AP STYLE GUIDELINES

EDITORIAL QUICK REFERENCE GUIDE
Visit media.clemson.edu/ows/web/brand/UR_Style_Guide.pdf for the complete University Relations Style Guide

CLEMSON-RELATED AND OTHER COMMON TERMINOLOGY
• adviser NOT advisor (spelled with an “e”)  
• The Andy Quattlebaum Outdoor Education Center should be called Andy’s on all references  
• Clemson Family (capitalize)  
• Clemson Tigers (rather than just Tigers)  
• email should not have a hyphen (email NOT e-mail)  
• etc. should have a period at the end (meaning: et cetera)  
• Use first-year student(s); refrain from using freshman or freshmen  
• health care is two words (not one word)  
• Write out Snow Outdoor Fitness and Wellness Complex on all references  
• universitywide; campuswide (one word)  
• University Professional Internship and Co-op Program; can be referred to as the UPIC Program on second reference  
• website NOT web site (one word)  
• well-being NOT wellbeing or well being (need the hyphen)  
• Memorial Auditorium at Tillman Hall (rather than Old Main)  
Refer to all buildings by official names, found on the campus map at clemson.edu/campus-map.

NUMBERS, TIMES AND DATES
• Spell out numbers from zero to nine  
• Use figures for 10 and above  
  - This also applies to ordinal numbers; e.g., first, second, third, 10th, 11th and 12th  
• Always use figures for:  
  - Addresses (114 Daniel Drive)  
  - Ages (He is 21 years old.)  
  - Dates, years and decades (January 24, 1923, ‘20s)  
  - Decimals, percentages and fractions with numbers larger than 1 (.03, 21 percent, 3 3/4)  
  - Dimensions (6-foot wall)  
  - Distances (14 miles)  
  - Highway designation (Interstate 385)  
  - Monetary units ($14 million)  
  - Rank (No. 14 team)  
  - Sports scores, standings (14-31, No. 3 team)  
  - Times (7:30 p.m.)  
• Always spell out numbers:  
  - At the start of a sentence (unless it is a year)  
  - In fractions less than one  
• Percent sign (%) may be used in graphics but must be written in text  
• Pound sign (#) is acceptable in graphics but must be written as No. in text  
  - E.g., U.S. News & World Report awarded the program the No. 4 ranking.

• Phone numbers are written with hyphens: 864-321-7654  
• Time  
  - Written in figures with a.m. and p.m., using periods with no space between letters; e.g., 7:30 a.m., 9:30 p.m.  
  - Midnight and noon are spelled out  
  - No :00 for exact hours; e.g., The game starts at 8 p.m.  
• Dates  
  - No st, rd or th on numbers in dates; e.g., June 1 NOT June 1st  
• Months  
  - Write out all months, no abbreviations; e.g., She is graduating on December 15.  
• Years  
  - 1990s, ‘90s  
  - Year ranges should be written with the first year fully written followed by the last two numbers of the second year; e.g., 2020-21

CAPITALIZATION
• Academic degrees  
  - Master of Science, Master of Business Administration, Master of Arts, Master of Fine Arts, Bachelor of Arts and Bachelor of Science are capitalized in all references  
  - bachelor’s, bachelor’s degree, master’s degree, doctoral degree, doctorate, etc. are all lowercase  
• Clemson University and University (when referring to Clemson) are always capitalized  
  - On first reference, use the entire name, University is acceptable in further references; do NOT abbreviate as CU in any reference  
• Division of Student Affairs is always capitalized; however, the division (when referring to Student Affairs) is not capitalized  
• Majors and academic subjects are only capitalized if they contain a proper noun  
  - E.g., She is majoring in marketing with a minor in French.  
• Days of the week must be capitalized: e.g., Monday, Tuesday, etc.  
• Seasons are lowercase unless referring to an academic term  
  - E.g., She graduates in the spring.  
  - E.g., Tuition for Fall 2019 is due in August; The Fall semester begins on Friday.  
• Titles are only capitalized when they precede a name  
  - E.g., Vice President of Student Affairs Chris Miller  
  - E.g., Chris Miller, vice president of Student Affairs, was officially hired in 2021.
PUNCTUATION AND FORMATTING

Acronyms and Abbreviations
- Use sparingly to ensure clear communication; always avoid on first reference.
- Can be used after they are established on first reference.
  - E.g., first reference: Hendrix Student Center (HSC)
  - E.g., later reference: HSC.

Addresses
- Abbreviate avenue, boulevard and street in numbered addresses. Spell out all others, including drive, road, lane, circle and court.
  - E.g., 333 S. Hampton Blvd.
  - E.g., 23 Ridgeway Drive.

Ampersand
- Only use the ampersand (&) symbol when it is part of an official name. Otherwise, use the word “and.”
  - E.g., College of Architecture, Arts and Humanities.
  - E.g., Housing & Dining.

Apostrophes
- Singular proper names ending in “s”: add only an apostrophe to indicate possession.
  - E.g., Clements’ speech.
- It’s receives an apostrophe when it is the conjunction “it is.”
- Apostrophes indicate missing numbers or letters.
  - E.g., Class of ’14.

Comma
- Clemson does not use the Oxford Comma/serial comma in most instances.
  - E.g., Clemson’s school colors are Clemson Orange, Regalia and Goal Line.
- Use a serial comma only when necessary for clarification purposes.
  - E.g., Her favorite foods are pizza, fruit, and mac and cheese.
- When a conjunction such as and, but or 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’s Clemson’s newest academic building.

- Set off nonessential clauses or phrases with commas. Do NOT set off essential phrases with commas.

Dashes and hyphens
- Hyphens (-) are used to show duration; e.g., 2-4 p.m. or 1990-2014.
- En dashes (—) are not used.
- Em dashes (——) are used to make a strong break in a sentence and in quote attribution.

Ellipsis
- Ellipsis (…) are ONLY used to indicate a missing word(s) in a quotation.

Italics
- Use for publications that publish Rankings.
- Use for email and web addresses when in print format; e.g., clemson.edu.

Registration Marks
- Are not required when written out in text.

Quotation Marks
- Put quotation marks around all composition titles except holy books and books that are primarily catalogs of reference material.
- Periods and commas go inside closing quotation marks. Colons and semicolons go outside closing quotation marks.

Semicolon
- Use to separate elements of a series when the items in the series are long or when individual segments contain material that must be set off by commas.
  - E.g., A few of Clemson’s fall events are the Career Fair; Homecoming Week, which includes Float Building, the Habitat House and Tigerama; Military Appreciation Week; and Graduation.

States
- Spell out full names of all 50 states in all instances.
  - E.g., He is from Greenville, South Carolina.

Web addresses
- Write web addresses without http:// or www. if the link works without it.