



GO BULL



**Communications Manual  
& Brand Identity**

**STYLE GUIDE**

The South Carolina State University Communications Manual & Style Guide, introduced in 2005, has been updated to include a SC State Style Guide, and guidelines for the use of new and existing visual elements in the University's brand identity. This publication seeks to ensure that SC State always produces an accurate and consistent message to our internal and external stakeholders.

The South Carolina State University Communications Manual & Style Guide was developed by the Office of University Relations and Marketing to clarify and communicate University policy regarding media interaction, event coverage, photo requests, writing for media in the "SC State Style" and new and existing logo and brand identity usage.

Specifically, the South Carolina State University Communications Manual & Brand Identity Style Guide, provides you with:

- the means to handle requests from the media for information and requests for interviews and comments;
- the proper procedures to take when requesting event coverage and/or requests for photographs for your respective department;
- guidelines for writing material for media use utilizing the "SC State Style," based on the Associated Press Stylebook; and
- guidelines for the use of the circular SC State logo, SC State stylized logo, Official University Seal and Bulldog mascot.

All employees and departments are requested to become familiar with and to adhere to the University's communications manual. Should you have any questions about the manual, please contact the Vice President for Institutional Advancement.





# *Contents*

<b>Office of University Relations and Marketing</b>	<b>2</b>
What We Do	
Who We Are	
How To Reach Us	
<b>Communications Policies</b>	<b>3</b>
<b>Brand Identity Usage Guidelines</b>	<b>5</b>
SC State Official Logos	6
<b>University Color palette</b>	<b>10</b>
Promotional Item samples	13
<b>University Fonts</b>	<b>16</b>
<b>Letterhead and Stationery</b>	<b>12</b>
<b>SC State Style Guide</b>	<b>19</b>
<b>Appendix A - Forms</b>	<b>20</b>

# Office of University Relations and Marketing

## What We Do

A well-coordinated public information system is imperative to communicate effectively the mission, vision, accomplishments and goals of South Carolina State University (SC State).

The Office of University Relations and Marketing (UR&M) is the public relations arm of the University and is responsible for all public relations activities, which promote and enhance the University's mission, vision and goals. The Office provides media relations, event promotions, communication strategy development and other services to all areas of the University and its administration. Similar services for the athletics department and 1890 Research & Extension are maintained by the Sports Information and 1890 Communications Services offices.

UR&M is responsible for the University's interaction with all media (print, broadcast, and on-line) as well as the dissemination of official University news and information to internal and external constituencies.

UR&M provides many services to the SC State campus community, including News Releases and Public Service Announcements (PSAs); Media Coverage Coordination; Press Conference Coordination; Press Package Preparation; Photography; Advertisements; Graphic Artistry, Layout and Design, Official University Statements and Announcements and Stationery.

The Office of University Relations and Marketing also provides public relations counsel and support to the entire University community on a variety of communication issues.

## Who We Are

**Dr. John Michael Lee, Jr.**

Vice President for Institutional Advancement  
(803) 536-8629 / Cell (803) 809-4979  
jleejr@scsu.edu



Scan QR Code to learn more  
about the University Relations  
and Marketing team

## How To Reach Us

**MAIL:** Campus PO Box 8124

### **U.S. MAIL:**

University Relations and Marketing  
SC State University  
300 College Street NE, PO Box 8124  
Orangeburg, SC 29117-0001

**E-MAIL:** [marketing@scsu.edu](mailto:marketing@scsu.edu)  
[universityrelations@scsu.edu](mailto:universityrelations@scsu.edu)

### **IN PERSON:**

The Office of University Relations and Marketing suite is located in Ko. W.G. Donma Administration Building. If you need more detailed directions, please contact University Relations and Marketing.

# SC State Communications Policies

## PRESS RELEASES

The Office of University Relations and Marketing will prepare and disseminate all official SC State press releases via email. Understanding that media relations is one of the most important tools used to tell the SC State story, we are committed to distributing press releases to more than 150 media outlets, including newspapers, magazines, television and radio stations, and global news services such as The Associated Press.

Departments requesting publicity or marketing support must submit a request to the Office of University Relations and Marketing no less than 15 business days prior to the event. Essential information (who, what, when, where, why and how) should be included with the information to be released. Also, the contact information of at least one person must be provided.

All requests for press releases must be approved by the appropriate vice president, dean, chair or director PRIOR to being submitted to the Office of University Relations and Marketing for dissemination.

*The Office of University Relations and Marketing reserves the right to make changes to any press release prior to dissemination.*

## PHOTOGRAPHY/VIDEOGRAPHY

The Office of University Relations and Marketing is responsible for the photographic assignments of University programs and activities. A request for photographic services must be completed and returned to the Office of University Relations and Marketing no less than ten business days prior to the planned activity.

External requests to photograph or film SC State facilities or to interview University employees must be approved in advance by the Office of University Relations and Marketing. This policy ensures compliance with confidentiality statutes and other applicable procedures.

If your event requires the services of a professional photographer, please provide University Relations and Marketing with a budget account number and a minimum of 30 business days notice.

*NOTE: Please ensure that the contract for any speaker, guest lecturer or performer allows them to be photographed by the University and/or professional photographer.*

## PRESS CONFERENCES

The Office of University Relations and Marketing coordinates ALL official University press conferences, excluding those organized by the Department of Athletics and SC State 1890 Research and Extension. Official press conference locations are the Board Room (Lowman Hall, third floor), in front of the Donma Administration Building or any other location designated by the administration.

## UNIVERSITY SPOKESPERSON

The official University spokesperson is the President; however, the Vice President for Institutional Advancement will respond to media inquiries. Other officials designated by the President or the Vice President for Institutional Advancement may also respond to media inquiries or represent South Carolina State University on radio, television, or print, with prior approval.





## MEDIA COVERAGE

The Office of University Relations and Marketing is responsible for media coverage for all newsworthy SC State events and activities such as award ceremonies, conferences, seminars, and special programs; e.g. Founders' Day.

The Office must be notified in writing, no less than 15 business days prior to the scheduled event date, if media coverage is requested.

## EDITORIAL COMMITTEE

Official University programs - which include but are not limited to Fall Convocation, Founders' Day, Honors and Awards Convocation and Commencement - are subject to content editing by the Editorial Committee. It is imperative that all relevant information for official University programs be submitted to the Office of University Relations and Marketing by the governing program committee no less than 21 business days prior to the program to ensure that the Editorial Committee has enough time to review and edit the content of the program.

## PUBLICATIONS POLICY

All official SC State publications will maintain a consistent institutional image and must be approved by University Relations and Marketing.

## MEDIA POLICY

Only the President and Vice President for Institutional Advancement, or persons designated by either, are authorized to speak on behalf of South Carolina State University.

With the exception of the Department of Athletics, the Office of University Relations and Marketing is the only office authorized to initiate contact with the media.

Contact includes news releases, telephone calls, letters, formal news conferences, and other promotional activities.

All press releases, public service announcements and advertisements must be approved in advance by the Office of University Relations and Marketing prior to dissemination.

If you receive an unsolicited inquiry from a media representative, follow these instructions:

1. Promptly contact the Office of University Relations and Marketing at [universityrelations@scsu.edu](mailto:universityrelations@scsu.edu) before engaging in discussion.

The official statement to use is:

**It is the official policy of South Carolina State University that only the Office of University Relations and Marketing respond to all media inquiries. I will transfer your call to that office.**

2. Be aware that media representatives may make direct calls to obtain information about students, staff, or faculty. The Family Educational Rights and Privacy Act (FERPA) governs the release of employee and student information; therefore, it is important to promptly refer such calls to the Office of University Relations and Marketing.

A written request for such information under the South Carolina Freedom of Information Act must be forwarded promptly to the Vice President for Institutional Advancement who will coordinate the official response with appropriate personnel or office.

*NOTE: All media representatives who come to the campus are requested to immediately report to the Office of University Relations and Marketing to receive credentials and be escorted around campus by a staff member.*

*Should a media representative appear at your office without an escort, immediately the Director of University Relations. During weekend, holiday, and evening hours, they should report directly to Campus Police for instructions.*

# Brand Identity Style Guidelines

## SC State Logos, Colors, Fonts, and Stationery

### LOGO USAGE GUIDELINES

South Carolina State University (SC State) employs one or more of the following Board of Trustees-approved logos in all materials: the circular name brand logo, the stylized SC State logo, the Official University Seal, the strutting Bulldog and the Block "S" Bulldog logo. As each of these logos are official trademarks of SC State, clear and consistent usage is essential to maintaining our brand integrity.

### UNIVERSITY LISTINGS

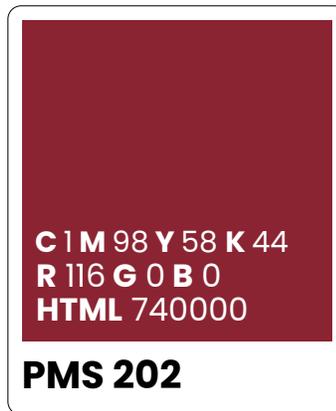
The acceptable listings for South Carolina State University are intended to maintain accuracy and consistency when referencing the University.

The South Carolina State University name and trademark are protected under federal law. South Carolina State University, South Carolina State, SCSU, SC State, and STATE are all registered trademarks and may not be used without prior written permission from the offices of the President or University Relations and Marketing.

*NOTE: Other information including brochures, pamphlets, posters, flyers, and written material for external distribution, not produced in the Office of University Relations and Marketing, that officially represents the University, must first be approved by the Office of University Relations and Marketing. A minimum of 72 hours will be required to review such materials.*

### OFFICIAL SC STATE COLORS

The official colors of South Carolina State University are garnet and blue. To ensure that the correct colors are used on printed materials, the Pantone Matching System number for garnet is 202 and blue is number 294. Using the Pantone specifications ensures the University's colors are consistent and accurate.



### SPECIAL NOTES

Colors appear on your computer monitor differently than in print. For an exact color match, please contact the Office of University Relations and Marketing at [marketing@scsu.edu](mailto:marketing@scsu.edu).

The Seal and all logos are available in a wide variety of file options including, .tif, .eps, (both Mac and PC formats) .bmp, .jpg and .GIF (for Web only). Logos customized to fit a specified space (or pixel count) can be created by contacting the Office of University Relations and Marketing.



## UNACCEPTABLE USAGE



Do not place logo on a dark background.



Do not cut off logo.



Do not distort logo.



Do not use logo without Registration mark (®).



Do not use a graduated screen in the logo.

## THE CIRCULAR NAME BRAND LOGO

The official colors for SC State's circular name brand logo are PMS 202 (garnet) and PMS 294 (blue) or in black and white. The following are appropriate places to use the circular name brand logo:

- printed publications and materials for audiences external to the University
- video communications for audiences external to the University
- electronic presentations or e-message blasts for audiences external to the University
- the University web site
- signage (including billboards) and displays for audiences external to the University
- University Merchandise and specialty items

All applications of this logo must be reviewed through the Office of University Relations and Marketing prior to production to ensure consistency in use to maintain the integrity of the University's visual identity.

<p><b>Two Color (Spot)</b></p>	<p><b>Full Color (CMYK)</b></p>	<p><b>Web/Screen Usage</b></p>	<p><b>One Color</b></p>	<p><b>Reversed</b></p>
<p>Garnet 202 Blue 294</p>	<p>Garnet 1, 98, 58, 44 Blue 100, 74, 0, 45</p>	<p>Garnet 872837 Blue 002F70</p>	<p>Black, Blue (294) or white may be used.</p>	<p>White must be used.</p>

## THE STYLIZED SC STATE LOGO

The official colors for SC State’s stylized SC State logo are PMS 202 (garnet) and PMS 294 (blue) or in black and white.

Entities wishing to use this logo must obtain written permission from the Office of University Relations and Marketing in order to do so. The Office of University Relations and Marketing reserves the right to delineate how the logo will be used in any statement of permission it issues. Applications of this logo must be reviewed and approved by the Office of University Relations and Marketing before any production takes place.

The Office of University Relations and Marketing reserves the right to revoke permission to use this logo if applications are not found to be standard. The Office of University Relations and Marketing can be reached at [marketing@scsu.edu](mailto:marketing@scsu.edu).

## UNACCEPTABLE USAGE



Do not alter the logo in any way, including changing the typeface or colors



Do not add effects, including a drop shadow, bevel, or glow.



Do not place logo on a dark background.

				
<b>Two Color (Spot)</b>	<b>Full Color (CMYK)</b>	<b>Web/Screen Usage</b>	<b>One Color</b>	<b>Reversed</b>
Garnet 202 Blue 294	Garnet 1, 98, 58, 44 Blue 100, 74, 0, 45	Garnet 872837 Blue 002F70	Black, Blue (294) or white may be used.	White must be used.

# UNACCEPTABLE USAGE



Do not reproduce in color on a dark background.



Do not cut off logo.



Do not distort logo.



Do not colorize the seal. Seal is only one color.

## THE OFFICIAL SEAL OF SC STATE

The Official Seal of South Carolina State University may only be used on official University diplomas, certificates and documents of a legal nature. The Seal appears as a watermark in Board/Cabinet Letterhead. All other uses of the Official University Seal are forbidden without the express written permission of the Office of University Relations and Marketing.

When written permission to use the Seal is granted by the Office of University Relations and Marketing, the Seal should be reproduced to a size that the text "Scientia Officium Honos" is clearly legible.

At its discretion, the Office of University Relations and Marketing may review the use of the Seal after permission has been extended to determine whether or not it is being used correctly. If usage is deemed incorrect or not to acceptable standard, permission to use the Seal may be revoked.

			
<b>One Color</b>	<b>One Color</b>	<b>One Color</b>	<b>Reversed</b>
Black Only	PMS 871	PMS 877 or 55% black	White must be used.

## THE SC STATE BULLDOG

SC State's strutting Bulldog logo should be used in informal, student or alumni-related communications/publications/materials produced by the Department of Athletics and/or the University Bookstore. One other version of the Bulldog logo can be used - with the SC State block letter "S".

The official colors for the Bulldog logo (separate and in conjunction with the "S") are PMS 202 (garnet), PMS 294 (blue) and black or in black and white.

*For one color embroidery, please contact The Office of University Relations and Marketing for the correct graphic.*

## UNACCEPTABLE USAGE



Do not remove trademarks.



Do not distort logo.



Do not change placement of elements in logo.



Do not use unauthorized colors.

<p><b>Two Color (Spot)</b></p>	<p><b>Full Color (CMYK)</b></p>	<p><b>Web/Screen Usage</b></p>	<p><b>One Color</b></p>	<p><b>Reversed</b></p>
<p>Garnet 202 Blue 294</p>	<p>Garnet 1, 98, 58, 44 Blue 100, 74, 0, 45</p>	<p>Garnet 872837 Blue 002F70</p>	<p>Black, Blue (294) or white may be used.</p>	<p>White must be used.</p>

# Other logos

## CLYBURN HONORS COLLEGE LOGO

		
<p><b>One Color</b></p>	<p><b>Full Color (CMYK)</b></p>	<p><b>Reversed</b></p>
<p>Black Only</p>	<p>Garnet 1, 98, 58, 44 Blue 100, 74, 0, 45 Black</p>	<p>White must be used.</p>

## PARENTS & FAMILY ASSOCIATION

		
<p><b>One Color</b></p>	<p><b>Full Color (CMYK)</b></p>	<p><b>Reversed</b></p>
<p>Black Only</p>	<p>Garnet 1, 98, 58, 44 Blue 100, 74, 0, 45 Black</p>	<p>White must be used.</p>

# Academic Lockups

For more information, please contact University Relations and Marketing at [marketing@scsu.edu](mailto:marketing@scsu.edu)

## Vertical/Stacked



College of Agriculture, Family  
& Consumer Sciences  
**DEPARTMENT OF FAMILY  
& COMSUMER SCIENCES**



College of Graduate & Professional Studies  
**DEPARTMENT OF SPEECH PATHOLOGY  
& AUDIOLOGY**



College of Graduate & Professional Studies  
**DEPARTMENT OF HEALTH SCIENCES**

## Horizontal



College of Agriculture, Family & Consumer Sciences  
**DEPARTMENT OF FAMILY  
& COMSUMER SCIENCES**



College of Graduate & Professional Studies  
**DEPARTMENT OF SPEECH PATHOLOGY  
& AUDIOLOGY**



College of Graduate & Professional Studies  
**DEPARTMENT OF HEALTH SCIENCES**

# University Color Palette Usage

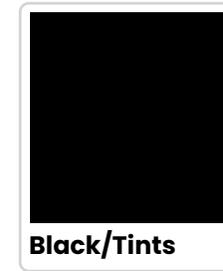
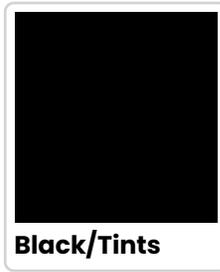
## Primary Colors



## Secondary Colors



## Special Event Colors



**Must get approval from University Relations to ensure the appropriate use of secondary colors.**

**White/Clear Promotional Item with 2 Color Imprint**



**Multi-color Promotional Item with Full Color Imprint**



**Multi-color Promotional Item with 1 Color Imprint**



## Promotional Items Examples



### APPROVED ARTWORK SETUP

University logo with Department Name and Website

For pens, pencils and other similar items:



University Relations and Marketing  
[www.scsu.edu](http://www.scsu.edu)

NOTE: If imprint area is under 1 inch high, registration mark (®) from logo can be removed by vendor.

For larger items such as drawstring bags, cups, and tablecloths:



[www.scsu.edu](http://www.scsu.edu)

## Tablecloth/Runner



## Floor Display



## Backdrop



## 20' EuroFit Arch Plus Kit

## Retraceable Banner

SC STATE UNIVERSITY 1896

www.scsu.edu

# FUTURE BULLDOG

FOR MORE INFORMATION

- @SCStateUniversity @SCState1896
- @SCState1896
- @SCSUAdmissions1896 @SCState1896
- @SCStateBulldogs
- @SCState1896

Let's Stay Connected

SC STATE UNIVERSITY 1896

www.scsu.edu

# FUTURE BULLDOG

FOR MORE INFORMATION

- @SCStateUniversity @SCState1896
- @SCState1896
- @SCSUAdmissions1896 @SCState1896
- @SCStateBulldogs
- @SCState1896

Let's Stay Connected

# Printed Materials Examples

SC State logo should be located in a clear, open space on a light or white background. Registration mark should always be visible. No tag lines can be used under the logo on printed materials.

**Consider studying Family and Consumer Sciences Business with a concentration in Child Development**

**Quick Facts**

- The FCS Business—Child Development Program is the only one in the state of South Carolina that is nationally accredited by the American Association of Family and Consumer Sciences (AACFS).
- Students enrolled in this program have the opportunity to gain experiential learning experiences at the nationally accredited Child Development Learning Center (CDLC) located on campus.
- Small classroom sizes afford the ability of personalized instruction in Child Development related courses within the department.

**Career Opportunities:**

- Child Care Center Director
- Child Life Specialist
- Early Intervention Specialist
- Family Life Educator
- Parent Educator
- Preschool Teacher
- Youth Services Coordinator

**Sample courses you would take from our program include:**

- Nutrition and Health of Infants and Young Children
- Guidance and Discipline
- Science and Math for the Preschooler
- Creative Activities for Preschool Children
- Preschool Organization and Administration

**South Carolina State University**  
**Department of Family and Consumer Sciences**  
 300 College Street N.E. • P.O. Box 7657  
 Orangeburg, SC 29117  
 P: 803.536.7110

Secondary colors are only used as accent colors in layouts.

Using tints of colors secondary colors are acceptable.

Contact information need to be clear and easy to located. Use generic contact information as much as possible.

12x9 Tri-Fold Brochure

**Health Sciences is the home of five major curriculum areas:** Physical Education Teacher Education (PETE), Physical Activity Management (PEPAM), Sports Communication (PESC), Health Education Services (PHES), and Applied Exercise Science (PEES). The Physical Education Teacher Education program is the only program that offers teacher certification to teach or coach. All programs need 123-126 hours to complete. It is also required to take the English proficiency test, as well as the PE Exit Exam.

	PETE	PEPAM	PHES	PESC	PEES
Entry GPA	2.75	2.0	2.0	2.5	2.5
Graduation GPA needed	2.5	2.0	2.0	2.5	2.5
Pre-step Hours before Freshman	150	200	200	200	200
Core Courses require a "C" or better	Yes	Yes	Yes	Yes	Yes
PRAXIS Test Requirements	Must PASS PRAXIS I PRAXIS II	Must take PRAXIS I *PASS needed for B or A in ED 150			

**MAJORS**

- Physical Education Teacher Education (PETE) - Dr. Mable Scott
- Physical Education Physical Activity Management (PEPAM) - Dr. Jade Robinson
- Physical Education Health Education Services (PHES) - Dr. Miriam Evans
- Physical Education Sports Communication (PESC) - Dr. Crystal Nixon
- Physical Education Applied Science (PEAS) - Dr. Jared Boon
- Physical Education Graduate level - Dr. Audrey McCreary-Quarles

**Health Sciences Department**  
 Dr. M Scott, Acting Chairperson  
 P: (803) 536-8147 E: mscott4@sc.edu

4x9 Rack Panel Card

**DEPARTMENT OF HUMAN SERVICES**

**SOCIAL WORK PROGRAM**

- School Social Worker
- Case Manager
- Clinical Counselor/Therapist
- Forensic Interviewer
- Victims Advocate
- Gerontologist

FOR MORE INFORMATION, CONTACT THE SOCIAL WORK PROGRAM COORDINATOR:  
**MARCIA DAVIS TAYLOR**  
 T: (803) 536-7888  
 Email: mdt4@sc.edu

# *University Fonts*

## **Arial**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## **Poppins**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## **Myriad**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## **Abril Display**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## **Minion Pro**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## **Playfair Display**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## SC STATE LETTERHEAD & BUSINESS CARDS

SC State has two official letterheads: a Board/ Cabinet Letterhead containing the stylized SC State at the top and a watermark of the University seal in the background, and a University Letterhead containing the SC State circular name brand logo at the top.

With the exception of Intercollegiate Athletic mail correspondence featuring our athletic logos, all other university mail correspondence should be printed on either the Board/Cabinet Letterhead or University Letterhead or University Letterhead according to the following guidelines:

### USING BOARD/CABINET LETTERHEADS

SC State Board/Cabinet Letterhead is for the exclusive use of the Board of Trustees, the Office of the President and for offices that comprise his/her cabinet. Formal mail correspondence is any mail correspondence related to official University business. Board/Cabinet Letterhead may NOT be used for mail correspondence that is personal in nature.

### USING UNIVERSITY LETTERHEAD

With the exception of the Board of Trustees, Office of the President, the president's cabinet offices, Intercollegiate Athletics and 1890 Research and Extension, all other formal correspondence from University offices should be printed on University Letterhead. Formal mail correspondence is any mail correspondence related to official University business. University Letterhead may NOT be used for mail correspondence that is personal in nature.

No University logo may be used on either Board/ Cabinet Letterhead or University Letterhead without authorization from the SC State Office of University Relations and Marketing. For logo permission or any questions regarding the use of these letterheads, please contact the Office of University Relations and Marketing at [marketing@scsu.edu](mailto:marketing@scsu.edu).

### ORDERING BOARD/CABINET LETTERHEAD:

The Board of Trustees may order Board/Cabinet Letterhead as needed from the Office of University Relations and Marketing. Trustees, and their staff, may also order business cards in the same style as the letterhead by calling the Office of University Relations and Marketing.

The president and his cabinet may order Board/Cabinet Letterhead as needed from the Office of University Relations and Marketing. Staff members in these offices may order business cards of the same style as the letterhead by contacting the Office of University Relations and Marketing.

### ORDERING UNIVERSITY LETTERHEAD

University offices may order University Letterhead as needed from the SC State Office of University Relations and Marketing. Staff members in University offices may order business cards of the same style as the letterhead by contacting the Office of University Relations and Marketing.

### REMEMBER

All materials (publications, media and other collateral materials) must be approved by the Office of University Relations and Marketing BEFORE they are produced. Please forward or email all publications for approval.

If a SC State logo or seal is used in a publication not produced by the Office of University Relations and Marketing, it must still be approved by the Director of Marketing prior to usage.

All logos and letterhead discussed herein are the sole property and for the exclusive use of SC State University. The use of any without written permission from a SC State official with the authority to grant the same must be acquired before use and approved in writing, on a case by case basis, by the Office of University Relations and Marketing prior to printing, fabrication or dissemination.

Guidelines for using SC State logos and letterheads are certain to be modified. Visit the SC State Office of University Relations and Marketing page on the SC State Web site frequently for updated information on proper usage of SC State logos and letterhead.

For any questions concerning the SC State seal, logos or letterhead, please contact the SC State Office of University Relations and Marketing at [marketing@scsu.edu](mailto:marketing@scsu.edu).

# University Stationery

## BOARD/CABINET

Office Name

**SCState**  
UNIVERSITY

p (803) 536-0000  
p (803) 536-0000  
www.scsu.edu



**Jane Doe**  
Office Name  
Title/Position

p (803) 536-0000  
f (803) 536-0000  
e jdoe@scsu.edu

**SCState**  
UNIVERSITY

300 College Street, NE | P.O. Box 0000 | Orangeburg, S.C. 29117-0001

300 College Street, Northeast | PO Box 0000 | Orangeburg, South Carolina 29117-0001

**SCState**  
UNIVERSITY

Office Name  
300 College Street, NE  
PO Box 0000  
Orangeburg, S.C. 29117-0001



## STANDARD



School or Department  
College or Unit Name

**Jane Doe**  
College/Unit Name  
Title/Position

p (803) 536-0000  
f (803) 536-0000  
e jdoe@scsu.edu

300 College Street, NE  
P.O. Box 0000  
Orangeburg, S.C. 29117-0001

---

300 College St, NE P.O. Box 0000 Orangeburg, SC 29117 p (803) 536-0000 f (803) 536-0000 www.scsu.edu



College or Unit Name  
School or Department  
300 College St, NE  
PO Box 000  
Orangeburg, SC 29117

# SC State Style Guide

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.

To ensure editorial consistency, please use the 2024-2026 edition of *The Associated Press Stylebook*. Contact the Office of University Relations and Marketing at [marketing@scsu.edu](mailto:marketing@scsu.edu) if you have any questions regarding writing style.

For the appropriate use of school colors and logos, please see the headings “color,” “logo,” and “University Seal.”

## 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 Communication, the communication 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, chairman, chairwoman, 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 geology program (the general course of study offered by the Department of Geology).

### SEMESTERS, TERMS

Lowercase these generic terms. Examples: The spring term begins on Wednesday. Classes for the College of Business 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. The National Oceanic and Atmospheric Administration (NOAA) provides hurricane warnings.

South Carolina State University may be abbreviated as SC State on second reference.

## **academic affairs**

The Division of Academic Affairs on first reference; academic affairs on second reference.

## **academic computing**

The Office of Academic Computing on first reference; academic computing or UCITS on second reference.

## **academic disciplines**

In text, capitalize only proper nouns and adjectives. The members of the Nuclear Engineering department; several political science professors; he teaches business courses.

## **accounts receivable**

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

## **address**

South Carolina State University  
300 College Street NE  
Orangeburg, SC 29117-0001  
Division of Institutional Advancement and  
External Affairs  
South Carolina State University  
300 College Street NE  
Orangeburg, SC 29117-0001

## **admissions office**

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

## **administration building**

Ko. W.G. Donma Administration Building on first reference; use administration building thereafter.

## **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 South Carolina State University 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 relations**

The Office of Alumni Relations on first reference; alumni relations on second reference.

## **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

## **athletics director**

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

## **athletic compliance**

The Athletic Compliance Office on first reference; athletic compliance on second reference.

## **Azalea Building**

# 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).

**Battiste Hall**

The formal name is Luther J. Battiste Jr. Hall. Use Battiste Hall.

**Belcher Hall**

The formal name is Algernon S. Belcher Hall. Use Belcher Hall.

**Bethea Hall**

The formal name is Wallace C. Bethea Hall. Use Bethea Hall.

**black, white**

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

**board of trustees**

The Board of Trustees at South Carolina State University on first reference; the board of trustees or BOT on second reference.

**board of visitors**

The South Carolina State University Board of Visitors on first reference; the board of visitors or BOV on second reference.

**board of advisers, board of aldermen, board of deacons, 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, Tom Brown is a member of the AT&T 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 South Carolina State University Bookstore on first reference; the bookstore on second reference.

**Bradham Residence Hall**

The formal name is Mayor D.J. Bradham Residence Hall. Use Bradham Residence Hall.

**Brooks Health Center**

Brooks Health Center on first reference; health center or campus infirmary 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 at Belcher Hall. Use lowercase for buildings with generic names that reflect the discipline taught or the activity conducted therein: Tammy is in the engineering building.

Exceptions: The descriptive names of some few buildings/places carry such tradition that they have assumed the status of a formal, given name. Capitalize these: the Student Center, the President's House.

Use lowercase for rooms and facilities within buildings: room 273 in the Crawford and Zimmerman Complex, Belcher Hall conference room.

Exceptions: Capitalize rooms and facilities within buildings that have a formal, given name: Dr. Barbara A. Vaughan Recital Hall in the Fine Arts Building.

**Bulldogs**

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

**C****campus police**

The South Carolina State University Police Department on first reference; campus police on second reference.

**capitalization**

The full, formal names of colleges and departments are capitalized: the College of Business and Applied Professional Sciences; 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 Treasurer's Office is the formal name of the office.

Capitalize the formal names of campus organizations and ongoing programs: Student Government Association, Honors Program. See the South Carolina 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 services**

The Career Development Center on first reference; career services or career center on second reference.

**Cashier's office**

The Cashier's Office on first reference; cashier's office on second reference.

**Centers of Excellence**

Capitalized; see capitalization. A second reference is listed in this style guide only when in addition to "the center" is available. Remember that acronyms commonly used within a unit may not be appropriate or necessary for an external audience.

**chair**

As a leadership title; see titles.

**Child Development Learning Center**

The Child Development Learning Center on first reference; CDLC on second reference.

**college**

Capitalize the word only when used as part of a complete formal name: the former South Carolina State College.

**Commencement**

Uppercase the formal ceremony; lowercase for generic usage: The May Commencement will be held at Bulldog Stadium; There are three commencement ceremonies each year.

**controller's office**

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

**Convocation****Counseling and Self-Development Center**

Counseling and Self-Development Center on first reference. Use counseling center on second reference.

**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.

**Crawford Engineering Technology Hall**

The formal name is Harold W. Crawford Engineering Technology Hall. Use Crawford Engineering Technology Hall on first reference; Crawford Hall or engineering building on second reference.

**Crawford-Zimmerman Service Complex**

The formal name is the Thomas L. Crawford - Dudley W. Zimmerman Service Complex. Use Crawford-Zimmerman Service Complex on first reference; Crawford-Zimmeran on second 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, SC State offers the following Undergraduate degrees:

B.A. bachelor of arts

B.S. bachelor of science

Graduate degrees offered are:

Ed.D. Doctor of Education

Ed.S. Educational Specialist

M.A. Master of Arts

M.A.T. Master of Arts in Teaching

M.Ed. Master of Education M.S. Master of Science

MBA Master of Business Administration

**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 Institutional Advancement. The division is one of several in the institution.

#### **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.”

#### **Dukes Gymnasium**

Dukes Gymnasium on first reference; Dukes Gym thereafter.

## *E*

#### **Earle Hall**

The formal name is Mary J. Miller Earle Hall. Use Earle Hall.

#### **educational technology services**

The Department of Educational Technology Services on first reference; educational technology services on ETS on second reference.

#### **electronic mail**

Use the term e-mail; for e-mail addresses, use lowercase letters (janedoe@scsu.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 Ernest A. Finney Jr.

#### **events**

Official names of University events are generally

capitalized. Example: Commencement, May Weekend, Founders’ Day.

## *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.

#### **Felton Laboratory Charter School**

Felton Laboratory Charter School on first reference; Felton on second reference.

#### **Fine Arts Center**

#### **financial aid**

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

#### **finance, facilities, and management information systems**

The Division of Finance, Facilities, and Management Information Systems on first reference; finance, facilities, and MIS 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 quarter through summer quarter).

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.

#### **football stadium**

Oliver C. Dawson Bulldog Stadium on first reference; football stadium or Bulldog Stadium on second reference.

#### **freshman programs**

The Department of Freshman Programs on first reference; freshman programs on second reference.

## *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 School of Graduate Studies 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**

### **Henderson-Davis Theatre**

Henderson-Davis Theatre on first reference; Henderson-Davis on second reference.

### **Hodge Hall**

The formal name is E.D. Hodge Hall. Use Hodge Hall.

### **Hodge Hall Annex.**

### **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. Uppercase.

### **Honors Program**

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

### **Housing**

Housing Management Office on first reference; housing on second reference.

### **Hugine Suites**

Use Andrew Hugine Jr. Suites on first reference; Hugine Suites on second reference.

### **Human Resources**

The Office of Human Resource Management 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.

### **Internet**

Uppercase.

### **Institutional Advancement**

The Division of Institutional Advancement on first reference; institutional advancement on second reference.

### **Institutional Research**

The Office of Institutional Research on first reference; institutional research on second reference.

### **Intramural Sports**

The Department of Intramural/Recreational Sports on first reference; intramural sports on second reference.

## **J**

### **John W. Matthews Jr. 1890 Extension Center**

Use John W. Matthews Jr. 1890 Extension Center on first reference; 1890 Extension Center on second reference.

### **journals, journal articles**

Set titles of journals in italics.

## **L**

### **Leroy Davis Sr. Hall**

### **Letterhead, envelopes, and business cards**

All University departments are to follow the guidelines outlined for all stationary requests also included in the 2005 Communications Manual. 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 University Relations and Marketing. Variations of the official stationery, business card style, or items designed by an external printing firm without prior approval from the Office of University Relations and Marketing are not permitted and will not be deemed as official. Requests should be made to the Office of University Relations and Marketing at [marketing@scsu.edu](mailto:marketing@scsu.edu).

### **Lewis Labs**

**The formal name is the William C. Lewis Building.**

### **Lewis Learning Laboratory**

### **Licensing**

South Carolina 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 trademarks. 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 South Carolina 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 University Relations and Marketing serves as the university's liaison for licensing approval at [marketing@scsu.edu](mailto:marketing@scsu.edu).

#### **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 University Relations and Marketing, 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 the university's licensing office. The licensee or organization will be required to pay royalties on the product in such cases. The trademarks should not be changed or combined.

#### **Logo**

See page 6 for official logos.

#### **Lowman Hall**

The formal name is William R. Lowman Hall. Use Lowman Hall.

## ***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

#### **Manning Hall**

The formal name is Richard I. Manning Hall. Use Manning Hall.

#### **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 english and a concentration in technical writing.

#### **Martin Luther King Jr. Auditorium**

Martin Luther King Jr. Auditorium on first reference; MLK on second reference.

#### **Mason Hall**

The formal name is W.P. Mason Hall. Use Mason Hall.

#### **Benjamin E. Mays Hall I**

Use Mays Hall I or Mays I.

#### **Benjamin E. Mays Hall II**

Use Mays Hall II or Mays II.

#### **military science**

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

#### **Miller Hall**

The formal name is Thomas E. Miller Hall. Use Miller Hall.

#### **Mitchell Hall**

The formal name is John H. Mitchell Hall.

#### **Moss Hall**

The formal name is Adam H. Moss Hall. Use Moss Hall.

#### **Moss Hall Annex**

#### **movie titles**

Italicize.

#### **museum**

I.P. Stanback Museum and Planetarium on first reference; museum or planetarium on second reference depending on venue in use.

#### **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.

## ***N***

#### **Nance Hall**

The formal name is M. Maceo Nance Jr. Hall. Use Nance Hall.

#### **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 Times and Democrat, The Post and Courier, The State, The Chronicle.

#### **Nix Hall**

The formal name is Nelson C. Nix Hall. Use Nix Hall.

## ***O***

#### **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, public relations office, President's Office, vice president's office.

### Old Dawn Center

**P**

**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.

### Pitt, The

Always referred to as The Pitt

### planetarium

See museum.

### 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

Capitalize only before the name; lowercase when standing alone or when following the name. Examples: Professor Roosevelt Wilson; Professor Wilson; Roosevelt Wilson, professor of mass communications; the professor.

### policies

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

### Poplar Hall

### publication titles

Capitalize 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**

**Queens Village Apartments**

Use Queens Village Apartments on first reference; Queens Village or marriage housing on second reference.

**R**

### recital hall

Use Dr. Barbara A. Vaughan Recital Hall on first reference; recital hall or Fine Arts Center recital hall on second reference.

### residence hall

The term "residence hall" is preferred over "dorm" or "dormitory."

### research, 1890

1890 Research and Extension on first reference. 1890 on second reference.

### Rowe Hall

The formal name is Etta Butler Rowe Hall. Use Rowe Hall.

**S**

### schools

Capitalize 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.

### seal

The South Carolina State University official seals include the official seal, the block S, and the strutting Bulldog. Since these are official trademarks of SCSU, clear and consistent usage is essential. The University's official seal (Figure A) should be

used, without alteration, somewhere on every SCSU formal, academic, and ceremonial programs and publications printed or digital. The seal should be reproduced to a size so that the text “Scientia Officium Honos” is clearly legible.

The University’s Bulldog S and strutting Bulldog logos (Figures B and C) should be used in informal publications and other programs produced by Athletics, Student Affairs, and the University Bookstore.

The South Carolina State University seal and logos cannot be altered or modified in any way. They may be reduced and enlarged proportionately.

The seal of South Carolina State University is for formal usage, including official University programs, correspondence, letterheads, invitations to University events, and degree certificates.

Should a publication not be produced by the Office of University Relations and Marketing, the use of the University seal or logo must be approved by the Director of University Relations and Marketing prior to usage. The presence of the seal authenticates the publication as an official document of South Carolina State University.

Questions regarding the licensing information and regulations should be directed to the Office of University Relations and Marketing at [marketing@scsu.edu](mailto:marketing@scsu.edu).

### **seasons**

Lowercase is preferred for the seasons. Examples: When do fall classes begin? The movie premieres in winter 2004.

### **semester**

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

Smith-Hammond-Middleton Memorial Center

Smith-Hammond-Middleton Memorial Center on first reference; SHM on second reference.

### **Smith-Hammond-Middleton Memorial Square**

Site of the Orangeburg Massacre Monument and annual observance. Smith-Hammond-Middleton Memorial Square on first reference; memorial square on second reference. See also Orangeburg Massacre.

### **Soldiers’ Hall**

### **South Carolina State University**

The University should always be known by its proper name, South Carolina State University - never by the initials SCSU, or by the abbreviated SC State, South Carolina State, and STATE which are acceptable upon second reference.

### **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.

### **Staley Hall**

The formal name is Frank Marcellus Staley Hall. Use Staley Hall.

### **Student Center**

Kirkland W. Green Student Center on first reference; Student Center on second reference.

### **Student Center Plaza**

Use student center plaza on first reference; use plaza 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 Marching 101, freshman class, class of 1896, freshman, sophomore, junior, senior, graduate, undergraduate.

### **summa cum laude**

Do not italicize this phrase, which denotes academic honor.

*T*

### **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: (803) 555-5555, Ext. 6.

### **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 2006.

## titles

Capitalize official titles before names: President Andrew Hugine Jr., Dean Judith Salley-Guydon, Associate Professor Willie Legette.

Use lowercase for titles after names: Denise Grant, assistant professor; Dr. Clarence Hill, Director of the James E. Clyburn University Transportation Center.

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.

## track and field facility

Use Lorry H. Dawkins Track and Field Facility on first reference; track and field facility on second reference.

## transportation center

The James E. Clyburn University Transportation Center on first reference; the Center on second reference.

## Turner Hall

The formal name is Benner C. Turner Hall.

## trustee

Trustee is a generic term for a person or group appointed to manage the affairs or property of another person or organization. It is not a formal title; do not capitalize even before the name. Also, lowercase board of trustees.

## Truth Hall

The formal name is Sojourner Truth Hall. Use Truth Hall.

## U

### university

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

### University computing and information technology services

The Department of University Computing and Information Technology Services on first reference; university computing and information technology services on second reference; the department uses the acronym UCITS.

### University Village Apartments university-wide

### upper class (n.), upper-class (adj.), upperclassman, upperclasswoman

## V

### Barbara A. Vaughan

### 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 terms

The terms Web and Internet are always capitalized, even in compound words. Examples: my Website, a Webpage, on the Internet. The word e-mail is al-

ways hyphenated.

### Walnut Room

Evans Walnut Room on first reference; Walnut Room or faculty/staff dining hall on second reference.

### Washington Dining Hall

Washington Dining Hall on first reference; use dining hall on second reference.

### Wilkinson Hall

The formal name is Robert Shaw Wilkinson Hall. Use Wilkinson Hall.

### Williams Hall

The formal name is Annie B. Williams Hall.

### Whittaker Library

The formal name is the Miller F. Whittaker Library

### 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

## Y

### Yearlong

### year-round

Hyphenate in all uses.



If you receive an unsolicited inquiry from a media representative, follow these instructions:

1. Promptly contact the Director of University Relations or Office of University Relations and Marketing at [universityrelations@scsu.edu](mailto:universityrelations@scsu.edu) before engaging in discussion. The official statement to use is: It is the official policy of South Carolina State University that only the Office of University Relations and Marketing respond to all media inquiries. I will transfer your call to that office.
2. Be aware that media representatives may make direct calls to obtain information about students, staff or faculty. The Family Educational Rights and Privacy Act (FERPA) governs the release of employee and student information; therefore, it is important to promptly refer such calls to the Office of University Relations and Marketing.

A written request for such information under the S.C. Freedom of Information Act (FOIA) must be forwarded promptly to the Director of University Relations and Marketing who will coordinate the official response with appropriate personnel or office.

