

# Clemson University

## UNIVERSITY RELATIONS STYLE GUIDE

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## WHO NEEDS TO USE THIS EDITORIAL STYLE GUIDE?

This guide is intended for all Clemson University faculty and staff who are writing or editing text for print publications, websites, digital, mobile, promotional and other content for internal and external audiences.

With some noted exceptions, Clemson University follows the AP Stylebook ([apstylebook.com](http://apstylebook.com)), a reference guide for journalists that is updated annually. This editorial style guide is meant to serve as a supplement to the 2019 AP Stylebook.

**This guide has been approved for use by the Division of University Relations.**

# CLEMSON-SPECIFIC AND ACADEMIC TERMINOLOGY

## Academic degrees

- Bachelor of Arts and Bachelor of Science are capitalized in all references.
  - But bachelor's, bachelor's degree, master's degree, doctoral degree, doctorate, etc. are all lowercased.
- Master of Science, Master of Business Administration, Master of Arts, Master of Fine Arts are always capitalized.
- When used after a name, an academic abbreviation is set off by commas.
  - Example: Jane Smith, Ph.D., spoke at the conference.
- associate degree, not associate's degree

## Academic semesters/terms

- Capitalize all academic semesters/terms
  - e.g., Fall 2019, Spring 2020, Summer 2020
- Capitalize when referring to semesters without the year, e.g., the Fall semester, the Spring semester. (This deviates from the AP Stylebook guidelines in which seasons are always lowercase. If referring to a season, rather than an academic term, still use lowercase.)
  - WRONG: She graduates in Spring 2020.
  - RIGHT: She graduates in spring 2020.
  - RIGHT: The Spring 2020 semester begins in January.
  - RIGHT: His scholarship was renewed for Fall 2019.
  - RIGHT: Tuition is due in August for the Fall semester.

## Adviser

- Not advisor

## alumna, alumnus, alumni

- Alumni is a group of persons — men and/or women — who have attended Clemson.
- Use alumnus when referring to one man who has attended Clemson.
- Use alumna when referring to one woman who has attended Clemson.
- Do not use the term alumnae.
- Do not use the informal abbreviation alum.

## Andy Quattlebaum Outdoor Education Center

- The full name is required on first reference. Andy's is acceptable on subsequent references.

## Atlantic Coast Conference

- ACC is acceptable on second reference.

## baccalaureate

## Bachelor, bachelor's

- See "Academic degrees" entry

## Board of Trustees

- Capitalize when referring to the Clemson University Board of Trustees.

## Bridge to Clemson Program

- Not BRIDGE to Clemson Program
- Can be referred to as Bridge on second reference

## Bridge students

- Not BRIDGE students

## Buildings

- Refer to all buildings by their official names, rather than the colloquial names used on campus. Official names can be found on the campus map (<http://www.clemson.edu/campus-map/>).
  - The Class of 1956 Academic Success Center
    - The Academic Success Center is acceptable on second reference.
  - The Michelin Career Center
    - The Career Center is acceptable on second reference.

## Call Me MISTER®

- Include registered trademark symbol in all references.

## campuswide

## Chandler L. Burns Hall

## City names

- Consult the AP Stylebook for major city names that can be used without their state name.
- South Carolina cities: Clemson, Greenville, Columbia and Charleston can stand alone in University communications. All other city names in South Carolina, however, must have the state name in its usage.
  - RIGHT: He had a summer internship in Charleston.
  - WRONG: She had a summer internship in Rock Hill.
  - RIGHT: She had a summer internship in Rock Hill, South Carolina.

## class work

- Two words, per AP

## class years, graduating years

- Years within this current century are expressed with an apostrophe and two digits. Place a space before the undergraduate class year. Do not put a comma after a name.
  - e.g. John Smith '03
  - e.g., M '12, Ph.D. '20
- Use commas to separate multiple degrees.
  - e.g., Jane Smith '10, M '12
- Use four digits for graduation years of more than 100 years ago
  - MA 1916

## Class of #

- Capitalization is acceptable in conjunction with a year.
  - e.g., The outdoor theater was a gift from the Class of 1915.

## Clemson Alumni Association

### Clemson alumni

- In text, follow their names with '94 for undergraduate, M '94 for master's and Ph.D. '94 for doctorate.
  - e.g., John Smith '10, M '12
  - e.g., Jane Smith Ph.D. '19
- If an alumni has an unusual nickname (i.e., not a shortened version of their regular name), write it as Fred R. "Bubba" Smith '56.

## Clemson Athletics

Clemson Baseball, Basketball, Football, etc.

## Clemson Children's Campus

- The name of the new child care facility on campus. Do NOT refer to it as daycare.

## Clemson Experience

## Clemson Extension

- Capitalize Extension on second reference.

## Clemson Family

- Capitalize and do not use quotation marks.

## Clemson University Honors College

- The Honors College is acceptable on second reference or in references when including Clemson University sounds awkward to the reader.

## Clemson Indoor Track & Field Complex

## Clemson Ring

## Clemson Tigers, the Tigers

## Clemson University

- On first reference, always use the entire formal name of Clemson University.
- University is acceptable on subsequent specific references to Clemson University and is always capitalized.
- Do not abbreviate Clemson University as CU in any reference.

## Clemson University International Center for Automotive Research

- Use the full name on first reference and CU-ICAR on subsequent references.

## Clemson World

- The name of the University magazine

## The Clyde V. Madren Center

- The Madren Center is acceptable on second reference.

## Colleges, schools, departments

- Capitalize the names of Clemson's seven colleges:
  - College of Agriculture, Forestry and Life Sciences
  - College of Architecture, Arts and Humanities
  - College of Behavioral, Social and Health Sciences
  - The Wilbur O. and Ann Powers College of Business
  - College of Education
  - College of Engineering, Computing and Applied Sciences
  - College of Science
- In first reference, include Clemson University when referring to units within the University. Avoid using a possessive.
  - e.g., The Clemson University College of Architecture, Arts and Humanities
- Capitalize the University's college and academic department names in all uses, whether or not they are part of the official or formal name (Note: This deviates from AP Stylebook guidelines.)
  - e.g., The Department of Accountancy is housed in the Wilbur O. and Ann Powers College of Business.
  - e.g., He is dean of the Glenn Department of Civil Engineering.
- When referring to a specific college within the University, referring to it as the College (capitalized) is acceptable on second reference.

## Commencement

- Uppercase the formal ceremony; lowercase for generic uses.
  - e.g., Undergraduate Commencement will be held at Littlejohn Coliseum.
  - e.g., There are three commencement ceremonies in the spring.

## Core Campus

- Do not use the term Core Campus to refer to the area of campus that consists of Gressette, Cribb, DesChamps and McAlister halls. This was the name of the construction project and is no longer in formal use. It is acceptable to refer to this general area as West Campus. The West Campus area also includes the "shoeboxes" (Benet, Cope, Geer, Sanders and Young), Mickel Hall, the fraternity and sorority quad, and Holmes and McCabe halls.

## coursework

- One word, per AP

## credit hours

- Always use numerals, e.g., This is a 3-credit course.



## curriculum

- A single plan of study. The plural is curricula.

## dean

- Capitalize only when it precedes a name.
  - e.g., Dean Anand Gramopadhye spoke on Monday.
  - e.g. Anand Gramopadhye, dean of the College of Engineering, Computing and Applied Sciences, spoke on Monday.

## Death Valley

- The unofficial name for Memorial Stadium

## Doug Kingsmore Stadium

## doctorate

- See “Academic degrees” entry

## emeritus (m), emerita (f)

- An honorary title bestowed to faculty after retirement. Note that not all retired faculty are emeritus.
- plural: professors emeritus

## Erwin Center for Brand Communications

## Fellow(s), fellow(s); Fellowship, fellowship

- Capitalize Fellow and Fellowship only as part of a formal name/title. Use the lowercase in other uses.
  - e.g., She is part of the Watt Faculty Fellows Program. She is a fellow in the program. The fellowship is for one academic year.

## First-year student(s)

- Clemson University prefers the gender-neutral term first-year student(s) instead of freshman/freshmen.

## Founders Day

## Fraternities, sororities

- The full, formal name should be used on first reference. Abbreviations are acceptable on second reference.

freshman (n., adj.), freshmen (n.)

- Clemson University prefers the gender-neutral term first-year student(s). Avoid using the term freshman/freshmen.

Garrison Sales Lab

Global Black Studies

- Capitalize the name of this undergraduate major and minor program.

The Graduate School

- Capitalize when referring to the Clemson University Graduate School

Gunnin Architecture Library

The Hill

Historic Riggs Field

Hoke Sloan Tennis Center

Honors

- Capitalize in the context of the Clemson University Honors College, e.g., Honors students, Honors classes, Honors classroom, etc.

Homecoming

Howard's Rock

IPTAY

- Athletic support program. Acronym for "I Pay Ten a Year."
- IPTAY is acceptable on first reference.

Jervey Gym

The John E. Walker Sr. Golf Course

- The Walker Course is acceptable on second reference.

Johnson Study Lounge

Lake Hartwell

- Not Hartwell Lake

## land-grant

- Hyphenated when used as an adjective, e.g., Clemson is a land-grant university.

## ***let's begin***<sup>®</sup>

- As of April 2021, ***let's begin***<sup>®</sup> is a federally protected trademark of Clemson University and thus requires a registration mark just like the Tiger Paw logo and other protected University marks.
- In copy text, ***let's begin***<sup>®</sup> must be written:
  - In University brand compliant **Tiempos** font in all uses.
  - Stylized in bold, italic and lowercase in all uses.
  - With the registration mark (®) in superscript on first use. Subsequent uses still require the use of **Tiempos** font and stylized in bold, italic and lowercase but do not require the (®) mark.
    - “First use” is defined by per hard-copy page or by webpage. For instance, if a multipage printed brochure has ***let's begin***<sup>®</sup> written twice on Page 2, the ® mark is only required once on Page 2 but will be required again if it is used again on Page 4. If it is written multiple times on a single scrolling webpage, the ® mark is only required on first use.
- Unlike the visual wordmark, ***let's begin***<sup>®</sup> does not require an arrow when used in text.
- Do not use ***let's begin***<sup>®</sup> in the subject lines of emails as the required text stylization is not possible.
- When using on social media (Facebook, Twitter, Instagram, TikTok, et al), ***let's begin***<sup>®</sup> should be written as let's begin<sup>®</sup> on first use. Custom text stylization (font choice, bold and italic effects) and superscript are not feasible on these platforms, but the ® mark is still required.
- How to write the ® mark on a computer:
  1. Press and hold ALT and then press the numbers 0, 1, 7, 4 (Windows).
  2. Press R while holding the OPTION key (Mac).

## Littlejohn Coliseum

## The Madren Center

- Use Clyde V. Madren Center on first reference.

## Majors, academic subjects and class/course names

- Majors and academic subjects are only capitalized if they contain a proper noun.
  - RIGHT: I am majoring in secondary education with an emphasis in French.

- WRONG: I am majoring in Microbiology.
  - RIGHT: I am majoring in microbiology.
- Note: Clemson University considers the Global Black Studies program to be a proper noun.
- Classes and course names are only capitalized if they contain a proper noun, a proper noun and a numeral, or an abbreviation/numeral combination from the University course catalog.
  - RIGHT: My American literature class meets on Tuesday and Thursday.
  - WRONG: She signed up for Introduction to Education.
    - RIGHT: She signed up for introduction to education.
  - RIGHT: I am taking American History 1010 this semester.
- RIGHT: I am going to register for POSC 1010, COMM 250 and ENGL1030.
- In pull quote attributions, use the following construction and lowercase majors/degree programs unless the subject is a proper noun.
  - “I love Clemson!”  
John Smith, history ’22

OR

“I love Clemson.” —John Smith, history ’22

OR

“I love Clemson!”  
John Smith  
history ’22

OR

“I love Clemson!”  
John Smith  
senior history major

master’s

- See “Academic degrees” entry

McWhorter Stadium

Melvin and Dollie Younts Trading Room

Memorial Stadium

Mickel Hall

- A residence hall formerly known as Stadium Suites. Renamed in summer 2019.

Office of Admissions

- Not Admissions Office

Pattillo Family Foundation Classroom

Ph.D.

- See “Academic degrees” entry

Phyfer Auditorium

postdoctoral

- No hyphen

postgraduate

- No hyphen

Prater Classroom

Presidential titles

- Below is the correct usage when referring to the president of Clemson University:
  - Informal: Jim and Beth Clements
  - Formal: President and Mrs. James P. Clements
  
  - Informal: The Clements Family
  - Formal: President James P. and Elizabeth S. Clements
  
  - Informal: President Jim Clements (preferred usage in media releases, news stories, etc.)
  - Formal: President James P. Clements, Ph.D.

President Clements is acceptable on second reference.

President, vice president, associate vice president

- Capitalize titles only when they precede a name.
  - e.g., Vice President for Student Affairs Almeda R. Jacks
  - e.g., Almeda R. Jacks, vice president for student affairs, retired this year.

## Prisma Health-Upstate

- Formerly known as Greenville Health System

## *The Princeton Review* (not Princeton Review)

### Professor, instructor, lecturer

- Always refer to faculty members in the assistant professor, associate professor or full professor categories as a professor, never as a lecturer or instructor.
  - It is acceptable to capitalize professor, associate professor, assistant professor, etc. when immediately preceding a name.
    - e.g., Associate Professor Dan Brown has been at Clemson since 2009.
    - e.g., Clemson announced that Associate Professor Dan Brown received an award.
    - BUT Dan Brown is an associate professor in the School of Architecture.
- Use “instructor” or “lecturer” as appropriate, when referring to others engaged in the occupation of teaching students.
- Do not capitalize instructor or lecturer when preceding a name.

### Professors

- Refer to professors by their first and last name and last name on second reference. Do not use Dr. to refer to faculty with Ph.D.s.
  - RIGHT: John Smith is a biochemistry professor.
  - WRONG: Dr. John Smith is a biochemistry professor.
  - BUT it is acceptable to retain Dr. if it is part of a direct quote: “Dr. Smith let me join his lab my sophomore year,” the student said.
- Professor can be capitalized before a name. Also capitalize Professor Emeritus as a conferred title before a name.
  - e.g., Professor Fuller teaches psychology.

### Provost

- Capitalize only when it precedes a name.
  - Provost Bob Jones is a Clemson alumnus.
  - Bob Jones, provost at Clemson University, graduated in 1979.

### Rankings

- Using the date is optional when discussing University rankings in context.
  - e.g., Clemson has an excellent first-year retention rate. *The Princeton*

*Review* ranked us No. 9 for “Their Students Love These Colleges.”

- However, the date must always be used when citing the source in parentheses.
  - RIGHT: We are ranked No. 9 for “Their Students Love These Colleges” (*The Princeton Review*, 2020).

residence hall

- Clemson prefers the use of the term residence hall for on-campus living accommodations instead of dormitory or dorm.

Richardson Atrium

Ring Ceremony / Clemson Ring Ceremony

R.M. Cooper Library

- Cooper Library acceptable on second reference.

Rock Norman Outdoor Track & Field Complex

Snow Family Outdoor Fitness and Wellness Complex (effective January 2020)

Solid Orange

South Carolina Botanical Garden (not Gardens)

- Garden on second reference

Summer Session(s)

- Name for the Summer course offerings program, including Summer I, Summer II and minimesters.

Theater, theatre

- Theater is the American English spelling recommended by the AP Stylebook. However, the Department of Performing Arts uses the British English spelling of theatre when referring to its program concentration. When not referring to this program, use the American English spelling, e.g., The Brooks Center has two theaters.
- Theatre may also be used when referring to a proper noun that includes “theatre,” e.g., the Bellamy Theatre in the Brooks Center for the Performing Arts.

Tigertown

- e.g., Tigertown Bound

### Tiger Paw

- Capitalize when referring to the University mark

### the Tiger

- Capitalize when referring to the mascot

### *U.S. News & World Report*

### University

- Capitalize in all instances when referring only to Clemson University.
  - e.g., The University will unveil its new capital campaign in January.
- Lowercase when referring to other universities.

### Universitywide

- One word, no hyphen

### The Walker Course

- Use John E. Walker Sr. Golf Course on first reference.

### West Campus

- An area on campus that encompasses Gressette, Cribb, DesChamps and McAlister halls, the “shoeboxes” (Benet, Cope, Geer, Sanders and Young), Mickel Hall, the fraternity and sorority quad, and Holmes and McCabe halls.

### The Wilbur O. and Ann Powers College of Business

- Full name is required on all references. Do NOT shorten to Powers College of Business.
- When referring to the new facility, it is the Wilbur O. and Ann Powers College of Business building. The full name is required on all references.



# COMMON WRITING GAFFES

## Me or I?

- RIGHT: Thank you for helping John and me write the proposal.
- WRONG: Thank you for helping John and I write the proposal.

## It's or its?

- It's = a contraction of "it is"
  - e.g., It's a good day to be a Clemson Tiger.
- Its = the possessive of "it"
  - e.g., Howard's Rock sits on a pedestal in Death Valley. Its case was added to prevent theft and damage.

## That or which?

- "That" clauses are essential to the noun they define, or they narrow the topic.
  - e.g., The game that Clemson and Alabama played in January was one of the best college football games of all time.
- "Which" clauses provide a reason, or add a new element.
  - e.g., The new building, which was constructed two years ago, is a multiuse facility.
- "Which" clauses generally need commas.
- "Who" is used for people.
  - e.g., Dabo Swinney, who just got a new contract, is now the highest-paid coach in college football.
  - e.g., Students who are top applicants get invited to join the Clemson University Honors College.

## Who or whom?

- Use "who" when it stands for he, she or they.
- Use "whom" when it stands for him, her or them.

## Putting a hyphen after "ly"

- RIGHT: The newly opened Watt Family Innovation Center.
- WRONG: The newly-opened Watt Family Innovation Center.

## The passive voice

- Use active verbs and avoid the passive voice when possible.
- Passive: The 44-16 victory was enjoyed by Clemson fans.
- Active: Clemson fans enjoyed the 44-16 victory. Alabama fans, however, did not enjoy the game.

# ABBREVIATIONS

-Do not use abbreviations or acronyms that a reader would not quickly recognize. Avoid abbreviating the name of Clemson colleges, departments, divisions, etc.

-Abbreviations should be avoided in headlines.

-Some general principles:

- Before a name
  - Abbreviate titles when used before a name: Dr., Gov., Lt. Gov., Mr., Mrs., Rep., the Rev., Sen.
- After a name
  - Abbreviate junior or senior after an individual's name. Do not put commas around Jr. or Sr.
    - e.g., LeBron James Jr. already has an offer from Kentucky to play college basketball.
  - Abbreviate company, corporation, incorporated and limited when used after a corporate entity.
    - e.g., The Coca-Cola Co. is headquartered in Atlanta.
- With dates or numerals
  - Use the abbreviations A.D., B.C., a.m., p.m., and No. when used with a numeral.
  - Deviation from AP Stylebook: Write out all months, no abbreviations.
    - e.g., Students who apply before December 1 will know of their acceptance status by mid-February.
- In numbered addresses
  - Abbreviate avenue, boulevard and street in numbered addresses.
    - Exception: 1 Avenue of Champions (address of Death Valley)
  - Write out drive, road, lane, court, etc.
    - e.g., University Relations' office is located at 114 Daniel Drive.
- States
  - Spell out full names of all 50 states, whether they stand alone or are used in conjunction with a city, town, etc.
    - WRONG: She is from Raleigh, N.C.
    - RIGHT: She is from Raleigh, North Carolina.
  - Generally, put periods in most two-letter abbreviations: U.S., U.K., B.A., B.S.
  - In headlines, do not use periods in abbreviations, unless needed for clarity.

- Latin phrases
  - e.g. [meaning: for example]
  - i.e. [meaning: that is to say]
  - et al. [meaning: and others]
  - etc. [meaning: et cetera]
  
- Academic degrees
  - B.S. in nursing
  - B.A. in English
  - M.A. in architecture
  - M.S. in mechanical engineering
  - Ph.D. in history
  - M.Arch.
  - But MBA (abbreviation for Master of Business Administration)
  - But MFA (abbreviation for Master of Fine Arts)
  - But BFA (abbreviation for Bachelor of Fine Arts)

# ACRONYMS

Acronyms should be used sparingly to ensure clear communication. Avoid using an acronym for Clemson colleges, departments, divisions, etc. on first reference.

There is no need to provide the acronym if the organization is mentioned only once in your text or if the organization is not well known by its acronym.

- On first reference, give the full name of the organization. You can use the acronym in the rest of the text.
  - e.g., The College of Engineering, Computing and Applied Sciences houses the Department of Mechanical Engineering. CECAS has the highest number of students at Clemson.
- Spell out names and then use the acronym on second reference.
  - e.g., The Clemson University International Center for Automotive Research is located in Greenville. CU-ICAR has seven strategic research areas.
- Some acronyms for Clemson and University-related departments and organizations
  - CAAH: College of Architecture, Arts and Humanities
  - CAFLS: College of Agriculture, Forestry and Life Sciences
  - CBSHS: College of Behavioral, Social and Health Sciences
  - CECAS: College of Engineering, Computing and Applied Sciences
  - EUREKA!: Experiences in Undergraduate Research, Exploration and Knowledge Advancement
    - Can be referred to as EUREKA! on first reference
  - IPTAY: I Pay Ten a Year
    - Can be referred to as IPTAY on first reference.
  - UPIC: University Professional Internship and Co-op Program
    - Can be referred to as the UPIC Program on second reference.

# CAPITALIZATION

## General guidelines from the AP Stylebook

### Proper nouns

- Capitalize nouns that constitute the unique identification to a specific person, place, or thing
  - e.g., Dabo, Jim, South Carolina, Clemson, Death Valley

### Proper names

- Capitalize common names such as party, river, street and west when they are an integral part of the full name for a person, place or thing
  - e.g. The Republican Party, Seneca River, Keith Street, West Virginia
- Lowercase the names in plural uses: the Democratic and Republican parties, lakes Keowee and Hartwell
  - Exception: plurals of formal titles with full names are capitalized, e.g., Presidents James F. Barker and James P. Clements
- Capitalize common nouns – e.g., department, school — when they are part of a formal name. Generally, lowercase them when standing alone in subsequent references.
  - e.g., The Department of English is hiring. The department is looking for a new assistant professor.
  - e.g., The School of Architecture is nationally recognized. The school offers undergraduate degrees in architecture and landscape architecture.
  - NOTE: If desired, it is acceptable to capitalize Department and School in more formal contexts, such as fundraising/donor proposal materials.

### Academic titles

- Refer to professors by their first and last name and last name on second reference. Do not use Dr. to refer to faculty with Ph.D.s.
  - RIGHT: John Smith is a biochemistry professor.
  - WRONG: Dr. John Smith is a biochemistry professor.
- It is acceptable to capitalize professor, associate professor, assistant professor, etc. when preceding a name. Capitalize Professor Emeritus as a conferred title before a name.
  - e.g., Associate Professor Dan Brown has been at Clemson since 2009.
  - e.g., Clemson announced that Associate Professor Dan Brown received an award.
  - Dan Brown is an associate professor in the School of Architecture.

- Capitalize and spell out formal titles such as chancellor, chairman, etc. when they precede a name. Lowercase elsewhere.
- Lowercase modifiers such as department in department Chairman Atul G. Kelkar.

### Buildings

- Capitalize the proper names of buildings, including the word building if it's an integral part of the proper name.

### Composition titles

- Capitalize the principal words in the names of books, movies, plays, poems, operas, songs, radio and television programs, works of art, etc.
- Capitalize all words in a title except articles (a, an, the); prepositions of three or fewer letters (for, of, on, up, etc.); and conjunctions of three or fewer letters (and, but, for, or, so, yet, etc.) unless any of those words start or end the title.
- Capitalize prepositions of four or more letters (above, after, down, inside, over, with, etc.) and conjunctions of four or more letters (because, while, since, through, etc.)
- Capitalize both parts of a phrasal verb
  - e.g., "Turn Off the Lights in Silence"
- Capitalize to in infinitives
  - e.g., "What I Want To Be When I Grow Up"
- Examples of titles: "The Star-Spangled Banner," "Pride and Prejudice," "Of Mice and Men," "This Is Us," "For Whom the Bell Tolls"

### Directions and regions

- Generally, lowercase north, south, northeast, northern, etc. when they indicate compass direction and capitalize when they designate regions.
  - e.g., The storm is moving west toward Clemson.
  - e.g., She decided to move to the Northeast after graduation.
  - e.g., Southern California has great weather.
- Capitalize the regions of South Carolina: Upstate, Piedmont, Midlands, Lowcountry.

### internet

- Always lowercase internet.

## Professional/occupational titles

- In general, confine capitalization to formal titles used directly before an individual's name. (A formal title generally is one that denotes a scope of authority, professional activity or academic activity: President Jim Clements, Provost Bob Jones, Sen. Lindsey Graham, Dr. Anthony Fauci, retired Gen. Colin Powell.)
- Lowercase and spell out titles when they are not used with an individual's name: The president issued a statement. The associate vice president spoke on Monday.
- Lowercase and spell out titles in constructions that set them off from a name by commas: Jim Clements, the 15th president of Clemson University, began his tenure on December 31, 2013.
- Most other professional titles serve primarily as occupational descriptions and should be lowercase in all uses whether or not they precede a name: director of marketing Jane Smith, communications coordinator Jill Smith, assistant editor Emily Baker, director of communications Joe Smith, academic adviser Jordan Smith, coach Dabo Swinney, defensive coordinator Brent Venables.

## Seasons

- Do not capitalize unless referring to an academic term (Spring, Fall, Summer) or a formal reference (the Fall 2019 issue of Clemson World)
  - e.g., Tuition for Fall 2019 is due in August.
  - e.g., The best football weather is during fall.

## University

- Capitalize when referring to Clemson University on second reference. Lowercase for other universities.

**See Clemson and Academic Words and Phrases section for capitalization guidelines on the following:**

- Academic degrees.
- Academic semesters/terms.
- Colleges, schools, departments.
- Majors, academic subjects and class/course names.



# NUMBERS, MEASUREMENTS, DATES AND TIMES

## Numbers

- In general, spell out numbers from zero to nine.
- Use figures for 10 and above.
  - Exception: Spell out the number if it begins a sentence: One hundred students graduated in August.
- These rules also apply to ordinal numbers:
  - first, second, third
  - 10th, 11th, 12th
    - Don't use superscripts. Word automatically generates them, so this needs to be manually changed.
- The percent sign (%) is acceptable in graphics and breakout information, but spell out the word in text.
  - (Note: This deviates from a recent AP Stylebook change in which the % sign is acceptable in all uses.)
- The pound sign (#) is acceptable in graphics and breakout information when discussing rankings, but write No. in text.
  - e.g., Clemson is ranked No. 27 among all national public universities, according to *U.S. News & World Report*, 2020.
- Clemson style is to write phone numbers with hyphens and without a "1" before the area code.
  - e.g., 864-555-5555
- Always use figures for:
  - Academic course numbers (History 101)
  - Addresses (114 Daniel Drive)
  - Ages (Her son is 6 years old.)
  - Planes, ships and spacecraft designations (Boeing 747)
  - Court decisions
  - Credit hours (a 3-credit course)
  - Dates, years and decades (February 28, 1989, '90s)
  - Decimals, percentages and fractions with numbers larger than 1 (.08, 9 percent, 4 3/4)
  - Dimensions to indicate depth, height, length and width (4-foot fence)
  - Distances (miles, feet, yards) (5 miles, 9 feet, 6 yards)
  - Golf clubs (7-iron)
  - Highway designations (Interstate 85)
  - Mathematical usage (divide by 4)

- Military ranks, used as titles with names, military terms and weapons (1st Sgt. David Triplett)
- Millions, billions, trillions (5 million, 3 billion, 10 trillion)
- Monetary units (\$5 million, \$15, \$8, 5 cents)
- Odds, proportions and ratios (16-to-1 ratio)
- Rank (No. 1 song)
- Political districts (6th district)
- Speeds (9 miles per hour, 65 miles per hour)
- Sports scores, standings (Clemson beat USC 56-35.)
- Temperatures (It was 8 degrees in January and 67 degrees in April.)
- Times (Kickoff is at 7:30 p.m.)
- Votes (The bill was defeated by a vote of 6-4.)
- Numbers are spelled out:
  - At the start of a sentence (unless it's a year or a numeral/letter combination)
    - e.g., 2018 was a good year.
    - e.g., 3D movies are drawing more fans.
  - In indefinite and casual uses
    - e.g., He made his final decision at the eleventh hour.
  - In fanciful language
    - e.g., The Fab Four
  - In fractions less than one that are not used as modifiers.
    - e.g., He made three-fourths of his shots.

## Dates and Times

- 21st century/20th century
  - No superscript.
  - Use a hyphen if it's an adjective: 21st-century challenges
- 1990s, '90s (notice the apostrophe ['], which indicates there are missing numbers)
- Do not abbreviate months
- No st, rd or th on numbers in dates
  - RIGHT: June 1
  - WRONG: June 1st
- Time written in figures: 7:30 a.m., 9:30 p.m.
  - But midnight and noon are written out.
- No :00 for exact hours.
  - The game starts at 8 p.m.

- a.m. and p.m.
  - Use periods after each letter, no space between
  - Use lowercase letters
  - No need to say “in the morning” or “in the afternoon” after a.m. and p.m.

# PUNCTUATION AND FORMATTING

## Ampersand

- Only use the ampersand (&) symbol when it is part of an official name. Otherwise, use the word “and.”
  - RIGHT: College of Architecture, Arts and Humanities
  - Exception: Clemson Housing & Dining
  - Exception: U.S. News & World Report

## Apostrophe

- Apostrophes indicate possession
  - Plural nouns not ending in S: add 's, e.g., the alumni's contributions
  - Plural nouns ending in S: add only an apostrophe, e.g., the students' classes
  - Nouns plural in form, singular in meaning: add only an apostrophe, e.g., mathematics' rules
  - Nouns in the same in singular and plural: treat them the same as plurals, even if the meaning is singular, e.g., the two deer's tracks
  - Singular nouns not ending in S: Add 's, e.g., the library's books
  - Singular common nouns ending in S: Add 's, e.g., campus's beauty
  - Singular proper names ending in S: Use only an apostrophe, e.g., Clements' speech
- Descriptive phrases: Do not add an apostrophe to a word ending in s when it is used primarily in a descriptive phrase, e.g., farmers market, writers guide
  - Memory aid: The apostrophe usually is not used if for or by rather than of would be appropriate in the longer form, e.g., a market for farmers, a guide for writers
  - A 's is required, however, when a term involves a plural word that does not end in s, e.g., a children's hospital
- Apostrophes also indicate missing letters, e.g., BA '14 = BA 2014

## Brackets

- In general, use for editorial notes and references only
  - e.g., The ESPN pundit said that the [Clemson] Tigers are the best football team in the country.

## Colon

- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence, e.g., President James P. Clements promised this: The

University will always be committed to ensuring safety on campus.

- But: There were three considerations: expense, time and feasibility.
- Introduce lists with a short phrase or sentence and a colon
  - e.g., Our partners: or These are our partners: or Our partners are:

## Comma

- In general, Clemson University does not use the serial (Oxford) comma.
  - Do not put a comma before the conjunction in most simple series.
    - WRONG: Clemson's school colors are orange, regalia, and white.
    - RIGHT: Clemson's school colors are orange, regalia and white.
  - WRONG: Favorite outdoor spaces on campus include Bowman Field, the Carillon Gardens, and the Outdoor Amphitheater.
  - RIGHT: Favorite outdoor spaces on campus include Bowman Field, the Carillon Gardens and the Outdoor Amphitheater.
  - WRONG: Jamie plays club soccer, serves on student government, and writes for the paper.
  - RIGHT: Jamie plays club soccer, serves on student government and writes for the paper.
  - In these above examples, the meaning of the sentences remains clear without using a serial comma, so including one is unnecessary.
- Sometimes, however, the serial comma is necessary for clarification purposes and to avoid ambiguity.
  - If an integral element of a series requires a conjunction, use a serial comma.
    - e.g., I had orange juice, toast, and bacon and eggs for breakfast.
    - e.g., Clemson's men sports include basketball, soccer, cross country, and track and field.
      - In the above example, the serial comma clarifies the separation of "track and field" from the other elements included in the series. Without the comma, a reader might think that "cross country and track" are a single sports team when they are in fact two separate teams.
  - Include a serial comma in a simple series if omitting it would make the meaning unclear.
    - e.g., She would like to thank her parents, Dolly Parton and Elvis Presley.
      - Because Dolly Parton and Elvis Presley are not her parents,

this sentence would be written with the serial comma to provide more clarity: She would like to thank her parents, Dolly Parton, and Elvis Presley.

- A comma can also be used before the concluding conjunction in a complex series of phrases. It is often a judgment call by the writer to decide when a series of phrases moves from “simple” to “complex” and when a serial comma is needed to provide clarification.
  - e.g., Her research interests include health disparities across different populations, the effectiveness of outreach efforts on seeking preventive care, and health care access in rural settings.
    - The meaning of the above sentence is still clear without a comma after the word “care,” but it does give the reader a bit of a mental pause. Therefore, if preferred, it would be acceptable to include the serial comma.
- Use commas to separate a series of adjectives equal in rank. If the commas could be replaced by the word “and” without changing the sense, the adjectives are equal, e.g., a thoughtful, precise manner.
  - Don’t use a comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, e.g., a cheap fur coat.
- When a conjunction such as and, but or for links two independent clauses that can stand alone as separate sentences, use a comma before the conjunction in most cases
  - e.g., The Wilbur O. and Ann Powers College of Business building opened in 2020, and it is Clemson’s newest academic building.
  - As a rule of thumb, use a comma if the subject of each clause is expressly stated. (The Clemson Football team visited the White House, and they had McDonald’s hamburgers.)
  - But no comma when the subject of the two clauses is the same and is not repeated in the second. (The Clemson Football team visited the White House and had McDonald’s hamburgers.)
- Before attribution (that is, identifying the speaker in quoted material): Use a comma instead of a period at the end of a quote that is followed by attribution, e.g., “Our students gather on Bowman Field on sunny days,” the campus tour guide said.
  - Do not use a comma, however, if the quoted statement ends with a question mark or exclamation point, e.g., “How many floors are in Cooper Library?” the prospective student asked.
- Use a comma to introduce a complete one-sentence quotation, e.g., Dabo said, “Tonight, it was BYOG: Bring your own guts!”
- Essential clauses, nonessential clauses

- An essential clause **MUST NOT** be set off from the rest of a sentence by commas. A nonessential clause **MUST** be set off by commas. The presence or absence of commas provides the reader with critical information about the writer's intended meaning.
  - e.g., Reporters who do not read the Stylebook should not criticize their editors. (The writer is saying that only one class of reporters, those who do not read the Stylebook, should not criticize their editors. If the who ... Stylebook phrase were deleted, the meaning of the sentence would be changed substantially.)
  - e.g., Reporters, who do not read the Stylebook, should not criticize their editors. (The writer is saying that all reporters should not criticize their editors. If the who ... Stylebook phrase were deleted, this meaning would not be changed.)
- **USE OF THAT OR WHICH**
  - That is the preferred pronoun to introduce essential clauses that refer to an inanimate object or an animal without a name
  - Which is the only acceptable pronoun to introduce a nonessential clause that refers to an inanimate object or an animal without a name.

## Dash

- An em dash (—) is used to make a strong break in the structure of a sentence, and it is also used to introduce a phrase or clause that summarizes, emphasizes or contrasts what has gone before.
  - e.g., The dining hall offers a variety of options — pizza, burgers, chicken sandwiches and a salad bar — for lunch.
  - Place one space on each side of an em dash.
- A hyphen (-) is used to show duration, e.g., James F. Barker was Clemson University's president from 1999-2014.
- In accordance with the AP Stylebook, Clemson does not use the en-dash (–).

## Ellipsis

- Ellipsis (...) indicate a missing word in a quotation. They are not necessary at the beginning or end of a quotation.
  - Make sure the addition to the ellipsis does not alter the original meaning of the quoted material.

## Exclamation mark

- Denotes great surprise, a command, deep emotion or emphasis or sarcasm. Use sparingly in text.

## Hyphen

- If a hyphen makes the meaning clearer, use it. If it just adds clutter and distraction to the sentence, don't use it.
- Avoid ambiguity: Use a hyphen whenever ambiguity would result if it were admitted.
  - e.g., He resigned on Monday versus He re-signed on Monday.

## Compound modifiers

- A compound modifier is two or more words that express a single concept and precede a noun, e.g., quick-witted student, dog-friendly hotel.
  - In general, no hyphen is needed if the modifier is commonly recognized as one phrase, and if the meaning is clear and unambiguous without the hyphen. There are two-word terms, particularly those used as nouns, that have evolved to be commonly recognized as, in effect, one word.
    - No hyphen is needed when such terms are used as modifiers if the meaning is clear and unambiguous without the hyphen, e.g., third grade teacher, chocolate chip cookie, public land management, parking lot entrance, emergency room visit.
  - Use a hyphen if it's needed to make the meaning clear and avoid unintended meanings, e.g., small-business owner, little-known song, low-income workers, better-qualified candidate.
    - Think of the different possible meanings or confusion if the hyphen is removed in each of those examples.
- Hyphenate well- combinations before a noun but not after
  - e.g., a well-known professor, but the professor is well known.
- Generally, use a hyphen in modifiers of three or more words
  - e.g., black-and-white photography, a win-at-all-costs strategy
- No hyphen is needed to link a two-word phrase that includes the adverb very and all verbs ending in -ly
  - e.g., a very good season, an easily remembered rule
- Many combinations that are hyphenated before a noun are not hyphenated when they occur after a noun.
  - e.g., She works full time. She is well aware of the consequences. The children are soft spoken. (Guidance changed in 2019 to remove the rule that said to hyphenate following a form of the verb "to be.")
- But use a hyphen if confusion could result in confusion
  - e.g., The technology is state-of-the-art.
- AP does not hyphenate the term African American or any similar term designating dual heritage (Asian American, etc.).



## Hyphen – prefix and suffixes

- Prefixes and suffixes
  - Prefixes that generally require hyphens include self-, all-, ex-, half-
    - Generally, do not hyphenate when using a prefix with a word starting with a consonant.
    - Use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel.
  - Suffixes that generally require hyphens include -free, -based, -elect

## Italics

- Use for publications/entities that publish rankings (e.g., *The Princeton Review*, *U.S. News & World Report*, etc.)
  - This is a deviation from the AP Stylebook, which does not use italics.
- Use for web addresses in print. There is no need to write “www” in front of most URLs.
  - e.g., Visit *clemson.edu/admissions*.

## Parentheses

- Use only when a word is truly parenthetical and not for editorial explanations.

## Period

- In lists, use a period at the end of each section, whether it is a full sentence or a phrase. Example below:
  - The four playoff seeds are:
    - LSU.
    - Clemson.
    - Ohio State.
    - Oklahoma.

## Quotation marks

- Use for titles of books, movies, plays, poems, albums, songs, operas, radio and TV programs, magazine articles, lectures, academic papers, speeches and works of art.
  - NOTE: While academic paper titles are put in quotations, the AP Stylebook categorizes academic journals as “reference material,” similar to dictionaries, encyclopedias, handbooks, etc. Therefore, there are no quotation marks when referring to academic journals. Example: Last year, John Smith published “Effects of Remote Learning During COVID-19” in the *Journal of Educational Psychology*.

- Use double quotation marks, except for headlines and quotes with a quote, which use single quotation marks.
  - e.g., Undefeated Tigers ‘best ever,’ says Dabo Swinney
- Periods and commas go inside closing quotation marks.
- Colons and semicolons go outside closing quotation marks.
- For quotes that span more than one paragraph:
  - Use opening double quotation marks at the beginning of each paragraph; and
  - Use a closing double quotation mark only at the end of the last paragraph of the quoted remarks.

### Semicolon

- Use to separate elements of a series when the items in the series are long or when individual segments contain material that almost must be set off by commas.
  - e.g., He is survived by a son, John Smith, of Chicago; three daughters, Jane Smith, of Wichita, Kansas, Mary Smith, of Denver, and Susan, of Boston; and a sister, Martha, of Omaha, Nebraska. (Note that the semicolon is used before the final and in such a series.)
- Use to link independence clauses when a coordinating conjunction such as and, but or for is not present, e.g., Most ESPN experts predicted Alabama would defeat Clemson; they were wrong.

### Spaces and spacing

- Always use a single space following a period to begin a new sentence, not a double space.

### Web addresses/URLs

- Website (not web site), webpage (not web page)
- internet (always lowercase, not Internet)
- Write web addresses in lowercase without http:// or www.
- Note: Some Clemson webpages do not work if .html is removed at the end of a web address. If the link works without .html, then it can be removed.

# INCLUSIVE LANGUAGE

Clemson University strives to create an inclusive and welcoming environment, and this commitment is reflected in the language we use to describe the members of our community. We aim to convey respect when highlighting the diverse populations of the Clemson Family by avoiding language that implies negative connotations or presents a narrow view of particular groups or people.

Clemson typically follows the AP Stylebook guidelines when considering language and terminology around race, gender, sexual orientation, disability, religion, age or immigration or veteran status. Please note that all of the terms and phrases found below are merely recommendations. When possible, it is always recommended to ask the individual or group what terms are preferred.

## Disability

- In general, do not describe an individual as disabled unless it is clearly relevant to the communications piece. If a description is required, try to be specific about the type of disability or symptoms.
  - Disabled is a general term for a physical, mental, developmental or intellectual disability.
    - Do not describe a disability as “a handicap.”
  - Avoid descriptions that denote pity, such as “afflicted with” or “suffers from.”
    - e.g., Say “has multiple sclerosis” instead of “suffers from multiple sclerosis.”
  - Use person-centered language, which focuses on the person first, not their condition.
    - e.g., Say “person with a disability” instead of “disabled person.”
    - e.g., Say “person who uses a wheelchair” or “a wheelchair user” instead of “wheelchair-bound.”
- Deaf/deaf
  - Use the lowercase deaf when referring to the audiological condition of total or major hearing loss and for people with total or major hearing loss. Many deaf people who use sign language have a deeply ingrained sense of culture and community built around their experiences. The uppercase form Deaf can be used to signify that culture and is acceptable if used by the person or group in descriptions such as the Deaf community, Deaf education, Deaf culture, etc.
  - Do not use the uppercase form for a person; instead, use lowercase deaf, the standard style for medical conditions; e.g., Lane, who is deaf, said the Deaf community is an important part of his life.

## Gender and sexual orientation

- Gender is not synonymous with sex. Gender refers to a person's social identity, while sex refers to biological characteristics.
- The terms gay and lesbian are preferred over homosexual. Sexual orientation is not synonymous with gender.
- Gender-nonconforming (adj.) is an acceptable term in broad references to people who do not conform to gender expectations. When discussing individuals, be specific about how a person describes or expresses gender identity and behavior. Gender-nonconforming is not synonymous with transgender.
  - People are nonbinary if their gender identity is not strictly male or female. It is not synonymous with transgender.
- LGBT or LGBTQ are acceptable in all references for lesbian, gay, bisexual and transgender or lesbian, gay, bisexual, transgender and questioning and/or queer.
- Transgender (adj.) describes people whose gender identity does not match the sex they were identified as having at birth. Use the name by which they live publicly.
- Do not use transgender as a noun, such as referring to someone as "a transgender," or use the term "transgendered."

## Gender pronouns

- Do not presume maleness in constructing a sentence by defaulting to he/his/him. Usually it is possible, and always preferable, to reword the sentence to avoid gender.
  - e.g., Researchers work to protect the integrity of their studies *instead of* A researcher works to protect the integrity of his studies.
- The use of they/them/their is acceptable in limited cases as a gender-neutral pronoun when alternative wording is overly awkward and clumsy. Arguments for using they/them as a singular sometimes arise with unspecified or unknown gender, e.g., The winner will collect their prize next week. This is acceptable use.
- In stories about people who identify as neither male nor female or ask not to be referred to as he/she/him/her: Use the person's name in place of a pronoun, or otherwise reword the sentence, whenever possible. If they/them/their use is essential, explain in the text that the person prefers a gender-neutral pronoun. Be sure that the phrasing clarifies that the sentence does not imply more than one person.
- When they is used in the singular, it takes a plural verb, e.g., Taylor said they need a new car.

## Race, ethnicity and national origin

- As of June 20, 2020, the AP Stylebook recommends the capitalization of Black when used as an adjective in the racial, ethnic or cultural sense: Black people, Black culture, Black literature, Black studies.
  - Use of the capitalized Black recognizes that language has evolved, along with the common understanding that especially in the United States, the term reflects a shared identity and culture rather than a skin color alone. Also use Black in racial, ethnic and cultural differences outside the U.S. to avoid equating a person with a skin color.
- The terms African American and Black are not necessarily interchangeable. Americans of Caribbean heritage, for instance, generally refer to themselves as Caribbean American. Follow a person's stated preference.
- Black and white are acceptable as adjectives when relevant.
  - Do not use either term as a singular noun.
  - The plural nouns Blacks and whites are generally acceptable, but more specific phrasing such as white students, Black students, Black teachers is preferable.
- Asian American is an acceptable term for an American of Asian descent. When possible, refer to a person's country of origin (e.g., Indian American) or follow their preference.
- American Indians and Native Americans are both acceptable terms in general references for those in the U.S. when referring to two or more people of different tribal affiliations. For individuals, use the name of the tribe, if available. Do not use the term Indian as shorthand for American Indians.
- Latino is often the preferred noun or adjective for a person from, or whose ancestors were from, a Spanish-speaking land or culture or from Latin America. Latina is the feminine form.
  - The Spanish language is constructed around gender with use of masculine and feminine forms. To offer a gender-neutral alternative, Latinx has emerged as an alternative to Latino.
    - Latinx, Latino and Latina can all coexist. It's a personal choice on how one identifies.
  - It is preferable to identify people of Latin American descent first with their country of heritage and then second as "Latino/Latina/Latinx" or "Hispanic" to identify with a collective group.
    - For example, a person's family who is from Mexico will typically identify as "Mexican American" before identifying as "Latino/Latina/Latinx" or "Hispanic."
  - Hispanic is also generally acceptable for those in the United States.
    - When possible, use a more specific identification, e.g., Cuban, Brazilian, Puerto Rican.

- Dual heritage
  - Do not use hyphens for terms such as African American, Asian American, etc.
- People of color, racial minority
  - Person/people of color is a generally acceptable term to describe individuals of races other than white.
  - Racial minority: The term “minority” has become more scrutinized recently for lack of specificity and demographic inaccuracy as people of color become the majority population in many areas of the United States in the coming years. In general, avoid using this term to describe individuals of races other than white.
    - Alternative phrasing includes specific population language such as African American, Asian American, etc., people of color or “minoritized” populations to denote systematic denial of access for these groups as opposed to demographic status.

#### Immigration status

- Do not use the terms “alien,” “illegal alien,” “illegals,” “an illegal,” “illegal immigrant.”
  - Use the term “illegal” only to refer to an action, not a person.
    - e.g., illegal immigration, entering a country illegally
- “Undocumented immigrant(s)” is the appropriate terminology to refer to a person.

# WRITING ALT TEXT FOR WEB IMAGES

## What is alt text?

Alt text is the copy screen readers use to describe images for the visually impaired. Search engine crawlers also use alt text to understand what is included in images on a web page. This helps the search engine to accurately index the image (Google Image Search) as well as the web page (Google Search Engine Results Page).

Thus, alt text is crucial for accessibility and search engine optimization.

## How do you write alt text?

Look at the image and think about how you would describe it to someone who is blind.

All alt text should be brief, specific and descriptive.

Clemson University alt text should be written in the brand voice, using action language when possible and incorporating keywords relevant to the University or specific web page when natural. Do not force keywords into your alt text. Prioritize an accurate description of the image. Accessibility comes first. Search engine optimization comes second.

## Alt Text Guidelines

1. Describe the image and be specific.
2. Keep alt text for each image under 125 characters.
  - a. Most popular screen readers stop reading alt text at this point.
3. Use keywords, but sparingly.
4. Do not use phrases like “image of” or “picture of.”
5. Always use a period after your alt text, even if it is a sentence fragment.
  - a. The period causes the screen reader to take a brief pause, which creates a better experience for the user who is listening to the contents of the page.

## **Alt Text Writing Examples**

Bad alt text: Two women sit in a room.

OK alt text: A Clemson student and her professor work together on a project.

Best alt text: A Clemson student and her professor review a sheet of orange stickers they printed in the lab.



## COMMONLY MISSPELLED OR MISUSED WORDS

- accommodate
- achieve
- affect [verb]: influence, have an effect or a result
  - e.g., The schedule affects everyone.
- apparently
- appearance
- basically
- beginning
- business
- calendar
- canceled, not cancelled
- catalog, not catalogue
- cemetery
- colleague
- committee
- complementary: serving to complete; supplying needs; combining to enhance or emphasize
  - e.g., The orange lettering complements the purple baseball jerseys.
- complimentary: free of charge; express praise or admiration
  - e.g., The employee benefits meeting will have complimentary refreshments.
  - e.g., The dean was complimentary of the faculty's success this year.
- definitely
- effect [noun or verb]: bring about, accomplish.
  - e.g., The flood had a devastating effect on the garden.
  - e.g., Clemson graduates are prepared to enter the real world and effect change in their communities.
- email, not e-mail

- Fahrenheit
- finally
- fluorescent
- foreign
- fundraising, not fund-raising
- further (note: further for extension of time or degree, farther for a physical distance)
- groundbreaking, not ground-breaking
- health care (two words, whether it's a noun or an adjective)
- honorary
- independent
- its: the possessive of "it"
- it's: a contraction of "it is"
- knowledgeable (keep the e)
- liaison
- license
- noticeable
- occasion
- occur, occurred, occurring
- online, not on line
- preferred, preferring
- principal: chief, most important; school head
- principle: basic truth or rule; code of conduct
- separate
- theater, not theatre (unless Theatre is part of a proper noun or refers to the theatre curriculum within the performing arts major.)
- their: the possessive of "they"
- there: in, at or to a place
- they're: the contraction of "they are"

- website, not web site
- well-being, not wellbeing or well being
- who's: the contraction of "who is"
- whose: the possessive or "who"
- your: the possessive or you
- you're: the contraction of "you are"

# NEW WORDS FOR THE 21ST CENTURY

- Airbnb (note capitalization)
- Android
- autonomous vehicles (can also be called self-driving)
- blockchain
- clickbait
- coworking (n., adj.): sharing workspace and amenities
- cryptocurrency
- crowdfunding
- cyberattack
- dashcam
- e-transfer
- Facebook
- game day (two words)
- gig economy: job-to-job employment with little security and few employment rights. Include a brief explanation in the text if used.
- GMO: genetically modified organism. GMO is acceptable on second reference.
- greenlight (verb)
- Instagram
- LEED: acronym for Leadership in Energy and Environmental Design, the rating system used by the U.S. Green Building Council to measure a building's sustainability and resource-efficiency.
- livestream, livestreaming (one word in all uses)
- long shot
- newsfeed
- tweet, retweet
- WhatsApp

## CONTACT US

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