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 professional 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 also follows accepted newswriting standards. GGC's website aligns with AP Style in addition to web-writing standards.
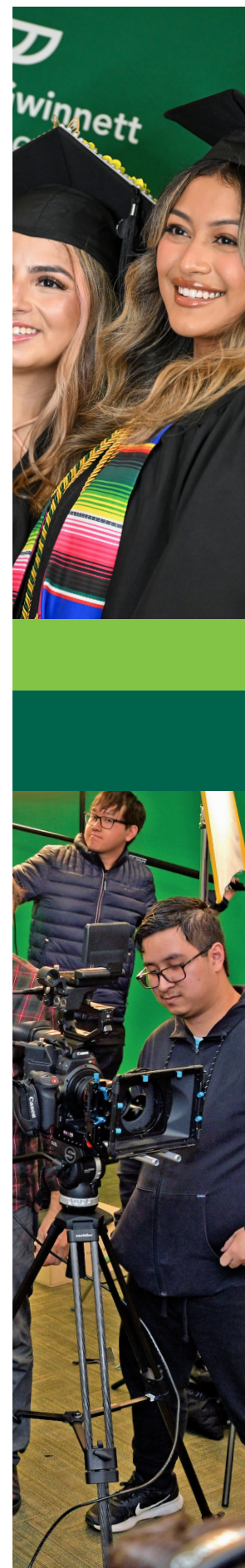
GGC PREFERENCES

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

AP STYLEBOOK ACCESS – FACULTY AND STAFF

This guide includes the most common AP Style items observed by Communications staff. It is not all-inclusive of the full AP Stylebook, which is over 200 pages in hard copy. AP frequently updates its online stylebook, so searching the web for AP Style preferences does not always locate up-to-date guidance. However, two hard copies of the current AP Stylebook are available for check-out at the Daniel J. Kaufman Library & Learning Center.

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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 company (LLC), which has no period 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**	**Bachelor of Science**
B.A. or **BA**	**Bachelor of Arts**
BFA	**Bachelor of Fine Arts** – no periods
BSN	**Bachelor of Science in nursing** – no periods
MSN	**Master of Science in nursing** – no periods
M.S. or **MS**	**Master of Science**
M.A. or **MA**	**Master of Arts**
M.Arch.	**Master of Architecture** – requires periods for clarity
Ph.D. or **PhD**	Technically, this is 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**	**Doctorate of Education**
J.D. or **JD**	**Juris Doctor** or **Doctor of Law**
M.D. or **MD**	**Medical Doctor**
MBA	**Master of Business Administration** – no periods
MFA	**Master of Fine Arts** – 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 2024, GGC offers 21 bachelor's degrees and five nexus 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 page on the GGC website 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." The plural of "ATM" is "ATMs" and the plural of "ABS" is "ABSes."

Address/addresses

- GGC's official mailing address: **1000 University Center Lane, Lawrenceville, GA, 30043**

- We do not abbreviate any 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 information in the chart below addresses GGC's preferred alumni-related terminology, which is gender neutral.

Alumnus	Individual male; accepted as gender-neutral
Alumni	Multiple males or mixed genders; accepted as gender-neutral
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. It is not a board of directors or other title, just members. The word "board" is not capitalized when used alone.

- Neither "association" nor "board" are capitalized when standing alone.

Ampersand

Use an ampersand only if officially included in the legal name of a company or composition title. The Daniel J. Kaufman Library & Learning Center is the only official use of an ampersand at GGC.

Athletics

References to "Athletics" are short for GGC Athletics, our official intercollegiate athletics 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 "scholar-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 statues on campus do not have names, and references to them are not capitalized.

Athletics and AP Style

AP provides style guidance specific to athletics. The only writers on campus who need to be mindful of it are GGC's Athletics staff.

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.

The verb used for quoted or paraphrased attribution is "said."

Quoted statements require quotation marks. Paraphrased statements do not. Both require "said" and the person's name or pronoun.

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**.

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, or start a new paragraph. Quoted phrases may be embedded in regular sentences.

Boards of directors, regents, trustees, etc.

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, even without "USG."

- 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 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.

- Per AP Style, use periods at the end of each sentence in a bulleted list. Use no punctuation at the end of a single word or single phrase in each section of a list. Do not use semicolons.

- Use parallel phrasing in bulleted lists. All items may start with a noun, for example.

- 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 phrase, "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 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, but not their concentration unless it is important in the piece you are writing..

- When using "Class of" phrases, "Class" is uppercased.

- To use all four digits of the class year.
Example: "John Smith, Class of 2012, …" or "John Smith, who graduated in 2012, …"

Continued on next page

campuswide – not campus-wide

- 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.

Claw Mail is two words.

Colors

Refer to GGC's graphic standards at **www.ggc.edu/communications**.

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 (in bold): "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 (in bold): "Where To Look For Great Campsites," "Turn Out a Great Crowd With Planning," "Look Up/Out for These Safety Hazards," "Look Under Your Bed for Extra Storage"

Claw Mail – is two words.

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 the academic degrees and programs page on the GGC website. Concentrations will be listed on individual academic degree pages.

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.

Convocation is lowercased unless when noted in a formal program, invitation, signage, PowerPoint presentation, etc. or where it may be noted as in "Fall 2024 First-year Convocation." The addition of "ceremony" would be capitalized under the same conditions, as in "Fall 2024 First-year Convocation Ceremony." But in general text, this language is lowercased, as in "the convocation ceremony will be held next week."

Coursework is one word.

Credit hours

Always use numerals for phrases like "23 credit hours" or "3-hour course."

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 full name and secondary references are preferred over "Building L."

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

The library's full name,

Daniel J. Kaufman Library & Learning Center,

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.-noon
  - You may use hyphens or en dashes for date/time ranges.
  - Include periods with a.m. and p.m. and 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 unless at the beginning of a sentence or used as a title/header.

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.

- It is not necessary for email addresses to be blue – they can match the rest of the text in which they appear.

- Email is one word.

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 two different phases of construction. It is preferred that these terms not be used.
Building CC	"Convocation Center" is preferred over "Building CC."
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. "AHS" is the secondary reference. Both are preferred over "Building H," "H1" or "H2."
Building I	No other name.
Building P	No other name; informally called "facilities building" or "warehouse."
Building W	No other name.
Daniel J. Kaufman Library & Learning Center	This is the official name and is spelled out on first reference, after which "Kaufman Library" and "library" are secondary references. All three terms are preferred over "Building L." Signage on the wall in front of the library does not display the full name.
Residence Halls	The phrase, "residence halls," is not capitalized. Do not refer to these buildings as "dorms." "Residence Life" refers to the residential experience provided to students living in the residence halls. "Student Housing" is the department responsible for management of the residence halls and the college's student housing program.

	Building 1000	The largest residence hall and the closest one to Building W and the Student Center.
	Building 2000	The residence hall located along Lonnie Harvel Blvd.
	Building 3000	The residence hall closest to the "3000 Lot" parking lot.

Tennis Facility	No other name

F

Exterior space/feature names

Unless otherwise noted, these names are preceded by "the" when written in text, but "the" is only capitalized at the beginning of a sentence.

AHS balcony	No formal name; not capitalized.
AHS courtyard	No other name; not capitalized.
Alumni Plaza	No other name; capitalized; located in front of the Convocation Center; not to be confused with the plaza between the library and Student Center.
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 circular 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 that bears 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 statues	Neither the grizzly statue in the middle of campus nor the grizzly statue at the Convocation Center have a 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; not capitalized; located between Building A and Collins Industrial Way.
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	This space is at the western end of Building A; 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	Capitalized, but "atrium" on its own is no. This is the tall, open area just inside AHS' main entrance.
Belonging Center	No other name; capitalized; located in Building B in the Western end of the Building B Atrium.
Building A Food Court	Only capitalized when combined with the building name as shown, "food court" and "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 Professional Attire Closet	No other name; always capped in full form, including "The;" while "lending closet" is often used verbally it must be avoided in writing or official presentations; located in the Career Services suite in the Student Center.
Cisco Auditorium	No other name; located in Building C; do not use "the" Cisco Auditorium or "CISCO" Auditorium.
Digital Humanities Lab	No other name; located in the library.
Dining Hall	No other name; located in the Student Center.
Executive boardroom	No other name; not capitalized; "boardroom" is an acceptable casual, secondary reference but should not be used in directions or event descriptions; located in the President's Office suite in Building B.
Game Room	No other name; located in the Student Center.
GGC Care Pantry	No other name; "care pantry" is a casual reference that should be avoided in writing or official presentations; located on the second floor of Building I.
The Heritage Room	No other name; the "The" is always capitalized; located on the third floor of the library; its exterior balcony overlooking the lawn has no additional name.
Helpdesk	One word, not two; 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.
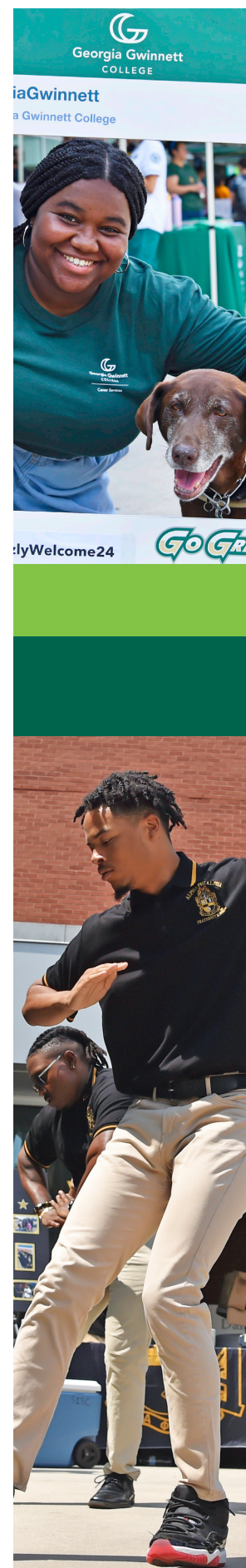
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Joseph Family Presentation Room	No other name; located in the welcome center in Building D.
LVIS	Preferred reference; "LVIS" is pronounced like "Elvis" and is the acronym for "large venue interactive space;" located in the Student Center. Do not use "the" LVIS.
School of Business Simulation Lab	Capitalized; "SIM Lab" or "SIM" are acceptable secondary references.
Stephens Family Executive Forum	No other name; located in Building W.
Strickland Research Laboratory	No other name; located in the laboratory wing of 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; 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	Refers to student or faculty/staff parking areas "at Building A" or "A 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.*"
Building F	"F Lot" is located at the Wellness and Recreation Center
Building H (AHS)	"H Lot" is located behind the AHS.
Building I	"I Lot" includes the paved area in front, beside and behind Building I.
Building L/library	"L Lot" is the large lot behind the library.
Building W Lot	"W Lot" is located between Building W and Building 1000.
Colonial Parking Lot	"Colonial Lot" is an acceptable secondary reference; located behind the medical offices across Collins Industrial Way from Building D; the lot has two sections, each with its own entrance off Collins Industrial Way; primarily for students or overflow parking.
Executive Lot	No other name; 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.

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 official job titles listed in its online directory. These titles are managed by Human Resources. However, due to a character limit in some college databases, sometimes abbreviations appear in directory 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.

- When listing faculty with physicians, switch from "Dr." to "Ph.D., Ed.D., M.D.," etc. to avoid confusion about the doctorates involved.

- Some formal materials may require the use of "Ph.D., Ed.D.," etc.

- "PhD, EdD, MD," and other credentials may be used without the periods only when you must save space on flyers, PowerPoint slides, etc., or if it is the style of a particular material to omit the periods.

- 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."

- 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 Financial Aid office 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.

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

- 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.

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.

G

General

This is GGC's costumed mascot character as named by a student body vote. Do not refer to him as "General Grizzly," "The General," "Grizz," "The Grizz," "General Bear" or any other name. He was named after Dr. Daniel J. Kaufman, GGC's founding president and a former U.S. Army brigadier general.

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. However, 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.

Georgia Gwinnett College Foundation

Formal full name; "GGC Foundation" or "the foundation" may be used after the first reference. "GGCF" should only be used to save space or to avoid incessant use of the other name forms. If used, "GGCF" requires introduction with the full name on first reference.

GPA

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

Grades

Use the letter grade A, B, C, etc. in writing. They do not require quotation marks. When plural, use an apostrophe: "She got straight A's." When referencing a plus or minus grade, it requires a hyphen: "He got a B-plus."

Grizzly/Grizzlies

All students, faculty, staff and alumni are "Grizzlies." An individual is a "Grizzly."

H

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** are internationalized courses within GGC's curriculum.

- 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.

I *i*

Links

When possible, spell out links to webpages within text.

- If in Word, you may use hyperlinks.
  Example: Visit www.ggc.edu for more information.

- A "short URL" can be created for select situations. Requests must be approved through Communications.

L

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.
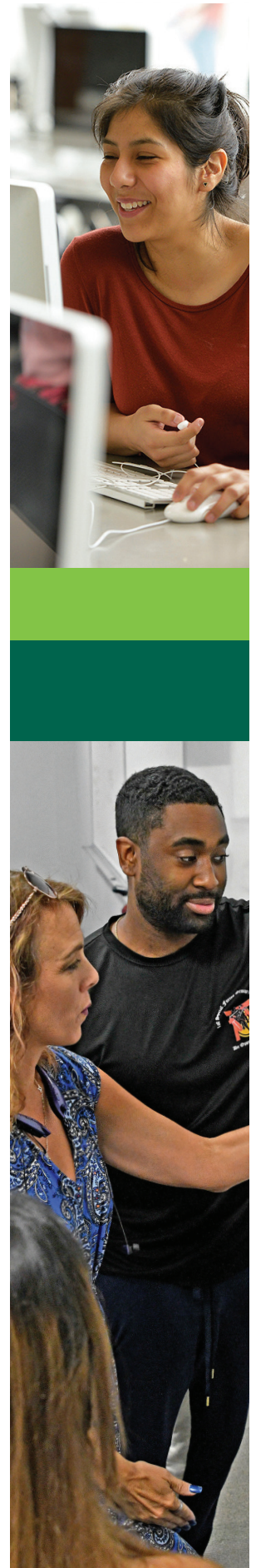
Lonnie Harvel Boulevard

- 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.

N

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, unless in donor-directed situations. See Titles for more information.

- For faculty and staff, always use the official names and titles listed in GGC's online directory.

- Nicknames 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. 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, spell out the full name 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 clarity, such as when one is writing about GGC and another organization in the same piece, or when one must distinguish between a general reference, like financial aid, and the Financial Aid office.

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 pound sign (#) in graphics and chart/breakout information in reference to rankings, but write "No." in text.

- Use the percent symbol (%) in combination with numerals in mathematically related situations. It is spelled out in casual use, as in "He had a zero percent chance of winning."

- Use numerals for:

Age	even if less than 10
Credit hours	as in "a 3-credit course"
Measurements	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, 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 "st," "rd" or "th") • 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 and 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, as in "The student is 6'2" tall."
  - or 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.

O

P

Punctuation

Following are AP Style/newswriting punctuation rules that may be different from other writing styles.

- Comma – Per AP Style, GGC does not generally 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.

- Punctuation and quotation marks – All punctuation must be positioned "within" quotation marks.

  - Incorrect: "How are you"? she said.
  - Correct: "I'm fine," he said. "How are you?"

R

Registered student organization (RSO)

Lowercase when spelled out; once the RSO acronym is introduced on first reference, it becomes the preferred term.

Room/suite number

When referencing specific rooms with numbers, "room" or "suite" is capitalized, as in "Room B-1750" or "Suite 1123."

S

SACSCOC

"SACSCOC" is the abbreviation for GGC's accrediting body, the Southern Association of Colleges and Schools Commission on Colleges. Do not use the verbal shorthand term "SACS" in writing.

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.

- In reference to schools on the quarter system, use "quarter" the same as "semester" above.

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. This is a rare exception to the rule that the spelled-out phrase appears before the acronym.

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.

- There must be a space between the number and the letters, as in "8 a.m."

- The two zeroes are not used for on-the-hour times. Examples: 8 a.m., 4 p.m.

- Hyphens or endashes 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., 11:30 a.m. – 1 p.m., 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, due to a character limit in some college databases, sometimes abbreviations appear in directory 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." 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 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."

- Lowercase disciplines 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.

- When listing faculty with physicians, switch from "Dr." to "Ph.D., Ed.D., M.D.," etc. to avoid confusion about the doctorates involved.

- Some formal materials may require the use of "Ph.D., Ed.D.," etc.

- 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 … ."
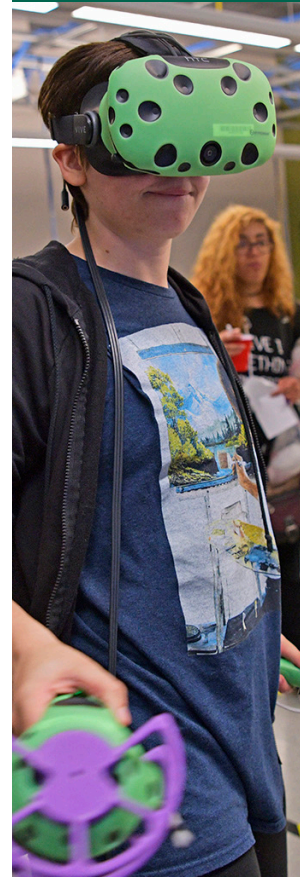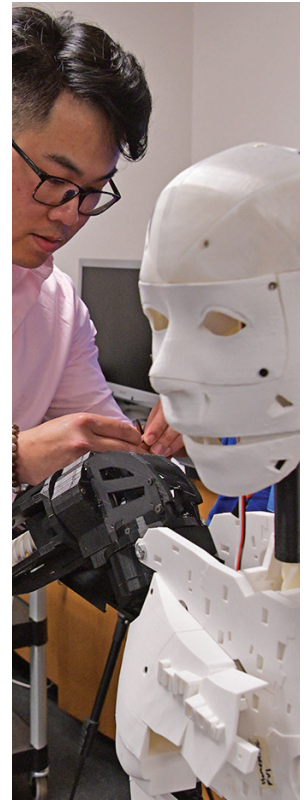
- "PhD, EdD, MD," and other credentials may be used without the periods only when you must save space on flyers, PowerPoint slides, etc., or if it is the style of a particular material to omit the periods.

- 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," "training activities," "traning events," or other combination of "training" with a noun.

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."

- Third-tier references include "the university system" or "the system," which are not capitalized on their own.

- "USG" System Office" is capitalized. If separated from "USG" in a sentence, "system office" is not capitalized.

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.