

# AP STYLE GUIDELINES



## EDITORIAL QUICK REFERENCE GUIDE

Visit [media.clemson.edu/ows/web/brand/UR\\_Style\\_Guide.pdf](http://media.clemson.edu/ows/web/brand/UR_Style_Guide.pdf) for the complete *Marketing and Communications 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 **UPIP 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](http://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 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
  - E.g., *The Princeton Review* or *U.S. News & World Report*
- 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