



Georgia Gwinnett College Style Guide

Introduction

This guide is provided as a tool for Georgia Gwinnett College (GGC) faculty, staff and students to use in writing materials that represent the college. It is curated by the public relations staff in Communications and features style elements that are unique to GGC. The guide will be updated as necessary, so please check it often. Questions may be addressed to pr@ggc.edu.

Official style – Associated Press

GGC uses Associated Press (AP) Style as its official style for all of the college's official communications, publications, newsletters, news releases and other materials. GGC's website aligns with AP Style in addition to web-writing standards. Add link here.

GGC preferences

While the GGC Style Guide closely follows AP Style, it does include some rules and items that are specific to GGC. Some rules contradict AP Style for reasons unique to GGC.

Abbreviations

- Do not use abbreviations readers would not recognize.
- Avoid using abbreviations in headlines. If you do, do not use periods unless needed for clarity.
- Never use postal abbreviations for states; use regular English abbreviations. *Example: Instead of "GA" or "SC" use Ga. and S.C.*
- Titles are abbreviated before a name. *Examples: Gov. John Smith, Lt. Gov. Judy Jones, Rev. John Smith, Sen. Sue Jones*
- Abbreviate "junior" or "senior" after a person's name but don't set it off with commas. *Example: John Smith Jr. is a 2021 graduate.*
- Abbreviate company (Co.), corporation (Corp.), incorporated (Inc.), limited (Ltd.) and limited liability corporate (LLC) when used after the company name. Use periods in the abbreviations A.D., B.C., a.m. and p.m.
- Use periods in most two-letter abbreviations, as in U.S., U.K.

- Abbreviate “number” as “No.” when used with a numeral. This is most often seen in sports, rankings, position references, etc. *Examples: GGC is ranked No. 1 in men’s and women’s tennis.*
- Abbreviate avenue (Ave.), boulevard (Blvd.), and street (St.) in numbered addresses. Spell out other similar words, like alley, drive, road, terrace, etc.
- Periods in academic degree abbreviations may or may not be used, depending on usage, space and style of the piece in which they appear. There are exceptions, as seen below in common examples. Specific disciplines are capitalized only in formal materials.
 - B.S. or BS is Bachelor of Science
 - B.A. or BA is Bachelor of Arts
 - BFA is Bachelor of Fine Arts and has no periods
 - BSN is Bachelor of Science in nursing and has no periods
 - MSN is Master of Science in nursing and has no periods
 - M.S or MS is Master of Science
 - M.A. or MA is Master of Arts
 - M.Arch. is Master of Architecture and requires periods for clarity
 - Ph.D. or PhD is technically a doctorate of philosophy but the common meaning is simply “doctorate” followed by the discipline. *Example: Ph.D. in geological sciences.* Also, “doctorate” is preferred over “doctoral.”
 - Ed.D. or EdD is Doctorate of Education
 - J.D. or JD is Juris Doctor or Doctor of Law
 - M.D. or MD is Medical Doctor
 - MBA is Master of Business Administration and has no periods
 - MFA is Master of Fine Arts and has no periods

Academic degrees – general

Bachelor of Arts, Bachelor of Science, Master of Science, Master of Business Administration, Master of Arts, Master of Fine Arts are capitalized, while associate degree, bachelor’s, bachelor’s degree, master’s, master’s degree, doctoral degree and doctorate are lowercased.

Associate degree is never possessive.

If you want to mention one’s degree to establish credentials, the preferred form is to use a phrase. *Example: Jane Smith, who has a master’s in biology.* Use abbreviations like B.A., M.A. and such only when the need to identify multiple individuals by degree makes the preferred form verbose and unwieldy. Use these abbreviations only after a full name.

Academic degrees/majors at GGC

As of fall 2022, GGC offers the following 21 bachelor’s degrees. The discipline/major is not capitalized in general text. It is only capitalized in formal presentations like a diploma or commencement program, or in an ad, bulleted lists, PowerPoint header, signage, etc. Visit the [degrees and programs webpage](#) for more information.

Concentrations – Do not refer to concentrations as degrees/majors. Concentrations are not provided in this guide because they change frequently.

Acronyms

- Acronyms should be introduced within parentheses after the first reference to their root name/phrase. *Example: Georgia Gwinnett College (GGC).* However, there is no need to do this if you will not use the acronym later in the piece.
- After introducing the acronym, it becomes the preferred reference, but you may use the full name periodically to avoid incessant/distracting use of the acronym.
- Most acronyms should be avoided in headlines.
- Acronyms are treated like regular words. If used as a possessive, add an apostrophe and “s” or just an apostrophe if it already ends in “s.” *Examples: GGC’s campus is very nice. SHS’ nursing program is highly competitive.*
- Plural forms of acronyms require an “s,” or if they end in an “s,” use an “es.” Again, treat them like regular words. The plural of “ATM” is “ATMs” and the plural of “ABS” is “ABSes.”

Address/addresses

- GGC’s official mailing address is 1000 University Center Lane, Lawrenceville, GA, 30043. We do not abbreviate any of the words in our address.

Advisor – not adviser.

African American does not have a hyphen. Other previously hyphenated “*ethnicity*-American” terms are no longer hyphenated.

Also always precedes the verb, unless the verb is a form of the word “be.”

Alumni terminology – The bullets below address GGC’s alumni-related terminology, but for reference, the basic Latin terminology is:

- *Alumnus* – individual male; accepted as gender-neutral
 - *Alumni* – multiple males or mixed genders; accepted as gender-neutral
 - *Alumna* – individual female
 - *Alumnae* – multiple females
 - *Alum* –a slang reference for “alumnus;” considered to be gender-neutral
 - *Alums* – the plural form of “alum;” also gender-neutral; also slang
- The “GGC Alumni Association” is capitalized, with or without the “GGC.”
 - The GGC Alumni Association Board is capitalized. Note that we do not call this a board of directors, visitors or trustees. The word “board” is not capitalized when standing alone.
 - Neither “association” nor “board” are capitalized when standing alone.

Athletics – References to “Athletics” are short for GGC Athletics, our official intercollegiate athletic program. The athletics arena has its own language and GGC Athletics has its own style and terminology, so only basic topics are addressed here.

- The name of our program is “GGC Athletics,” but “Grizzly Athletics” can be used as a secondary, casual reference.
- Intramurals and club sports are not part of GGC Athletics.

- GGC competes in the National Association of Intercollegiate Athletics (NAIA). As an independent school without membership in any other athletic conference, GGC's conference is the Association of Independent Institutions (A.I.I.). The A.I.I. acronym requires periods.
- Our team names are all "the Grizzlies."
- Use "student-athletes" if discussing the athletes, program's academics, service or other non-sports-specific activities or honors.
- We have men's and women's teams. Do not call the women "girls," "ladies," "females" or "lady Grizzlies."
- All students, faculty, staff and alumni are "Grizzlies." An individual is a "Grizzly."
- The grizzly statue on campus does not have a name, and references to it are not capitalized.

Attribution

Attribution is necessary so readers know the source of information presented. In any organizational communication, the source is presumed to be that organization. However, there may be many information sources within the organization that require more specific attribution.

When first referencing a source, be sure to include their name and job title as they appear in the online GGC directory. After that, refer to them by last name only. If two sources have the same last name, request advice from Public Relations at pr@ggc.edu.

Refer to AP to learn how to handle quoted statements and material.

Quotes stand alone as their own paragraph. They are not embedded in paragraphs. However, non-quoted text can follow a quote as part of the same paragraph. Quoted phrases may be embedded in regular sentences.

Boards – of directors, regents, trustees

- The terms "board of directors," "board of trustees," "board of visitors, etc. are not normally capitalized in AP Style. GGC deviates from this rule by capitalizing these phrases when following the name or acronym of the parent organization. It is preferred that these phrases follow the name of the parent organization so the second preposition ("of") can be avoided, as in "board of directors of GGC." *Example: Jane Doe is a member of the GGC Board of Trustees.*
- Boards are not capitalized when not adjacent to the parent organization. *Example: The board of trustees meets monthly.*
- Exception: GGC does capitalize Board of Regents.
- One can create an acronym for a board if the term will be referenced on its own multiple times later in a piece. If both the name of the parent organization and its board will be referenced later, you can create both acronyms on first reference. *Examples: The GGC School of Business (SBA) Board of Visitors (BOV) will meet next week. Members of the BOV include prominent business community leaders, and serve as an advisory group for the SBA.*

- These rules are for text, as in stories, newsletters and such. Programs, signage, invitations, place cards, etc. are examples of items that would likely include capitalization of all of these phrases and titles.

Bulleted lists

- Use standard bullets for most bulleted lists. Posters, signage and other more creative materials may use different types of graphics for bullets, but it is recommended that Communications determine if the use is appropriate and in keeping with the college's branding and graphic standards.
- Use parallel phrasing in bulleted lists. All items may start with a noun, for example, or an active verb. Just make it consistent.
- Avoid passive/past-perfect verb tenses.
- Also use consistent grammar, structure and punctuation with each bulleted item.

Cabinet – This is GGC's version of an executive committee.

- When combined into the "GGC Cabinet," the word "cabinet" is capitalized. However, it is not capitalized when standing on its own.
- The GGC Cabinet contains the president, vice presidents, chief of staff, general counsel, associate vice presidents of Advancement, Communications and Operations/chief of police and the executive assistant to the president.

Campuswide – not campus-wide

Capitalization

Capitalization within a sentence should only be used for formal entities, names, names of buildings, composition titles, regions (like "Southeast" or "Western North Carolina") and acronyms. Partial names that are only plain words on their own are not capitalized. *Example: The word "college" is not capitalized without "Georgia Gwinnett" preceding it.*

Charter – meaning and usage

At GGC, we often refer to our original president, cabinet members, deans and faculty as "charter." These were the first individuals hired into administrative positions within about the first year of GGC's founding in 2005. One exception is the charter dean of the School of Health Sciences, which was formed later.

- Dr. Daniel J. Kaufman may be referred to as our "charter," "founding" or "first" president. He also was the first employee of GGC, but do not call him our "charter" or "founding" employee.

City names

- When a city and state are noted in a dateline or are otherwise obvious in a news release, story, newsletter or other publication, other cities in the same state do not require that the state be named when they are referenced.

- In phrases like “city of Lawrenceville” or “town of Braselton,” both “city” and “town” are lowercased.
- All out-of-state cities must have their states listed with them, with the exceptions of very large, major cities such as Los Angeles, Chicago, Miami, New Orleans, Atlanta, Nashville, etc.

Class/course names are not capitalized. Proper nouns like English are capitalized and the first word in a course name would be capitalized at the start of a sentence, but names like “anatomy and physiology” or “algebra 1101” are not capitalized in the middle of a sentence.

Class work is two words.

Class year, with or without major

- Identify class/graduation years for alumni, and anticipated graduation years for students. Also note their major (not concentration).
- When using “Class of” phrases, “Class” is uppercased.
- To use all four digits of the class year, write it as “John Smith, Class of 2012, ...” or “John Smith, who graduated in 2012, ...”
- If using only the last two digits of the class year, write the name first, then a comma and space, and then a single “close” quotation mark (a “backward” apostrophe) and then the two digits. *Example: John Smith, ’12.*
- If used in a sentence in which the class year is followed by more words, it needs a comma after it. *Example: Jane Smith, ’21, lives in Lawrenceville.*
- If used with a major, add it after the class year. If used in a sentence, the major must also be set off with commas. See the example in the following bullet.
- The major is not abbreviated, with the exceptions of business administration, which GGC shortens to “business,” and “IT” after “information technology” is spelled out on first reference. *Example: John Smith, ’15, special education, lives in Snellville.*

Colors – Refer to [GGC's Graphic Standards](#) webpage.

Commencement is lowercased unless when noted in a formal program, invitation, signage, PowerPoint presentation, etc. where it may be noted as in “Spring 2021 Commencement.” The addition of “ceremony” would be capitalized under the same conditions, as in “Spring 2021 Commencement Ceremony.” But in general text, this language is lowercased.

Composition titles

Use double opening and closing quotation marks for titles of books, movies, plays, poems, albums, songs, operas, radio and TV programs, journals, magazine articles, lectures, academic papers, speeches and works of art.

Do not put quotation marks around the names of holy books, catalogs of reference material (almanacs, dictionaries, handbooks, encyclopedias, directories), software titles, sculptures or games (both online or analog). *Examples: The Bible, Quran, Encyclopedia Britannica, Michelangelo's David, Monopoly, FarmVille.*

The names of magazines and newspapers are neither italicized nor put in quotation marks.

For short words in composition titles ...

- Capitalize the “to” in infinitives. An infinitive is the combination of “to” with a verb. *Examples (underlined):* “How To Learn Spanish,” “Where To Go When Visiting Yellowstone,” “How To Love Yourself”
- Capitalize prepositions of four or more letters (above, below, down, inside, over, with, etc.) and conjunctions of four or more letters. (because, since, while, etc.)
- Capitalize both parts of a phrasal verb, which includes a verb and either a preposition or an adverb (and sometimes both). *Examples (underlined):* “Where To Look For Great Campsites,” “Turn Out a Great Crowd With Planning,” “Look Out for These Safety Hazards,” “Look Under Your Bed for Extra Storage”

Concentrations

- These academic areas allow students to focus their interests within a major.
- Do not refer to concentrations as degrees/majors.
- Concentrations are not provided in this guide because they change frequently.
- To see a list of our degrees/majors, see [Academic degrees/majors at GGC](#). Concentrations will be listed on individual academic degree pages.

Contractions

- Contractions should generally be avoided in text, but exceptions include: flyers, promotional material, signs, PowerPoint presentations and other materials where space is limited. Also, contractions may be used within quotes.

Coursework is one word.

Credit hours – Always use numerals for phrases like “23 credit hours” or “3-hour course” unless the phrases begin the sentence. (is this correct?)

Daniel J. Kaufman Library & Learning Center

The full name should be used on first reference, with “Kaufman Library” and “library” used as secondary references.

The library’s full name includes the only official use of an ampersand at GGC.

Dates and times

- The year is always presumed to be the current year unless otherwise noted. If you reference a date in the current year, do not include the year.

- Months are abbreviated only when you have an exact date. *Example: The quiz will be held Jan. 28.* Months are spelled out if used without an exact date.
- Months do not need a comma when only paired with a year. *Examples: The change was effective January 2019. The meeting was held in January of 2019.* Do not reverse the month and year to say “2019 January.”
- Include the day of the week only when it is needed for emphasis.
- Set off years with commas. *Example: The meeting will be held Jan. 1, 2025, in Cisco Auditorium.*
- Date/time format should follow any one of the below:
 - Monday, Oct. 12, 10-11 a.m. or 10:30 a.m.-12:30 p.m. or 10:30 a.m.-12 p.m.
 - You may use hyphens or en dashes for date/time ranges.
 - Include periods with a.m. and p.m.; always use lowercase.
 - Do not use “nd,” “rd” or “th,” as in “Oct. 12th.” Just use “Oct. 12.”
 - Where applicable, write in sentence format. *Example: Visit Grizzly Dining for dinner Tuesday, Oct. 13, to try the delicious chicken and dumplings.*
 - Headlines, ads, signs and labels do not have to follow this rule.

Dean’s list – The phrase “dean’s list” is always lowercased.

Email addresses – Email addresses should be spelled out within text.

- If in Word, hyperlink the email address. *Example: Email Jane Doe at jdoe@ggc.edu for questions about this event.*
- Email is one word.

Etcetera – Refer to AP.

Facilities names

Following is a comprehensive list of facilities names, divided by type in this order: buildings, exterior spaces/features, interior spaces and parking facilities.

Building names

At GGC, most buildings have an assigned letter or number. Many also have names, which are preferred over the building letters. In letter format, the word “building” is first and is only capitalized when combined with the letter. *Examples: Building B, Building D.*

Building A – No other name.

Building B – No other name. Building B is informally referred to as GGC’s “signature building” when campus architecture is discussed or our “administrative building” when discussing its functions.

Building C – No other name. “C1” or “C2,” refer to the first two sections of C in order of construction.

Building D – No other name.

Building E – “Student Center” is preferred over “Building E.”

Building F – “Wellness and Recreation Center” is spelled out on first reference, with “Wellness Center” used as a secondary reference. Both are preferred over “Building F.”

Building G – “Grizzly Athletics Building” is spelled out on first reference, with “Athletics Building” as a secondary reference. Both are preferred over “Building G.”

Building H – “Allied Health and Sciences building” (note the lowercased “building”) is spelled out on first reference, with “AHS” as the secondary reference. Both are preferred over “Building H.”

Building I – No other name.

Building P – No other name; informally called the “facilities building” or “the warehouse.”

Building W – No other name.

Daniel J. Kaufman Library & Learning Center — Is the official name and is to spelled out on the first reference, after which “Kaufman Library” and “library” are secondary references. All three terms are preferred over the previous name “Building L.” The ampersand in the library’s full name is the only ampersand officially used at GGC. Signage on the short wall in front of the building does display the fullname.

Residence halls – The phrase, “residence halls,” is not capitalized. Do not refer to these buildings as “dorms.” “Residence Life” refers to the programming/residential experience provided to students living in the residence halls.

- **Building 1000** – This is the largest residence hall and the closest one to Building W and the Student Center.
- **Building 2000** – This is the residence hall located along Lonnie Harvel Blvd.
- **Building 3000** – This is the residence hall closest to the “3000 Lot” parking lot.

Tennis Facility – No other name

Exterior space/feature names

Unless otherwise noted, these names are preceded by “the.”

AHS balcony – No formal name; not capitalized.

AHS courtyard – No other name; not capitalized.

Amphitheatre – No other name; not capitalized.

Beaver pond – No other name.; a natural feature on campus

Building B Patio – Located behind Building B; “patio” is not capitalized when used on its own.

Building B Courtyard – This is the space between Building B’s two wings; “courtyard” is not capitalized when used on its own.

Cube – No other name; not capitalized; this is the cube atop Building B and bearing four metal sculptures of GGC’s crested-G logo.

Intramural fields – No other name.

Grizzly Athletics Complex – No other name; contains the intercollegiate baseball, softball and soccer fields, support facilities and the Grizzly Athletics Building.

Grizzly statue – This statue has no formal name; “grizzly statue” is lowercased in text.

Lawn – The large, grassy area in the center of campus is the “GGC Lawn,” or the “lawn,” which is not capitalized when separated from “GGC.” Do not call this area a “quad,” “green” or “field.”

Student Center Gallery – This is the long, wide, windowed hallway providing multiple entryways into LVIS; “gallery” is not capitalized on its own.

Student Center Terrace – This is the two-story area overlooking the water feature behind the Student Center; “terrace” is not capitalized on its own.

Microfarm – No other name.

Plaza – This space between the library and Student Center includes an outdoor fireplace and a pergola structure; “plaza” is not capitalized on its own. **Outdoor food court seating area** – No other name.

Interior space names

Unless otherwise specified, use “the” before these names. In addition to these areas, GGC has many other gathering spaces and study areas for student use.

AHS Atrium – This is the tall, open area just inside AHS’ main entrance.

Building A Food Court – “Food court” or “The food court in Building A” are secondary references.

Building B Atrium – The Building B Atrium is capitalized, but “atrium” on its own is not. “The atrium” usually refers to the Building B Atrium. However, because we have more than one atrium space on campus, be specific and use the full “Building B Atrium” on first reference and “atrium” as a secondary reference.

Building B balcony – No other name; not capitalized; exterior balcony over Building B’s front entrance.

Bookstore – No other name

The Merri M. Brantley Lending Closet – Located in the Career Development and Advising Center in the Student Center.

Cisco Auditorium – No other name; located in Building C; do not use “the” Cisco Auditorium or “CISCO” Auditorium.

Dining Hall – No other name; located in the Student Center.

Executive Boardroom – No other name; sometimes called “boardroom;” not capitalized; located in the President’s Office in Building B.

Game Room – No other name; located in the Student Center.

GGC Care Pantry – No other name; located on the second floor of Building I.

The Heritage Room – No other name; located on the third floor of the library. Its exterior balcony overlooking the lawn has no additional name.

Helpdesk – No other name when referencing the service, but if referencing one of the two physical locations, use “the Building A Helpdesk” or “the Helpdesk in Building A,” and similar language for the Helpdesk in Building C.

Information Commons – The library has two Information Commons areas where students may access computers provided by the college. The main one is on the library’s first floor. A smaller one is located on the western side of the Building B Atrium.

The Joseph Family Presentation Room – No other name; located in the welcome center in Building D.

LVIS – “LVIS” is pronounced like “Elvis” and is the acronym for “large venue interactive space;” located in the Student Center. Do not use “the” LVIS.

The Stephens Family Executive Forum – No other name; located in Building W.

The Strickland Research Laboratory – No other name; located in the AHS.

Student Center second-floor lounge – No other name.

Student Center third-floor lounge – No other name.

Welcome center – No other name; located in Building D; it is not capitalized unless combined with GGC, as in “GGC Welcome Center.”

Parking facility names

Athletics Lot – No other name; this is the parking lot at the Grizzly Athletics Complex and accessed via Collins Hill Road.

Building 1000 Lot – “1000 Lot” is the most common reference for this parking lot.

Building 3000 Lot – “3000 Lot” is the most common reference for this parking lot.

Building A – No formal lot name. Referred to as paved student parking or faculty/staff parking areas “at Building A.” The gravel lot is referred to as the “A Gravel Parking Lot.”

Building B Lot – “B Lot” is accessed from Lonnie Harvel Blvd. near Building B.

Building D – No formal lot name. Referred to as guest and faculty/staff parking areas “at Building D.” The gravel lot beside Building D and between Building A and Collins Industrial Way is referred to as the “D Gravel Parking Lot.”

Building H (AHS) – “H Lot” is the most common reference to this parking lot.

Building I – “I Lot” includes the paved area in front, beside and behind Building I. The area behind the building is newly paved and is separated from Lot F by access lanes..

Building L/library – The large gravel lot behind the library and extending to Collins Industrial Way is the “L Gravel Parking Lot.”

Colonial Parking Lot – No other name; located behind the medical offices across Collins Industrial Way from Building D.

Executive Lot – This is the small parking lot for GGC administration near Building B’s rear entrance off the patio..

Parking Deck – No other name.

Wellness and Recreation Center – “F Lot” includes the area in front and beside of the building, as well as an adjacent, newly paved area.

Faculty-related terminology

- “Faculty” is a singular noun that refers to a group (“*The faculty is*”).
 - Instead of “The faculty are ...,” use “The faculty is ...” or “The faculty members are ...”
 - Instead of “He is faculty ...,” use “He is a member of the faculty” or “He is a faculty member.”
- GGC uses only the official job title listed in its online directory. These titles are managed by Human Resources (HR). However, sometimes abbreviations appear in those titles that should be spelled out, like “Sr.”
- “Dr.” is always noted on first reference only. Subsequent references are by last name only.
- When used after a name in a sentence, an academic or professional abbreviation is set off by commas. *Examples: John Doe, Ph.D., taught the course. Jane Smith, BSN, works at the hospital.*
- Never use both the “Dr.” and “Ph.D.,” as they are redundant.
- Do not use “professor” as in “Professor Smith” unless their job title indicates the person is a full professor. This reflects the dominant practice across higher ed.
- Titles are only capitalized when appearing before a person’s name, as in “President John Smith.” They are lowercased when appearing after the name, as in “Jane Jones, president.” At GGC, we prefer to list all titles after the name, with few exceptions.
- While the title itself is lowercased after the name, if a formal /office name is part of the job title, then it is capitalized, as in, “John Smith, assistant director of Human Resources” or “Dr. Jane Jones, associate professor of English.”

Financial aid – is not capitalized; “federal financial aid” also is not capitalized. However, references to the office of Financial Aid are capitalized.

Four Pillars

- GGC’s four pillars of the student educational experience are scholarship, leadership, service and creativity, and are always listed in this order.

The pillars are generally not capitalized in plain text, but may be capitalized when used on signage, as labels, in PowerPoint presentations or other situations in which design or formality is a consideration.

- This order appears in the GGC seal, in clockwise order, starting at the 6 o’clock position.

Fund names

All funds supporting scholarships, programs, etc. must be referenced by the formal name. Always check with Advancement for official fund names.

- If presenting any information about a fund, collaborate with Advancement to be sure the language aligns with the legal documentation associated with that fund.

General – This is GGC’s costumed mascot character. Do not refer to him as “General Grizzly,” “The General,” “Grizz” or “The Grizz.”

Georgia Gwinnett College, GGC, Georgia Gwinnett

- Spell out the full “Georgia Gwinnett College” on first reference. If you will later use the acronym, include it after the first reference in parentheses. *Example: Georgia Gwinnett College (GGC).*
- “Georgia Gwinnett” may be used, along with the full name, to avoid incessant use of “GGC.”
- Other options to avoid overuse of “GGC” include college, school, campus, community and institution – none of which are capitalized when standing alone.
- Don’t use “school” in reference to GGC in material about K-12 schools, to avoid confusion.
- Do not call GGC a “university,” which is a different higher ed classification.

GPA – No need to spell out “grade point average,” as “GPA” is considered universally understood.

Grades – Use the letter grades A, B, C, etc. in writing. They do not require quotation marks. When plural, use an apostrophe, as in: “*She got straight A’s.*” When referencing a plus or minus grade, it requires a hyphen, as in: “*He got a B-plus.*”

Grizzly/Grizzlies – All students, faculty, staff and alumni are “Grizzlies.” An individual is a “Grizzly.”

Headlines

There are multiple capitalization formats for headlines. Just be consistent by only using one capitalization method in your newsletter, presentation, etc. *Examples:*

- *You can capitalize headlines this way*
- *You Can Capitalize Headlines This Way*
- *Just Remember to Lowercase the Short Words*
- *And always capitalize formal words like Georgia*

Health care is two words.

Homepage is one word.

i-Courses – These are internationalized courses established throughout GGC’s curriculum as part of the college’s Quality Enhancement Plan (QEP) requirement for its second 10-year accreditation by The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC). The QEP will last through the accreditation period’s end in 2024.

- The “i” is purposely lowercased and italicized, and the term is hyphenated.
- Within text, the term appears in all lowercase.
- When starting a sentence, the “i” remains lowercased, but the “C” is capitalized. The “C” is also capitalized when used as a header, label, etc.

Links – When possible, links to webpages should be spelled out within text.

- If in Word, hyperlink the url. *Example: Visit www.ggc.edu for more information.*
- A “short url” can be created for select situations. Requests must be approved through Communications.

Log in/login

- “Log in” is a verb. “Login” is a noun. The same goes for the verbs, “log on” and “log off” and the nouns, “logon” and “logoff.” *Example: Log in at 3 p.m. using the login information provided for the meeting.*
- The word “into” may be used when it makes sense. *Examples: Log into your Banner account. I logged into email at 10 a.m.*

Lonnie Harvel Boulevard

- This is the name of the road that connects University Center Lane to Collins Industrial Way. It is named in memory of Dr. Lonnie Harvel, GGC’s charter vice president for Educational Technology.

Names – People

- Full names are used on first reference only. After that, only the last name is used. If two people in a written piece have the same last name, first names may be used after the first reference.
- “Dr.” is used on first reference only.
- Honorifics of Mr., Mrs. or Ms. are not used. See **Titles** for more information.
- For faculty and staff, always use the official names and titles listed in GGC’s online directory.
- Nickname are introduced in quotation marks after the first name. If the middle initial is used, the nickname is introduced after the middle initial. *Example: Dr. John B. “Jack” Smith.*

Names – Formal Entities (organizations, departments, groups, programs)

- Names of formal entities are capitalized.
- Partial names of entities are not capitalized if they are just plain words. *Example: Do not capitalize words like “college,” “school,” “board” or “committee” when they stand alone.* These words do not inherit capitalization from the full, formal name.
- Committees are considered formal entities, so their full names are capitalized and may be abbreviated in acronym form, but again, “committee” on its own is not capitalized.

- If a name has an acronym, the full name is spelled out on first reference, followed by the acronym in parentheses. *Example: Georgia Gwinnett College (GGC).*

At GGC, avoid using “Office of,” “Department of” and “Division of.” Just use the office, department or division’s name, which is capitalized. The “office of,” “department of,” etc. designations should be used only in situations requiring clarification, such as when one is writing about GGC and another organization in the same piece.

Numbers

- Spell out numbers from zero to nine and use numerals for 10 or more. Spell out numbers that begin sentences.
- Spell out ordinal numbers from zero to nine (first, second, third, etc.) and use numerals for 10 or more (10th, 11th, 12th).
 - Do not use superscripts (as in 12th).
- Use the percent sign (%) with numbers and in chart/breakout information and in most cases. Spell out when used with “zero.” (zero percent) Use the pound sign (#) in graphics and chart/breakout information in reference to rankings, but write “No.” in text.
- Use numerals for
 - Age, even if less than 10
 - Credit hours, as in “a 3-credit course”
 - Depth, height, length and width (3-foot fence)
 - Distances (2 miles, 12 feet, 50 yards)
 - Golf clubs (9-iron)
 - Highway numbers (I-285, route 316)
 - Large numbers (5 million, 3 billion, 10 trillion)
 - Math (multiply by 2)
 - Money (\$2 million, \$150, 7 cents)
 - Odds, proportions and ratios (16-to-1 ratio)
 - Rank (No. 1 song)
 - Political districts (7th district)
 - Speeds (15 miles per hour)
 - Sports scores, standings (GGC won 12-4.)
 - Temperatures (It was 3 degrees in December and 103 degrees in July.)
 - Times (The show starts at 7:30 p.m.)
 - Votes (The vote was 70-30.)
 - Dates, years, centuries and times
 - 21st century/20th century
 - Use a hyphen if used as an adjective: 21st-century education
 - 1990s or '90s
 - June 1, April 20, Dec. 9 (Do not use the superscript of “st,” “rd” or “th” in dates)
 - Time 7:30 a.m., 9:30 p.m., 10 a.m., 8 p.m.
 - For a.m./p.m., use periods after each letter, no spaces between
- For ratios, use numerals. You may use words or a hyphen between the numerals, but you must use words to define the meaning of the numerals. The word “to” can be omitted if the numbers precede the word “ratio” or other descriptor.
 - a ratio of 10 to 1
 - a ratio of 10-1
 - a 10-1 ratio
 - a majority of 6 to 2
 - a majority of 6-2
 - a 6-2 majority

- a 1 in 10 long shot
 - a 10 to 1 long shot
 - a 10-1 long shot
 - 4 out of 5 dentists
 - 3 parts flour to 1 part water
- Numbers are spelled out
 - At the start of a sentence.
 - When used as adjectives, as in the eleventh hour.
 - In fanciful language, such as The Fab Four.
 - In fractions less than one that are not used as modifiers, as in “She walked three-fourths of a mile.”
 - Dimensions require some numerals and some numbers spelled out.
 - Use numerals for the measurements, but spell out “inches,” “feet,” “yards,” etc.
 - Use hyphens for adjective forms like “6-foot man,” “20-yard pass,” or “5-K run.”
 - In a departure from AP Style, GGC uses the single and double quotation marks for feet and inches, respectively. *Example: The student is 6’2” tall.*
 - For paper, photos, frames, etc. the “5x7” or “10x14” format is more common, and the “inches” is implied.
 - Describe area two ways, as in “The room is 10 feet by 14 feet,” “The room is 10’ x 14’.” or “The 10-by-14 room.” The “foot” is implied in the second example.
 - “The building has 3,400 square feet of floor space” or “The 3,400-square foot building.”

Online is one word in all cases.

On site is two words. The phrase requires a hyphen when used as an adjective. *Example: The on-site training will be held in Cisco.*

Pandemic-related language (COVID-19) – follow AP rules.

Punctuation – follow AP rules.

In general, GGC does not use the serial, or “Oxford,” comma at the end of a list.

- *Incorrect: GGC’s four pillars are scholarship, leadership, service, and creativity*
- *Correct: GGC’s four pillars are scholarship, leadership, service and creativity*

The serial comma may be used when needed for clarity or when long phrases may cause readers to lose track of the sentence structure.

Room numbers – When referencing specific rooms with numbers, “room” is capitalized, as in “Room B-1750” or “Room 1123.”

SACSCOC – “SACSCOC” is the abbreviation for GGC’s accrediting body, the Southern Association of Colleges and Schools Commission on Colleges. Do not use “SACS.”

Scholarships

- All scholarships and the funds supporting them must be referenced by the full name in writing. If you do not know the full name of a scholarship or fund, check with Advancement.
- If you present any information about a scholarship or fund, collaborate with Advancement to be sure the material aligns with the language of the legal documentation associated with that fund.

Semesters and seasons

- Semesters are not formal entities and are not capitalized. Neither are seasons.
- Shorthand references to semesters by their seasons are acceptable in conversation but usually require the addition of “semester” for clarity in writing. “Fall” may or may not refer to the season or semester, but “fall semester” clearly refers to the fall academic period.
- Do not use “term” in place of semester.

STEM – Not quite universally understood, “STEM” is acceptable on first reference, but the phrase “science, technology, engineering and math” should be spelled out soon after it appears. It may or may not appear in parentheses.

Syllabus, syllabuses – Do not use “syllabi” for the plural form of “syllabus.”

Times

- Times are expressed with lowercased “a.m.” or “p.m.” with periods. These are not capitalized.
- The two zeroes are not used for on-the-hour times. *Example: 8 a.m., 4 p.m.*
- Hyphens or en dashes may be used for a time period. Depending on the situation, you can use “until,” but avoid the slang term “til.” *Examples: 9-10 a.m. (hyphen), 11:30 a.m. - 1 p.m. (en dash), 9 p.m. until 11:30 p.m.*
- Use numerals for times.
- Do not use “o’clock” unless it’s for a formal invitation or when referencing a position or motion as seen on a clock face.

Titles

- GGC uses only the official job title listed in its online directory. However, sometimes abbreviations appear in those titles that should be spelled out, like “Sr.”
- Titles are only capitalized when appearing before a person’s name, as in “President John Smith.” They are lowercased when appearing after the name, as in “Jane Jones, president.”
- While the title itself is lowercased after the name, if a formal name/word is part of the job title, then it is capitalized, as in, “John Smith, assistant director of Human Resources” or “Dr. Jane Jones, associate professor of English.”
- Disciplines are lowercased when they stand alone or follow a name. Words like “English” would be capitalized.
- When used after a name in a sentence, an academic or professional abbreviation is set off by commas. *Examples: John Doe, Ph.D., taught the course. Jane Smith, BSN, works at the hospital.*
- Never use both “Dr.” and “Ph.D.,” as they are redundant.

- Do not combine “Dr.” with another title before the name, as in “Dr. President John Smith.” Use “Dr.” first and the title last, as in “Dr. John Smith, president.” If you must use “Ph.D.,” use a phrase as in “John Smith, Ph.D., who is president of”
- “PhD” without the periods is only appropriate when you must save space on flyers, PowerPoint slides, etc.
- Do not use “professor” as in “Professor Jane Jones” to refer to someone unless their job title indicates they are a full professor. This reflects the dominant practice across higher ed.

Training – Do not use the plural “trainings.” Use “training sessions, activities, events,” or other noun in combination with the adjective “training.”

University System of Georgia (USG)

- Spell out the full “University System of Georgia” on first reference.
- If you will later use the acronym as a secondary reference, introduce it after the first reference in parentheses. *Example: University System of Georgia (USG).*
- Do not use “University System of GA” or “University System of Ga.”
- A third-tier reference is “the system,” which is not capitalized on its own.

U.S. States

- U.S. states are always spelled out in stories/text.
- If you refer to “the state of,” the word “state” is lowercased. It is also lowercased in phrases like “the Georgia state Department of Public Health.”
- States are abbreviated in tabular/chart data, datelines, credit lines and short-form references to political office party affiliation (Jane Doe, R-Ga.)
- When abbreviating a state name, use the English abbreviations, not the two-letter postal abbreviations, which are never appropriate in stories/text.
- Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated.
- Kentucky, Massachusetts, Pennsylvania and Virginia are commonwealths, not states. However, you may call them states in informal references, and reserve “commonwealth of” for formal references to laws, lawsuits, other legal references, elected titles, etc.

Webpage is one word.

Website is one word.