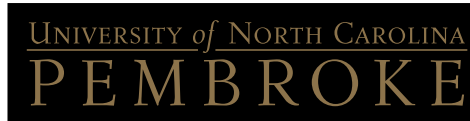
UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE

## USAGE & GUIDELINES

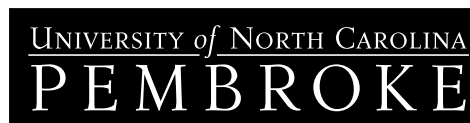
### Color Application: One - Color - Reversed

To the right are the acceptable uses of the UNC Pembroke Logo/Wordmark in one-color on a background. Also shown are the acceptable ways the Logo/Wordmark may be reversed out in white on either of the university colors (PMS 872 or black) and in black and white.

REVERSE APPLICATION: ONE - COLOR ON BACKGROUND  
PMS 872 (CMYK- C0, M13, Y55, B25)



REVERSE APPLICATION: ONE-COLOR





## USAGE & GUIDELINES (CONT.)

### Color Application: One - Color - Reversed

To the right are the acceptable uses of the UNC  
Pembroke Logo/Wordmark in one-color on a  
background.

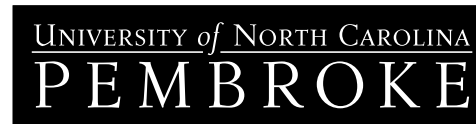
Also shown are the acceptable ways the Logo/  
Wordmark may be reversed out in white on either of  
the university colors (PMS 872 or black) and in black  
and white.

### BLACK & WHITE APPLICATIONS

Reversed on black



Solid black



## School Letters (UNCP)

The school letters "UNCP" may be used in certain applications.

Usage should be limited to our primary service region and on-campus applications.

The school letters should be accompanied with a primary university mark.

Examples shown, two color, one color and reversed logo applications.

UNCP

UNCP

UNCP

## USAGE & GUIDELINES

### Departmental Logos

The Formal Wordmark may be combined with department/college names for use in various applications. To the right are acceptable uses in two-color, reversed and one-color.

Samples shown are 4¾" x 1½"

With the secondary rule having a stroke of 1.235 (which matches the rule in the wordmark)  
Department name is set in Avenir Medium 18pt.

These basic specifications must be maintained. Once set to these specifications the Departmental Logo can be increased or decreased proportionally in size as needed.

This application may be used for:

- Shirts
- Departmental signage
- Vehicle signage
- Promotional items
- Print materials

UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE  
DIVISION OF ADVANCEMENT

TWO-COLOR  
APPLICATION  
Black & PMS 872

UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE  
DIVISION OF ADVANCEMENT

TWO-COLOR  
REVERSE APPLICATION:  
On black background  
white and PMS 872

UNIVERSITY *of* NORTH CAROLINA  
PEMBROKE  
DIVISION OF ADVANCEMENT

ONE-COLOR  
APPLICATION  
Black

## Departmental Logos

The Primary Logo may be combined with department/college names for use in various applications. To the right are acceptable uses in two-color, reversed and one-color.

Samples shown are 2.75" x.97"

With the secondary vertical rule having a stroke of 1 pts. Department name is set in Avenir Black 19 pt. with 21 points of leading.

These basic specifications must be maintained.

Once set to these specifications the departmental logo can be increased or decreased proportionally in size as needed.

This application may be used for:

- Shirts
- Departmental signage
- Vehicle signage
- Promotional items
- Print materials



**ENTREPRENEURSHIP  
INCUBATOR**

TWO-COLOR  
APPLICATION  
Black & PMS 872



TWO-COLOR  
REVERSE APPLICATION:  
On black background  
white and PMS 872



**ENTREPRENEURSHIP  
INCUBATOR**

ONE-COLOR  
APPLICATION  
Black & PMS 872



**ENTREPRENEURSHIP  
INCUBATOR**

## Departmental Logos

The Primary Logo may be combined with department/college names for use in various applications. To the right are acceptable uses in two-color, reversed and one-color.

Samples shown are 3" x 1.70"

With the secondary rule having a stroke of 2 pts.  
Department name is set in Avenir Medium 52 pt.

These basic specifications must be maintained.

Once set to these specifications the departmental logo can be increased or decreased proportionally in size as needed.

This application may be used for:

- Shirts
- Departmental signage
- Vehicle signage
- Promotional items
- Print materials



TWO-COLOR  
APPLICATION  
Black & PMS 872

Division of Advancement



TWO-COLOR  
REVERSE APPLICATION:  
On black background  
white and PMS 872



ONE-COLOR  
APPLICATION  
Black

Division of Advancement

## USAGE & GUIDELINES

### Departmental Logos

UNCP letters may be combined with department names for use in various applications. To the right are the acceptable uses in two-color, reversed and one-color.

Samples shown are 2" wide  
2 pt. Rules / PMS 872 Department name is set in  
Avenir Light 15pt.  
with 17 pt. leading.

These basic specifications must be maintained.  
Once set to these specifications this version of the  
Departmental Logo can be increased or decreased  
proportionally in size as needed.

This application may be used for:

- Shirts
- Departmental signage
- Vehicle signage
- Promotional items
- Print materials

### ONE-COLOR APPLICATION

Black

UNCP

OFFICE OF THE  
CHANCELLOR

UNCP

UNIVERSITY  
COMMUNICATIONS  
& MARKETING

### TWO-COLOR APPLICATION

Black & PMS 872

UNCP

OFFICE OF THE  
CHANCELLOR

UNCP

UNIVERSITY  
COMMUNICATIONS  
& MARKETING

### TWO-COLOR REVERSE APPLICATION:

On black background / white and PMS 872

UNCP

OFFICE OF THE  
CHANCELLOR

UNCP

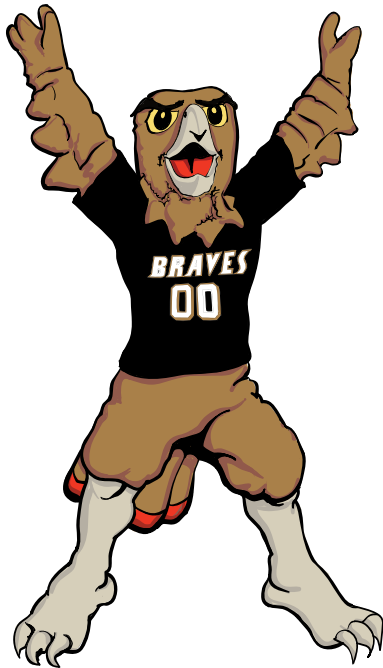
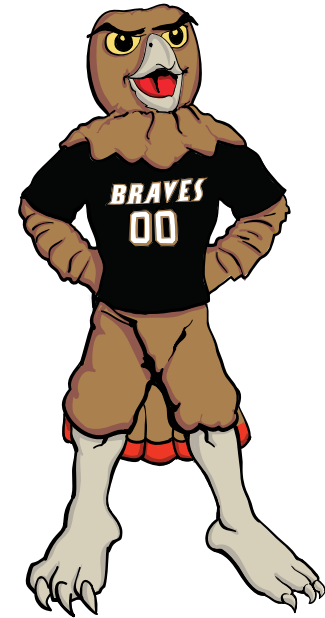
UNIVERSITY  
COMMUNICATIONS  
& MARKETING

## Other University Symbols

### Cartoon Hawk: BraveHawk

The cartoon graphics of BraveHawk should be used as secondary logos, always accompanied by a Primary Logo (Old Main logo, Braves Head logo). The cartoon hawk is popular among student groups and appropriate when the overall tone and purpose of the publication or item is less formal. It should not be used to represent intercollegiate sports or in external communications.

Any other use of cartoon marks should be approved by University Communications and Marketing including external use, cropping or altering the illustrations in any capacity



## Other College Symbols

### Pembroke P:

The Pembroke P is a secondary mark of the university and should be accompanied by one of the university wordmarks or primary marks when appropriate. Please review with University Communications and Marketing before use.

This application may be used for:

- Shirts
- Hats
- Jerseys
- Event signage
- Promotional items
- Print materials





Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CYMK) and the recommended screen colors (RGB) are indicated as a coated and uncoated color.

Due to the many variances in color printers and computer monitors, the colors shown on the next page will most likely display and print inaccurately. This document should not be used to match color on press. Please refer to a Pantone color selection book for correct rendition of color.

### **Primary Palette**

The official colors for UNC Pembroke are Gold (PMS872) and black. PMS872 is in the "Vegas Gold" family and can be accurately created on print, fabric, metal, and other materials.

### **Secondary Palette**

A secondary palette has been provided for the assistance of choosing colors while designing the many publications and other deliverables such as t-shirts, paper colors for fliers and other promotional or school related printed items. The palette is a triadic color scheme and has been chosen for its broad usability. These colors provide basic choices, and the use of these colors will encourage greater consistency.

The secondary palette is there to support the primary palette and should not be used to replace the Gold or Black in the logo, letterhead or other primary use.

### **One-Color Printing**

There will be times when printing a single-color is necessary. Depending on the application, care should be used in choosing the ink color.

### **Rules:**

If there are any images in the single-color print job, black and white printing is the only acceptable process.

If printing one-color with no images, gold or black may be used as the primary color. Please reference the secondary palette on the next page for other colors.

Please reference one-color logo use on pages 3, 6 & 7 when dealing with logo colors.

Adidas, Nike and Under Armor offer apparel with fabric which supports the brand gold. Use the following fabric colors: Adidas - Sandstorm, Nike -Team Gold, Under Armor - Gold Rush. When purchasing non major brand apparel, consult with University Communications and Marketing to best color match fabric to the university brand gold.

## COLOR

### Primary Palette

Coated <b>PMS 872C</b> (metallic spot color) CMYK 41 48 76 17 RGB 141 115 74	Uncoated <b>PMS 872U</b> (metallic spot color) CMYK 41 48 76 17 RGB 141 115 74
BLACK	BLACK



PMS 872



BLACK

### Secondary Palette

Coated <b>PMS 1805C</b> CMYK 5, 96, 80, 22 RGB 175, 39, 47	Uncoated <b>PMS 1805U</b> CMYK 7, 77, 70, 13 RGB 180, 88, 88
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Coated <b>PMS 5483C</b> CMYK 65, 11, 25, 27 RGB 79, 134, 142	Uncoated <b>PMS 5483U</b> CMYK 70, 27, 36, 6 RGB 95, 130, 137
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Coated <b>PMS 575C</b> CMYK 55, 9, 95, 45 RGB 103, 130, 58	Uncoated <b>PMS 575U</b> CMYK 48, 10, 90, 30 RGB 95, 130, 137
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Coated <b>PMS 431C</b> CMYK 45, 25, 16, 59 RGB 91, 103, 112	Uncoated <b>PMS431U</b> CMYK 45, 24, 14, 44 RGB 115, 123, 130
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PMS 1805



PMS 5483



PMS 575



PMS 431

## Typography

Avenir is the primary typeface used for The University of North Carolina Pembroke. Avenir should be used whenever possible.

This type may be used for:

- Print
- Web
- Publications
- Branded items
- Advertising
- Captions
- Apparel
- Letterhead
- Envelopes
- Business Cards

There are several weights to each typeface, and all shown are acceptable.

### Avenir Book

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJklMNOPQRSTUVWXYZ

### Avenir Light Oblique

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJklMNOPQRSTUVWXYZ

### Avenir Book

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJklMNOPQRSTUVWXYZ

### Avenir Roman

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJklMNOPQRSTUVWXYZ

### Avenir Book Oblique

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIGHIKLMNOPQRSTUVWXYZ

### Avenir Oblique

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIGHIKLMNOPQRSTUVWXYZ

### Avenir Medium

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIGHIKLMNOPQRSTUVWXYZ

### Avenir Medium Oblique

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIGHIKLMNOPQRSTUVWXYZ

### Avenir Medium Oblique

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIGHIKLMNOPQRSTUVWXYZ

### Avenir Black Oblique

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIGHIKLMNOPQRSTUVWXYZ

### Avenir Heavy

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIGHIKLMNOPQRSTUVWXYZ

### Avenir Heavy Oblique

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIGHIKLMNOPQRSTUVWXYZ

## Typography

Serif

The official typeface for Athletics is Collegiate.

This type may be used for:

Print

Web

Publications

Advertising

Other forms of communications and branding

Collegiate should be selected when pairing the athletic department/team names with the BravesHead logo or Contemporary Wordmark. Uniform fonts, headers, promotional materials, and signage should utilize Collegiate as the primary font.

EXAMPLES:

**UNC PEMBROKE**

**#BRAVENATION**

<p>30 Point Cap Collegiate</p>	<p>25 Point Lower Case Collegiate</p>	<p>30 Point Cap Collegiate</p>	<p>25 Point Lower Case Collegiate</p>
--	---	--	---

(Note: When typing #BraveNation in Collegiate, the hash tag (#) symbol and the (B) in Brave and the (N) in Nation are capitalized and 5 points larger than the rest of the type.

**COLLEGIATEBLACKFLF**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

COLLEGIATE:ORDER:FLF  
 A:BCD:EFG:HIJKLMN:OPQR:STUVW:XYZZ  
 ABCDEFGHIJKLMN:OPQR:STUVW:XYZZ  
 1234567890

**COLLEGIATEFLF**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**COLLEGIATEINSIDEFLF**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

**COLLEGIATEOUTLINEFLF**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

## Alternative Fonts for PC or Mac

These fonts are basic default fonts serif and san serif common to PC and Microsoft Office programs. These fonts are only to be utilized if one doesn't have access to Avenir.

### Calibri Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### Calibri Italic

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### Calibri Bold

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### Calibri Bold Italic

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### Times New Roman Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### *Times New Roman Italic*

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### **Times New Roman Bold**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### ***Times New Roman Bold Italic***

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### Arial Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### *Arial Italic*

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### **Arial Bold**

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

### ***Arial Bold Italic***

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNopqrstuvwxyz

## LETTERHEAD (CONT.)

### Letterhead

The letterhead has 1" margins on the sides and .5" on the top and bottom.

The left side three lines are the address (top-aligned). (prints black)

The UNCP Wordmark is centered and top-aligned  
The UNCP primary logo & Wordmark are the only logos approved and should not be replaced. (black & 872 PMS)

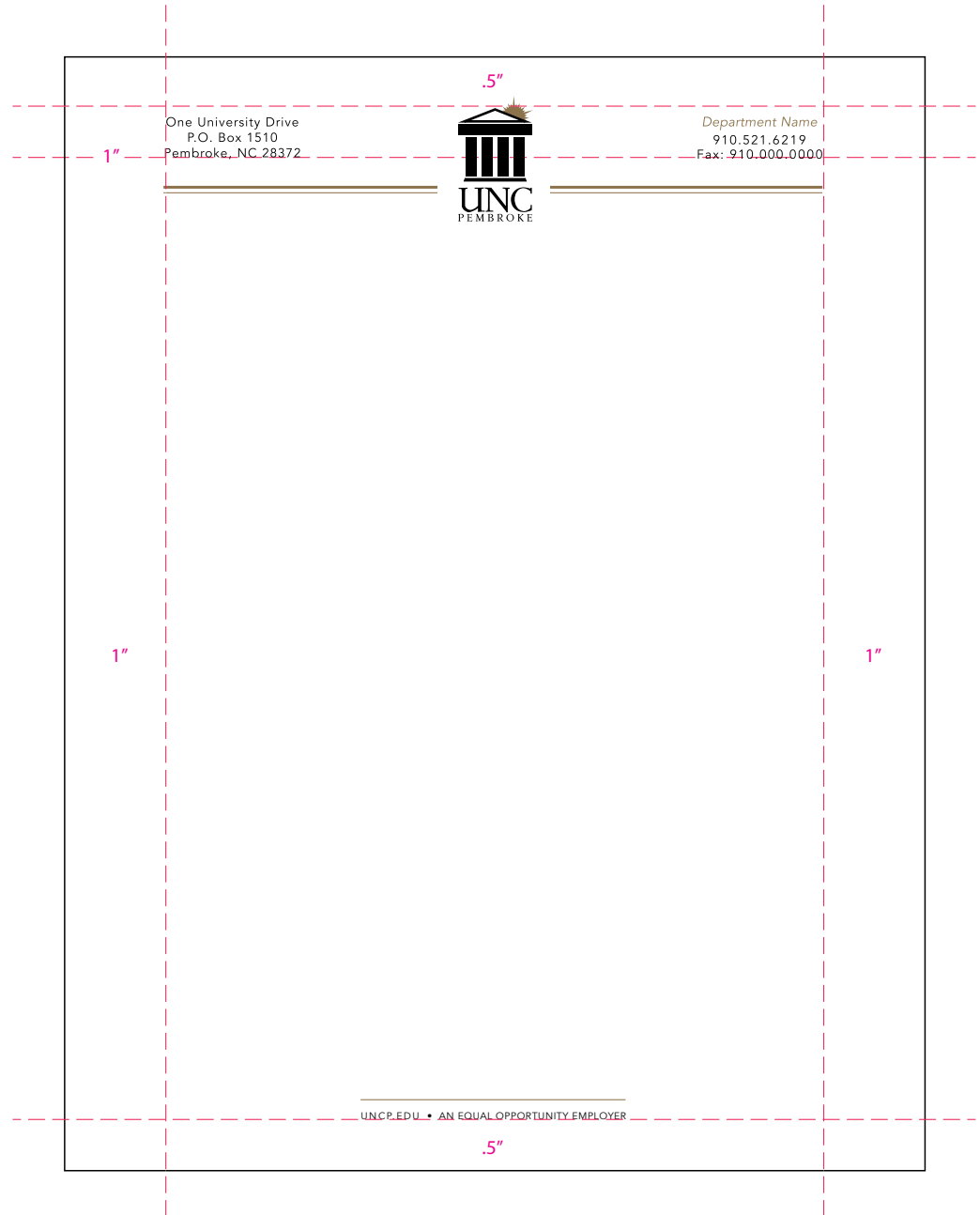
The right side three lines will be the school or office that the letter originates and will print PMS 872. The remaining lines will include telephone numbers, or email address. (prints black)

A black-only letterhead is permissible when xeroxing, faxing or printing a letter on the Quick Copy press at the campus Print Shop. Use the primary one-color logo as shown on page 3. The Print Shop or Creative Services can provide a one-color letterhead suitable for reproduction in black.

Bottom UNCP URL and equal opportunity statement, centers and aligns bottom .5 margin. (type black with PMS 872 gold rule above)

Fonts Used:  
Avenir Book  
Avenir Book Oblique

*Letterhead can be ordered through Print Services, however, a letterhead template is available for use by departments for electronic letters.*



## LETTERHEAD

### Letterhead

The letterhead has 1" margins on the sides and .5" on the top and bottom.

The left side three lines are the address (top-aligned). (prints black)

The UNCP Wordmark is centered and top-aligned  
The UNCP primary logo & Wordmark are the only logos approved and should not be replaced. (black & 872 PMS)

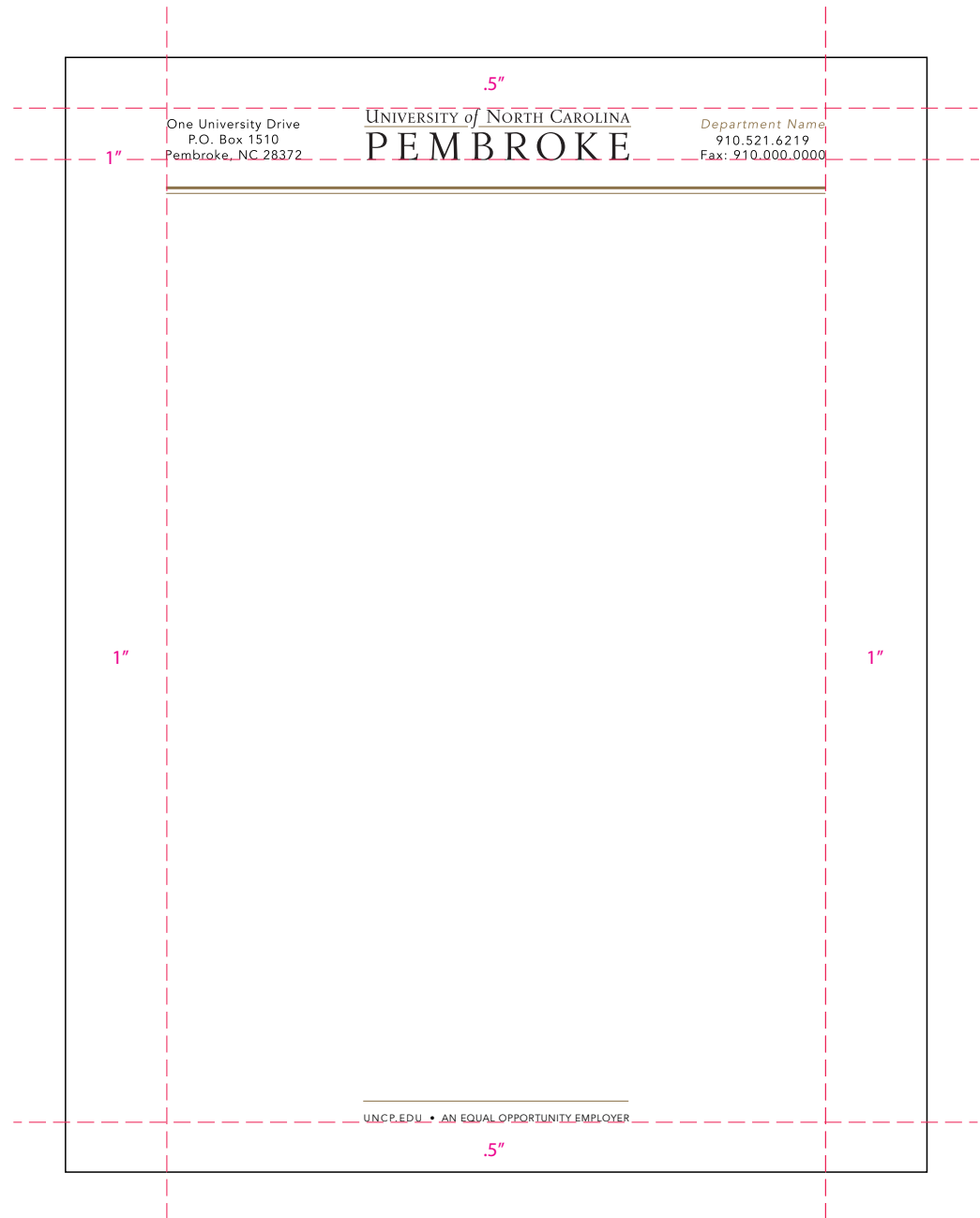
The right side three lines will be the school or office that the letter originates and will print PMS 872. The remaining lines will include telephone numbers, or email address. (prints black)

A black-only letterhead is permissible when xeroxing, faxing or printing a letter on the Quick Copy press at the campus Print Shop. Use the primary one-color logo as shown on page 3. The Print Shop or Creative Services can provide a one-color letterhead suitable for reproduction in black.

Bottom UNCP URL and equal opportunity statement, centers and aligns bottom .5 margin. (type black with PMS 872 gold rule above)

Fonts Used:  
Avenir Book  
Avenir Book Oblique

Letterhead can be ordered through Print Services, however a letterhead template is available for use by departments for electronic letters.



## ENVELOPE

The envelope is a standard #10 envelope with .375" margins.

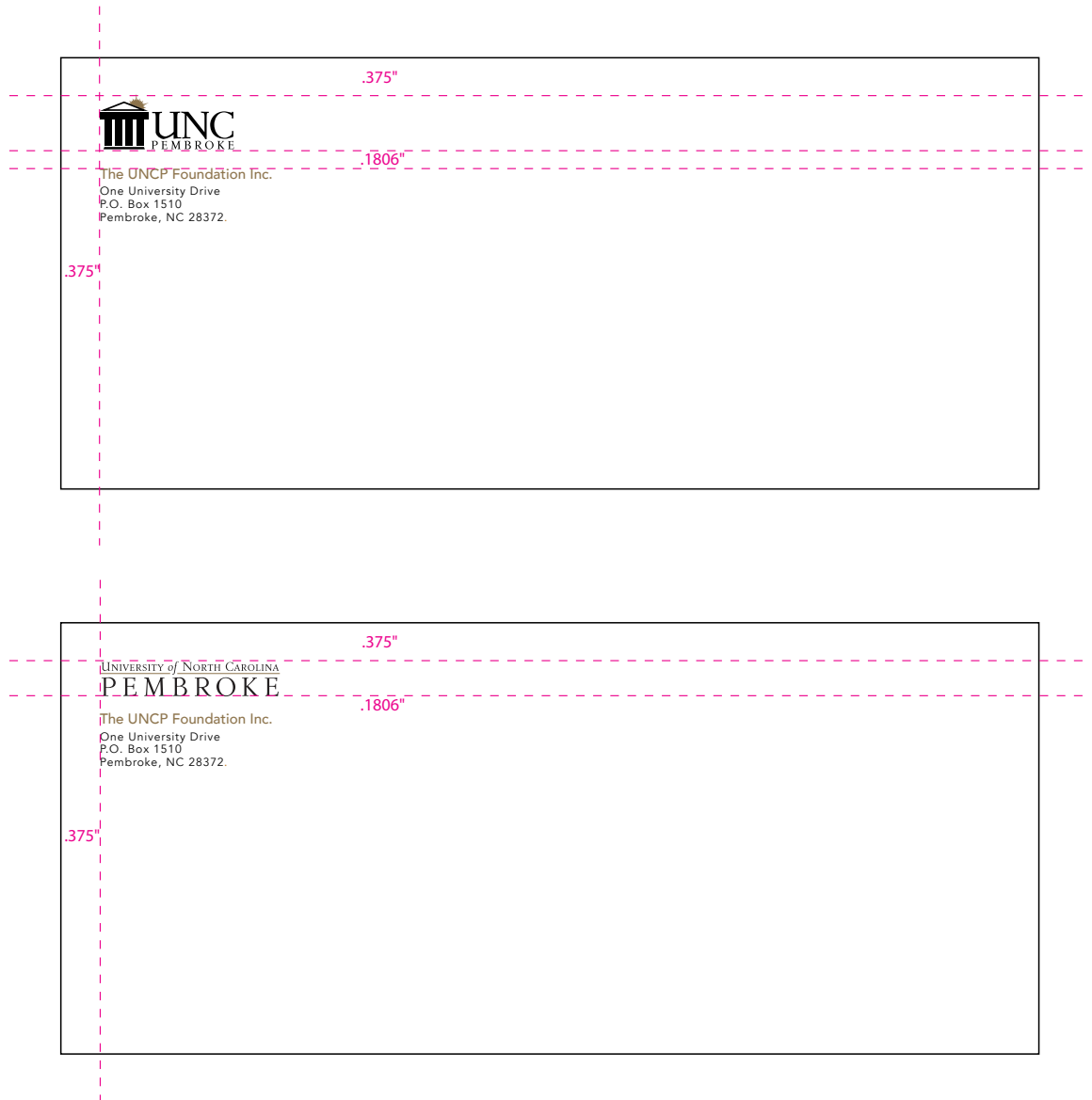
The first line under the UNCP logo / wordmark will be the school or office that the letter originates and is set at 10 pt. Avenir Medium. (prints in PMS 872)

The remaining lines include the address. Typography set in 9 pt. Avenir Book, with 10 point leading.

The logo is top aligned with any additional copy falling below.

There is a .1806" space between the logo / wordmark and the school / office name and address.

The UNCP logo / wordmark in black and PMS 872 is the only logo approved and should not be replaced.





## BUSINESS CARDS

### BUSINESS CARDS

**Front:**

The business cards have a .1811" margin on the left, right, bottom, and .2157" margin on the top.

**UNCP two color logo or wordmark:**

Centered and aligned to the top margin.

**Name:** Centered, 10 point Avenir medium all caps prints black.

**Title and office or department:** Centered, 7.5 point Avenir Book with tracking at 5 and prints PMS 872.

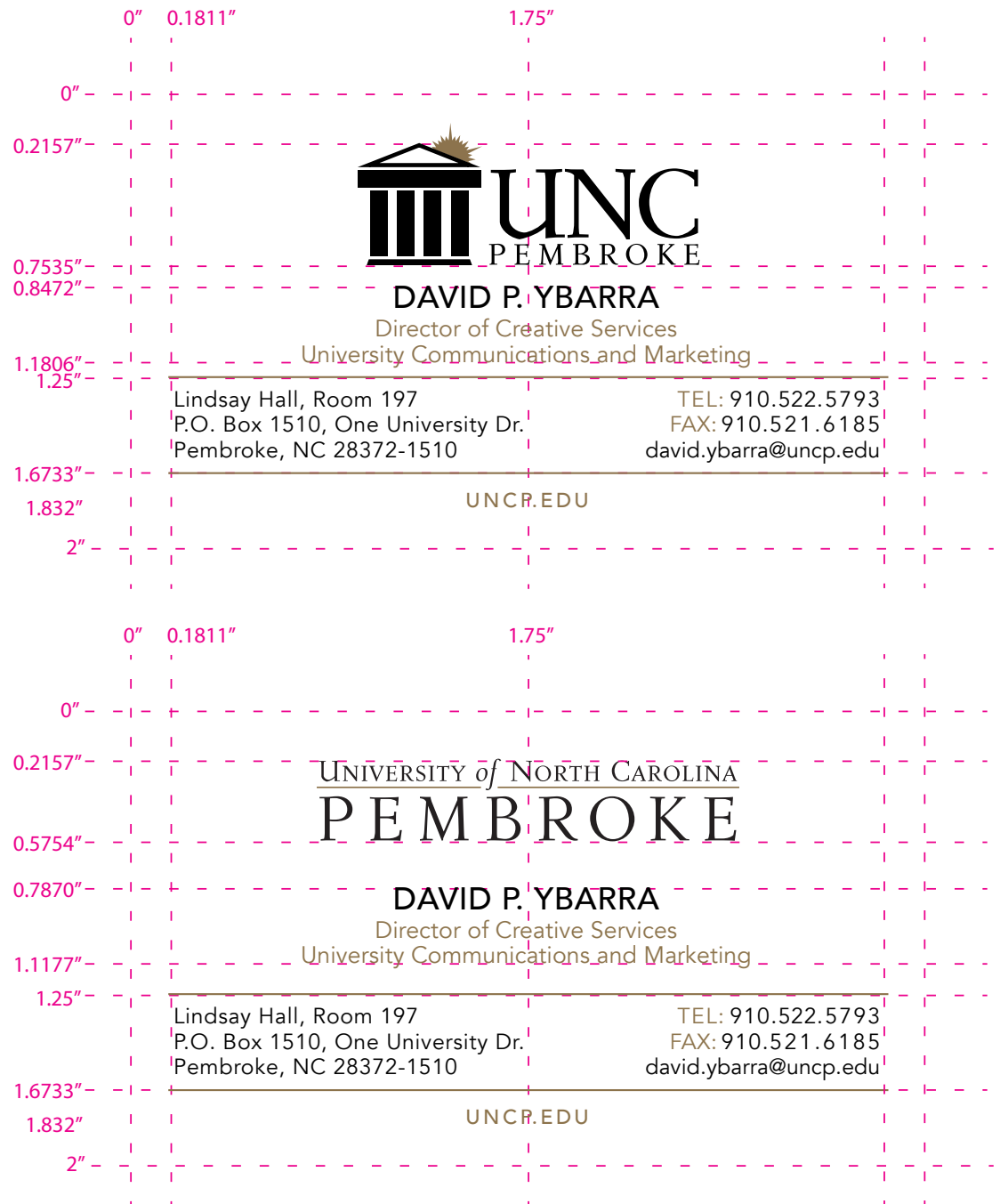
**Rules:** Centered, 0.6 point and print PMS 872.

**Address:** Flush Left, 7 point Avenir Book with 8 point leading, tracking set at 30 and prints black.

**Phone numbers:** Flush Right, 7 point Avenir Book with 8 point leading, type prints PMS 872 and phone numbers print black.

**Email:** Flush Right, 7 point Avenir Book with 8 point leading, tracking set at 5 and prints black.

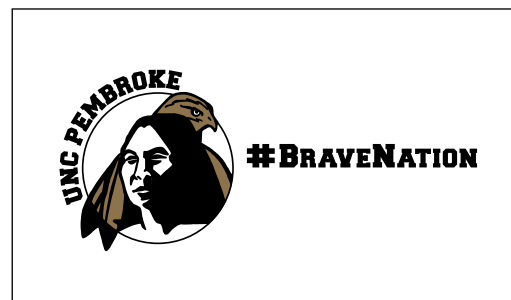
**UNCP URL:** Centered, 6.5 Avenir Medium with tracking set at 150 and prints PMS 872.



## Back Options

### Back / Options:

The university offers several templates for the back of business cards. You may select your preferred design when ordering cards.



## PUBLICATIONS

All publications for external audiences must be approved by the Office of University Communications and Marketing for compliance with the style guide and university standards before printing.

Disability Support Statement – required on all publications:

This publication is available in alternative formats upon request. Please contact Accessibility Resource Center, D.F. Lowry Building, Room 107, or call 910.521.6695.

Cost Statement – required on all publications with a quantity of 200 or more, purchased with state dollars:

000 copies of this public document were printed at a cost of \$000 or \$.00 per copy

### PHOTOGRAPHY FOR PUBLICATIONS

We strive for a high quality look in all our publications, and low resolution or poor quality photos can ruin that objective. The university has a large archive of photographs from which you may select, or you can request that the university photographer take photographs for your publication.

**UNCP follows the Associated Press Style Guide, except in cases noted here. Exerpts from the Style Guide relative to higher education are noted here for writers and editors.**

### GENERAL RULES FOR WRITTEN CONTENT

**Dates:** To write a full date, commas should be used to separate the day of the week from the month, and the day of the month from the year and after the year if it appears mid-sentence.: **The events planned for Friday, June 21, 2014, are expected to be well attended.**

Days of the week are not abbreviated except when describing a range of dates: Mon.-Thurs.

The time of the day is indicated by writing a numeral followed by a.m. or p.m. The letters are always lowercase and separated by periods. The only two exceptions to this rule are 12 a.m. (midnight) or 12 p.m. (noon). The phrase o'clock should never be used.

CORRECT:

4 p.m.

4:15 p.m.

INCORRECT:

4 PM

1:00pm

**Numbers:** Numbers zero through nine should always be spelled out. Numbers 10 and above are written with numerals unless the number is the first word in a sentence

**Titles and Names:** In a departure from AP style, UNCP uses "Dr." for persons with the Ph.D. and Ed.D. First names should be dropped after the first reference. In instances where there are two people with the same last name, first and last name should be used on first reference and then just the first name moving forward.

Professional titles appearing directly before a name should be capitalized but are lowercase in all other instances: **Vice Chancellor for Advancement Wendy Lowery; Wendy Lowery, vice chancellor for Advancement.**

"#BraveNation" should always be used as one word where the "B" and the "N" are capitalized or used entirely in all caps. #BraveNation is the primary social media tag for the university.

## PUBLICATIONS & CORRESPONDENCE

### CAPITALIZE:

**Academic degrees (complete)** -- Bachelor of Arts in history, Master of Business Administration (MBA)  
Classes -- Class of 1949

**Departments** -- Department of Chemistry and Physics

**Offices** -- Office of Student Affairs (or just Student Affairs when referring to that office)

**Committees** -- Chancellor's Search Committee, Technology Committee

**Programs** -- Teaching Fellows Program

**Course titles** -- Lumbee Literature 504 and Principles of Economics 333

**Titles of campus activities** -- Homecoming, Miss UNCP Scholarship Pageant, Pembroke Day, etc.

**Distinguished professorships** -- Martha Beach Chair in Art

**Boards** -- Board of Trustees, Parking Board, etc.

**Rooms** -- Oxendine Science Building, Room 212 and the Andre Nadeau Room

**Geographical regions** -- the South, West, Southeast

### DO NOT CAPITALIZE:

**Titles that appear after a person's name** -- John Smith, vice chancellor for Student Affairs.

**Degrees** (standing alone) -- bachelor's degree, doctorate, master's degree, etc.

**Academic disciplines standing alone** -- chemistry, biology, etc.

**Fragmentary references** -- the university, division, school, department, board, trustees, etc.

**Commas:**

**Lists** -- apples, oranges, plums and lemons.

**Dates** -- The events planned on February 19, 2000, will be well attended.

**Junior** -- Jr. is not set off by commas, e.g., Allen Smith Jr. is a member of the Class of 1929. His son is Allen Smith III.

**Percent:** Spell it out. Use % only in scientific, statistical and professional writing for academic publishing.

**Periods:**

- Put periods between B.A., B.S., M.A., M.S., M.Ed., Ph.D., Ed.D., B.S.N., etc.
- Use periods for a.m. and p.m.
- Use periods for N.C., etc.

**Racial References:** Native American, American Indian and Indian are acceptable uses and should be capitalized. American Indian is preferred as is African American. However, white and black are lower case and not preferred.

**Academic Titles:** Bachelor of Arts, Bachelor of Science and Master of Business Administration should be spelled out on first reference and abbreviated in subsequent references.

A doctorate degree appears following the name and a comma: John Doe, Ph.D.

A master's degree is indicated by saying someone "has a master's degree in..."

**Punctuation:**

- Quotes – Periods and commas should always be placed within quotes, not outside of them. Other punctuation marks (exclamation points, question marks, etc.) go within the quote only if it is part of the quoted material. Otherwise, they are placed outside of the quotation.
- Single quotation marks – Only use for quotes appearing in a headline or within a quote.
- Titles – quotation marks should be used for titles of articles, poems, short stories, individual chapters in books, movies, albums and songs. Italics are used for titles of books, films, magazines, paintings, sculptures, plays and newspapers.

**Sexist Language:**

Gender references in titles are no longer acceptable e.g., Dr. Bonnie Kelley is the chair of the Biology Department, replacing outgoing Chair David Maxwell. Always use a gender-neutral title when possible e.g., police officer, food server, etc.

Singular pronouns - he, him and his - are often unavoidable e.g., A person should come to the aid of his country.

**Sports:** Please refer to the "AP Stylebook" (there is a section devoted to sports) or call Sports Information.

**States:** Please refer to the "AP Stylebook." Postal abbreviations are not acceptable.

## PUBLICATIONS & CORRESPONDENCE

### THE UNIVERSITY NAME:

- The correct way to write The University of North Carolina at Pembroke is with a capital “T” and “The” in front.
- It is preferable to use UNC Pembroke and/or UNCP. UNC-Pembroke is acceptable but not preferable (never UNC-P).
- If you are referring to UNCP as the university, do not capitalize university.
- When referring to the 16-campus university system, UNC should be referred to in the first reference as the University of North Carolina system to distinguish the system from UNC-Chapel Hill, which is often referred to as UNC. UNC or the UNC system are acceptable thereafter.

### FORMAT FOR CORRESPONDENCE

#### Letters:

- UNCP letters are written in block format with all content justified left.
- Paragraphs are not indented, but there is a space between paragraphs.
- Times New Roman font is to be used on letters.
- Single space lines between sentences.
- Single space after punctuation (period, colon, question mark, etc.)

#### Email:

Your emails represent the university and should look professional.

- Do not use background designs or colors.
- Except for cases where emphasis is needed, type should be black.
- The following two signature configurations is recommended as a standard.

### DR. ROBIN GARY CUMMINGS

CHANCELLOR

1 University Drive | P.O. Box 1510 | Pembroke, NC 28372

O: 910.775.1441 | F: 910.775.4320

www.uncpbraves.com | Twitter: @uncp\_chancellor

UNIVERSITY of NORTH CAROLINA  
PEMBROKE

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A downloadable Microsoft Word template can be found at [www.uncp.edu](http://www.uncp.edu).

**You may add a departmental or promotional tag below the signature.**

#### Examples:

Changing Lives Through Education

Go Braves!

Get your GPAC season tickets today!

#BraveNation or **#BRAVENATION**

*(#BraveNation must always appear with as one word, with the B & N capitalized or in all caps)*

Make your gift today! [uncp.edu/give](http://uncp.edu/give)