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Graphics Style & Standards Guide

The Graphics Style & Standards Guide contains the corporate style and identity system for Fort Valley State University. It illustrates the proper use of logos, seals and the institutional name. This publication also offers advice to ensure editorial consistency using *The Associate Press Stylebook* as its reference. It contains the policy and procedure, which must be adhered to when developing or designing any printed, published or visual materials that convey the image of the institution.

Adherence to these guidelines is essential to ensure that FVSU and all its parts are consistently presented in a legally and visually correct manner.

This is not a guide for writing academic papers; it is a guide for writing promotional materials intended for a larger audience, whether they are current or potential students, parents, donors, alumni or other groups.
News Release Guidelines

What is the Office of Marketing and Communications? If you’re a student faculty or staff member, you may know of Fort Valley State University’s Office of Marketing and Communications only through our endless number of press releases, announcements and flyers that wind up in your e-mail box, daily.

Marketing and Communications can help you package your message and deliver it to a larger, broader, target audience on and off campus.

- How can we do this? We can help increase attendance at your event by publicizing it on and off campus and to the media.
- We can help you to develop a brand for your department
- We can get your organization more recognition by getting your name out there.

The following questions can help you learn more about what we do.

FREQUENTLY ASKED QUESTIONS

1. **What is a press release?** Press releases are news articles about events on campus. These articles are almost like free publicity. Usually, these articles are often sent campus-wide to let the FVSU family, Middle Georgia community, local, state or national media know about the good things taking place on campus.

2. **What types of stories do we cover?** Marketing and Communications usually limits press releases to the following topics:
   - **Campus-Related Events:** FVSU-related faculty, staff or student event on or off campus.
   - **New Hires, Promotions or Appointments**
   - **New FVSU Facilities or Capitol Projects**
   - **New Programs or Changes in Existing Ones**
   - **Prestigious Awards or Appointments:** FVSU faculty members, staff or students being elected or awarded a prestigious campus, state, national or international appointment.
   - **Fundraisers:** An FVSU-related fundraiser for scholarships, etc.;
   - **Conferences:** A state or national conference held on campus
   - **Recaps** of major or important campus-related events
   - **Grants or New Funding:** Departments receiving grant money
   - **Reaccreditation or Accreditation Stories** of programs on and off campus
   - **Emergencies** that relate to the FVSU community.

3. Although we cover major events on campus, press releases are not distributed to the press for every event occurring on campus.

4. **What’s the difference between a press release and an announcement?** A press release is usually a one-page news article about an event that is sent campus-wide and/or to the media. An announcement is a campus-wide article, usually one to two paragraphs that is distributed to the university family (faculty, staff or students).

5. **How can I get Marketing and Communications to cover my event?** You can call our office at (478) 825-6319 to speak to one of our staff members, who will interview you, or jot down necessary information to write a story. Unless otherwise advised, Marketing and Communications does not cover stories from the College of Agriculture.
or the Athletics Department because they have their own press departments. The department does not cover entertainment and church-sponsored events that do not relate to FVSU.

a. Make sure, however, that the information given about your event contains correct dates, times and places and correct spelling of any individual’s names and their job titles.

b. If you’d like a press release to advertise future events, or you’d like someone to cover (attend and photograph) your event, please contact our office at least 48 to 72 hours before the event happens. Remember, like you, the Marketing and Communications’ staffers maintain busy schedules. We need that notice to:
   1) Ensure that our staff have no scheduling conflicts so they may cover your story
   2) Contact any photographers
   3) Send the release out to all necessary media before its deadline. We cannot and will not guarantee coverage, if you contact us the day of an event.

6. **Can I call in story ideas?** Yes, we encourage ideas and suggestions. If you have a news tip, please contact our office at (478) 825-6319 or fvsu_pr@fvsu.edu
   a. When submitting a news tip, please provide your contact information.
   b. The Marketing and Communications Director reserves the right to determine the newsworthiness of the story.

7. **Can I read my press release before it goes out to the media?** Yes, but only to ensure the details are accurate. We ask that you do not rewrite or restructure the release.

8. If you receive the courtesy of reading your press release, PLEASE READ IT OVER CAREFULLY! If you notice an error, we will make the correction. Once you approve it please email us back to say the article is fine. All correspondences remain on file. However, if an individual approves an article for campus or media release, and then later spots an error, please let us know.

9. **When will my press release go out?** Although Marketing and Communications strives to be timely, not every press release is finalized quickly. Much happens behind the scenes of a newsroom. After the article is written, it undergoes an editing process to ensure it reads well and there are no errors.
   a. **Delays in releasing an article may occur in the following cases:**
      1) Fact-checking
      2) Obtaining more information regarding the story
      3) If the story needs to be rewritten to enhance its readability or quality.

10. **Will my press release be sent to the media?** Usually Marketing and Communications sends all FVSU press releases to our media at the local television and news stations. On occasion, we mail student and faculty-related press releases to their hometown newspapers and media, if requested. If the story is deemed pertinent only to the FVSU family, we’ll limit distribution to the campus.

11. **Can I write my own press release and send it to you?** Of course, you can. Preparing your release in advance is appreciated by our office. Remember to double-check all information like names of individuals, places or events. In addition, when you email your press release to our office, we will usually rewrite it to conform to Associated Press Style Guidelines.
Submission Guidelines for Campus-wide Announcements

The purpose of a campus-wide announcement is to offer the latest information on significant events, announcements relating to enrolled students, alumni, current or former faculty and staff members and their immediate families*, policies, deadlines and other items of interest to FVSU campus community.

All requests for posting announcements for campus-wide distribution are subject to verification if the information is incomplete or deemed inaccurate.

All administrative units, academic departments, and recognized student organizations associated with Fort Valley State University may post an event and/or announcement through Marketing and Communications’ campus event/announcement system.

Announcements must be submitted to the Office of Marketing and Communications 48 to 72 hours prior to the requested post date to fvsu_pr@fvsu.edu or call (478) 825-6319. Exceptions to this deadline will be made at the discretion of OMC.

The offices authorized to send announcements other than Marketing and Communications are the offices of the president, executive vice president, academic affairs and information technology.

Campus-wide dissemination schedule:

<table>
<thead>
<tr>
<th>Announcement</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Human Resources Bulletin</td>
</tr>
<tr>
<td></td>
<td>HR Policies and Procedures</td>
</tr>
<tr>
<td>Tuesday and Friday</td>
<td>Campus Bulletin/Announcements</td>
</tr>
<tr>
<td>(Typically posted on the FVSU Review, unless message directed to internal FVSU audience)</td>
<td>Events and Unit/Departmental Announcements</td>
</tr>
<tr>
<td>Wednesday</td>
<td>FVSU Review</td>
</tr>
<tr>
<td></td>
<td>Latest News and Events</td>
</tr>
<tr>
<td>As Needed</td>
<td>Emergency Alert</td>
</tr>
<tr>
<td>(At the direction of the President and Administrative Council)</td>
<td>Campus Crisis and Critical Institutional Deadlines</td>
</tr>
</tbody>
</table>

* Immediate family is defined as spouse, parents and grandparents, children and grandchildren, brothers and sisters, mother-in-law and father-in-law, brothers-in-law and sisters-in-law, daughters-in-law and sons-in-law. Adopted and step members are recognized as immediate family.
CAMPUS-WIDE ANNOUNCEMENT CRITERIA

All announcements contributed by members of the campus community will be reviewed by Marketing and Communications in advance of posting to ensure that the content of each announcement meets the following criteria.

Content **must**:  
- qualify as university-related information/business, which means that an event mentioned in the notice must be sponsored by a university office, program, or officially recognized student, staff, or faculty organization (e.g., while an event sponsored by a local charity is clearly valuable, the university is not permitted to use its resources to promote that event unless it is co-sponsored by a university program).  
- have relevance to a broad base of faculty, staff or students  
- contain contributor’s (or point of contact’s) name and e-mail address  
- be limited to 200 words or fewer and include web addresses/links, when possible, to reduce text of the message and the impact on the campus e-mail system  
- adhere as necessary to News Release Guidelines

Content **cannot contain**:  
- advertisements or promotions for outside organizations  
- public debate or personal opinion (Opportunity available on FVSU’s blog. Email fvsu_pr@fvsu.edu)  
- political statements or endorsements  
- personal items for purchase/rent or sought for purchase/rent (Post on Wildcat Classifieds. Email fvsu_pr@fvsu.edu)  
- non-university-related events or concerns.

Note: Do not send large PDF files or images as an attachment.

The Office of Marketing and Communications may edit submissions for brevity. If the message addresses only one small segment of the campus community, i.e. a specific department, committee or group, Marketing and Communications recommends that the originating department send the announcement as a small-scale mailing to its targeted audience. Personal address books in Outlook can be used to compile and send messages to small groups of 75 people or less.
Academic Terms

Degrees
Capitalize the names of academic degrees, but do not capitalize the discipline or a major, minor, concentration or field of study. Examples: *Bachelor of Science in biology, Doctor of Philosophy with a major in education.*

Do not capitalize incomplete names of academic degrees. Examples: *She has a master’s degree in counseling education. He has a bachelor’s degree in English.*

Use an apostrophe in *bachelor’s degree* and *master’s degree.*

Departments, schools and colleges
Capitalize the complete formal names of academic departments, but lowercase informal or incomplete references. Examples: the Department of Mass Communications: the communications department, *the department, the College of Business, the business school.*

Disciplines
Do not capitalize generic terms for fields of study unless they are formal titles or proper nouns, such as *English.*

Examples: *He is chemistry major but has a strong interest in education.*

Titles and names
Capitalize formal titles, such as *dean, president, chair, director, vice president, professor, chancellor,* only when they precede a name or when the title and name appear in a listing (such as in a directory or a program for a meeting). Otherwise, lowercase such titles when they stand alone or when they follow a name.

Programs
Capitalize the names of formal programs of study; lowercase informal and generic references to programs and courses of study. Examples: *He was enrolled in the commercial design program (the general course of study offered by the Department of Commercial Design).*

Semesters, terms
Lowercase these generic terms. Examples: *The spring term begins on Wednesday. Classes for the College of Arts and Science begin in the fall semester.*

A

abbreviations
For associations, companies, and organizations, etc., use the official name on first reference and insert the abbreviation in parentheses with the full name. On second reference, the abbreviation may be used. *Fort Valley State University (FVSU) offers more than 50 academic programs.*

Fort Valley State University may be abbreviated as Fort Valley State or FVSU on second reference. Do not use *Ft.* to refer to “Fort”

academic affairs
The Office of Academic Affairs on first reference; academic affairs on second reference.
academic disciplines
In text, capitalize only proper nouns and adjectives. The members of the Cooperative Developmental Energy Program; several political science professors; he teaches business courses.

accounts receivable
The Office of Accounts Receivable on first reference; accounts receivable on second reference.

address
Fort Valley State University
1005 State University Drive
Fort Valley, Ga. 31030-4313

admissions office
(See recruitment)

age
1 to 10, spell out; 11 and up, use numerals.

alumni association
This is a generic term that is lowercased. Capitalize only when part of a complete formal name. Examples: He was a member of the Fort Valley State University National Alumni Association Inc. Her husband belonged to another alumni association.

alumnus, alumni, alumna, alumnae, alum
An alumnus (alumni in the plural) is the generic term for an individual who graduated from a school. An alumna (alumnae in the plural) is a specific reference to a female who graduated from a school. Alum is colloquial “slang” for either a male or female graduate. Use alumni when referring to a group of male and female graduates.

alumni affairs
(See career and alumni services)

a.m., p.m.
Do not use uppercase; use periods.

Ampersand (&)
Do not use an ampersand in running text unless it is part of the formal name. It is allowed in a list or table where space is an issue.

art, works of, titles of
Italicize and capitalize titles of paintings, drawings, statues, photographs, and other works of art.

articles, titles of, in magazines, journals and other publications
Capitalize and italicize.

athletic (adj.), athletics (noun)
Confusion often arises when a writer does not have clearly in mind whether the noun form (athletics) is required as a modifier or the adjective form (athletic) is required. An athletic director is a director who is
an athlete, regardless of what he or she directs. An athletics director, on the other hand, is specifically a
director of a physical activity, such as sports.

athletics
The formal name is the Department of Athletics; but commonly referred to as athletics department or
Wildcat Athletics.

athletics director
Not director of athletics. Use lowercase except before a name.

B

bachelor's degree
Use apostrophes when writing bachelor’s and master’s degrees; do not use the possessive when naming
a full degree (a bachelor of science degree is a bachelor’s degree).

bachelor of arts
The abbreviation is B.A. Capitalize when paired with a major (Bachelor of Arts in sociology), but lower
case when used in general (he received a bachelor of arts).

bachelor of science
The abbreviation is B.S. Capitalize when paired with a major (Bachelor of Science in biology), but lower
case when used in general (she received a bachelor of science).

Bishop Hall

black, white
Both these words should be lowercased when used to describe racial groups.

board of regents
The Board of Regents of the University System of Georgia on first reference; the BOR on second
reference.

board of advisers, board of directors, board of supervisors
Lowercase the names of such internal elements of an organization or institution. They are widely used
generic terms. Exception—when used to classify someone, i.e. Our guest speaker, Tim Jones is a member
of the Blue Bird Board of Directors.

books, titles of
Titles and subtitles of books should be italicized. Capitalize the principal words, including prepositions
and conjunctions of four or more letters. Capitalize an article (a, an, the) or words of fewer than four
letters if it is the first or last word in a title.

bookstore
The Fort Valley State University Bookstore on first reference; the bookstore on second reference.
buildings
Never abbreviate in textual material. Capitalize the proper names of buildings, including the word building or hall if it is an integral part of the formal name: My class is in Founders Hall. Use lowercase for buildings with generic names that reflect the discipline taught or the activity conducted therein: Martha is in the engineering building.

Use lowercase for rooms and facilities within buildings: room 112 in the Health and Physical Education Complex.

Exceptions: Capitalize rooms and facilities within buildings that have a formal, given name: John W. Davison Oratorical Hall in the W.W.E. Blanchet CTM Building. (Fictional name given)

Wildcats
Wildcats is always capitalized and includes both men and women sports.

C

campus police
The Fort Valley State University Department of Campus Police and Safety on first reference; campus police on second reference.

capitalization
The full, formal names of colleges and departments are capitalized: the College of Agriculture, Family Sciences and Technology; the Department of Political Science.

Generally, the full, formal names of major administrative divisions, departments and offices are capitalized. Use lowercase on second reference or if not using formal name: the Division of Student Affairs, the student affairs division; the Office of the Registrar, the registrar’s office

Exception: the Bursar’s Office or Cashier’s Office are the formal name of the office
Capitalize the formal names of campus organizations and ongoing programs: Student Government Association, Women’s Learning Community.

See the Fort Valley State University entry on capitalization of “university”

Proper names and adjectives are capitalized. Generic terms, such as university, department, college, street and state, are lowercased, except when such terms are used as part of a complete expression of a formal name. See individual entries for specific guidance on capitalizing individual titles.

Career and Alumni Services
The Office of Career and Alumni Services on first reference; career and alumni services on second reference.

Cashier’s office
Refer to as the Cashier’s Office.
chair
As a leadership title; see titles.

child development center
The Child Development Center on first reference; CDC on second reference.

college
Capitalize the word only when used as part of a complete formal name: formerly the Fort Valley State College.

colors
The official colors of Fort Valley State University are Old Gold and Royal Blue. To ensure that the correct colors are used on printed materials, the Pantone Matching System number for gold is 116 and blue is number 287. Using the Pantone specifications ensures the university’s colors are consistent and accurate. All graphics, paraphernalia and documents representing Fort Valley State University must use the correct PMS numbers.

![PMS 116](#)  ![PMS 287](#)

Commencement
Uppercase the formal ceremony; lowercase for generic usage: The annual Commencement Ceremony will be held at the Health and Physical Education Complex. There are two commencement ceremonies each year.

controller’s office
The Office of the Controller on first reference; controller’s office on second reference.

Convocation
Uppercase the formal ceremony; lowercase for generic usage: The Black History Month Scholarship Luncheon Convocation will be at the George N. Woodward Gymnasium. There are other convocations held throughout year.

courtesy titles — Do not use the courtesy titles Mr., Mrs., Ms. or Miss except in direct quotations, or where needed to distinguish among people of the same last name (as in married couples or brothers and sisters), or where a woman specifically requests that a title be used (for example, where a woman prefers to be known as Mrs. Mary Brown or Mrs. John Brown). In cases where a person’s gender is not clear from the first name or from the story’s context, indicate the gender by using he or she in a subsequent reference.

credit hours
Two words.

cum laude
Signifies graduation with honors; do not italicize.
curricula
The preferred spelling for the plural of curriculum.

D

Department of, Division of, Office of
Capitalize the official names of departments and other divisions of companies, government agencies and similar institutions. Examples: Department of Education. In subsequent references, such names may be shortened (but lowercased); always lowercase informal references. Examples: music department, ticket office, public relations department. Never abbreviate department or division.

degrees
The preferred form is to avoid abbreviation; however, if it is necessary or appropriate to list the degrees an individual has earned, abbreviations are acceptable – often, for reader’s sake, advisable.

Use apostrophes when writing bachelor’s and master’s degrees; do not use the possessive when naming the full degree (a bachelor of arts degree is a bachelor’s degree).

Doctorate is a noun; doctoral is the adjective: one may have a doctorate, or a doctoral degree, but not a doctorate degree.

Currently, FVSU offers the following undergraduate degrees:
B.A.- Bachelor of Arts
B.S.- Bachelor of Science

Graduate degrees offered are:
M.S. - Master of Science
    animal science
    mental health counseling
    rehabilitation counseling and case management
    public health

disc, disk
The word disc refers to phonograph records and compact discs. Use disk in references to computer technology, such as computer disk, disk drive, hard disk, diskette.

Division of
Capitalize when division appears as part of a complete formal name; lowercase otherwise. Examples: She is a director in the Division of External Affairs. The division is one of several in the university.

doctor
Use Dr. in first reference as a formal title before the name of an individual who holds a doctoral degree. Use last name on second reference. Also, see “courtesy titles.”

E
electronic mail
Use the term email; for email addresses, use lowercase letters (janedoe@fvsu.edu).
emeritus
This word is added to a formal title to denote that an individual who has retired has retained his or her title or rank. Place *emeritus* after the formal title. Capitalize when used before the name; lowercase when used alone or after the name. Never italicize. Example: Professor Emeritus Charles Dallis.

**events**
Official names of university events are generally capitalized. Example: Commencement, Parents Weekend, Founders Day, Homecoming.

**ex officio**
Do not hyphenate or italicize this term, which means *by virtue of one’s office or position*.

**F**

**facilities management**
The Department of Facilities Management on first reference; facilities management on second reference.

**faculty, singular, and plural**
Teachers in an educational unit are known as *faculty*. In references to unit members as a whole — *the faculty* — the term is singular. In references to members of the group, the term is plural.

**financial aid**
The Office of Financial Aid on first reference; financial aid on second reference.

**fiscal years**
*A calendar year* is January through December of a single year. A *fiscal year* is a 12-month period that begins in some portion of one calendar year and extends into another (such as July through June or fall semester through summer semester).

A specific fiscal year may be expressed in several different ways, any of which is acceptable. It is important to be consistent; use only one form in a document (after spelling out *fiscal year* in the first usage, of course). Examples: *Fiscal Year 1994, Fiscal Year 1994-95, Fiscal Year 1994/95, Fiscal Year ’94-95, Fiscal Year ’94/95, FY ’95, FY 1995, FY 1994-95, FY 1994/95, FY ’94-95, FY ’94/95*.

**food services**
The Department of Food Services on first reference; food services on second reference.

**Fort Valley State University** — The university should be known by its proper name, *Fort Valley State University* - never by the abbreviated *Ft. Valley State*. *Fort Valley State* and the abbreviation *FVSU* are acceptable upon second reference.

**Founders Hall**
Never add apostrophe to Founders Hall
G

grade-point average
Note the hyphen. Abbreviate as GPA (without periods) only on subsequent references or if the context makes the meaning absolutely clear.

grades
Do not set course grades in quotation marks. Form grade plurals by adding ’s. Example: Jennifer received all A’s for the semester.

graduate, graduate from
Schools graduate students, but students graduate from schools.

graduate school
The College of Graduate Studies and Extended Education on first reference; graduate school or graduate studies on second reference.

Greek
When referring to fraternities and sororities, do not use this term if possible. If necessary, use it only as an adjective and capitalize it.

H

Honorary Degrees
All references to an honorary degree should specify that the degree is honorary; honorary degrees are not earned through a degree-granting academic program of study. Do not use Dr. before the name of a person whose only doctoral degree is honorary.

Honors Program
Uppercase; however, honor classes and honor students are lowercase.

Housing
Housing Management Office on first reference; housing on second reference. Also see residential life.

Human Resources
The Office of Human Resources on first reference; human resources or HR on second reference.
I

ID
Capitalize and do not use periods with the abbreviation for identification. Do not use an apostrophe with the plural. Examples: She forgot her ID. The students need their IDs to get into the football game.

Information Technology
The Office of Information Technology on first reference; information technology on second reference; the department uses the acronym OIT or IT.

Internet
Uppercase.

Institutional Research, Planning and Effectiveness
The Office of Institutional Research, Planning and Effectiveness on first reference; institutional research on second reference.

J

Journals, journal articles
Set titles of journals in italics.

L

Letterhead, envelopes and business cards
All university departments are to follow the guidelines outlined for all stationary requests also included in the 2012 Graphics Style and Standards Guide. To ensure uniformity and consistency, all orders for university stationery (letterhead), envelopes, business cards, note cards and mailing labels should be directed to the Office of Marketing and Communications. Variations of the official stationery, business card style, or items designed by an external printing firm without prior approval from Marketing and Communications are not permitted and will not be deemed as official. Requests should be made to (478) 825-6319.

Licensing
Fort Valley State University’s licensing program is designed to protect the symbols that communicate the tradition of academic excellence associated with its reputation and existence. The university strives to protect, enforce and benefit from all communications of and commercial usage of university emblems. A trademark (including service marks) includes any word, name, symbol or device or combination of them, used to associate goods (or services) with a particular entity and to distinguish them from the goods and services of others. A trademark may only be used by or with the consent of the owner thereof.

Licensing Approval
Anyone desiring to use the name or trademarks of Fort Valley State University for a commercial purpose must obtain permission from the university prior to use, manufacture and retail of any item. Royalties to the university must be paid for all items produced for public sale or any commercial purpose. The Office of Auxiliary and Support Services serves as the university’s liaison for licensing approval at (478) 825-6532.
Internal Use:
No licensing approval is required for university use of trademarks on brochures, reports, etc.

Departments:
University departments may, with permission of the Office Marketing and Communications, use the university trademarks to raise funds for their organization’s charitable support. Items acquired for such purposes must be acquired from approved licensees and have the designed artwork approved by Marketing and Communications. The licensee or organization will be required to pay royalties on the product in such cases.

The trademarks should not be changed or combined with other marks.

Logo
See Seal.

M

magazine titles
Italicize the proper names of magazines; do not italicize, set within quotation marks or capitalize the word magazine unless it is actually part of the formal name: Black Enterprise magazine, but Focus Magazine.

magna cum laude
Do not italicize this phrase, which is used to signify graduation with high honors from a university or college.

majors, minors and concentrations
Lowercase names of academic majors, minors, concentrations, areas and fields of study. Capitalize the proper (formal) names of degrees. Examples: He received a Bachelor of Arts degree with a major in computer programming and a concentration in technical writing.

military science
The Department of Military Science on first reference; military science on second reference. ROTC is acceptable on both first and second references.

movie titles
Italicize.

music compositions, titles of
Capitalize and italicize the titles of ballets, motets, operas, oratorios, song cycles, tone poems and similar long compositions. Capitalize and set within quotation marks the titles of individual arias, choruses, dances, ensembles, songs and similar short compositions. Examples: Romeo and Juliet, The Nutcracker (ballets).

Note: If in doubt, look up the composition or the composer in The Norton/Grove Concise Encyclopedia of Music.
newspaper names
Italicize, but italicize the city of origin only if that is part of the formal name. Capitalize and italicize the in a newspaper’s name if that is part of the formal name. Use parentheses to identify state or national origin of a paper if needed and if not part of the formal name. Example: The Leader-Tribune, The Telegraph, The Atlanta Constitution Journal.

Office of, office
Capitalize only when office is part of the formal name of an organization, unit, subunit or agency; lowercase otherwise. Examples: Office of Student Affairs, marketing and communications office, president’s office, vice president’s office.

paintings, titles of
Italicize.

passive voice, active voice
The avoidance of the passive voice and the use of the active voice is encouraged. Examples: The president welcomed the students. Not: The students were welcomed by the president.

periodicals, titles of
Italicize and set in caps and lowercase the titles of newspapers, newsletters, journals, magazines, and similar periodical publications. Capitalize and italicize such words as magazine and journal only if part of the formal name.

Ph.D., Ph.D.s
Use periods; do not use an apostrophe in forming the plural. In textual materials, use the word doctorate instead of Ph.D. Example: He holds a doctorate in communications.

photographs, titles of
Do not confuse with descriptive cutlines, which are used for purposes of identification and information in photographs. Exceptionally fine photographs, which are considered artwork, may be given titles in much the same way as paintings or other works of art; italicize such titles.

plays, titles of
Italicize titles of plays regardless of length.

poems, titles of
Set the titles of short poems in quotation marks; do not italicize. Italicize the titles of long poems published separately and of collections of poems; do not use quotation marks for titles of long poems and titles of collections.
professor
Capitalizing only before the name; lowercase when standing alone or when following the name. Examples:
Professor Bobby Dickey; Professor Watson; Andrew Lee, professor of mass communications; the professor.

policies
Lowercase is preferred. Examples: homework policy, attendance policy.

publication titles
Capitalizing the principal words. Lowercase articles, prepositions and conjunctions (regardless of length) unless such a word is the first or last word in a title.

Generally, the titles of long works and complete publications are set in caps and lowercase and in italics. The titles of short works and works within complete publications are set in caps and lowercase and set in quotation marks (not in italics).

Q
Quad, The
The area near Founders Hall. Always referred to as The Quad

R
Recruitment
The Office of Recruitment and Admissions on first reference; use recruitment and admissions thereafter.

residence hall, Residential Life
The Office of Residential Life on first reference; on second reference, use residential life. The term “residence hall” is preferred over “dorm” or “dormitory.”

S
schools
Capitalizing only when used as part of a complete formal name; lowercase informal and incomplete references. Examples: She attends the School of Business. The nursing school will begin classes next week. The school will be in session in the fall.

sculptures, titles of
Italicize.
The Fort Valley State University official seals include the official seal, the clock tower, and the roaring Wildcat. Since these are official trademarks of FVSU, clear and consistent usage is essential.

The university’s official seal (Figure A) should be used (blue or black/white), without alteration, on every FVSU formal, academic and ceremonial programs and publications—printed or digital. The seal should be reproduced to a size so that the text is clearly legible.

The university’s clock tower and roaring Wildcat logos (Figures B, C and D) should be reserved for use in informal publications and programs. The clock tower must be accompanied by the words, “Fort Valley State University,” as shown above and below.

Converting the logos to black and white or blue and white are permissible; however additional alterations or modifications are not. The images may be reduced and enlarged proportionately.

The clock tower and Wildcat seals of Fort Valley State University are also formally used on official university correspondence, letterheads and invitations.

In the case that a publication is not produced by the Office of Marketing and Communications, the use of the university seal or logo must be approved by the director of Marketing and Communications before usage. The presence of the seal authenticates the publication as an official document of Fort Valley State University.
Unauthorized Use of School Name or Logo

No person, no student or group, without the express prior written authorization of the university may utilize the school’s name or identifying logo, for any inappropriate purpose, including but not limited to the use of the school name or logo:

• To open any bank account
• To solicit funds on behalf of the school
• To collect money on behalf of the school
• To sell products on behalf of the school
• To schedule any field trip, vacation or other accommodations
• To create a website, social networking site or to post on any site for any purpose including, but not limited to support of a particular social or political agenda

Any such unauthorized use of the school’s name or identifying logo, if committed by a student may subject the student to disciplinary action, up to and including expulsion. Any such unauthorized use of the school’s name or identifying logo by anyone, may result in legal action.

Questions regarding the licensing information and regulations should be directed to the Office of Auxiliary and Support Services at (478) 825-6319.

seasons
Lowercase is preferred for the seasons. Examples: When do fall classes begin? The movie premieres in winter 2012.

semester
Lowercase academic semesters in textual material. Do not separate the semester from the year by a comma. Examples: The College of Business meets four semesters a year. She will graduate spring semester 2005.

staff, singular and plural
Personnel in many organizations are referred to as staff, both in the singular and the plural. In references to unit members as a whole — the staff — the term is singular. In reference to members of the group, the term is plural. Examples: The department staff meets every Monday morning; some staff are always late to this meeting. For clarity, when referring to individual staff members, use another word, such as members. Examples: The department staff meets every Monday morning; some members are always late to this meeting.

Student Center
Lottie Lyons Student Center on first reference; Student Center on second reference.

student groups
Capitalize the formal names of officially organized groups of students and student classes, but lowercase student classifications. Examples: the Student Government Association, the Blue Machine Marching Band, freshman class, class of 1956, freshman, sophomore, junior, senior, graduate, undergraduate.

summa cum laude
Do not italicize this phrase, which denotes academic honor.
telephone numbers
The preferred form is to separate area and number codes (such as 800 and 900 lines) from the telephone number with parentheses. When giving only an extension number, abbreviate and capitalize extension. Examples: (478) 825-6319, Ext. 6319.

times and dates
Except for formal invitations “:00” should not be used for times that fall on the hour. Lowercase a.m. and p.m. should be used. Examples: 9 a.m., 7 p.m., 5:45 p.m., noon, midnight.

Months in running texts should be spelled out. Example: The last day of class is December 10.

Do not add the ordinal suffix (1st, 2nd, 3rd, and 20th) to the day of the month. Example: June 19 (Not June 19th).

In a complete date, the year should be set off in commas. In a partial date, the year is not set off in commas. Example: On October 1, 2004, the fiscal year begins. The building will open in May 2009.

titles
Capitalize official titles before names: President Larry E. Rivers, Dean Kannan.

Use lowercase for titles after names: Elsie Ridley, director; Dr. Melody Carter, executive vice president.

Use lower case for words used to describe rather than as formal titles, musician James Brown.

Use lower case for titles that stand alone: the president, the dean, the director.

Exception: Titles may be capitalized for formal use in programs, flyers and announcements.

university
Capitalize when used as part of a complete formal name or title; lowercase otherwise. Examples: He attends Fort Valley State University. He works in the university’s bookstore.

university-wide
upper class (n.), upper-class (adj.), upperclassman, upperclasswoman

VIP, VIPs
This acronym is acceptable for very important person(s) and is capitalized.
vita
A short biography or autobiography. The term is preferred to the longer *curriculum vitae*. The plural of *vita* is *vitae*.

W

web
The term Web is lowercase when used as a compound word. Examples: website, web page, webmaster. Exceptions occur when the word stands alone. Example: The Web is capped as a short form of World Wide Web, as are Web page, Web feed. With the exception of email, e- words are always hyphenated (e-book, e-commerce).

workshop, titles of — Set in caps and lowercase; do not italicize; do not set off with quotation marks.

work-study (adj.), work study (n.)

workweek

Yearlong

year-round
Hyphenate in all uses.