

**Trademarks/ Logos**

Cheerios® [use insert tab and select “symbol”]

**Registration Marks / Legal****Special Usage / Placement****Typing Format**

BT (body text) Verdana 9pt; line height 14pt; color black

H1 (titles of articles) font-size: 16pt; font-family: verdana, sans-serif; weight: bold

H2 (authors of articles) font-family: Verdana, Arial, Helvetica, sans-serif; color: #330099; weight: bold

H3 (subheadings) font-size: 12pt; font-family: verdana,

Use italics for emphasis or notes only (exception to AP)

**Typing Specifications**

- Titles should be left justified
- byline left justified below title. No colons [example: “By Brittany Geiger”]
- Single space, 1 inch margins (turn off spacing between paragraphs and before and after line)
- two spaces between title and body; two spaces between paragraphs (don’t indent)
- 2<sup>nd</sup> page header: The second and subsequent pages of books and articles should carry a header. Author’s last name goes on the left side. Put the name of the person profiled in the center. Put the page number on the right. Example:

Adams

Nick Taylor: Author

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**Numerical Style**

Composition 101 and 102,

13-year-old son (people) [but thirteen-year-old Scotch (things)]

13-year-old son [but my son is 13 years old]

30s [for people’s general ages]

90 percent [can be singular or plural: 90 percent of my class is present; 90 percent of students are smokers]

19<sup>th</sup> century British Literature

20<sup>th</sup> century post-colonial writers

Ordinal numbers: under 10, write out “first grade, second prize”; over 10 use figures: 33<sup>rd</sup> novel.

Follow AP for money: \$6 \$100 million

Follow AP for other numbers

### Capitalization / Hyphenation/ Italics/ Possessives/ Punctuation / Spelling (see AP 321)

- Follow AP for possessives, possessive plurals, including words ending in or beginning with s (AP 323-5)
- Follow AP for ellipses, commas, hyphens, en and em dashes.
- Use italics for emphasis, never for titles
- Hyphenate compound adjectives only before nouns (right-wing conspiracy vs. voting with the right wing)
- Quotation marks: Use capitals when quoting complete sentences: Turner states, "I always wanted to be a writer" but Smith says he never "wanted to be a teacher." Follow AP for punctuation with quotes and quotes within quotes.
- foreign words: leave alone unless it is a term the reader might not know; then use quotation marks

#### Specific Examples:

English

Marine special-forces team leader

International Federation of Body Builders

Honors Society (in title) but honors society (as a noun)

model United Nations

Western Carolina University

Western Carolinian

Coker College

e-Commerce

United States Army

University of North Carolina at Greensboro (UNCG) [abbreviate after first use in article]

University of Kentucky

Southern Illinois University

Pikeville College

Kansas City

University of Mary

"The Sirens of Titans" by Kurt Vonnegut, Jr.

"The Breakfast of Champions" by Kurt Vonnegut, Jr.

"Literature, Writing, and the Natural World" (working title of book)

Faculty Lecture Series

single-handedly

de-stressing

ground-breaking (before a noun but ground breaking after a noun)

Ph.D.

(adj) adjective

(cn) collective noun

(dict) dictionary preference

(pl) plural

(poss) possessive

(sing) singular

(v) verb

(n) noun

**A**

Douglas Adams's [unless followed by a word starting with "s"]  
assistant professor [unless part of title, as in John Smith, Assistant Professor]  
associate professor [unless part of title, as in Mary Adams, Associate Professor]  
anglophone [as an adj; but Anglophone in titles of courses or books]  
alma mater  
Alpha Chi Omega  
Asheville- Buncombe Technical College  
associate degree; Associate of Arts (A.A.)

**B**

Professor Marsha Lee Baker [not Barker]  
Book titles: Initial Caps (except a, of, in, the) and in quotes (see AP Style)  
Bhutan  
Bachelor of Arts (B.A.) [but bachelor's degree]  
Ball State University  
British Literature  
Tabatha Bishop  
Boulder, Colorado  
Bible [capitalize when referring to specific bible including Hebrew Bible and New Testament Bible]  
biblical as adj; bible when using generically, as in "my dictionary is my bible."  
Sue Ellen Bridgers  
Ben Bridgers  
Brasstown Folk School  
Katherine Stripling Byer  
Bibliography (as course name but bibliography as a noun)

**C**

Cullowhee  
Composition 101 and 102 [as course titles, but first-year composition as subjects]  
Chapel Hill  
Catherine Carter  
Chaucer  
city of London  
Catamount [when referring to WCU students, grads, or centers; catamount when referring to animal]  
C.D. Carver  
Camp Omega  
Worth Corn  
Concordia Publishing House  
Conference of College Composition and Communication  
Cheerios® [use insert tab and symbol menu]

**D**

Delta Zeta  
Mrs. Doyle-Corn  
Professor Jim Addison  
Professor Elizabeth Addison  
Director of Composition

**E**  
editor in chief [not editor-in-chief; capitalize only as part of a personal title]  
English Literature (name of course or major) but English literature (subject)  
Emily Sharpe  
Eric Hendrix  
Eric's Fresh Fish Market  
English 102  
Emily Bronte  
e-Commerce  
e-mail (never E-mail or Email)  
eco-criticism [capitalized only in course titles]  
Eastern Carolina University  
exemplified

**F**  
fall [for seasons; never Fall]  
Faculty names: Professor Mimi Fenton or Professor Fenton  
Fidelity Investments  
Franklin  
Professor Mimi Fenton  
Faulkner  
Focus the Nation Conference

**G**  
Greek  
Germany  
Gerri Dobbins  
George Eliot  
Danielle Greene  
Stacy J. Guffey  
grandkids  
Jimmy Guignard  
Lauren Gegenheimer  
Brittany Geiger

**H**  
Hannah Cowles Freeman  
Thomas Hardy  
Honors Society (as part of a title), but honors society (as noun)  
Human Resources Selection Consultant [as official job title]  
human resources [as a field; Human Resources in department names]

**I**  
Introduction  
Italian  
intramural sports department  
Internet [never internet]  
Intensive English Program (IEP): Spell out first use with abbreviation; abbreviate subsequent uses

**J**  
Journal publications: Initial caps (except the, of, a, etc.) and in quotation marks [no italics]  
Jennifer Rose Doyle-Corn  
Jacob Babb  
James

**K**

K-12 teacher [not K-12<sup>th</sup>]

Kelsey Reynolds

KWKI Radio

Kansas City

King James Bible

**L**

London

litotes (singular and plural)

Language Arts (as a course or department title) but language arts (as a subject)

literature (capitalized in course names and department names only)

Labrador retriever

law school

Lorraine Larocque

Library Sciences [as a department; library sciences as a subject]

**M**

Movements: capitalize Romantic movement or Romanticism as movements but not otherwise]

Marine special-forces team leader

Professor Gayle H. Miller

Mansfield University

Andrew Maginn

master's degree (but Master of Arts or M.A.)

master's thesis

middle school education [capitalized only as part of a degree name; never a subject]

Mi Casa Mexican restaurants

Missouri

Kathryn Martin

model United Nations

Macon County (planning board)

**N**

Nepal

North Carolina

North Carolina Center for the Advancement of Teaching (NCCAT) [1<sup>st</sup> use; abbreviate subsequently]

Leslie Rae Newton

Terry Niennuis

North Carolina (N.C. in subsequent uses except when in postal address or UNC)

Novelist

"The Nomad" [journal]

nontraditional [not non-traditional]

**O**

ongoing

online [never on-line]; Online in a title only

**P**

Panhellenic Council  
physical education (subject—never PE) [but Physical Education in course names and department names]  
piedmont [when name of region; Piedmont in proper names]  
Pikeville College  
Provost's Award for Outstanding Teaching  
Ph.D.  
Felicia Pude  
Phoenix, Arizona  
Program Coordinator  
planning director  
Becky Palmer  
perseverance  
Post-colonialism; post-colonial [capitalize only in titles]

**Q**

Quran

**R**

Dr. Jamieson Ridenhour  
Raleigh, North Carolina  
Romanticism  
Rugby  
Professor Brian Railsback  
Garrett Richardson

**S**

State names: write out first time in article; for subsequent uses use AP (not postal) abbreviation  
Seasons: fall [never Fall]  
  
side effect [not side-effect]  
Olive Schreiner  
Stokes County  
Systematic Theology  
sorority  
Sigma Tau Delta  
Southern Illinois University  
Sylva, North Carolina  
Dr. Laura Samal  
student government  
John Steinbeck  
Meredith Smith  
shastras [Buddhist commentary; lower case unless in a title]  
South Western Community College  
South College–Asheville [use en-dash]  
September

**T**

## Titles

An Eclectic Anthology of Fiction and Poetry by Multicultural Writers Coloring Book  
 Muse- Apprentice Guide

theater

Clint Tatham

Trevor Thomas Stewart

Henry David Thoreau

T.S. Elliot

Theodore L. Huguelet Outstanding Graduate Assistant Teaching and Scholarship Award

Turkish

Torah

traveling

**U**

U-turn [never u turn or u-turn or U turn]

University of Georgia

United States Army

University of Kentucky

University of Colorado

University of North Carolina at Asheville (UNCA) [abbreviate after first use in article]

University of North Carolina at Greensboro (UNCG) [abbreviate after first use in article]

**V**

Kurt Vonnegut, Jr.

Jennifer Veilleux

versatility

**W**

Western Carolina University (WCU) [abbreviate after first use in article; never Western Carolina]

Mr. Worth Corn

web site (never website)

[www.leslierae.com](http://www.leslierae.com) [never <http://www.leslierae.com>]**X-Y-Z**

Murat Yazan

**Footnotes, Bibliographies, and Tables****Miscellaneous Facts / Notes**[www.leslierae.com](http://www.leslierae.com) [not <http://www.leslierae.com>]

representative example for prime example, HR (Human Resources), A.A.( Associate of Arts), B.A.( Bachelor of Arts), M.A. ( Masters of Arts), WCU (Western Carolina University)

Use Merriam-Webster.com as authority for word breaks, spelling, and capitalization (after AP)

Use AP for numbers, punctuation, abbreviation, capitalization, and usage

